

2025

# Branding & Style Guide

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# About this ISA Branding & Style Guide

The International Society of Arboriculture is an organization dedicated to fostering worldwide awareness of the benefits of trees and the value of proper tree care. For 100 years, we have worked tirelessly to create credentials, training, and educational programs that provide development opportunities for professionals and inform the public about the valuable services arborists provide.

ISA provides our members and credential holders with logos to demonstrate their commitment to the industry and promote their professional accomplishments to peers, employers, and the customer. We encourage you to proudly wear the emblems and use the appropriate titles that designate your ISA membership and/or credential(s).

Please review the instructions about proper use of each of our logos outlined in this branding guide. Consistent use throughout the industry helps to reinforce the brand within the profession and to the public. If you have any questions regarding the ISA logos or need to request a logo, contact [logos@isa-arbor.com](mailto:logos@isa-arbor.com).

Following trademark and usage requirements is a critical step in strengthening the ISA brand. We hope that you will join us in this effort.



Caitlyn Pollihan  
CEO and *Executive Director*  
*International Society of Arboriculture*

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# ISA Logo Misuse and Trademark Infringement

Logos trademarked by the International Society of Arboriculture are available for use by current members and credential holders to identify their affiliation with ISA. These logos are intended for use by individuals who meet the requirements rather than by companies who employ ISA members and credential holders. To receive and use a copy of an ISA trademarked logo, ISA requires verification of membership and certification status.

If a third-party vendor requests an ISA logo, ISA must confirm the third party's status and relationship.

As both a professional association and credentialing body, ISA maintains logos that are used to promote an individual's affiliation with ISA. We recognize that on occasion, there may be either intentional or unintentional misuse of these logos. This information has been prepared to help you better understand the difference between a logo misuse and a trademark violation and what one can expect when a complaint has been filed. Please visit [www.treesaregood.org](http://www.treesaregood.org) to verify the status of ISA credential holders before submitting a complaint.

## Logo Misuse

If an ISA 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. ISA logos are registered trademarks; and may not be translated.

## Trademark Violation

Use of a logo without authorization through written consent, membership, or certification is considered a trademark infringement. Examples of trademark infringement include: an individual who is not an ISA member or credential holder using an ISA logo; companies using an ISA logo without employing ISA members or credential holders, or without consent; or members and credential holders who use a logo they are not authorized to use.

**When an ISA member or credential holder is reported for logo misuse or an individual or company infringes on an ISA trademark, ISA will take the following steps to correct the matter.**

- » ISA will review all complaints submitted to our office. Complaints must be completed in full, and documentation must be included at time of submission.
- » A status update is provided to the complainant after the review.
- » A communication is mailed to the company or individual misusing or violating the ISA trademark 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 has not been addressed within 30 days, the claim is forwarded to ISA's attorney for further action.
- » ISA then makes the final determination on which cases are pursued and processed through court based on legal recommendation.

ISA encourages you to use this guide to understand the proper use of the ISA trademarked logos. The usage requirements outlined for each type of logo will provide you with the necessary information to avoid a Trademark Violation or Logo Misuse case. For more details, review [Trademark violations and misuse information](#).

# ISA Branded Logos and Colors



The logos listed in this guide are registered trademarks of the International Society of Arboriculture (ISA). Only these logos are allowed for use in promoting ISA and its programs. Use of any other logos to represent ISA or its programs will be considered logo misuse and subject to trademark violation.

Please see detailed information on each logo to determine proper usage and permissions.




# ISA Logos – Branded Colors


When using color versions of ISA logos, you must use the established brand colors for that particular logo. These colors are all defined at the right. ISA provides details for three color matching systems and requests that you provide this information to your graphic designer and printer to ensure proper color matching.


The Pantone Matching System® (PMS) is preferred, when possible. The PMS values are the primary means for naming each color in ISA logos. You will see references to these PMS numbers throughout the branding guide.


When it is not possible to use PMS colors, you may use the process color breakdown, which is denoted to the right as the CMYK values. The RGB and Hex colors are to be used for digital media, such as websites.


