



## Certification Mark Branding & Style Guide

[www.safenetix.com](http://www.safenetix.com)



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## About the Safenetix Certification Mark Branding Guide

Safenetix is an organization dedicated to fostering worldwide awareness of the benefits of fire safety and the value of proper and ethical inspection of fire and smoke dampers. We have worked tirelessly to create training and educational programs that inform the public about the valuable services fire safety technicians provide.

Safenetix provides our credential holders with logos to identify themselves to their peers and customers as professionals committed to proper fire safety practices. We encourage you to proudly wear the emblems and use the appropriate titles that designate you as a professional fire safety technician. 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 Safenetix logos or need to request a logo, contact [info@safenetix.com](mailto:info@safenetix.com).

Following trademark and usage requirements is a critical step in strengthening the certification you have worked so hard to acquire. We hope that you will join us in this effort.

*Lori Wood*

Lori Wood  
Executive Director  
Safenetix

# Logo Misuse and Trademark Infringement

Logos trademarked by Safenetix are available for use by current credential holders to identify their affiliation with Safenetix. These logos are intended for use by individuals who meet the requirements rather than by companies who employ Safenetix members and credential holders. To receive and use a copy of a Safenetix trademarked logo, Safenetix requires verification of certification status. If a third-party vendor requests a Safenetix logo, Safenetix must confirm the third party's status and relationship with a verified Safenetix credential holder. As a credentialing body, Safenetix maintains logos that are used to promote an individual's affiliation with Safenetix. We recognize that on occasion, there may be either intentional or unintentional misuse of these logos. This information has been prepared to help you better understand the difference between a logo misuse and a trademark violation and what one can expect when a complaint has been filed. Please visit [www.safenetix.com](http://www.safenetix.com) to verify the status of Safenetix credential holders before submitting a complaint.

## Logo Misuse

If a Safenetix 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.

## Trademark Violation


Use of a logo without authorization through written consent or certification is considered a trademark infringement. Examples of trademark infringement include: an individual who is not a Safenetix credential holder using the Safenetix logo; companies using an Safenetix logo without employing Safenetix credential holders, or without consent; or members and credential holders who use a logo they are not authorized to use.



## **When a Safenetix credential holder is reported for logo misuse or an individual or company infringes on a Safenetix trademark, Safenetix will take the following steps to correct the matter.**

- Safenetix will review all complaints submitted to our office. Complaints must be completed in full, and documentation must be included at the time of submission.
- A status update is provided to the complainant after the review.
- A communication is mailed to the company or individual misusing or violating the Safenetix trademark giving them 30 days to correct the issue and provide evidence of compliance.
- If the matter has been brought to compliance, the file is closed.
- If the matter has not been addressed within 30 days, the claim is forwarded to Safenetix' attorney for further action.
- Safenetix then makes the final determination on which cases are pursued and processed through court based on legal recommendation.

Safenetix encourages you to use this guide to understand the proper use of the Safenetix 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. For more details, review the report a violation information on [www.safenetix.com](http://www.safenetix.com).



# Safenetix Official Certification Branded Logos



## Primary Full-Color Certified Fire & Smoke Damper Inspection Technician Logo

The primary full-color logo should be used whenever possible.



## Primary One-Color Certified Fire & Smoke Damper Inspection Technician Logo



The primary One-Color Logo is a single color version of the Primary Logo. The acceptable colors to use on this logo are in the Primary Color Palette, as well as black and white.



# Certification Mark Branded Colors

When using color versions of Safenetix logos, you must use the established brand colors for that particular logo. These colors are all defined at the right. Safenetix provides details for these colors 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 Safenetix 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.

# PRIMARY COLORS

<p>PMS: 3035 HEX: #034659 CMYK: 100/67/48/38</p>	<p>PMS: 7473 HEX: #08A79D CMYK: 80/10/45/0</p>	<p>PMS: 7731 HEX: #038341 CMYK: 86/11/98/1</p>	<p>PMS: 368 HEX: #8DC73F CMYK: 50/0/100/0</p>
<p>PMS: 7580 HEX: #BD492B CMYK: 72/80/92/6</p>	<p>PMS: 158 HEX: #F37824 CMYK: 2/66/98/0</p>	<p>PMS: 432 HEX: #363947 CMYK: 79/64/52/43</p>	

# General Logo Guidelines

## How to obtain logos

Upon completion of the Level 1 Certified Fire and Smoke Damper Inspector Exam, you will receive an electronic copy of the certification mark via email.

Logo requests may also be made by emailing [info@safenetix.com](mailto:info@safenetix.com). Please specify desired file type and color preference (black/white, color). Verification of certification status is required so requests should be submitted by the individual member or credential holder. Third party vendors, such as a printer, graphic designer, or employer, should work with the individual for verification and approval of usage by Safenetix. Use of a logo by a third party vendor without proper verification may be considered a trademark violation.





# General Logo Guidelines

## Text usage

Safenetix does not require you to use a logo to refer to your Safenetix certification credential. Registered or approved wordmarks (text) may be used in place of a logo - Level 1 CFSDI. 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.

Monteressat Classic

ISafenetix Certified Fire & Smoke Damper Inspection Technician  
Certification Number

Monteressat

Safenetix Level 1 Certified Fire & Smoke Damper Inspection Technician or  
Level 1 CSFDI  
Certification Number

**Monteressat Extra-Bold**

**Safenetix Level 1 Certified Fire & Smoke Damper Inspection Technician ot  
Level 1 CSFDI  
Certification Number**



# General Logo Guidelines

## For Companies employing Safenetix Members and Credential Holders

Only Safenetix credential holders are allowed to use applicable Safenetix certification logos. However, use of logos by companies employing Safenetix credential holders is permitted if the following guidelines are adhered to:

Use of Safenetix member logo: Companies may use the “On Staff” (See example on page 11) version of the 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 Safenetix certification logos:

Companies who have an employee that has a Safenetix certification may use the logo only if the individual’s name and certification number are listed with the logo (see examples on page 12 ). If a company employs three or more individuals who are Safenetix certified you may use the statement “Safenetix Certified Fire & Smoke Damper Inspectors On Staff.” A list of the Safenetix credential holders’ names and Certification ID’s must also appear listed on the website.

A company that does not employ someone who is Safenetix certified, but contracts with someone who is, may list the information using the format in the following examples:

**» Contracts with Safenetix Level 1 Certified Fire & Smoke Damper Inspectors**  
**Joe Inspector, NO-1234A**

# Examples of Correct & Incorrect Use

## Individual Use

Follow these examples to assist you with proper logo usage when promoting yourself as a Safenetix credential holder.

### Correct usage

- » Must include first and last name
- » Must include certification ID #
- » Certification must be current



### Incorrect usage

- » Must include first and last name
- » Must include certification ID #
- » Certification must be current



# Examples of Correct & Incorrect Use

## Company Use

Follow these examples to assist you with proper logo usage when promoting Safenetix credential holders on your company staff.

### Correct usage

- » Membership must be notated with the individual member's name listed as "Safenetix Certified Inspectors On Staff"
- » You must include the full name and certification ID of the credential holder.
- » If you employ three or more full-time Safenetix Certified Inspectors and space is limited, please use "Safenetix Certified Fire and Smoke Damper Inspectors on Staff" and make your web address available for consumers to confirm this information.
- » Contracted or consulting certified inspectors not employed as full-time staff must be indicated as such and include the name and certification ID #.



### Incorrect usage

- » Must include first and last name
- » Must include certification ID #
- » Certification must be current
- » Certification is an individual credential, and this ad gives the reasonable impression that it is company-wide.





