



## ASHRAE Certified Logo Use Guidelines

Individuals who are certified by ASHRAE are encouraged to promote their credential to clients and other colleagues in the industry. They may do so by identifying themselves with the appropriate certification acronym and also by use of an ASHRAE Certified logo.

### Value of ASHRAE Certified logo display:

- Showcase your accomplishment
- Link your achievement to the ASHRAE brand
- Enhance your reputation
- Build your brand

### Requirements for ASHRAE Certified logo display:

- Must show that individual is certified, not business
- When displaying the ASHRAE certified logo, the certification acronym must be displayed with the certified professional's name (e.g. John Doe, BEAP)
- Must be used only in the form provided
- May be used only while certification is in good standing
- May not be used by non-certified professionals
- May not be used to state or imply ASHRAE endorsement of business, product or program
- All ASHRAE branding (i.e.: color, size, distance from other logos, etc.) must be followed

e.g.



**John Smith, BEAP**

### Where the logo can be displayed:

Listed below are some of the possible ways that the ASHRAE Certified logo could be used

- Business Ads, Cards, Stationary & Website
- Email Signatures
- Social Media
- Resumes

### Misuse of ASHRAE Certified logo

The ASHRAE Certified logo is solely owned and regulated by ASHRAE. Any intentional misuse, alteration or distribution of the ASHRAE Certified logo may result in disciplinary action up to and including revocation of certification.