

Policy / Agreement for Use of Entomological Society of America Certification Corporation (ESACC) Logos

ESACC restricts the use of its certification logos as stated in the following policy. Any other use is prohibited without prior written authorization by the Director of Certification.

INTRODUCTION: ESACC is a 501(c)6 non-profit corporation that operates professional credentialing programs. ESACC is related to the Entomological Society of America (ESA) which is a separate 501(c)3 non-profit corporation. The policy contained herein pertains solely to the logos held under the ESACC, which include, but are not limited to:

- ESACC logo
- Associate Certified Entomologist-Pest Control (ACE) logo
- Board Certified Entomologist (BCE) logo

ESACC LOGO USAGE RESTRICTIONS: The ESACC logo is a trademark and the property of ESACC. No general use is allowed unless granted by written permission by the Director of Certification for the ESACC.

ACE LOGO USAGE RESTRICTIONS: The ACE logo is a trademark and the property of ESACC. A limited use license to use the ACE logo is granted to individuals who have attained and continue to maintain their ACE certification and remain in good standing. Only individuals who have maintained their paid ACE certification as granted by the ESACC are authorized to use the ACE logo.

Individuals in good standing are authorized to use the ACE logo for the purpose of identifying their ACE certification through ESACC. The ACE logo may not be used in any manner to imply that an individual is in any way an agent of ESACC or ESA, nor that ESACC or ESA in any way warrants, approves, or endorses any product or service provided by the individual.

It is essential to know and understand that the ACE logo is a personal credential and not one that is bestowed upon a business entity. As such, use is to be restricted to promoting the efforts of the individual rather than a company or organization.

The ACE logo may be used on personal business cards, letterhead, websites, print advertisements, email footers, and similar promotional materials of any individual one who has attained and continues to maintain in good standing the ACE certification, as granted by the ESACC. If the logo is to be used on a “company-wide” manner, text must be added to indicate that the company employs, contracts, or otherwise is affiliated with an individual who has attained the ACE certification. Any other use of the ACE logo not specifically enumerated must be approved by the ESACC Director of Certification.

The ACE logo may be printed in black only, or in its original full-color process version, as detailed below. Logo components may not be separated. If used within a body of text or adjacent to a body of text, the ACE logo must maintain a minimum of 1 character space distance from that text. The ACE logo at all times should be used as provided and should never be modified without prior written consent from the ESACC Director of Certification.

The right to use the ACE logo shall terminate and be revoked upon the individual's failure to remain in good standing, in the event of misuse by the individual as determined by ESACC, or any other breach of this Policy for Use. Upon such termination and/or revocation, the individual or company will eliminate the use of the ACE logo from all materials, products, and services, regardless of whether such materials, products, and services are preprinted or pre-existing at that time.

Failure to comply with this policy may result in trademark infringement legal action.

BCE LOGO USAGE RESTRICTIONS: The BCE logo is a trademark and the property of ESACC. A limited use license to use the BCE logo is granted to individuals who have attained and continue to maintain their BCE certification and remain in good standing. Only individuals who have maintained their paid BCE certification as granted by the ESACC are authorized to use the BCE logo.

Individuals in good standing are authorized to use the BCE logo for the purpose of identifying their BCE certification through ESACC. The BCE logo may not be used in any manner to imply that an individual is in any way an agent of ESACC or ESA, nor that ESACC or ESA in any way warrants, approves, or endorses any product or service provided by the individual.

It is essential to know and understand that the BCE logo is a personal credential and not one that is bestowed upon a business entity. As such, use is to be restricted to promoting the efforts of the individual rather than a company or organization.

The BCE logo may be used on personal business cards, letterhead, websites, print advertisements, email footers, and similar promotional materials of any individual one who has attained and continues to maintain in good standing the BCE certification, as granted by the ESACC. If the logo is to be used on a "company-wide" manner, text must be added to indicate that the company employs, contracts, or otherwise is affiliated with an individual who has attained the BCE certification. Any other use of the BCE logo not specifically enumerated must be approved by the ESACC Director of Certification.

The BCE logo may be printed in black only, or in its original full-color process version, as detailed below. Logo components may not be separated. If used within a body of text or adjacent to a body of text, the BCE logo must maintain a minimum of 1 character space distance from that text. The BCE logo at all times should be used as provided and should never be modified without prior written consent from the ESACC Director of Certification.

The right to use the BCE logo shall terminate and be revoked upon the individual's failure to remain in good standing, in the event of misuse by the individual as determined by ESACC, or any other breach of

this Policy for Use. Upon such termination and/or revocation, the member will eliminate the use of the BCE logo from all materials, products, and services, regardless of whether such materials, products, and services are preprinted or pre-existing at that time.

Failure to comply with this policy may result in trademark infringement legal action.

ACCEPTABLE COLORS FOR ESACC LOGOS: Any logo may be used in black and white in accordance with the policies as defined in this document. The only PMS color that may be used for the ESACC logo is Pantone 348 (green). The ACE logo should be represented in Pantone 7740 (green) and black while the BCE logo should be represented in Pantone 285 (blue) and black.

EXAMPLES OF ACCEPTABLE USE:



ACE
(full)



ACE
(embroidery)



ESACC



BCE

XYZ Pest Control Company



Mrs. Jane Doe; XYZ Pest Control



Associate Certified Entomologist(s) on staff

EXAMPLES OF UNACCEPTABLE USE:



(Logo is not original dimensions)



(logo is not presented vertically)



(logo is presented with inappropriate border)



(Logo is presented too close to text)

Akfj sadkj
asdkl fjaskldjf
as kdljfklsadjf
kasdjf
ksadljfskadlj
fskal



(Logo is presented with text superimposed)



(Logo is presented with inappropriate color)

XYZ Pest Control Company



Certified by the Entomological Society of America

(Usage and text implies business is certified, not the individual, and creates the appearance of an ESA endorsement of the firm. ESACC certification is for the individual, not the institution and never will imply ESACC endorsement)

XYZ Pest Control Company



(Usage implies business is certified, not the individual)

In all cases, the examples of acceptable and unacceptable uses shown in this document are for illustrative purposes only and should not be considered to be all-inclusive.

ESA logo usage policy:

Some ACEs and BCEs are also members of the Entomological Society of America. As such, they would have limited rights to use the ESA logo on their websites, business cards, and in printed advertisements, during the time in which they are active members in good standing of the Society.

It is important to understand that membership in ESA implies an affiliation, not an ESA endorsement. Further, ESA membership is an individual affiliation, not company-based. Any usage of the logo, name, or acronym of the Society must not be used in such a way as to indicate that ESA endorses or otherwise shows preferential treatment of the member and should indicate that the membership belongs to employees of the firm rather than to the firm itself.

The ESA logo usage should follow the parameters outlined above for the ACE and BCE logo usage with no manipulation allowed. The ESA logo may be displayed either in black and white or full color.



For questions on these policies or to request usage of the ESACC logos, please contact:

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