

CertTEC[®] Logo Usage Guidelines

Valid as of November 7, 2011

These guidelines ensure that the CertTEC[®] logo is used properly and consistently by all Credential holders and CertTEC[®] partners. Including the CertTEC[®] logo on individual letterheads, business cards, and other marketing materials will enhance the recognition of CertTEC[®]-Certified Technicians[™] and help convey their skills and competencies to prospective employers. The requirements for using the logos are as follows:

Logo Size, Color and Typeface Specifications

- The CertTEC[®] logo may not be re-colored but may be used in both color and black and white formats.
- The CertTEC[®] logo should never be redrawn, modified, or otherwise distorted. When used in different sizes, the entire CertTEC[®] logo must be scaled in proportion to its original measurements.
- The CertTEC[®] logo may be used as a stand-alone logo or may include specific text, according to its use. When used with approved text, the logo should not be scaled down to a size so small that the text is no longer legible. Text that may be used includes: *CertTEC[®]-Certified Technician[™]*, *Certifying Technical Employee Competence[™]*, or *Confirming what you know AND what you can do[™]*, or any combination thereof.
- The suggested font typeface for use with the CertTEC[®] logo is Times New Roman 10 or 12. A standard font typeface allows users of CertTEC[®] Credentials to brand their material with a consistent look and feel.

Where and How the CertTEC[®] Logo Can be Used

- Only current certified personnel who have earned the CertTEC[®] Credential by passing one or more of the CertTEC[®] certification examinations; partnering organizations offering the CertTEC[®] examinations; and companies employing CertTEC[®]-Certified Technicians[™] are approved to use the CertTEC[®] Credential and logo in their resume's, advertisements, and related business materials.
- If a CertTEC[®]-Certified Technician[™] or partnering organization terminates their participation or fails to maintain currency of certification or education programs, they may no longer use the CertTEC[®] logo.
- CertTEC[®] Certification is granted to individuals, institutions that provide the education and training for CertTEC[®] Certifications, and businesses that hire CertTEC[®]-Certified Technicians[™]. If all the technicians of a firm hold active CertTEC[®] Credentials, it is permissible to indicate that its technical workforce is *CertTEC[®] Certified* and the firm may use the CertTEC[®] Credential in its proposal and marketing materials.
- An individual who holds the CertTEC[®] Credential and also qualifies as a CertTEC[®] Examiner (CE) may use the CE designation following their name. For example, members may use "CE, CertTEC[®]" or "CertTEC[®] CE" after their names. There is no single prescribed format. If you have questions regarding use of the CertTEC[®] Credential after your name, please email us at: information@certtec.com.

CertTEC[®] Credential Holder Logo FAQs

1. How can the CertTEC[®] logo be used? Current CertTEC[®] Credential holders are encouraged to use the logo to showcase their expertise and specialized knowledge in their resume's, name tags, personal websites, and business cards. Partners and companies hiring CertTEC[®]-Certified Technicians[™] may use the CertTEC[®] credential in their proposals, advertising, and promotional materials.
2. There are different layouts and formats for the logo. Which should I use? The preferred version has the credential name under the logo as shown on the CertTEC[®]-Certified Technician[™] certificate and wallet card. Suggested layouts are attached.
 - Is there a minimum print size for the logo? Yes. To ensure the legibility of the logo, the minimum recommended print size is a height of ¼ inch for the CertTEC[®] logo (business card size).
3. Are there restrictions on where the logos may be placed on resume's and business cards, etc? No. You may place the desired logo anywhere you prefer on the resume', business cards, advertisements, and business materials to accurately identify yourself as a current CertTEC[®] Credential holder, employer, or educational institution.
4. Can I redraw or recreate the logo? No. The logo must be used as it has been created and may not be redrawn or recreated. However, the logo may be resized as a whole but should not be elongated or made taller so as to be disproportionate.
5. May I run the logo in any color? No. The logo must appear in red, matching as closely as possible the original. To assure a correct logo is used, the attached examples are hot-linked to our web site for download.