



BRANDING & STYLE GUIDE

HOW TO USE THIS GUIDE

While logos in this guide are not “slicks” or camera-ready copy, electronic logo versions are available from ISA and can be sent directly to you or your printer (see back page for contact information). It may be useful to share this entire publication with your printer, who will understand proper logo use by reviewing the guidelines we’ve outlined.

Thank you in advance for adhering to our logo guidelines and for helping us to build a brand that we can all be proud of.

A handwritten signature in black ink, appearing to read 'Jim Skiera'.

Jim Skiera, Certified Arborist

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Usage permissions for Third Parties (I.E. Printers, Graphic Designers, Employers)

- To receive and use a copy of an ISA trademarked logo, ISA requires verification of membership and certification status.
- Third parties requiring usage of the logo are required to request verification of status from the individual's member or certification ID card, or via the ISA office.
- Any requests for logos should be made by the individual member or credential holder.
- If the logo is used without verification of current status, it may be considered a trademark violation.

All the logos outlined in this publication are registered trademarks of the ISA. Any misuse of our guidelines may result in a trademark violation. Suspected trademark violations are subject to legal notification and investigation by the ISA office.



The official logo of ISA is used only by the International Society of Arboriculture when directly referring to the organization or to the international headquarters.

Any other use is prohibited without the express written approval of ISA.

LOGOS

- ISA logos are available for use by current members and certification credential holders to identify them as people committed to professional tree care.
- These logos are intended for individuals who meet the requirements rather than companies who employ ISA members and certified individuals.
- ISA members and credential holders are encouraged to use the title and wear the emblem proudly while following usage requirements as set forth by the ISA Trademark Policy.



Member

This logo may be used only by current ISA members.

Sustaining members may use the member logo on these business-related materials: advertisements, business cards, stationery, estimates/invoices, and equipment.

Professional members may use the member logo as follows:

- Self employed (if only employee of company) - may use on advertisements, business cards, stationery, estimates/invoices, equipment, and clothing.
- Individual employed by a multiple-employee organization - may only use on clothing, and business cards.

Companies employing ISA members may only use the logo for company advertisements, stationery, and equipment *if used in conjunction with the words "on staff."*



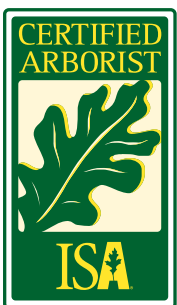
Tree Climbing Championship

This logo is used to promote ISA tree climbing championships and may be used only with permission from ISA or the sponsoring chapter. It is worn by contestants, judges, officials, and event coordinators. Event coordinators are encouraged to add the name of the chapter and year of the event beneath the logo.



Certified Tree Worker/Climber Specialist

To use this logo you must have passed the Certified Tree Worker/Climber Specialist Exam and Skills based test. In order to continue using this logo you must maintain current certification status.



Certified Arborist

To use this logo you must have passed the Certified Arborist Exam. In order to continue using this logo you must maintain current certification status.

Utility Specialist

To use this logo you must be a current Certified Arborist and have passed the Utility Specialist Exam. In order to continue using this logo you must maintain current certification status for both.



Municipal Specialist

To use this logo you must be a current Certified Arborist and have passed the Municipal Specialist Exam. In order to continue using this logo you must maintain current certification status for both.



Board Certified Master Arborist

The use of this logo is limited to Certified Arborist who have reached the pinnacle of their profession. To use this logo you must have passed the Board Certified Master Arborist Exam. In order to continue using this logo you must maintain current certification status.



Trees Are Good (TAG) Logo

This logo is used to promote the public education program of the ISA. Any usage of this logo is restricted to direct reference to the program and its web site www.treesaregood.org. Any use is prohibited without the express written approval of ISA.



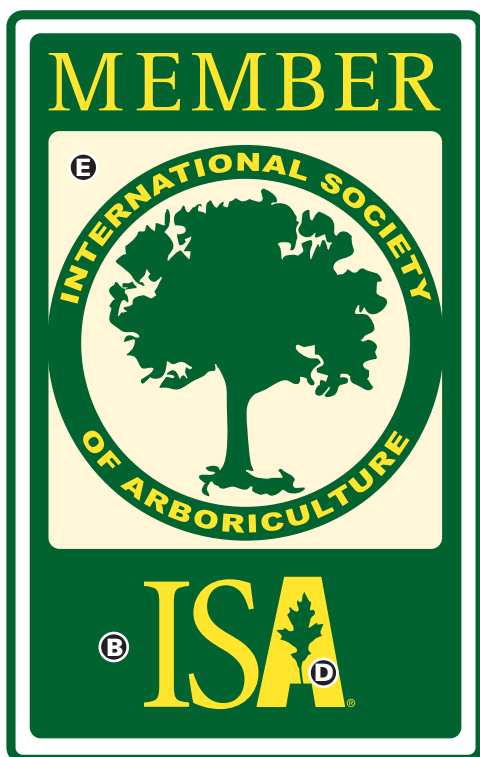
ISA Corporate Colors

It is preferred that you use the **PANTONE MATCHING SYSTEM®** (PMS)* version of the logos. Because this is not always possible, we have included the process color breakdown for the individual colors used by ISA.

