



Branding and Style Guide



International Society of **Arboriculture**
www.isa-arbor.com • p. 217.355.9411 • isa@isa-arbor.com

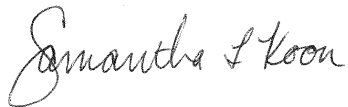
About the ISA Corporate Branding Guide

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. Over the past 80 years, we have worked tirelessly to create training and educational programs that inform the public about the valuable services that arborists provide.

ISA provides our members and credential holders with logos to identify themselves to their peers and customers as professionals committed to proper tree care practices. I encourage you to proudly wear the emblems and use the appropriate titles that designate you as a professional arborist.

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.

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



Samantha L. Koon
Director of Marketing and Member Services
International Society of Arboriculture

Table of Contents

2	Trademark Violation
3	ISA Branded Logos and Colors
5	Retired Logos
6	Member Logos
7	Logos for ISA Credentials
10	Corporate Logos
13	General Logo Guidelines
15	Correct and Incorrect Logo Usage

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 with a verified ISA member or credential holder.

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.

When an ISA member or credential holder is reported to ISA for logo misuse, ISA will take the following steps to correct the misuse:

- » ISA will send notification to the individual or company explaining how a logo is being used incorrectly and establishing attainable deadlines to comply. The individual or company must correct the misuse immediately. Proof of compliance must be sent to ISA within 60 days of notification.
- » If proof of compliance is not received within 60 days, notification will be sent that continued misuse will be considered a trademark violation. Membership benefits will be suspended and certified individuals may face a code of ethics violation.
- » Continued failure to comply may result in revocation of ISA membership until the misuse is corrected or if certified a Code of Ethics Violation will be reported.

Trademark Infringement

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 individual or company is reported to ISA for a trademark infringement, ISA will take the following steps to correct the violation:

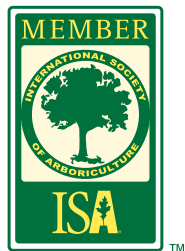
- » ISA will send notification to the individual or company explaining the trademark infringement and establishing attainable deadlines to comply. The individual or company must stop using the logo immediately. Proof of discontinued use must be sent to ISA within 30 days of notification.
- » If proof of compliance is not received within 30 days, notification will be sent that the case of trademark violation will be referred to an attorney if proof of compliance is not provided.
- » Continued failure to comply will result in the case being sent to an attorney for infringing on the ISA trademark and the individual will be subject to being sued for an injunction and damages.

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.

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 Branded Logos and Colors

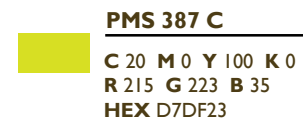
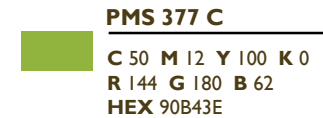
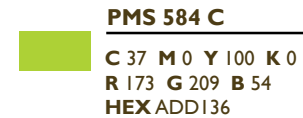
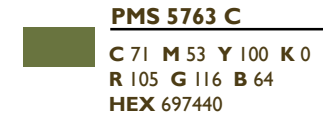
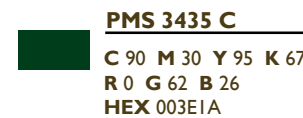
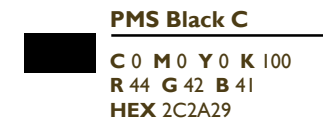
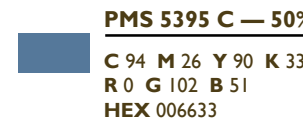
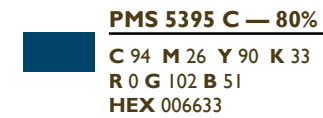
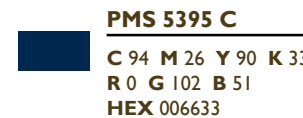
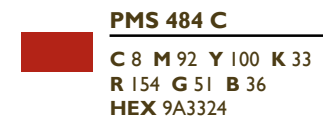
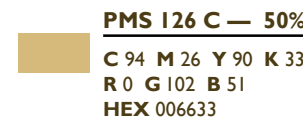
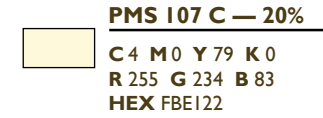
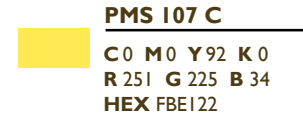
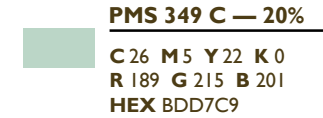
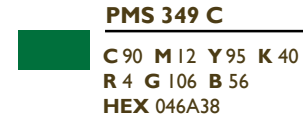
When using color versions of ISA logos, you must use the established brand colors for that particular logo. These colors are all defined at the right. ISA provides details for three color matching systems and requests that you provide this information to your graphic designer and printer to ensure proper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



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 certified.

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



PMS 349 C



PMS 107 C



PMS 126 C — 50%

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®

Color breakdown



PMS 349 C



PMS 107 C



PMS 126 C — 50%



Joe Arborist
NO-1234B

Must include
Name and
Certification
ID#

ISA Board Certified Master Arborist® (BCMA™)

Who may use this logo

To use this logo you must have passed the 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 BCMA™ status is achieved.

