

ASSE

Mark Usage Guidelines



INTRODUCTION

ASSE International is a membership organization and leading product and personnel certification agency for companies and individuals representing all disciplines of the plumbing and mechanical industries. After 114 years of advocating for standardized plumbing practices, more than 50 years of certifying products, and more than 25 years of certifying qualified personnel, ASSE marks are proudly displayed by members, manufacturers, workers, and employers throughout North America.

The ASSE International Chapter of IAPMO, LLC ("ASSE International") considers its trademarks and service marks to be among its most valuable intellectual property assets. As such, ASSE International acts consistently to preserve the strength of and retain its exclusive rights to use its trademarks.



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ASSE PRODUCT LISTING PROGRAM



ASSE International is an ANSI- and SCC-accredited product certification body with a strong focus on backflow prevention and thermostatic mixing. ASSE certified products are tested by qualified laboratories to strict performance requirements, and certified in a manner that is impartial, balanced, informed, and rigorous. If a jurisdiction requires a product to be certified to an ASSE standard, showing the ASSE Seal on that product is the most direct method to show an inspector that the product is in compliance. When specifying engineers, contractors, customers, and inspectors can see, at first glance, that a product is certified to an ASSE standard, all parties feel confidence when selecting, installing, or inspecting that product.

Proudly displaying the ASSE Seal on product literature, packaging, and products shows customers that your product has stood up to ASSE's rigorous requirements, and shows that you care about the integrity of your product and about the health and safety of the public.

ASSE SEAL

The ASSE Seal is one of the most recognized marks for plumbing product certification, especially for backflow protection and thermostatic mixing devices. Our expertise and competency allows us to certify a wide range of products to ASSE standards, backflow preventers and vacuum breakers to CSA B64 standards, plumbing fittings and fixtures to ASME A112, CSA B45, and CSA B125 standards, low-lead and drinking water system components to NSF 372 and NSF 61 standards, water distribution products to AWWA C5xx-series standards, and many others.

Those products that have been successfully certified are shown in the ASSE Product Listing Directory at www.asse-plumbing.org/listed.

Use Case

The ASSE Seal shall appear on all ASSE certified products unless express written consent is granted from ASSE. Its use is encouraged on:

- Technical product literature, such as specification sheets and installation instructions.
- Marketing materials, such as tradeshow displays, brochures, websites, etc.

In marketing materials, manufacturers are encouraged to display the standard designation, and/or "LOW LEAD" if applicable, in Futura Bold at no less than 6pt type for easy recognition of the certification's scope. If Futura Bold is not available, Helvetica is an acceptable substitute.

Limitations

The mark may only be associated with certified products and not with a company, product line, or product series unless all products are certified through ASSE International. The mark may only be associated with products certified by ASSE and is not to be used if certified through another certification body or by self-declaration of compliance to an ASSE standard.

See *ASSE Product Certification Mark Art Guidelines*.



cASSE SEAL

ASSE is accredited by the Standards Council of Canada (SCC) to certify products in the Canadian market. In order to easily expand your market beyond the US and into Canada, the cASSE Seal provides the ability for products to demonstrate certification to ASSE, CSA, NSF, and other standards recognized by Canadian provincial and metropolitan jurisdictions. Certifying with ASSE for US and Canada allows manufacturers to save time and money on factory audits and renewals, and provides for a single certification contact.

Use Case

The cASSE Seal is used for certification to standards recognized in Canadian provinces and jurisdictions. It is a distinct mark that is used in conjunction with certification in the USA. The use case for the ASSE Seal also applies to the cASSE Seal.

Limitations

The mark may only be associated with products certified by ASSE to US and Canadian standards. There is no mark available for the Canadian-only market; the cASSE Seal demonstrates product compliance within both nations. The limitations for the ASSE Seal also apply to the cASSE Seal.

See ASSE Product Certification Mark Art Guidelines.



ASSE 1YT MARK

Several ASSE standards include a one year evaluation of service, known as a "field test," to meet requirements of some jurisdictions. ASSE allows use of the ASSE 1YT Mark for those devices and assemblies that successfully demonstrate that the product, their designs, and manufacturing facilities' quality systems meet the requirements of the ASSE One Year Test (1YT) Program.

