

Logo Usage Guidelines

These guidelines ensure that the ISP logo is used properly and consistently by all credential holders and ISP partners. Including the ISP logo on individual letterheads, business cards, and other marketing materials will enhance the recognition of any ISP certification and help convey their skills and competencies to prospective employers. The requirements for using the logo are as follows:

Logo Size, Color and Typeface Specifications

The ISP logo may be recolored from black but must retain the design and inscription.

The ISP logo should never be redrawn, modified, or otherwise distorted. When used in different sizes, the entire ISP logo must be scaled in proportion to its original measurements.

The ISP 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 Times New Roman or Georgia, or any combination of the two for all ISP certifications. A standard font typeface allows users of ISP credentials to brand their material with a consistent look and feel.

Where and How the ISP Logo can be used

Only current certificants who have earned the ISP Credential by passing one or more of the ISP certification examinations. Partnering organizations and companies employing anyone certified through ISP are approved to use the ISP Credential and logo in their resumes, advertisements, and related business materials.

If an ISP certificant or partnering organization terminates their participation or fails to maintain currency of certification, they may no longer use the ISP logo.

ISP certification is granted to individuals that show competency in a specific area. An ISP certified individual may use the ISP Credential in its proposal and marketing materials.

An individual who holds the ISP Credential qualifies to use the designation following their name. For example, members may use Herb Williams, CSM after their names. If you have questions regarding use of the ISP Credential after your name, please email us at ispcerts@gmail.com.

ISP Credential Holder Logo FAQs

- *How can the ISP logo be used?*

Current ISP Credential holders are encouraged to use the logo to showcase their expertise and specialized knowledge on their resumes, name tags, personal websites, and business cards. Partners and companies hiring ISP certificants may use the ISP credential in their proposals, advertising, and promotional materials.

- *Is there a minimum print size for the logo?*

No. To ensure the legibility of the logo, the minimum recommended size must be readable.

- *Are there restrictions on where the logos may be placed on resumes 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 ISP Credential holder.

- *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.

- *May I run the logo in any color?*

No. The logo must appear as presented on the website and match the original. To assure a correct logo is used, please request a copy by email to ISPcerts.com.