

IADLEST NATIONAL CERTIFICATION PROGRAM – BRAND GUIDELINES



Use of the “IADLEST Certified” logo (“Logo”, see above) or “IADLEST National Certification Program™” name (“Name”) must be reviewed and approved in writing by IADLEST prior to publication. Typical response time is three to four weeks. Approvals are effective for 12 months or until the course certification expires, whichever comes first.

The approval process

Providers must have accepted the terms and conditions of the National Certification Program and be in good standing under such agreement before using the Logo or Name as described in these guidelines. The Logo and Name may not be used in any way other than as specified in these Guidelines. Failure to comply with these instructions shall constitute a breach of the Guidelines and of the National Certification Program’s terms and conditions.

After submitting a request, providers must correct any deficiencies in the use of the Logo or Name. Refusal to correct such deficiencies or to cease publication or distribution will result in revocation of the right to use the logo or name.

If you are no longer a Provider in good standing, the course is no longer part of the National Certification Program catalog, or do not agree to the terms of the National Certification Program, you must immediately discontinue the use of the Logo or Name.

Providers are responsible for their own proper use of the Logo and Name, as well as use by their representatives, such as ad agencies, contractors, and companies that produce promotional items on their behalf.

How to use the “IADLEST National Certification Program” name

Proper Usage-

IADLEST National Certification Program™ should have a trademark symbol the first time it appears in a marketing piece. There should be no space between “Program” and the trademark symbol, which should appear in superscript.

Each word of National Certification Program should always be capitalized and is never plural or possessive.

“IADLEST” and “National Certification Program” may not be separated unless done in a non-misleading way that still uses both terms (e.g., “This course has been certified by IADLEST as part of the National Certification Program”).

Abbreviations-

You may use the abbreviation “NCP” if the National Certification Program is spelled out entirely the first time it is mentioned.

IADLEST may be spelled out as the International Association of Directors of Law Enforcement Standards and Training if desired.

Social Media-

Do not use IADLEST National Certification Program hashtags or conversation links in association with training content which has not been certified.

Do not use “IADLEST,” “NCP,” “National Certification Program,” or any derivative thereof to create social media identities or URLs.

Do not share news unrelated to law enforcement or training on any of IADLEST’s social media pages, or using any IADLEST hashtags.

How to use the “IADLEST” Certified logo

Color-

The Logo shall always be printed in two colors. The border, lettering, and inner seal shall always be printed as white; the corresponding hex color is #FFFFFF.

The negative space within the Logo shall be dark blue; the corresponding hex color is #05172B. If the marketing materials are in black & white or grayscale only, then black (hex color #000000) may be used instead.

YES



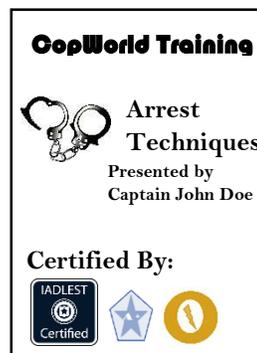
NO



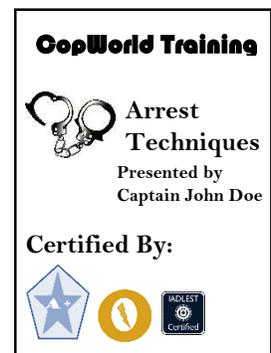
Size-

When used alongside logos for other certifications, the Logo should be of equal or greater size.

YES



NO



The Logo must always be printed or displayed in a resolution equal to or greater than 60px x 60px, such that the words contained within it are 12-pt. font or larger.

YES

NO

12pt font:

12pt font:

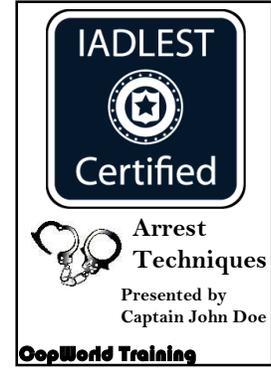
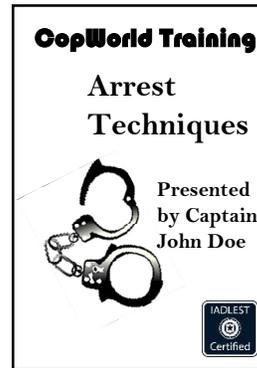


IADLEST
Certified



IADLEST
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The logo must never be larger than the Provider's company name, or the applicable course name.



The Logo should never be enlarged to a size where it becomes fuzzy or pixelated. If this occurs, contact IADLEST for a high-resolution version.



Spacing-

Maintain clear space around the Logo. On all sides, there should be a distance at least equal to the height of the "I" in "IADLEST."

YES

NO



Aspect Ratio-

The Logo should maintain equal height and width if it is resized.

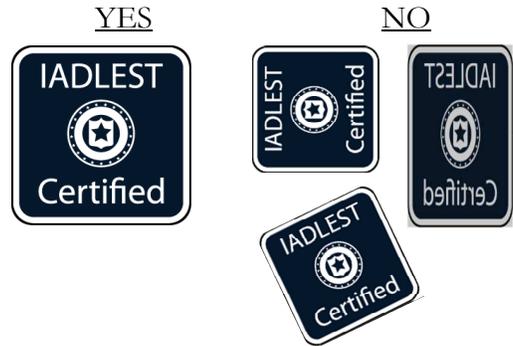
YES

NO



Orientation-

The Logo may not be turned sideways, diagonally, rotated three-dimensionally, or otherwise altered from its standard orientation.



Elements-

The elements within the Logo may not be altered, removed, rearranged, resized, superimposed, or otherwise changed.



The Logo shall not overlap, or be overlapped with, any words or images.



Placement-

The Logo can only be used to identify the specific course which has received the certification, and for no other purpose.

The Logo may not be used in a manner that creates potential confusion as to the source of the content or ownership of the Logo.

A reasonable consumer should be able to tell which courses are certified and which are not.

Do not place the Logo on backgrounds that would impair immediate recognition and readability.

The Logo may not be used on any single page that displays only non-certified products within a multi-page promotional piece.

Context-

The marketing materials as a whole must not be in poor taste or denigrate law enforcement professionals.

Do not imply exclusivity. Even if a product is the only or first product certified in its category, exclusivity claims or messaging will not be approved.

IADLEST only certifies training courses, not instructors, brands or companies. It is incorrect for your company to say “we” are certified.

IADLEST “certifies” training. It does not “endorse,” “approve” or “recognize” training.

Related Marks-

You may not file trademark applications incorporating the logo or derivatives thereof within your company logo or business name.

The IADLEST logo and the IADLEST National Certification Program seal (both pictured below) may not be used by Providers whatsoever.



IADLEST logo



IADLEST National Certification Program seal

Hyperlinks-

When used online, the logo must link to either:

The certified course’s location within FirstForward, for example:
http://www.firstforward.com/_____/; or

The National Certification Program web site, <http://www.iadlest-ncp.org>

Please report any suspected or known misuse of the logo or other IADLEST trademarks to info@iadlest.org.

These Guidelines may be amended at any time by IADLEST, which will become effective immediately upon publication at <http://www.iadlest-ncp.org/logo-guidelines>. IADLEST will attempt to notify you of any such changes via the e-mail address you provided in your certification application.

“IADLEST”, “International Association of Directors of Law Enforcement Standards and Training”, the IADLEST logo, the IADLEST seal, “IADLEST National Certification Program”, and the “IADLEST Certified” logo are trademarks of IADLEST.