Those products that have been successfully certified are shown as such in the ASSE Product Listing Directory at www.asse-plumbing.org/ listed and on ASSE certificates.

Note that in order to apply for the ASSE 1YT Mark, the products must be currently certified with ASSE to the appropriate ASSE standard.

Use Case

The ASSE 1YT Mark should be applied on product literature. We encourage manufacturers to place the mark on the product for ease of recognition in the field when installed. The ASSE 1YT Mark is available for use on products successfully passing ASSE's 1YT Program that are also certified with ASSE to one of the following standards:

- **ASSE 1013**, *Reduced pressure principle backflow preventers (RPZ)*
- **ASSE 1015**, *Double check backflow preventers (DC)*
- **ASSE 1020**, *Pressure vacuum breakers (PVB)*
- **ASSE 1047**, *Reduced pressure principle backflow preventers with detector assemblies (RPDA)*
- **ASSE 1048**, *Double check backflow preventers with detector assemblies (DCDA)*
- **ASSE 1056**, *Spill resistant vacuum breakers (SVB)*

The use case for the ASSE Seal also applies to the ASSE 1YT Mark.

Limitations

The mark may only be associated with products certified by ASSE and have successfully met the requirements of ASSE's 1YT Program. The limitations for the ASSE Seal also apply to the ASSE 1YT Mark.

See *ASSE Product Certification Mark Art Guidelines*.



ASSE ES MARK

ASSE International Evaluation Services (ES) assists companies that are looking for better acceptance in the marketplace by way of a recognized 3rd-party certification beyond the scope of standards.

Novel products may not always be fully understood in the marketplace by plumbing designers or inspectors. ASSE ES creates Evaluation Reports that cover where and how a product should be installed, how it complies with specific standards and model codes, and what its limitations are. The report itself is designed to be technical sales tool to help facilitate customer confidence and inspector acceptance of the product.

Use Case

The ASSE ES Mark may be used on the product itself, on product packaging, and on marketing materials such as brochures, product catalogues, and trade show displays.

The use case for the ASSE Seal also applies to the ASSE ES Mark.

Limitations

The mark may only be associated with products that have successfully gone through the ASSE ES certification process. The limitations for the ASSE Seal also apply to the ASSE ES Mark.

See *ASSE Product Certification Mark Art Guidelines*.



ART GUIDELINES

The ASSE International Chapter of IAPMO, LLC (“ASSE International”) considers its trademarks to be among its most valuable intellectual property assets. As such, ASSE International acts consistently to preserve the strength of its trademarks. To the extent a manufacturer uses an ASSE International mark to refer to ASSE International in literature or marketing, usage must follow these Guidelines. These guidelines – together with applicable program-specific listing policies – will enable the manufacturer to leverage these marks to the greatest marketplace advantage.

Artwork

ASSE Listees may not alter the shape, proportion, color, text, typography, or orientation of the Mark(s) in any way. This includes rotating the Mark(s), repositioning individual elements of the Mark(s), outlining the Mark(s), and altering the text of the Mark(s). The Mark(s) may only appear in solid colors – preferably black or white, but usage consistent with a company’s established color scheme is also allowed. The Mark(s) must be displayed at sufficient resolution and size for legibility; generally, the Mark(s) should never appear less than 1/4” tall in printed materials or less than 36px tall in digital media. Provide as much clear space (padding) around the Mark(s) as possible; we recommend surrounding the Mark(s) with a clear space equaling the height of the “A” letterform, with the exception of the standard designation listed under or near the ASSE Seal.

It is improper to imply that a company is ASSE International, or that the company itself is certified by ASSE. Listees shall not use any Mark(s) in a manner that implies that an unlisted product is listed.

See use cases and limitations for each of the Marks in the previous pages.

