

Using ISA Certification Logos

There are many questions that arise when using the logo and how to advertise correctly. Strict rules and guidelines have been put in place to protect you and let you use and wear the emblem proudly. The Certification logos represent knowledge and competency in the field of arboriculture and let you set yourself apart from others in a competitive profession.

Below are frequently asked questions that will address the most important points to remember when advertising or reporting improper usage.



Who gets to use the logo?

The ISA Certification logos are registered trademarks and the use is restricted to individuals who have met the requirements to use the credential. The individual has to have met the requirements to apply and then pass the certification exam in its entirety.

Why display the logo?

The consumer is becoming more educated and they are demanding a way to make better choices when they are looking for professional services like tree care. Naturally, as certification programs become successful, more and more organizations will want to become involved in the credential process. Using the ISA Certification logo to set you apart from all other professionals in the arboricultural field lets the consumer have an easier time choosing a qualified Arborist to hire. The ISA Certification logo and trademark stand out and your knowledge is backed by the International Society of Arboriculture. We require ongoing education to stay in good standing and that shows dedication and love for the profession.

How to display the logo?

There are many options to advertise using the ISA Certification registered trademark and/or word mark “ISA Certified Arborist”. The most popular advertisements are business cards, letterheads, apparel, yellow page ads, web sites and truck decals. It is your personal preference where you like to display your credential as long as you follow the guidelines below.

What are important things to remember when using the logo?

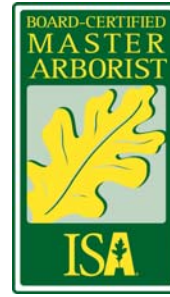
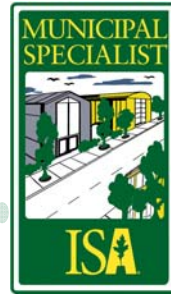
The most important thing to remember when using the logo is to include your name and Certification ID number. Only an ISA Certified Arborist receives a Certification ID number after they have passed the ISA exam and it is as essential as a driver’s license number when it comes to an individual’s arboricultural background. ISA offers an ISA Branding and Style Guide that gets sent out with the certificates that explains everything that you and your printer need to know. It clearly shows the usage options and examples of uses in the public. If you would like a copy contact us or you may print it from the ISA web site under Certification Announcements section.


How do you get a copy of the logo?

For newly ISA Certified Arborist, you will receive the designation of ISA Certified Arborist and will be sent a certificate, ID card, advertising logo sheet, hard-hat decal, and a patch. Already ISA certified individuals would just have to contact our office and verify their certification information before obtaining the logo.

If you are looking for electronic copies of the logo for your printer or personal use you can contact us directly at cert@isa-arbor.com or 888-ISA-TREE


Don't Abuse It...
Don't Abuse It...



 What NOT to do with your logo.

Please remember that ISA Certification is the credential of an individual who has passed the exam, not the company or employer. Non-ISA Certified personnel are not permitted to wear the logo on uniforms or shirts. Company owners that are not certified, but employ an ISA Certified Arborist, may not claim to be ISA Certified Arborists and may not use the logo on their personal business cards.

The use of the ISA Certified Arborist logos and the words "ISA Certified Arborist" are also not permitted on company vehicles or other advertisements without the names and Certification ID numbers of those employees certified by ISA. Failure to follow these guidelines will be considered a violation of trademark law.

 How do you spot a perpetrator?


If you come across a flyer, advertisement, or anything else implying that someone is certified and you believe that they are not, contact the ISA or start by running their name through the ISA website under "Verify a Certification". If you notice someone using the ISA Certification logo without the name and Certification ID number of the designated arborist then please report it to the ISA so we can follow up. Please know that some people may opt not to be listed but you can call or email us for verification.

 How do you go about reporting someone that is dishonestly claiming to be "certified" or misusing the ISA Logo?


As the ISA Certifications are growing and the credential is becoming more of an asset to the individual, so are the reasons to illegally use them to reap the benefits.

ISA has a staff member that is in charge for investigating false advertisement and logo misuse. A claim form is available on the 'Certification Announcement' page on the web site. We require proof that the ISA logo and/or words "Certified Arborist" were used so we are able to contact the individual or company with the violation of our trademark. You can send in any type of advertisement with the incriminating information.

You are not required to leave a name and we respect your choice to stay anonymous.

 What actions does the ISA take when a claim is turned in?

First and foremost we follow up on the claim to verify that it is legit and indeed a violation of our policy. We go through ISA records to make sure that we have valid information to back our accusations and proceed with the first notice, a cease and desist letter. The individual or company is given 10 business days to make contact in regards to the violation. This is when the information you provided becomes important; we send a copy of the information along with the cease and desist letter to show proof of the misrepresentation. If no response is received a second notice is sent letting the recipient know that legal advice is rendered and that it is their last chance to resolve the matter without getting our attorney involved. Last but not least we turn the claim over to ISA's attorney.

 Please contact ISA for more information on logo use and misuse.

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If you would like to stay anonymous, please send information to:
International Society of Arboriculture
Attn: Anne Jerutka
P.O. Box 3129
Champaign, IL 61826-3129

ISA appreciates your support in upholding the integrity of this organization and the profession.