No substitutions in color are permissible, unless otherwise indicated under individual logo instructions.


 Pine  
\*CMKY 90/30/95/67  
RGB 0/62/26  
HEX 003e1a


 Forest  
\*PMS 349 C  
CMKY 90/33/99/25  
RGB 0/105/55  
HEX 006937


 Lime  
\*PMS 376 C  
CMKY 56/3/100/0  
RGB 128/188/0  
HEX 80BC00


 Lemon  
\*PMS 3945 C  
CMKY 8/2/100/0  
RGB 243/229/0  
HEX F3E500


 Cream  
\*PMS 107 C – 20%  
CMKY 0/0/20/0  
RGB 255/252/213  
HEX FFFCD5


 Wheat  
\*PMS 7562 C 70%  
CMKY 18/26/48/0  
RGB 211/183/142  
HEX D3B78E


 Cardinal  
\*PMS 7620 C  
CMKY 19/95/95/9  
RGB 188/47/44  
HEX BC2F2C


 Navy  
\*PMS 5395 C  
CMKY 100/44/0/76  
RGB 0/39/77  
HEX 00274D

 Denim  
\*PMS 541 C  
CMKY 100/78/32/22  
RGB 0/59/113  
HEX 003B71

 Stone  
\*PMS 430 C  
CMKY 55/41/38/5  
RGB 123/134/140  
HEX 7B868C

 Storm Cloud  
\*PMS 432 C  
CMKY 79/64/52/44  
RGB 50/62/72  
HEX 323E48

 Midnight  
\*PMS 296 C  
CMKY 91/76/55/68  
RGB 5/28/44  
HEX 051C2C

 Sea Foam  
\*PMS 621 C  
CMKY 18/4/15/0  
RGB 206/223/215  
HEX CEDFD7

# Retired ISA Logos

The following logos are no longer used by ISA, but are still trademarked and registered by ISA. These logos are used only for historical purposes or other promotional materials and may not be used in place of any current ISA logos.

Usage of these logos without written permission will be considered logo misuse and potential trademark violation.

Members and credential holders are provided with current logo information at the time of renewal, when joining, or when becoming newly credentialed.

Some of these logos may still appear on books or other products published by ISA.

## Retired ISA logos



This is no longer used as an official logo of ISA, but is the official seal of the ISA and is only used by ISA headquarters.

## Retired ITCC logos



## Retired Certification logos



# Logo for ISA Membership



## ISA Member

### Who may use this logo

The ISA Member logo may be used only by current ISA members. Members may use the logo as follows:

- » Self-employed professionals may use the membership logo on advertisements, business cards, stationery, estimates, invoices, equipment, and clothing.
- » Individuals employed by a multiple-employee organization may use the logo only on clothing and business cards.
- » Companies employing ISA members may use the logo only for company advertisements, stationery, and equipment if used in conjunction with the words “On Staff.” On websites or other marketing materials, individual names must be listed in connection with the member logo.

### Approved wordmark

ISA Member

### Color breakdown



Forest  
\*PMS 349 C  
CMKY 90/33/99/25  
RGB 0/105/55  
HEX 006937



Lemon  
\*PMS 3945 C  
CMKY 8/2/100/0  
RGB 243/229/0  
HEX F3E500



Navy  
\*PMS 5395 C  
CMKY 100/44/0/76  
RGB 0/39/77  
HEX 00274D

# Logos for ISA Credentials



Joe Arborist  
NO-1234A

Must include  
Name and  
Certification  
ID#

## ISA Certified Arborist®

### Who may use this logo

To use this logo you must have passed the ISA Certified Arborist® exam. You must maintain your certification status or discontinue use of this logo when your credential expires.

### Approved wordmark

ISA Certified Arborist®



Jane Arborist  
NO-1234B

Must include  
Name and  
Certification  
ID#

## ISA Board Certified Master Arborist® (ISA BCMA™)

### Who may use this logo

To use this logo you must have passed the ISA Board Certified Master Arborist® exam. You must maintain your certification status or discontinue use of this logo when your credential expires.