Acceptable Language

- ASSE Listed or ASSE Certified
- Listed by ASSE or Certified by ASSE
- ABC Company’s product is listed by ASSE to Standard #XYZ
- ABC Company is certified by ASSE to Standard #XYZ

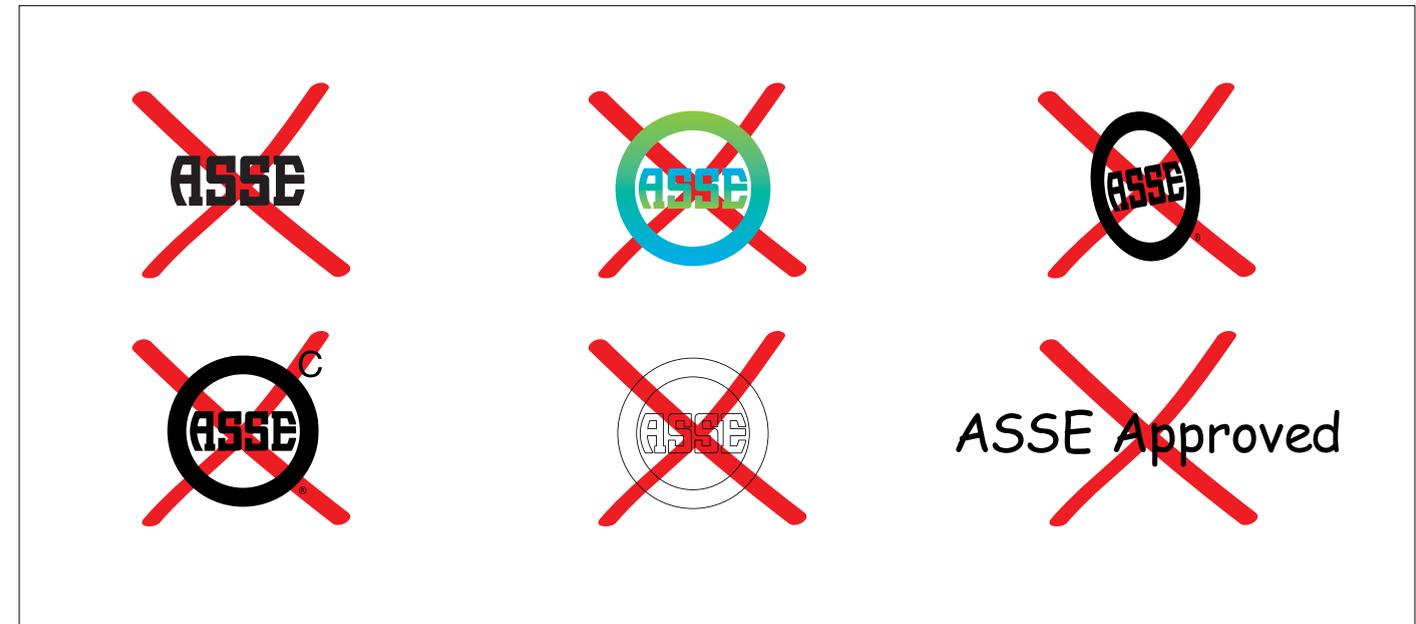
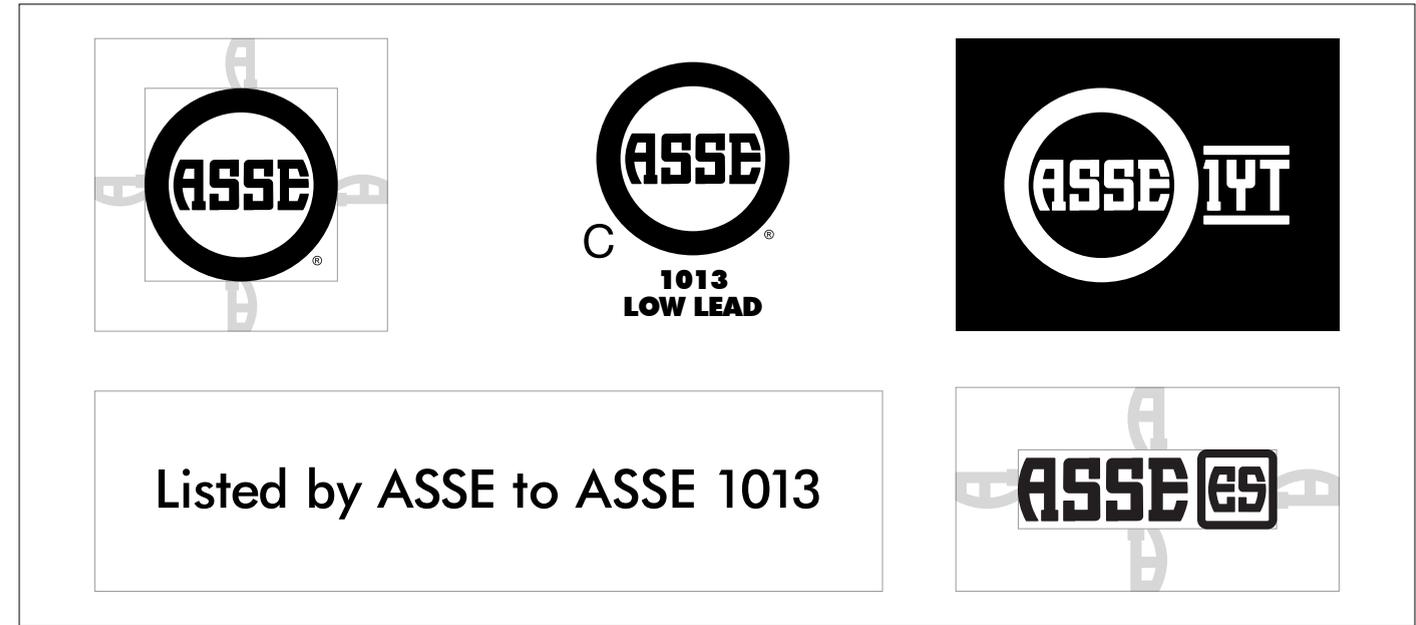
Unacceptable Language