Approved wordmark

ISA Board Certified Master Arborist®

ISA BCMA™

Color breakdown



PMS 349 C



PMS 107 C



PMS 349 C — 20%

Logos for ISA Credentials



Joe Arborist
NO-1234AU

Must include
Name and
Certification
ID#

ISA Certified Arborist Utility Specialist™

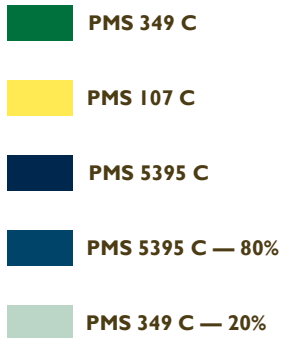
Who may use this logo

To use this logo you must be a current ISA Certified Arborist® and have passed the 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™

Color breakdown



Joe Arborist
NO-1234AM

Must include
Name and
Certification
ID#

ISA Certified Arborist Municipal Specialist®

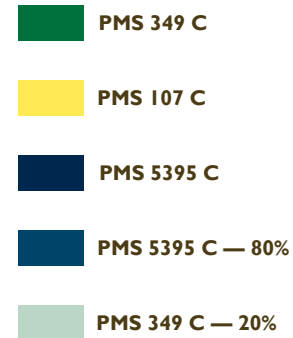
Who may use this logo

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

Approved wordmark

ISA Certified Arborist Municipal Specialist®

Color breakdown



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®

Color breakdown

 PMS 349 C	 PMS 5395 C — 80%
 PMS 107 C	 PMS 5395 C — 50%
 PMS 126 C — 50%	 PMS 349 C — 20%
 PMS 5395 C	 PMS Black C



Joe Arborist
NO-1234T

Must include
Name and
Certification
ID#

ISA Certified Tree Worker Climber Specialist®









Who may use this logo

To use this logo you must have passed the Certified Tree Worker Climber 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 Climber Specialist®

Color breakdown

 PMS 349 C	 PMS 5395 C — 80%
 PMS 107 C	 PMS 5395 C — 50%
 PMS 126 C — 50%	 PMS 349 C — 20%
 PMS 5395 C	 PMS Black C

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

Approved wordmarks

International Society of Arboriculture
ISA®

Color breakdown



PMS 349



ISA OneTree Program

This logo is used to identify the relationships that exist between ISA and its top-level corporate sponsors. The logo may be used only by ISA or a OneTree™ sponsor to indicate their participation in the ISA OneTree 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

Approved wordmarks

OneTree™
OneTree Program®

Color breakdown



C 20 M 0 Y 100 K 0



C 50 M 12 Y 100 K 0



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

Approved wordmarks

ISA True Professionals
of Arboriculture™

True Professionals
of Arboriculture™

ISA True Professionals™

Color breakdown



C 90 M 30 Y 95 K 67



C 71 M 53 Y 100 K 0



C 37 M 0 Y 100 K 0

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

Approved wordmarks

ISA International Tree Climbing Championship™
International Tree Climbing Championship™
ITCC™

Color breakdown



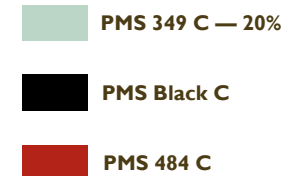
TreesAreGood™ Logo

This logo is used to identify the ISA public education program TreesAreGood and the website 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

Approved wordmarks

TreesAreGood™
TreesAreGood.org™

Color breakdown



ISA Corporate Logos



ISA CEUs™

This logo is used to identify educational opportunities that will earn ISA continuing education units (CEUs). 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. To request permission to use this logo you may email logos@isa-arbor.com

Approved wordmark

ISA CEUs™

Color breakdown



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

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

Approved wordmark

ArborPod™

General Logo Guidelines

How to obtain logos

Electronic versions of ISA logos are available through ISA Headquarters. You may request a logo by calling ISA Headquarters or by emailing logos@isa-arbor.com. Please specify desired file type and color preference (black, white, color).

Any request for an ISA membership or certification logo should be made by the individual member or credential holder. Verification of membership or certification status is required.

Third party vendors such as a printer, graphic designer, or employer, must request verification of membership or certification status from its client or ISA. Use of a logo by a third party vendor without proper verification may be considered a trademark violation.

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 white logo on a dark background



Example of a black logo on a light background



Free space 5% of the height of the logo



½" minimum height suitable for business card or Yellow Pages



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



Example of a logo placed over an image

Logo spacing and sizing

A “free space” should be observed at all times around any of the ISA logos. Free space should be 5 percent of the height of 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.

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 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.

General Logo Guidelines

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

Adobe Garamond Pro

ISA Certified Arborist®
ISA Member

Gill Sans MT

ISA Certified Arborist®
ISA Member

Helvetica LT Com

ISA Certified Arborist®
ISA Member



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 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



Correct usage



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 2 different backgrounds (5)



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

The image shows a yellow rectangular advertisement for "Tree Company". On the left side, there are two ISA logos. The top one is the "MEMBER ISA" logo, with the text "ISA Member On Staff" below it. The bottom one is the "CERTIFIED ARBORIST ISA" logo, with the name "Joe Smith" and ID "NO-4321A" below it. The right side of the ad contains the company name "Tree Company", address "1234 Willow Ave. Arbor Town, USA 12345 (555) 555-5555", a wavy line, and the text "Call Us Today!" in large green letters. Below this, it says "We are the best around and have an ISA Certified Arborist®!"



Incorrect usage

The image shows a yellow rectangular advertisement for "Tree Company" with several errors marked by red arrows and numbers. Error 1: The "Call Us Today!" text is too close to the logos. Error 2: The "MEMBER ISA" logo is missing the member name. Error 3: The "CERTIFIED ARBORIST ISA" logo is missing the arborist's name and ID. Error 4: The text "We are the best darn Certified Arborists around!" implies company-wide certification. The ad also includes the company name, address, and a wavy line.

