



## **ACA Logo Use Policy**

### **Applicable to all Logos of the American Canyoneering Academy**

For programs that employ a number of certified and non-certified individuals, Logo(s) may only be used next to the individual's bio who holds the ACA certification. Text must state who holds the certification. The Logo(s) may not be used to imply that all employees, owners or partners in a business are certified.

Individuals must maintain current certification with the ACA to use the Logo(s). Individuals who have allowed their certification to lapse may not use the Logo(s) or advertise him or herself as ACA certified until their certification is current.

Participation in or successful completion of any ACA training course does not warrant the use of any of the Logo(s). If you wish to state that you have completed an ACA training course, you may do so only if you clearly state that you are not certified, you are still in training and have yet to take or pass the associated certification assessment.

No ACA member shall use the ACA name or Logo in any way that could mislead the general public as to his or her level of certification.

### **Failure to Adhere to Logo Use Policy**

Individuals or programs found to be in violation of the ACA Logo Use Policy will be given 30 days to rectify and/or remove any unauthorized use of the Logo(s) or misleading text from any and all advertising. The ACA will notify the individual or program via email or mail stating what must be done to rectify the situation. Failure to comply with the ACA Logo Use Policy and directives from the ACA within 30 days of receiving notification will result in the individual or program losing its ACA certification for 12 months.

**See following pages for restrictions on use of specific logos**



## ACA Logo Use Policy

### ACA Logo

The American Canyoneering Academy (ACA) Logo will be provided in high resolution format to ACA Canyon Leaders, ACA certified Professional Canyon Guides, ACA certified Canyon Rescue Technicians, and ACA Sponsors. The ACA Logo must be used in an unaltered state. No other ACA logos are permitted to be used.



#### ACA Logo use is restricted to the following:

- ACA Canyon Leaders
- ACA Certified Professional Canyon Guides
- ACA Certified Canyon Rescue Technicians
- ACA Sponsors

### Canyon Leader Logo

The American Canyoneering Academy's Canyon Leader Logo will be provided in high resolution format to ACA certified Canyon Leaders. The Canyon Leader Logo must be used in an unaltered state. No other Canyon Leader logos are permitted to be used.



#### Canyon Leader Logo use is restricted to the following:

- ACA Canyon Leaders

### Professional Canyon Guide (PRO) Logo

The American Canyoneering Academy's PRO Logo will be provided in high resolution format to ACA certified Professional Canyon Guides. The PRO Logo must be used in an unaltered state. No other Professional Canyon Guide logos are permitted to be used.



#### Pro Logo use is restricted to the following:

- ACA Certified Professional Canyon Guides



## ACA Logo Use Policy

### Canyon Rescue Technician (CRT) Logo

The American Canyoneering Academy's CRT Logo will be provided in high resolution format to ACA certified Canyon Rescue Technicians. The CRT Logo must be used in an unaltered state. No other CRT logos are permitted to be used.

#### CRT Logo use is restricted to the following:

- ACA Certified Canyon Rescue Technicians



### Canyon Rapid Access Team (RAT) Logo

The American Canyoneering Academy's RAT Logo will be provided in high resolution format to ACA certified Canyon Rescue Technicians. The RAT Logo must be used in an unaltered state. No other RAT logos are permitted to be used.

#### RAT Logo use is restricted to the following:

- ACA Certified Canyon Rescue Technicians