- Approved or Verified by ASSE
- ASSE Approved
- Seal or Seal of Approval
- Audited to or Tested to
- Audited against or Tested against
- Audited by or Tested by
- Meets ASSE requirements

Obtaining Marks

Digital copies of ASSE product certification marks may be downloaded online at www.asse-plumbing.org/mark-guidelines/product-certification.

Marks with specific standard designations or “LOW LEAD” included may requested from the assigned ASSE staff engineer



ASSE PERSONNEL CERTIFICATION PROGRAM



ASSE International is a third-party certifier for professionals in the plumbing and mechanical industries. ASSE professional certification in the specialized segments of backflow prevention, service plumbing, infection control, fire protection, rainwater harvesting, and hydronic heating and cooling, among others, expands skill sets, offers nationally recognized certifications to jurisdictions, and raises the employability of professionals.

Displaying ASSE personnel certification marks on signage, uniforms, vehicles, business cards, and marketing materials shows AHJs, clients, students, and employers that you support quality education and training, and are among the most qualified and knowledgeable professionals in the field.

ASSE PROFESSIONAL CERTIFICATION MARK

Use Case

ASSE Certified professionals may display the ASSE Certified Mark on their uniforms, business cards, and marketing materials to show AHJs, clients, and employers that they are ASSE Certified and among the most qualified and knowledgeable professionals in the field.

ELIGIBLE ASSE CERTIFICATIONS INCLUDE:

5000 Series Certifications:

- Backflow Prevention Assembly Tester
- Cross-Connection Control Surveyor
- Backflow Prevention Assembly Repairer
- Fire Sprinkler Cross-Connection Control Tester
- Backflow Prevention Program Administrator

7000 Series Certifications:

- Residential Fire Protection System Installer
- Residential Fire Protection System Inspector

12000 Series Certifications:

- Infection Control Risk Assessment (ICRA)
- Infection Control Employer
- Water Quality Program – Employer
- Water Quality Program – Plumber
- Water Quality Program – HVAC Tech
- Water Quality Program – Sprinkler Fitters

13000 Series Certification:

- Service Plumber

15000 Series Certification:

- Water-Based Fire Protection Personnel

19000 Series Certifications:

- Solar Water Heating System Installer
- Hydronic Heating & Cooling System Installer

21000 Series Certifications:

- Rainwater Catchment Systems Installer
- Rainwater Catchment Systems Designer
- Rainwater & Stormwater Catchment Systems Inspector

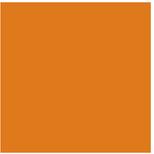
Specific Limitations

The ASSE Certified Mark may only be used by ASSE Certified professionals with non-expired certifications.

The Mark must be accompanied, in close proximity, with the ASSE International certification(s) that the individual holds, displayed in Futura Bold at no less than 6pt font. If Futura Bold is not available, Helvetica is an acceptable substitute. The Mark may only appear in black, white, or the Certification Series' designated color (see Certification Series color guide). A white version of the Mark may be used on backgrounds darker than 50% grey to provide sufficient contrast.

