

POLICY REGARDING USE OF THE
ACEC MEMBER FIRM SEAL

Goal

To offer ACEC members an opportunity to use the ACEC logo (reconfigured as a member seal) on their letterhead, business cards, websites, and other materials; and to provide a standardized format for such use. ACEC members are currently using the ACEC logo for private purposes as their membership in ACEC may connote to them engineering excellence, business quality and high ethics of benefit in their business relations. Now that a uniform ACEC name is being used by members nationwide, the case for use of the ACEC logo (reconfigured as a member seal) is further strengthened.

Policy On Use of Seal

The American Council of Engineering Companies (“ACEC”) owns the member firm seal (“seal”). The seal incorporates an abbreviated version of the ACEC registered service mark (“mark”). ACEC member firms are permitted to use the ACEC seal as a benefit of membership. Any use by an ACEC member firm of the ACEC seal shall constitute acceptance of, and agreement to comply with, this Policy of Use.

1. This is a depiction of the member seal:



2. Use of the ACEC seal is restricted to those firms that are current members in good standing of ACEC under ACEC’s Bylaws, Policies and Procedures. Branch offices of member firms not located in the home office state are encouraged to become members of their state ACEC Member organization before they use the ACEC member seal.
3. ACEC member firms may, subject to this policy, use the ACEC seal on their letterhead and other company materials to signify membership in ACEC.
4. The purpose of the seal is solely to affirm that the company using it is a member of ACEC, an association dedicated to high ethical standards and sound business practices. Permission to use the seal does not indicate or imply that ACEC in any way endorses, guarantees, or warrants a member firm’s performance, competence, or compliance with any professional or industry standard.
5. ACEC member firms may not use the seal in any manner to:
 - a. Indicate or imply any status or relationship with ACEC other than that they are a current member of ACEC,
 - b. Indicate or imply that ACEC in any way endorses, guarantees, or warrants a member’s performance, competence, or compliance with any professional or industry standard,
 - c. Indicate or imply that any non-member entity is also a member firm, or to convey any other misleading, false, or confusing impression.

6. Any use of the ACEC seal must precisely follow the authorized color, size, and other design and use requirements specified by ACEC (see Style and Use Guide below).
7. ACEC member firms shall be responsible for ensuring their own compliance with this policy. ACEC cannot assume responsibility for such compliance.
8. In the event that a member firm's membership in ACEC is terminated, all use of the seal made by that firm shall be immediately discontinued.

STYLE AND USE GUIDE FOR THE ACEC MEMBER FIRM SEAL

1. The ACEC member firm seal may only be depicted as in the Policy of Use above. The word "member" in the seal is depicted in black letters, Sabon font. The abbreviated ACEC logo in the seal is rendered in the standard ACEC colors of metallic gold (PANTONE ® 872) for the arc, and gray (PANTONE ® 405) for the lettering. The size of the seal may vary as described below. Members can download the seal files from the ACEC website.
2. **Letterhead:** ACEC member firms are allowed to use the ACEC seal on all letterhead.
3. **Web Sites:** Member firms are allowed to use the ACEC seal on their Web sites. If they chose to use the seal, the seal itself must act as a link to: <http://www.acec.org>.
4. **Yellow Pages Ads:** Every member firm is allowed to use the ACEC seal in a Yellow Pages ad. They are not allowed to demand exclusive rights to the use of the seal from the Yellow Pages company.
5. **Business Cards:** Every member firm is allowed to use the ACEC seal on their employee business cards.
6. **Promotional Material:** Every member firm is allowed to use the ACEC seal in promotional material.
7. If a member firm uses the seal on its letterhead, Web site, Yellow Pages ad, or promotional material, the seal must still be clear in all respects.
8. No variation from this Style and Use Guide is permitted without express written permission of ACEC.
9. Further questions regarding style and use should be directed to Leo Hoch, Director of Membership, at (202) 682-4341 or lhoch@acec.org.

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