This logo replaces use of the ISA Certified Arborist logo once ISA BCMA™ status is achieved.


### Approved wordmark

ISA Board Certified Master Arborist®

ISA BCMA™


## Color breakdown


 Forest  
\*PMS 349 C  
CMKY 90/33/99/25  
RGB 0/105/55  
HEX 006937

 Lemon  
\*PMS 3945 C  
CMKY 8/2/100/0  
RGB 243/229/0  
HEX F3E500

## Color breakdown

 Forest  
\*PMS 349 C  
CMKY 90/33/99/25  
RGB 0/105/55  
HEX 006937

 Lemon  
\*PMS 3945 C  
CMKY 8/2/100/0  
RGB 243/229/0  
HEX F3E500

 Sea Foam  
\*PMS 621 C  
CMKY 18/4/15/0  
RGB 206/223/215  
HEX CEDFD7



# Logos for ISA Credentials



Joe Arborist  
NO-1234AU

Must include  
Name and  
Certification  
ID#

## ISA Certified Arborist Utility Specialist®

### Who may use this logo

To use this logo you must be a current ISA Certified Arborist® and have passed the ISA Certified Arborist Utility Specialist exam. You must maintain your certification status or discontinue use of this logo when your credential expires.

### Approved wordmark

ISA Certified Arborist Utility Specialist®



Jane Arborist  
NO-1234AM

Must include  
Name and  
Certification  
ID#

## ISA Certified Urban Forest Professional


### Who may use this logo


To use this logo you must be a current ISA Urban Forest Professional credential holder. You must maintain your certification status or discontinue use of this logo when your credential expires.


### Approved wordmark


ISA Certified Urban Forest Professional


## Color breakdown


 Forest  
\*PMS 349 C  
CMKY 90/33/99/25  
RGB 0/105/55  
HEX 006937


 Storm Cloud  
\*PMS 432 C  
CMKY 79/64/52/44  
RGB 50/62/72  
HEX 323E48


 Lemon  
\*PMS 3945 C  
CMKY 8/2/100/0  
RGB 243/229/0  
HEX F3E500


 Midnight  
\*PMS 296 C  
CMKY 91/76/55/68  
RGB 5/28/44  
HEX 051C2C

 Sea Foam  
\*PMS 621 C  
CMKY 18/4/15/0  
RGB 206/223/215  
HEX CEDFD7

 Forest  
\*PMS 349 C  
CMKY 90/33/99/25  
RGB 0/105/55  
HEX 006937

 Storm Cloud  
\*PMS 432 C  
CMKY 79/64/52/44  
RGB 50/62/72  
HEX 323E48

 Lemon  
\*PMS 3945 C  
CMKY 8/2/100/0  
RGB 243/229/0  
HEX F3E500

 Stone  
\*PMS 430 C  
CMKY 55/41/38/5  
RGB 123/134/140  
HEX 7B868C

# Logos for ISA Credentials



Joe Arborist  
NO-1234L

Must include  
Name and  
Certification  
ID#

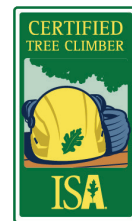
## ISA Certified Tree Worker Aerial Lift Specialist®

### Who may use this logo

To use this logo you must have passed the ISA Certified Tree Worker Aerial Lift Specialist® exam and skill-based test. You must maintain your certification status or discontinue use of this logo when your credential expires.

### Approved wordmark

ISA Certified Tree Worker Aerial Lift Specialist®



Jane Arborist  
NO-1234T

Must include  
Name and  
Certification  
ID#

## ISA Certified Tree Climber


### Who may use this logo


To use this logo you must have passed the ISA Certified Tree Climber exam and skill-based test. You must maintain your certification status or discontinue use of this logo when your credential expires.