When a certification holder uses the Mark, it must make clear that the individual is ASSE certified, NOT the company he or she is employed by. It is improper to imply that an individual or company is ASSE International, that an individual is endorsed by ASSE International, or that the individual is employed by ASSE International.



						
5000	7000	12000	13000	15000	19000	21000
CMYK: 100/0/82/46	CMYK: 0/90/100/51	CMYK: 0/58/100/10	CMYK: 75/0/0/0	CMYK: 100/72/37/39	CMYK: 76/0/30/0	CMYK: 81/14/100/2
RGB: 0/107/66	RGB: 138/32/3	RGB: 222/121/28	RGB: 0/189/242	RGB: 0/57/87	RGB: 0/185/189	RGB: 43/155/71
HEX: #006b42	HEX: #8a2003	HEX: #de791c	HEX: #00bdf2	HEX: #003957	HEX: #00b9bd	HEX: #2b9b47
PMS: 3415 C/U	PMS: 174 C/U	PMS: 1385 C/U	PMS: 306 C/U	PMS: 7463 C/U	PMS: 319 C/U	PMS: 7739 C/U

ASSE APPROVED PROVIDER MARK

ASSE International is a third-party certifier, not a training provider. Training for ASSE Certification is provided at more than 130 training facilities around the United States that have been approved by ASSE. To become an ASSE Approved Training Provider, schools must complete an application, which is reviewed by ASSE committees. Training materials used for courses are developed or determined by the school, but reviewed by ASSE during the application process. Approved schools must meet facility and equipment requirements and are subject to onsite visits and inspections.

Use Case

Once a school is approved, they may use the ASSE Approved Provider Mark on signage, business cards, websites, and marketing materials to indicate that they are an approved training provider.

Specific Limitations

The ASSE Approved Provider Mark may only be used by ASSE approved training providers.

Schools may not alter the shape, proportion, color, text, typography, or orientation of the Mark in any way. This includes re-coloring the Mark, rotating the Mark, repositioning individual elements of the Mark, outlining the Mark, and altering or adding text to the Mark. The Mark may only appear in black or white. The black version is preferred, but the white logo may be used on backgrounds darker than 50% grey to provide sufficient contrast.

When a school uses the Mark, it must make clear that the school is approved to provide training for ASSE International certification. It is improper to imply that a school is ASSE International, that classes are offered or taught by ASSE International, or that the school provides ASSE certification.



ASSE PRO CERTIFICATION EMPLOYER MARK

ASSE Professional Certification is something to be proud of. Individuals spend a lot of time, money, and effort to expand their knowledge, skills, and expertise through ASSE Certification. In many cases, it's the reason they're hired. Employers of ASSE Certified professionals should also be proud and promote the fact that they care about quality training and hire qualified ASSE Certified professionals.

Use Case

Employers of ASSE Certified professionals may display the ASSE Pro Certification Employer Mark on signage, vehicles, websites, and marketing materials to show that they hire ASSE Certified professionals, and support quality education and training.

Specific Limitations

The ASSE Pro Certification Employer Mark may only be used by employers with one or more full-time ASSE Certified professionals on staff.

The Mark must be clearly accompanied, in close proximity, with the certified individual's name and certification(s), along with a link to the ASSE certified professionals database at www.asse-plumbing.org/certified. Accompanying type should be displayed in Futura Bold at no less than 6pt font. If Futura Bold is not available, Helvetica is an acceptable substitute. The Mark may only appear in black or white. The black version is preferred, but the white logo may be used on backgrounds darker than 50% grey to provide sufficient contrast.

When an employer uses the Mark, it must make clear that individuals are ASSE certified, NOT the company. It is improper to imply that the company is ASSE International or that the company is endorsed by ASSE International.



ART GUIDELINES

The ASSE International Chapter of IAPMO, LLC (“ASSE International”) considers its trademarks to be among its most valuable intellectual property assets. As such, ASSE International acts consistently to preserve the strength of its trademarks. To the extent a certified professional, approved school, or employer of ASSE Certified individuals uses an ASSE International mark to refer to ASSE International in literature or marketing, usage must follow these Guidelines. These guidelines – together with applicable program-specific listing policies – will enable users to leverage these marks to the greatest marketplace advantage.