Please supply your printer with this information and make sure to include a color swatch to verify the color you seek.

RGB and Hex colors should be used for web site development.

*PANTONE MATCHING SYSTEM® is a registered trademark of Pantone, Inc.



A Process Black

C: 0	R: 0	HEX: 000000
M: 0	G: 0	
Y: 0	B: 0	
K: 100		



B PMS 357CV

C: 94	R: 0	HEX: 006633
M: 26	G: 102	
Y: 90	B: 51	
K: 33		



C 20% Screen PMS357 CV

C: 16	R: 203	HEX: CBD8C9
M: 0	G: 216	
Y: 17	B: 201	
K: 11		



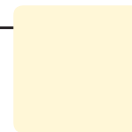
D PMS 803 2X CV

C: 0	R: 228	HEX: E4DF00
M: 0	G: 223	
Y: 94	B: 0	
K: 11		



E 20% Screen PMS 803 2X CV

C: 1	R: 255	HEX: FFFADD
M: 1	G: 250	
Y: 18	B: 221	
K: 0		



F 50% Screen PMS 126 CV

C: 0	R: 218	HEX: DAC67F
M: 12	G: 198	
Y: 50	B: 127	
K: 17		



G PMS 5395 CV

C: 79	R: 18	HEX: 12253C
M: 38	G: 37	
Y: 0	B: 60	
K: 76		



H 80% Screen PMS 5395 CV

C: 63	R: 52	HEX: 344661
M: 31	G: 70	
Y: 0	B: 97	
K: 61		



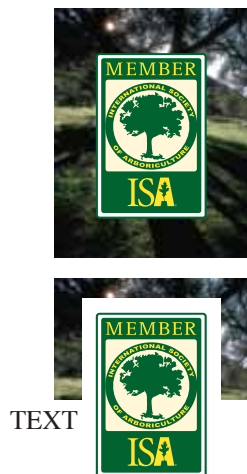
I 50% Screen PMS 5395 C

C: 40	R: 116	HEX: 74819A
M: 19	G: 129	
Y: 0	B: 154	
K: 38		



LOGO SPACING & GENERAL GUIDELINES

A “free space” should be observed at all times around the logo. This space is a measurement $\frac{1}{2}$ the height of the ISA initials at any given size. Text should always be set outside this area. Images may break the free space only when the image encompasses the entire logo and spreads beyond the outside edge of the logo, a distance greater than the measurement of the free space on all four sides. In this case, the image may print up to the outside edge of the logo but should never print behind the logo. Do not print solid color behind the color logos (see black and white logos).



free space $\frac{1}{2}$ the height of ISA letters in logo



*The free space is measured from slightly different points on the Tree Climbing Championship logo because of the shape.

LOGO SIZING

When sizing logos, the logo should not appear less than $\frac{1}{2}$ inch in height and should be large enough to keep all text at a readable size. Like free space, this measurement is also taken from a different point on the Tree Climbing Championship logos.



$\frac{1}{2}$ " minimum height
suitable for business card or yellow page ad

TRUCK DECALS FOR CERTIFIED ARBORIST

ISA provides ISA member truck decals for sale in an 8 x 12 $\frac{1}{2}$ inch magnetic or vinyl logo, to be placed on the driver's side of your vehicle.

While we don't sell Certified Arborist logos in a size suitable for vehicles, you may work with a printer to develop one, in a size up to 8 x 12 $\frac{1}{2}$ inches, providing that our guidelines are followed. *We require that your name and certification identification number (the two-letter/four-numeral designation) be included on the truck decal, directly below the logo in a size that is readable.* Credential holders only may use the Certified Arborist logo on their truck, and not on other vehicles within the same company.



TEXT USE

ISA does not require usage of logos. When referring to a credential, text (registered wordmarks) may be used in place of a logo. Each word within the wordmark must be capitalized. The same trademark guidelines apply to usage of wordmarks.

