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# Texas Chapter International Society of Arboriculture

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## Texas Chapter International Society of Arboriculture Qualification Logo Use Policy

*Adopted by the Board of Directors: December 13, 2022*

### **Purpose**

Texas Chapter International Society of Arboriculture (ISAT) created and owns both the Oak Wilt Qualification logo and the Wildfire Risk Reduction Qualification logo since their introduction in 2016. The policy below sets the boundaries for the use of these logos.

### **Logo Misuse and Violation**

We recognize that on occasion, there may be either intentional or unintentional misuse of these logos. This information has been prepared to help clarify the difference between a logo misuse and a violation and what one can expect when a complaint has been filed.

**Logo Misuse:** If an ISAT member or credential holder is not using a logo correctly, it is considered logo misuse. Some examples of logo misuse include using a retired logo, not following style and color guidelines, companies using the logos incorrectly, or using unapproved logos without consent. The logo may not be used once an individual's qualification expires, unless they renew the qualification.

**Logo Violation:** Use of a logo without membership or certification is considered a logo infringement. Examples of infringement include: an individual who is not an ISAT member or credential holder using an Oak Wilt Qualification or Wildfire Risk Reduction Qualification logo; companies using a logo without employing qualified members or credential holders, or without consent; or members and credential holders who use a logo they are not authorized to use.

**Reporting:** When an individual is reported for logo misuse or violation, ISAT will take

the following steps to correct the matter.

- » ISAT will review all complaints submitted to our office. Complaints must be completed in full, and documentation must be included at time of submission.
- » A communication is e-mailed to the company or individual misusing or violating the logo giving them 30 days to correct the issue and provide evidence of compliance.
- » If the matter has been brought to compliance, the file is closed.
- » If the matter is not corrected within 30 days, ISAT's Board of Directors will decide whether the logo shall be revoked and reserves the right to ask any individual to remove our logos. If the individual does not comply, ISAT reserves the right to remove the current membership and refuse membership in the future.

ISAT encourages you to use this guide to understand the proper use of these identified logos.

If logo misuse is suspected, direct as much information as possible to the Program Manager, Megan Wood at [megan@isatexas.com](mailto:megan@isatexas.com) or Certification Liaison, Jesse Neumann at [jesse.neumann@austintexas.gov](mailto:jesse.neumann@austintexas.gov).

## Logo Issuance

ISAT will issue logos for the Oak Wilt Qualification and Wildfire Risk Reduction Qualification only to individuals who have gained the qualification through the organization's program and are members of the ISAT in good standing. We reserve the right to verify membership and credential holder status and may refuse a person if not in compliance.

Texas Chapter International Society of Arboriculture will offer these certificates and logos as another member benefit by emailing our Program Manager, Megan Wood, at [megan@isatexas.com](mailto:megan@isatexas.com). It offers credential holders a variety of ways to share and validate their credentials and professional achievements with their peers, clients, and employers.

## Style and Branding Guide

The logo must display the credential holder's full name directly underneath the logo and their corresponding number for the qualification. Wearing the logos on personal apparel, such as a hardhat or shirt, if worn by the qualificant, does not require name and qualification number. For vehicles, signage, business cards or other public displays not on the qualified individual, the person's name and qualification number are required. These logos are not for generalized use by a company by showing the logo with the words "member" or "on staff".

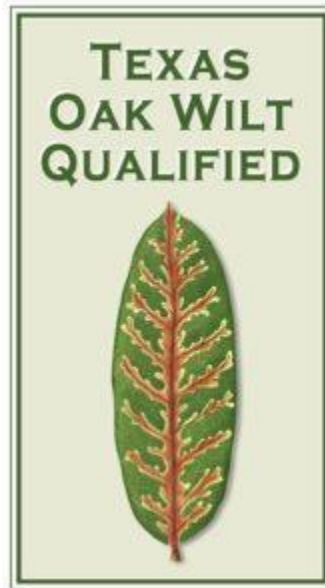
**Text Usage:** ISAT does not require you to use a logo to refer to your certification credential. Approved wordmarks (text) may be used in place of a logo. Each word within the wordmark must be capitalized unless otherwise indicated.

**Preferred Fonts for Usage:** If possible, the following choices represent the desired fonts to use in printed material when referencing a ISAT wordmark. These are listed in

order of preference.

Minion Pro  
Adobe Garamond Pro  
Gill Sans MT  
Helvetica LT Com

***Correct logo and display of qualification name and number:***



Joe Smith  
TOWQ-000

*Approved wordmark:*  
Texas Oak Wilt Qualified

*Approved Colors for Usage:*  
GREEN (leaf and font): PMS 7735  
YELLOW: PMS 7403  
WARM RED: PMS 7598  
DARK BROWN (petiole and veins): PMS 7617



Joe Smith  
TXWRRQ-000

*Approved wordmark:*  
Texas Wildfire Risk Reduction Qualified

*Approved Colors for Usage:*  
PALE GREEN (house): PMS 453  
YELLOW (font and accent on leaf): PMS 7403  
ORANGE (inner flame): PMS 1575  
WARM RED (outer flame): PMS 7580  
MEDIUM GREEN (background): PMS 5773  
DARK GREEN (leaf): PMS 343

***For more information on ISAT and ISA certification***, please see <https://isatexas.com/members/certification-and-traq/> or <https://www.isa-arbor.com/Credentials>.