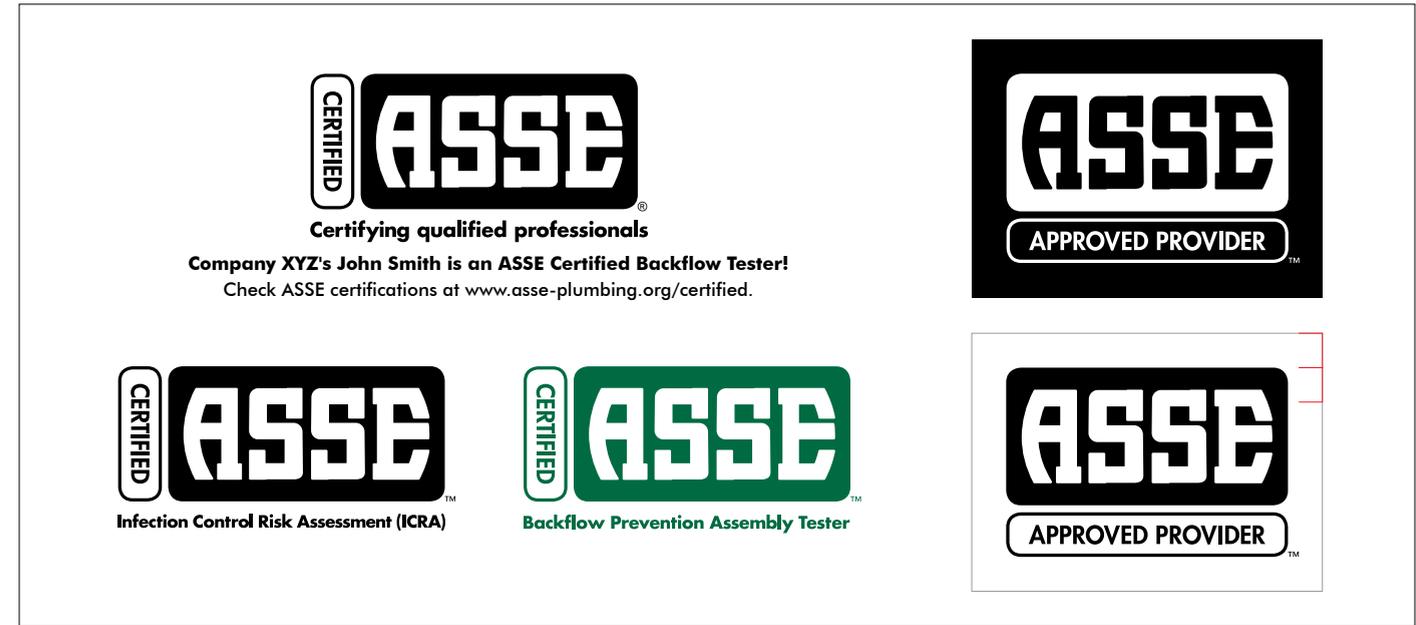
Artwork

ASSE Certified professional, approved schools, and/or employers of ASSE Certified individuals may not alter the shape, proportion, color, text, typography, or orientation of the Mark(s) in any way. This includes rotating the Mark(s), repositioning individual elements of the Mark(s), outlining the Mark(s), and altering the text of the Mark(s). ASSE personnel certification marks should be 100% visible (not cropped). The Mark(s) may only appear in black, white, or the Certification Series’ designated color, unless otherwise approved by ASSE International. The Mark must be displayed at a sufficient resolution and size for legibility; generally, the Mark should never appear less than 1/2” tall in printed materials or less than 36px tall in digital media. Provide as much clear space (padding) around the logo as possible; we recommend surrounding the Mark with clear space of at least 1/4 the height of the “ASSE rectangle,” with the exception of the name of the certification or name of the certification holder listed under or near the ASSE Mark.

See use cases and specific limitations for each of the Marks in the previous pages.

Obtaining Marks

Digital copies of ASSE Certification Marks are available by request. Download the Mark Use Application at www.asse-plumbing.org/mark-guidelines/personnel-certification. Marks for specific certifications can be requested from the professional certification coordinator.



