

## LOGO USE AND BRANDING POLICIES



Society of Professional Rope Access Technicians

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**Registry Number:**

MC-04

**Revision History:**

Version 22A Board approved April 2022

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**Notes for Usage:**

Usage of the word ‘shall’ denotes a mandatory requirement.

Usage of the word ‘should’ denotes a recommendation. The word ‘should’ does not connote indifference or ambivalence regarding a statement.

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## **1. Purpose, Scope, Exceptions**

### 1.1. Purpose

1.1.1. This document establishes guidance for SPRAT specific branding and use of the trademarked SPRAT logo.

### 1.2. Scope

1.2.1. This document describes the details of proper use of the trademarked SPRAT logo and allowances surrounding SPRAT specific branding.

## **2. Logo Use Policies**

2.1. The SPRAT logo is a registered trademark of SPRAT.

2.1.1. Appendix 1 provides examples of the standards SPRAT logo.

2.2. The SPRAT Logo may be used to illustrate SPRAT membership, support, or involvement.

2.3. Use of the SPRAT logo or likeness is a benefit to SPRAT members.

2.4. Non-members may use the SPRAT logo with written consent from SPRAT's Board of Directors.

2.5. Use of the SPRAT logo shall preserve the professional image and values of the organization.

2.6. Acceptable logo mediums include but are not limited to:

2.6.1. Electronic media (e.g., websites, social media, emails).

2.6.2. Printed materials.

2.6.3. Clothing.

2.7. Logo use in electronic media should include a link to the SPRAT website.

2.8. SPRAT reserves the right to determine if any use of its logo complies this policy.

2.9. Examples of logo misuse include, but are not limited to:

2.9.1. Statement or implication of endorsement by SPRAT.

2.9.2. Alteration or distortion of the logo shape.

2.9.3. Alteration or resetting of logo lettering.

2.9.4. Addition of special effects.

2.9.5. Use of the logo with a background with insufficient contrast.

2.9.6. Rotation of any parts of the logo.

2.9.7. Overlay of text or images on top of SPRAT's logo.

2.10. SPRAT may revoke authorization for the use of its logo at any time.

## **3. Affiliation Policies**

3.1. SPRAT members and rope access technicians may represent their affiliation with SPRAT.

3.2. SPRAT affiliation may be presented in electronic and printed media.

3.3. Unless approved by SPRAT's Board of Directors, representation of affiliation is limited to the following:

### 3.3.1. Membership

3.3.1.1. Company Premier.

3.3.1.2. Company.

3.3.1.3. Individual.

3.3.1.4. Technician.

### 3.3.2. Elected Positions

3.3.2.1. Director (including role).

3.3.2.2. SOC Chair and Vice-Chair.

3.3.3. Appointments

3.3.3.1. {Committee} Chair.

3.3.3.2. {Committee} Member.

3.3.3.3. Evaluator.

3.3.3.4. Ambassador.

3.3.4. Certification

3.3.4.1. *Level I Technician.*

3.3.4.2. *Level II Technician.*

3.3.4.3. *Level III Technician.*

3.4. SPRAT affiliation shall not state or imply endorsement by SPRAT.

**Appendix 1. SPRAT Official Logo**

A.1.1. The standard SPRAT logo with black on a white background:



A.1.2. The standard SPRAT logo with white on a black background.

