

## Arboricultural Association Qualified Member Logos – Rules and Guidelines

### Use of AA Logos, following release of ‘Membership Grade’ Logos to Qualified Members

6 January 2017

#### **1. Background - Use of logos and promoting the Association**

The Arboricultural Association actively encourages promotion of the Association through members displaying their membership and scheme status on advertising, stationery etc. There are strict guidelines with regards to who can use Accreditation Schemes’ logos and the recently released ‘(Qualified) Membership grade’ logos.

The Accreditation Schemes’ logos help both the scheme member and the Association to promote specific professional services and the individual member’s accreditation to deliver services / carry out work to a prescribed standard.

The Qualified Membership grade logos help Arboricultural Association members to identify their status as qualified members and to help promote the Association to the general public.

Arboricultural Association scheme and grade logos are available in a number of digital formats and a small number of printed formats.

- 1.1** The Arboricultural Association owns all licences, copyright and design rights to the Arboricultural Association and Arboricultural Association Accreditation Scheme and Qualified Membership grade logos.

#### **2. Release of Membership Grade Logos**

At the November 2016 meeting of the Arboricultural Association Board of trustees the release of the Association logo to qualified members was approved.

**2.1** From January 1<sup>st</sup> 2017 Arboricultural Association members at Technician, Professional and Fellow grades will be entitled to use a new form of the Association logo on their stationery, websites and email footers only (Any other use will need prior approval from the Association) **When using the logo on any of the approved stationery or online formats, you must use your Membership Number alongside it (This relates to use of the Qualified Membership Grade Logos only, not the Approved Contractor logo).** The format of the logo has been redesigned to show the relevant grade title as shown below.



The formats shown above may be downloaded from the members' area

<<<http://www.trees.org.uk/Membership/Member-Logos>>>

### 3. General Guidance and Rules for use of Association Logos

3.1 It is a requirement of Arboricultural Association membership that members abide by the Association rules as detailed here regarding logo use.

3.2 Qualifying members may only use the version of the logo that displays their current Arboricultural Association membership grade and must be a renewed or paid member

3.3 Qualifying members may only use the file versions that are now available from <<<http://www.trees.org.uk/Membership/Member-Logos>>>.

3.4 The Logo designs may not be added to, changed or tampered with in any way with regard to all elements of typography, design, colour or format. Up-sizing or downscaling is permitted.

The files are available in a number of file formats so that they can be used in different presentational situations such as screen or print.

3.5 If an individual ceases to be a member, a Registered Consultant, or an ARB Approved Contractor, they must immediately stop displaying Arboricultural Association accreditation and/or grade membership respectively.

3.6 Use of the Association's name and/or logo outside these parameters is an offence and the Association may take action against offenders. Such action can include seeking a permanent injunction and/or issuing proceedings for damages arising from trade mark infringement and "passing off."

### 4. Display

Scheme and grade logos may be displayed across a range of items and stationery and can be printed and displayed at a range of sizes.

For example: (not an exclusive list)

Stationery items, business cards, compliment slips, letterheads

Vehicles (These are the only sticker sizes available):

- ARB Approved Contractors will continue to be issued with vehicle stickers to advertise their ArbAC status on commercial vehicles; Size: 190mm x 250mm
- Qualified Members will be issued with car window stickers; Size: 80mm x 80mm
- The Qualified Member logos **cannot** be reproduced or used on Vehicles in any other format than the car window stickers provided by the Association.

Premises

Workwear

Promotional materials

Websites

## 5. Use of Digital Files

5.1 The digital files and any printed material supplied by the Arboricultural Association to a qualified member, contractor or consultant may not be passed on, copied or supplied in any format to any 3<sup>rd</sup> parties. Under no circumstances should a member pass details of access to the above files – including website log-on details and any other access details that may be provided from time to time.

5.2 If a member, contractor or consultant leaves a Scheme or the Association, the business and employees must immediately withdraw all materials that contain printed or digital renditions of the scheme and grade logo and desist from displaying these logos in any formats.

## 6. Misuse of Logos

6.1 The Arboricultural Association will not tolerate any misuse of the scheme and grade logos – with particular attention being paid to the misuse of logos by companies or individuals who are not current Association members or members of either Accreditation Scheme.

6.2 The Association will vigorously pursue any reports of misuse which may include engaging with Local Authority Trading Standards as appropriate. The Association has, in the past, successfully taken individual cases to court resulting in significant damages being awarded to the Association.

6.3 Please note that Corporate, Student, Ordinary and Associate grade members can state that they are members of the Association **at the appropriate grade** but **may not** use the Association logo.

Please send any suspected cases of logo misuse, with supporting evidence, to [members@trees.org.uk](mailto:members@trees.org.uk)

## 7. Specific Capabilities

7.1 The logo can only be displayed in relation to specific work capability of the individual or business. For example, if a Registered Consultant did some tree surgery work the RC scheme logo must not appear on the quote / specification, similarly, an Approved Contractor must not include the logo on any reports they may produce.

## 8. Scheme Logo and Membership Grade Logo Notes for Registered Consultants: (AARC)

An Arboricultural Association Registered Consultant is defined as an individual who has been examined by the AA and been deemed competent to perform arboricultural consultancy services.

Such an individual is entitled and encouraged to use the AA 'Registered Consultant' shield in approved format on all documentation and promotional material directly relating to that individual's arboricultural consultancy services.

8.1 To display the Registered Consultant scheme shield and membership grade logo (see below) an individual must be a fully paid up, accredited, current member of the Registered Consultant scheme.

8.2 AA Registered Consultants must ensure that use of the logo on, for instance, company / practice websites is not misleading and is directly associated only with the relevant individual / person.

The recently issued RC 'shield' logo and post nominal **RCArborA** both recognise Registered Consultant attainment and differentiates these individuals from other AA members. We encourage Registered Consultants to use the AA membership logo alongside the 'Fellow Member' or 'Professional Member' logo as shown below.



### 9. Scheme Logo and Membership Grade Logo Notes for ARB Approved Contractors (ArbAC)

An ArbAC is defined as a company with a manager and premises registered in the Arboricultural Association online Directory that has been assessed and approved by the AA.

Arb Approved Contractor status is awarded to businesses, not individuals.

9.1 To display the ARB Approved Contractor scheme shield the company must be a fully paid up, accredited, current member of the AA Approved Contractor scheme.

9.2 For ARB Approved Contractors, entitlement to scheme logo usage is dependent on maintaining scheme memberships, i.e. paying annual fees, and standards as applicable at the time including presenting and passing reassessments prior to accreditation expiry dates.

9.3 Documentation and promotional material containing the company's address as registered in the Directory may carry the ARB Approved Contractor shield in the approved format. Material from the company not containing the address as registered in the Directory may not carry the logo.

**10. New membership grade logo:** ARB Approved Contractor proprietors or directors who are qualified at Technician, Professional or Fellow grade will be able use their membership grade logo alongside the Approved Contractor 'shield' (see below).



The new membership grade logo represents and belongs to the individual member whether he or she is an employee or Named Manager.

10.1 The new membership grade logo should only be displayed in association with that individual's details – for example on a business card, or on a 'Meet the Staff' webpage as illustrated below.



**Joe Bloggs**  
**Manager**  
Professional Member of the  
Arboricultural Association.



Any queries on any of the above requirements or other related matters is to be directed to the Arboricultural Association at [admin@trees.org.uk](mailto:admin@trees.org.uk)

10.2 By downloading the logo, you are agreeing to abide by the member logo rules of use as outlined in these guidelines.