ASSE INTERNATIONAL MEMBERSHIP



Members of ASSE belong to an organization represented by all disciplines of the plumbing and mechanical industries, forming a platform to discuss, understand and solve industry problems relating to their businesses and professions.

The aims and purposes of ASSE were proclaimed more than 100 years ago, but they continue to guide the organization's activities today. ASSE's mission is to continually improve the performance, reliability, and safety of plumbing and mechanical systems to support its motto, "Prevention Rather Than Cure."

ASSE MEMBERSHIP MARK

Whether it's through planning or participating in local chapter activities and meetings, writing articles for ASSE publications, mentoring a young member, learning from a veteran member, or volunteering on an ASSE committee, your membership is the key to ASSE International's success. In addition to many other benefits of ASSE membership, use of its Member Mark could be the most special. Proudly displaying the ASSE Member Mark shows that you belong to organization that has been dedicated to bettering the plumbing and mechanical industries since 1906.

Use Case

Members of ASSE International may display the ASSE Member Mark on business cards, letterheads, email signatures, websites, and personal marketing materials to show that they are members and dedicated to the organization's motto, "Prevention Rather Than Cure."

Obtaining Marks

Digital copies of ASSE product certification marks may be downloaded online at www.asse-plumbing.org/mark-guidelines/membership.

Limitations

The ASSE Membership Mark may only be used by current members of ASSE International in good standing.

The Mark may not be revised or altered in any way. The Mark may only appear in black, white, or "ASSE Blue" (see ASSE International Identity guidelines for specific color codes). A white version of the Mark may be used on backgrounds darker than 50% grey to provide sufficient contrast.

When a member uses the Mark, it must make clear that the Mark does not represent ASSE Product or Professional Certification. It is improper to imply that a member is an employee of ASSE International, or its business is endorsed by ASSE International.

No person gains any rights whatsoever in the Mark or its use; it remains the property of ASSE. ASSE reserves the right in its sole and absolute discretion to require the Mark's removal from any location. Any unauthorized use of the Mark may result in legal action.



MEMBER

ASSE INTERNATIONAL LOGOS & IDENTITY

One of the most valuable tools available to an organization is unified communication. Our goal is to communicate with a cohesive design system that will consistently build toward maximum recognition and awareness of ASSE International.

As some of our most valuable assets, our Logo and Wordmark may only be used by ASSE International or its authorized designees. To preserve and protect the history and power of our identity, it is essential that everyone with the right to use or logo or wordmark, or design on behalf of ASSE International, does so properly.

ASSE Logo

Think of the ASSE Logo as our official signature. The ASSE Logo appears on ASSE International products, publications, and official correspondence, and is used to represent the ASSE International organization in its entirety. The logo may only be used by ASSE International, or with express written permission from ASSE International.

The logo may only appear in black, or in limited cases, ASSE Blue. On backgrounds darker than 50% gray, the circle emblem's background may be filled with white and the ASSE motto, "Prevention Rather Than Cure," displayed in white. Do not inverse or outline the logo. A clear space equaling 25% of the circle emblem's diameter, or the height of the "A" letterform, must be provided on all sides of the Logo. The Logo must never appear at less than .375" wide in print applications and 75px wide in web applications. Do not stretch or alter the logo in any way, including removing the ASSE motto.

With a 100-plus year history, particular care must be taken with the logo to preserve its integrity.

ASSE Wordmark

The ASSE International Wordmark is the less formal companion to the ASSE Logo. The Wordmark may be used on its own, or in conjunction with other ASSE marks. Where the ASSE Logo is used to officially represent the ASSE organization as a whole, the ASSE wordmark may be used more loosely and with individual programs and service marks of ASSE, such as the ASSE Product Listing Program and ASSE Personnel Certification Program.

Do not attempt to recreate the Wordmark or adjust character spacing. The Mark may only appear in black, white, ASSE Blue, or consistent with ASSE Personnel Certification Series colors. The black version is preferred. The Mark must be displayed at a sufficient resolution and size for legibility; generally, the Mark should never appear less than 0.085" tall in print applications or less than 15px tall for web applications. A clear space equaling the height of the "I" letterform must be provided on all sides of the Wordmark, with the exception of a rule/line or tagline used as a design element below the mark.