### Approved wordmark


ISA Certified Tree Climber


## Color breakdown


 Forest  
\*PMS 349 C  
CMKY 90/33/99/25  
RGB 0/105/55  
HEX 006937


 Storm Cloud  
\*PMS 432 C  
CMKY 79/64/52/44  
RGB 50/62/72  
HEX 323E48


 Lemon  
\*PMS 3945 C  
CMKY 8/2/100/0  
RGB 243/229/0  
HEX F3E500


 Stone  
\*PMS 430 C  
CMKY 55/41/38/5  
RGB 123/134/140  
HEX 7B868C


 Sea Foam  
\*PMS 621 C  
CMKY 18/4/15/0  
RGB 206/223/215  
HEX CEDFD7


 Wheat  
\*PMS 7562 C 70%  
CMKY 18/26/48/0  
RGB 211/183/142  
HEX D3B78E

 Forest  
\*PMS 349 C  
CMKY 90/33/99/25  
RGB 0/105/55  
HEX 006937

 Lemon  
\*PMS 3945 C  
CMKY 8/2/100/0  
RGB 243/229/0  
HEX F3E500

 Sea Foam  
\*PMS 621 C  
CMKY 18/4/15/0  
RGB 206/223/215  
HEX CEDFD7

 Navy  
\*PMS 5395 C  
CMKY 100/44/0/76  
RGB 0/39/77  
HEX 00274D

 Denim  
\*PMS 541 C  
CMKY 100/78/32/22  
RGB 0/59/113  
HEX 003B71

# ISA Qualifications

## ISA Tree Risk Assessment Qualification (ISA TRAQ)

### Who may promote this qualification?

Only those individuals who have successfully completed an ISA Tree Risk Assessment Qualification training program and have passed the applicable examinations may list themselves as ISA Tree Risk Assessment Qualified. You must maintain your qualification status or discontinue use of this designation and logo.

The ISA Qualification logo may not be used by an individual who has obtained a qualification.

### Approved wording

ISA Tree Risk Assessment Qualified  
ISA TRAQ

### Examples of use:

Joe Arborist  
ISA Tree Risk Assessment Qualified

or

Joe Arborist  
ISA Certified Arborist®, NO-1234A  
ISA TRAQ



# ISA Corporate Logos

Corporate logos are used by ISA headquarters to identify the organization and its programs. These logos are to be used only by ISA unless you have received written consent. To request permission to use an ISA corporate logo you must submit the request in writing with a detailed description of the intended use. Any use of these logos without written consent will be viewed as a trademark infringement. ISA components and sponsors will be provided with information regarding the logos they are permitted to use.



## ISA Corporate Logo

This logo is the official logo of the International Society of Arboriculture and is used for direct reference to the organization as a whole or the ISA International Headquarters. The logo may be used only by ISA, its chapters, and other affiliated organizations. Any other use of this logo is not permitted without the written consent of ISA. To request permission to use this logo you may email [logos@isa-arbor.com](mailto:logos@isa-arbor.com).



## Approved wordmarks

International Society of Arboriculture

ISA®

## Color breakdown



Forest  
\*PMS 349 C  
CMKY 90/33/99/25  
RGB 0/105/55  
HEX 006937

# ISA Corporate Logos




## ISA Canopy Partners


This logo is used to identify the relationships that exists between ISA and its corporate sponsors. The logo may be used only by ISA or a Canopy Partner sponsor to indicate their participation in the ISA Canopy Partner program. Any other use of this logo is not permitted without the written consent of ISA. To request permission to use this logo you may email [logos@isa-arbor.com](mailto:logos@isa-arbor.com).

### Approved wordmarks

ISA Canopy Partner

### Color breakdown

 Pine  
CMKY 90/30/95/67  
RGB 0/62/26  
HEX 003e1a

 Forest  
\*PMS 349 C  
CMKY 90/33/99/25  
RGB 0/105/55  
HEX 006937



## True Professionals of Arboriculture™

This logo is used to identify the ISA True Professionals of Arboriculture™ program and its award winners. The logo may be used only by ISA or a True Professionals™ award winner. Any other use of this logo is not permitted without the written consent of ISA. To request permission to use this logo you may email [logos@isa-arbor.com](mailto:logos@isa-arbor.com).