Examples are:

ISA Member

ISA Certified Arborist

ISA International Tree Climbing Championship

BLACK & WHITE LOGOS AND BACKGROUNDS

The black and/or white logo is used when printing limitations require so and when a continuous tone of color or spot color is used for a background. A black logo is used when the background color is less than a 50% grayscale value. A white logo is used when the background color is more than a 50% grayscale value. Good, common sense applies when deciding which logo looks best on colors. When a color is used behind the

logo, please observe the free space rule that the color must encompass the entire logo and spread beyond the outside edge of the free space on all sides. It is only acceptable to print solid color behind a black and white logo. Do not print solid colors behind a color logo. When printing an image behind the logo, the same free space rules apply, and the image may not print beyond the outside edge of the logo.



Black logo on light background
(background less than 50% grayscale)

White logo on dark background
*When placing logo on background image, make sure
the outer rule on logo contrasts with the image.

White logo on dark background
(background greater than 50% grayscale)

PATCH AND DECAL PLACEMENT GUIDELINES

As a member and holder of ISA certification you will receive patches for your work shirt. You will also have the opportunity to purchase decals for your business vehicles and hard hats. These items have specific guidelines that should be taken in to consideration to help uphold the value of the ISA Certification logos.

These patches and decals can be worn only by the individual who holds the membership or certification.

Patch Placement:

Member Patch- should be sown on the right sleeve shoulder.

Certification Patches- Should be sown on the left sleeve in the following order from top-to-bottom as applicable:

- Certified Arborist or BCMA
- Certified Tree Worker/Climber Specialist
- Municipal and/or Utility Specialist

Decal Placement:

Decals should be placed from top-to-bottom or left-to-right in the following order as applicable:

- Member
- Certified Arborist or BCMA
- Certified Tree Worker/Climber Specialist
- Municipal and/or Utility Specialist



ADVERTISEMENTS AND BUSINESS CARDS

ISA is the sole owner of the federally registered trademark "ISA Certified Arborist." Use of this trademark, or a mark that is confusingly similar, such as "Certified Arborist," is permissible only by authorized credential holders. If it is brought to our attention that you have used the ISA Certified Arborist mark, or a mark that is confusingly similar, and you are not an ISA Certified Arborist in good standing, we will issue a legal document notifying you that you are in trademark violation. At that time you must cease and desist use of the logo or mark and supply us with proof that you have discontinued such use.

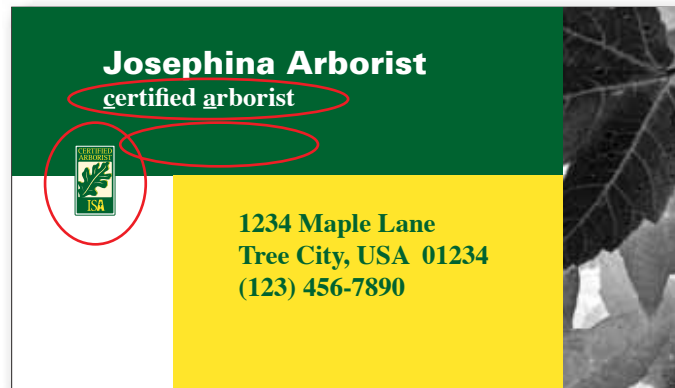
PERSONAL USAGE

Guidelines: When promoting yourself as an ISA Member or Credential holder either by using a trademarked logo or wordmark the following guidelines apply:

- Must include First and Last name
- Must include certification ID number
- Membership and/or certification must be current.



CORRECT USAGE



INCORRECT USAGE

- Logo too small, not enough free space
- Missing certified individual's ID#
- ISA Certified Arborist needs to be capitalized

COMPANY USAGE

Guidelines: When a company is promoting ISA Members or Credential holders on staff by using a trademarked logo or wordmark the following guidelines apply:

- Membership must be notated with the individual member's name or listed as "ISA Member On Staff", unless company is a sustaining member. See company usage guideline on page 3.
- Must include full name and certification ID of credential holder.
- If you employ 3 or more full time Certified Arborists and space is limited, you may state "ISA Certified Arborists On Staff"
- Contracted or Consulting Certified Arborists not on full time staff must be indicated as such and include the name and Certification ID number.
- Membership and/or certification of the listed individual must be current.



CORRECT USAGE



INCORRECT USAGE

- CALL US TODAY! is too close to logos
- Missing member name or "Member on Staff"
- Missing Certified individual's name and ID#
- Certification is on an individual basis and this ad gives the reasonable impression that it is company-wide.

For more than 80 years, the International Society of Arboriculture (ISA) has recognized members for their contributions and achievements through a series of logos that represent the values of our organization. It is important, from a branding standpoint, to use the logos correctly and consistently. By doing so, the meaning and tradition of this program will be strengthened and protected for our valued members and certification credential holders. Thank you.

**For questions regarding logo usage,
or to receive an electronic version of an ISA logo,
contact:**

Certification Department
cert@isa-arbor.com

Membership Department
isa@isa-arbor.com



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