

Personal Use of the SWSPCP Logo

“Is it OK to include the SWSPCP logo on documents or business web sites?”

The certification seal (stamp) that includes the certified person’s name and certification number is encouraged for use on most documents, including reports, proposals, and similar products prepared or reviewed by a PWS. The seal may be ordered from the business office:

<http://www.wetlandcert.org/docs/PWSSealOrderForm0811.pdf>

However, we recognize that there are many instances where using the logo may be appropriate and PWS certified individuals are encouraged to use it to identify themselves as having achieved professional certification. Examples of appropriate use are including it on business cards or on a company’s website next to a PWS’ vitae or a statement about having certified PWS on staff.

Inappropriate use would be any display which may be construed to imply representation of the Society of Wetland Scientists Professional Certification Program (SWSPCP). For example: placing the logo on corporate, business, or personal letterhead; use as a prominent symbol on advertising banners, marketing materials, and similar media in which the logo is presented in a manner that could be construed to imply a business or individual is representing the SWSPCP; use on vehicles, company equipment, or advertising/promotional gifts where a business or sole proprietor name is also displayed. In addition, continued use of the logo if certification has lapsed due to non-payment of the annual maintenance fee or failure to renew is also inappropriate.

A certified PWS may request an electronic version of the logo from the business office. The logo may not be altered in any way or incorporated into any other design element other than the approved uses noted above, and all wording must remain legible. If used on a website that advertises credentials of an individual or business, the logo may “link” only to the SWSPCP home page. As stressed above, under no circumstances may the logo be used in a manner that implies endorsement by or representation of the SWSPCP. Failure to follow the SWSPCP policy regarding identification with SWSPCP may lead to censure, suspension, or termination of membership. The SWSPCP Board asks all certified individuals to exercise good judgment and respect for the PWS and WPIT credentials when considering use of the logo. If you are unsure about whether a particular use is permissible, please ask!