### Approved wordmarks


ISA True Professionals  
of Arboriculture™


True Professionals  
of Arboriculture™

ISA True Professionals™

### Color breakdown

 Pine  
CMKY 90/30/95/67  
RGB 0/62/26  
HEX 003e1a

 Lime  
\*PMS 376 C  
CMKY 56/3/100/0  
RGB 128/188/0  
HEX 80BC00

 Forest  
\*PMS 349 C  
CMKY 90/33/99/25  
RGB 0/105/55  
HEX 006937

# ISA Corporate Logos



## ISA Awards of Distinction

This logo is used to identify the ISA Awards of Distinction program and its award winners. The logo may be used only by ISA or an Awards of Distinction award recipient. Any other use of this logo is not permitted without the written consent of ISA. To request permission to use this logo you may email [logos@isa-arbor.com](mailto:logos@isa-arbor.com).

### Approved wordmarks

ISA Awards of Distinction  
Awards of Distinction

### Color breakdown



Forest  
\*PMS 349 C  
CMKY 90/33/99/25  
RGB 0/105/55  
HEX 006937



Lime  
\*PMS 376 C  
CMKY 56/3/100/0  
RGB 128/188/0  
HEX 80BC00

# ISA Corporate Logos



## International Tree Climbing Championship Series

This logo is used to identify ISA tree climbing championships. The logo may be used only by ISA or by an organization holding an approved tree climbing championship. Any other use of this logo is not permitted without the written consent of ISA. To request permission to use this logo you may email [logos@isa-arbor.com](mailto:logos@isa-arbor.com).

### Approved wordmarks

ISA International Tree Climbing Championship™

International Tree Climbing Championship™

ITCC™

### Color breakdown



Forest  
\*PMS 349 C  
CMKY 90/33/99/25  
RGB 0/105/55  
HEX 006937



Denim  
\*PMS 541 C  
CMKY 100/78/32/22  
RGB 0/59/113  
HEX 003B71



Lime  
\*PMS 376 C  
CMKY 56/3/100/0  
RGB 128/188/0  
HEX 80BC00



Wheat  
\*PMS 7562 C 70%  
CMKY 18/26/48/0  
RGB 211/183/142  
HEX D3B78E



Lemon  
\*PMS 3945 C  
CMKY 8/2/100/0  
RGB 243/229/0  
HEX F3E500



## TreesAreGood™ Logo

This logo is used to identify the ISA public education program TreesAreGood™ and the website [www.TreesAreGood.org](http://www.TreesAreGood.org). The logo may be used only by ISA. Some ISA-affiliated organizations may use the logo in direct reference to the program or the website with prior approval of ISA. Any other use of this logo is not permitted without the written consent of ISA. To request permission to use this logo, you may email [logos@isa-arbor.com](mailto:logos@isa-arbor.com).

### Approved wordmarks

TreesAreGood™

TreesAreGood.org™

### Color breakdown



Sea Foam  
\*PMS 621 C  
CMKY 18/4/15/0  
RGB 206/223/215  
HEX CEDFD7



Cardinal  
\*PMS 7620 C  
CMKY 19/95/95/9  
RGB 188/47/44  
HEX BC2F2C

# ISA Corporate Logos




## CEU ISA®


This logo is used to identify educational opportunities that will earn ISA continuing education units (CEU ISA®). The logo may be used only by ISA to promote these educational opportunities. Other organizations offering CEU opportunities may not use this logo without the written consent of ISA. The use of this logo is not an endorsement by ISA of the quality of the program. It means that this program has met the ISA Certification Policy criteria to be pre-approved for recertification credit. To request permission to use this logo, you may email [logos@isa-arbor.com](mailto:logos@isa-arbor.com).

