



Training Center Digital Media Kit

2022 Edition

SHAREABLE GRAPHICS

You may promote your training with these graphics through social media, email, prints, website, or bulletins.

ACBC SEAL:

Graphics Access: ACBC seals can be found in [this folder](#).

Description: This is the official logo of the Association of Certified Biblical Counselors. Use of this seal is authorized by ACBC for all Certified Training Centers in good standing with the organization for brand recognition and general marketing purposes.

Clothing: You may use this seal for ACBC clothing. Send the logo file and your clothing items to a local embroiderer to customize your ACBC gear.

ACBC Presentation Template:

Graphics Access: ACBC PowerPoint presentation slide templates can be found [in this folder](#).

Description: You may utilize this ACBC presentation template for any teaching or marketing your center may engage with during the year. This template raises the quality of visual presentations by utilizing the ACBC logo and official color palate.

TRAINING CENTER BADGES:

Graphics Access: Training Center Badges can be found in [this folder](#). Spanish versions can be found in [this folder](#).

Description: Each of these badges is designed to be recognizable across all ACBC platforms to direct trainees to where they can find quality and approved avenues for biblical counseling training leading to or building upon certification. A brief description of each badge, with prescribed use, is included below:

Certified Training Center Badge: This badge can be used as an official seal of any of our Certified Training Centers. It can be used to represent a center as having official standing with ACBC in the place of, or in addition to, a center's existing logo.

Fundamentals Training Course Badge: This badge can be used to help a trainee identify and recognize a center's program as it relates to the required training topics in Phase 1.

Exam Preparation Course Badge: Centers who choose to guide trainees through the successful completion of Phase 2 of the certification process may use this badge in promoting ACBC exam preparation courses.

Advanced Training Badge: This badge may be used to help direct trainees to courses or training options designed to build on and go beyond materials found in the Fundamentals Training Course. Training associated with this badge will not directly relate to any of the phases of the certification process.

Continuing Education Badge: This badge may be used to help direct members to courses that have been approved by ACBC to count towards members earning continuing education units required to maintain membership. The use of this badge should be limited to courses or events that have been approved and valued by ACBC.

Specialization Training Badge: This badge may be used to help generally promote courses designed and approved by ACBC to meet standards leading to one of the counseling specializations. This badge should only be used with courses that have been reviewed and approved by ACBC to be offered to certified members.

COUNSELING SPECIALIZATION SEALS:

Graphics Access: Counseling Specialization seals can be found in [this folder](#).

Description: Each of these seals is designed to be recognizable across all ACBC platforms in order to direct trainees to where they can find quality and approved avenues for biblical counseling training leading to counseling specialization. A brief description of each seal, with prescribed use, is included below:

Marriage Counseling Specialization Seal: This seal can be used exclusively by Certified Training Centers that offer the approved courses and topics required for the marriage counseling specialization.

Reconciliation Counseling Specialization Seal: This seal can be used exclusively by Certified Training Centers that offer the approved courses and topics required for the reconciliation counseling specialization.

Addictions Counseling Specialization Seal: This seal can be used exclusively by Certified Training Centers that offer the approved courses and topics required for the addictions counseling specialization.

2022 ANNUAL CONFERENCE:

Graphics Access: Conference graphics can be found in [this folder](#).

Promotional Discount:

10% off for any attendee currently receiving training at your center. Use the discount code: **TrainingCenter** at checkout. Applies to the 2022 Annual Conference + Pre-Conference package or the 2021 Annual Conference package.

Social Media Blurb:

Pastors + Biblical Counselors will gather to consider the importance of recovering human dignity in counseling. Featuring Virgil Walker, Dale Johnson, Adam Tyson, and 70+ other speakers!

October 3-5, 2022 | Memphis, TN

<https://biblicalcounseling.com/about/events/2022-annual-conference/>

Email Blurb:



Consider joining us to hear Dale Johnson, Adam Tyson, Virgil Walker, Camille Cates, and over 70 other speakers as we explore how to counsel, encourage, and reclaim the value of those made in God's image. Use discount code **TrainingCenter** to get 10% off at registration!

October 3-5, 2022 | Memphis, TN | Bellevue Baptist Church

More info at <https://biblicalcounseling.com/about/events/2022-annual-conference/>

CERTIFICATION

Social Blurb:

We all know people in need of help and hope, yet many Christians do not feel equipped to counsel. Consider pursuing ACBC certification to minister God's Word faithfully to those in your life. <https://biblicalcounseling.com/training/certification/>

Email Blurb:

This world is full of sin, suffering, and confusion. We all know people in need of help and hope, yet many Christians do not feel equipped to counsel.

Consider pursuing [ACBC certification](#) to be equipped to minister God's Word faithfully to those in your life!

Begin **now** at [Insert name of Training Center event] to start your path to ACBC certification.

[Provide details about event here]

Website Blurb:

When people face sin and suffering of every kind, the church of Jesus Christ is called to provide the hope and direction of Scripture.

That's why we partner with ACBC (the Association of Certified Biblical Counselors), an organization that trains and certifies individuals in biblical counseling.

We are an ACBC Certified Training Center, which means that our biblical counseling training counts toward requirements in the ACBC certification process.

The entire ACBC certification process includes three phases:

- 1. Learning Phase:** Fundamentals Training Course, required reading, and counseling observations
- 2. Exams and Evaluations Phase:** theology and counseling exams
- 3. Supervision Phase:** 50 sessions of supervised counseling

[Insert relevant information on how your training fulfills ACBC requirements]

SHAREABLE PRINTS

Printable Graphics: Various ACBC printable material can be accessed in [this folder](#).

Includes:

- *Certification Flyer*
- *Explore ACBC Flyer*
- *Truth in Love Podcast Card*
- *Standards of Doctrine and Conduct Booklet*

Printing: We recommend finding a local professional printer who can produce quality prints.

