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**Association for Applied Sport Psychology Unveils New Brand Identity**

*-New assets underscore the organization’s commitment to elevating human performance and well-being-*

**Indianapolis, IN**. (June 2, 2021) – The [Association for Applied Sport Psychology](http://www.appliedsportpsych.org/) (AASP)—the premier association ensuring every performer has the resources to strengthen their inner edge through the advancement and application of excellence in mental health and performance—is debuting refreshed design and enhanced messaging, revealing a collective and inclusive identity to its members and the public. Guided by creative design firm Vermilion, the new identity and tone presents a strengthened, straightforward narrative, grounded in AASP’s three pillars of excellence: mental performance, mental health and research.

“As an organization, we understand the importance of a brand identity that resonates. We have to be clear about who we are to effectively communicate our value to others,” said Kensa Gunter, PsyD, CMPC, President, Association for Applied Sport Psychology (AASP). “As AASP continues to evolve, our overarching goal is to incorporate more input from our members and to clearly communicate our mission to elevate human performance and well-being across the performance spectrum.”



The [Mental Health & Mental Performance Services Continuum](https://appliedsportpsych.org/site/assets/documents/Identifying-the-Right-Mental-Health-Provider.pdf) serves as the first of many upcoming pieces of content that AASP will share as part of its identity refresh. This tool is designed to assess an individual’s functioning and performance levels to identify the best provider – including Certified Mental Performance Consultants® (CMPC®). CMPC is the sole accredited certification offered only through AASP for mental performance in North America and a growing prerequisite for working with various sport and performance populations.

“We’re grateful for Vermilion’s expertise and collaboration on this project and are confident that these developments will increase our ability to serve individuals and organizations by connecting them with the professionals and resources needed to enhance their mental well-being and performance,” added Gunter.

Additional information about the CMPC certification program can be found on the [Certification tab](https://appliedsportpsych.org/certification/) of the AASP website.

**About Association for Applied Sport Psychology (**[www.appliedsportpsych.org](http://www.appliedsportpsych.org)**)**

Founded in 1985, the Association for Applied Sport Psychology (AASP) is the premier organization elevating sport and human performance through the advancement and application of excellence in mental performance and mental health.  AASP currently has nearly 3,000 members in 50+ countries worldwide, and cultivates an inclusive field of Certified Mental Performance Consultants® (CMPCs), licensed mental health professions, educators, and researchers.  Follow AASP on [Facebook,](https://www.facebook.com/Association-for-Applied-Sport-Psychology-AASP-154996096156/?fref=ts) [Twitter](https://twitter.com/AASPTweets), [Instagram](https://www.instagram.com/aaspofficial/) and [YouTube](https://www.youtube.com/user/SportPsychAASP).