### Approved wordmark

CEU ISA®

### Color breakdown

 Forest  
\*PMS 349 C  
CMKY 90/33/99/25  
RGB 0/105/55  
HEX 006937

 Lemon  
\*PMS 3945 C  
CMKY 8/2/100/0  
RGB 243/229/0  
HEX F3E500



## ISA Qualifications Program

This logo is used to identify the ISA Qualifications Program. The logo may be used only by ISA to promote this program and subsequent trainings and workshops that are a part of the qualifications program. Other organizations offering ISA Qualifications workshops may use the logo only with the approval and written consent of ISA. To request permission to use this logo, email [logos@isa-arbor.com](mailto:logos@isa-arbor.com).


The ISA Qualification logo may not be used by an individual who has obtained a qualification.

### Approved wordmarks

ISA Qualifications™

ISA Qualifications Program™

### Color breakdown

 Lime  
\*PMS 376 C  
CMKY 56/3/100/0  
RGB 128/188/0  
HEX 80BC00



# ISA Corporate Logos



## Detective Dendro®

This image is used to identify the Detective Dendro® ISA educational article series in Arborist News and ArborPod® series of the same name. The image, wordmark, or any likeness may be used only by ISA to promote this series. Any other use of this image or wordmark is not permitted without the written consent of ISA. To request permission to use this image or wordmark, you may email [logos@isa-arbor.com](mailto:logos@isa-arbor.com).

### Approved wordmark

Detective Dendro®



## ISA ArborPod™

This logo is used to identify the ISA ArborPod™ podcasts series. The logo may be used only by ISA to promote these series. Any other use of this logo is not permitted without the written consent of ISA. To request permission to use this logo, you may email [logos@isa-arbor.com](mailto:logos@isa-arbor.com).

### Approved wordmark

ArborPod™

# General Logo Guidelines

## How to obtain logos

ISA credential holders can download or print their certificates by accessing their [digital badge](#) account using the email address associated with their ISA account login.

Logo requests may be made by emailing [logos@isa-arbor.com](mailto:logos@isa-arbor.com). Please specify desired file type and color preference (black/white, color). Verification of membership or certification status is required so requests should be submitted by the individual member or credential holder.

Third party vendors, such as a printer, graphic designer, or employer, should work with the individual for verification and approval of usage by ISA. Use of a logo by a third party vendor without proper verification may be considered a trademark violation.

In addition, a credential holder's digital badge provides access to the global [ISA Spotlight Directory](#), a tool meant to help individuals increase their professional presence and earn visibility as an ISA credential holder within the industry and the public at large.

## Text usage

ISA does not require you to use a logo to refer to your ISA membership or certification credential. Registered or approved wordmarks (text) may be used in place of a logo. The same trademark guidelines apply to usage of wordmarks.

Each word within the wordmark must be capitalized unless otherwise indicated. Please refer to the acceptable wordmarks identified for each logo within this guide.

## Font choice preferences

If possible, the following choices represent the desired fonts to use in printed material when referencing an ISA wordmark. These are the font choices used in all ISA marketing materials listed in order of preference.

Minion Pro  
ISA Certified Arborist®  
ISA Member

Times New Roman  
ISA Certified Arborist®  
ISA Member

Gill Sans Nova  
ISA Certified Arborist®  
ISA Member

Arial  
ISA Certified Arborist®  
ISA Member

# General Logo Guidelines



Free space approx.  
equal to width of  
'ISA' in logo.



½" minimum height  
suitable for business  
card or Yellow Pages



1" preferred  
height suitable for  
invoices, stationery,  
or estimates

## Logo spacing and sizing

A "free space" should be observed at all times around any of the ISA logos. Free space should be approximately the width of the 'ISA' mark in the logo being used. Text must be set outside of the free space area.

When sizing logos for placement, the logo may not appear less than 1/2-inch in height, and all text within the logo must remain readable. This minimum height is suitable for business cards and small advertisements.

The original dimensions of ISA logos may not be distorted for any purpose. If a logo needs to be larger or smaller, size changes must be made in equal proportions on all sides. All logos must also appear in their entirety at all times. Borders may not be cropped or distorted, and no portion of the logo may be cropped and used as a stand-alone image.