ASSE Logo		ASSE Wordmark				
		<h1>ASSE International</h1>				
		<p>ASSE Wordmark with Tagline</p> <h1>ASSE International</h1> <p>We bring the industry together</p>				
<h2>FUTURA XBLK</h2> <h2>Futura Book Bold</h2> <h2>Futura Md Medium</h2> <h2>Futura Book</h2>		<p>CMYK: 98/71/22/6</p> <p>RGB: 7/84/137</p> <p>HEX: #075489</p> <p>PMS: 7692 C/U</p>				
<p>CMYK: 0/0/0/100</p> <p>RGB: 0/0/0</p>		<p>HEX: #000000</p> <p>PMS: Black C/U</p>				
<p>CMYK: 0/0/0/90</p> <p>RGB: 54/53/52</p>		<p>HEX: #333333</p> <p>PMS: Black 7 C/U</p>				
ASSE 5000	ASSE 7000	ASSE 12000	ASSE 13000	ASSE 15000	ASSE 19000	ASSE 21000
<p>* See ASSE Personnel Certification Mark guidelines for ASSE Certification Series color codes.</p>						

ASSE INTERNATIONAL LOGOS & IDENTITY (CONTINUED)

ASSE Logo & Wordmark

When the ASSE Wordmark is used in conjunction with the ASSE Logo, the Wordmark must always appear on the right with the Logo on the left. The baseline of the Wordmark must align with crossbar of the A/E in the ASSE Logo's lettering, and the cap height of the Wordmark must align with the cap height of the ASSE Logo's lettering.

Typography

ASSE International uses one typeface, Futura, utilizing the many fonts within that family. The four main fonts we use are: Futura XBlk, Futura Bold, Futura Medium, and Futura Book. Futura Condensed, Futura Light, and the italic versions may also be used when additional weights or variations are needed to convey a message or provide sufficient contrast for interesting design.

Futura is a geometric sans-serif typeface designed by Paul Renner and released in 1927. It was designed and based on geometric shapes that became representative of visual elements of the Bauhaus design style. It was commissioned as a typeface by the Bauer Type Foundry.

Futura has an appearance of efficiency and forwardness. The typeface consists of simple geometric shapes representing function over form, taking away the nonessential. This philosophy also applies to ASSE International's identity and design principles.

When setting type, hierarchy and contrast are important. You can achieve this through 1) Font weight, in order of Futura XBlk, Futura Bold, Futura Medium, and Futura Book, and 2) Font size. For example, Futura XBlk is the heaviest and most impactful font, making it a good fit for headlines. Futura Medium is in the middle, making it a good fit for lead text, sub-headings, or italicized accents. Futura book is versatile and the best fit for body copy.

Color

ASSE International's color palette is simple: blue, black, and white. For secondary elements, such as text and other supporting graphics, muted black is also available. In general, with light backgrounds, headings should be blue or black and body copy should be muted black.

"Expressive" or spot colors may be used sparingly when needed, but "ASSE Blue" should be the dominant color within the composition.

For ASSE Personnel Certification materials, color(s) should be consistent with established ASSE Personnel Certification Series colors.

ASSE Blue is defined as:

CMYK: 98/71/22/6
RGB: 7/84/137
HEX: #075489
PMS: 7692 C/U

Black is defined as:

CMYK: 0/0/0/100
RGB: 0/0/0
HEX: #000000
PMS: Black C/U

Muted Black is defined as:

CMYK: 0/0/0/90
RGB: 54/53/52
HEX: #333333
PMS: Black 7 C/U

The 'Good' section shows three correct applications of the ASSE International logo and wordmark. On the left, the logo is centered within a square frame. In the middle, the wordmark 'ASSE International' is shown in a blue bar above the wordmark 'ASSE International' in blue text on a white background. On the right, the logo is centered within a black square.

The 'Bad' section shows three incorrect applications of the ASSE International logo and wordmark, each crossed out with a large red 'X'. The first shows the logo with a blue tint and a red 'X'. The second shows the logo with a black tint and a red 'X'. The third shows the logo with a green tint and a red 'X'. Below each logo is the wordmark 'ASSE International' in black text, also crossed out with a red 'X'.



ASSE International

(708) 995-3019 | www.asse-plumbing.org |   