Example of a  
logo placed over  
an image

## Backgrounds

A logo may be placed over an image if the rules for free space are applied. Only color logos should be used on image backgrounds.

A solid color background may be used, but only with black and white versions of the logos. Please see rules regarding usage of logos in black and white.

If a logo is placed over an image, the image must encompass the entire logo and spread beyond the outside edge of the free space. The logo cannot overlap the edge of an image or be placed over two different backgrounds or images.



Example of a  
white logo on a  
dark background

## Black and white logos

In instances where full color logos cannot be used, ISA can provide black or white versions of logos. A black or white logo should be used only on a solid background. Free space rules apply for the size of the background. Please see rules regarding logo spacing.

A black logo should be used on light backgrounds that are less than 50% grayscale, such as white, yellow, or light gray backgrounds.

A white logo should be used on darker backgrounds that are 50% or more grayscale, such as black or dark green backgrounds.

A logo cannot be used in any single color other than black or white.



Example of a  
black logo on a  
light background

# General Logo Guidelines



Joe Arborist  
NO-1234A



Joe Arborist  
NO-1234AU



“On Staff”

## Co-branding: Using multiple logos

In some situations, you may want to display multiple logos. Examples of situations that might require multiple logo use include:

- » ISA Member and ISA Certified Arborist® logos
- » Your company, ISA Member, and ISA Certified Arborist® logos

When placing multiple logos, established free space rules must be maintained for all ISA logos.

## For Companies employing ISA Members and credential holders

Only ISA members and credential holders are allowed to use applicable ISA logos. However, use of logos by companies employing ISA members and credential holders is permitted if the following guidelines are adhered to:

### Use of ISA member logo:

Companies may use the “On Staff” (See example on page 6) version of the member logo on advertising and business materials. Only the individual member is allowed to use the logo on personal items such as business cards and uniforms.

### Use of ISA certification logos:

Companies who have an employee that has an ISA certification may use the logo only if the individual's name and certification number are listed with the logo (see examples on pages 7-9).

If a company employs three or more individuals who are ISA certified you may use the statement “ISA Certified Arborists® On Staff.” A list of the ISA credential holders' names and Certification ID's must also appear listed on the website.

A company that does not employ someone who is ISA certified, but contracts with someone who is, may list the information using the format in the following examples:

- » Contracts with ISA Certified Arborist®  
Joe Arborist, NO-1234A
- » Consulting ISA Certified Arborist® Available  
Joe Arborist, NO-1223A

# Examples of Correct and Incorrect Logo Usage

## Individual Use

Follow these examples to assist you with proper logo usage when promoting yourself as an ISA member or credential holder.

### Correct usage

- » Must include first and last name
- » Must include certification ID #
- » Membership and/or certification must be current
- » Maintained free space between logos

### Incorrect usage

- » Logo does not meet minimum size requirements (1)
- » There is not enough free space around the logo (2)
- » Missing individual's certification ID# (3)
- » ISA Certified Arborist® needs to be capitalized (4)
- » Logo is overlapping two different backgrounds (5)



Correct usage



Incorrect usage



# Examples of Correct and Incorrect Logo Usage

## Company Use

Follow these examples to assist you with proper logo usage when promoting ISA members or credential holders on your company staff.

### Correct usage

- » Membership must be notated with the individual member's name listed as "ISA Member On Staff" or use "Member On Staff" logo
- » You must include the full name and certification ID of the credential holder.
- » If you employ three or more full-time ISA Certified Arborists® and space is limited, please use "ISA Certified Arborists® On Staff" and make your web address available for consumers to confirm this information.
- » Contracted or consulting certified arborists not employed as full-time staff must be indicated as such and include the name and certification ID #.

### Incorrect usage

- » "Call Us Today!" is too close to logos and does not meet the free space requirement. (1)
- » The logo is missing member name or "ISA Member on Staff" language. (2)
- » The logo is missing the credential holder's name and ID #. (3)
- » Certification is an individual credential, and this ad gives the reasonable impression that it is company-wide. (4)



Correct usage



Incorrect usage



