

## **USE OF THE ASNT NAME AND ASNT MARKS**

### **1.0 PURPOSE**

The purpose of this policy is to protect our brand, identify any misuse of the logo or brand that would hurt our reputation and describe the permissible use of the American Society for Nondestructive Testing (ASNT) name and marks which are collectively referred to as the ASNT mark(s) and in limited circumstances describes the permissible use of these by others.

### **2.0 SCOPE**

- 2.1 This policy establishes the criteria for the permissible uses of these marks and names, which are collectively referred to as the ASNT marks. ASNT uses several names and marks and, in limited circumstances, described in this Policy, permits use of them by others. The ASNT marks include the letter combination “ASNT”; the name “The American Society for Nondestructive Testing”; the name “The American Society for Nondestructive Testing, Inc.”; the name “American Society for Nondestructive Testing,” the ASNT mission statement, the ASNT Partner logo having the letters “ASNT”; the letters “ACCP”; chartered section names; chartered sections’ logos of varying design, and other images created or commissioned by ASNT ISC to signify unique relationships and sub-brands presently in use or of future creation.
- 2.2 Sub-brands covered by this policy include but are not limited to: ASNT Advocates, ASNT Certification, ASNT Conferences, ASNT Customer Service, ASNT Daily, ASNT EBC, ASNT Events, ASNT ISQ. Oil & Gas, ASNT Learn, ASNT Member Get member, ASNT Membership, ASNT Mentoring, ASNT NDT Careers, ASNT Partner, ASNT Publications, ASNT Pulse, ASNT Rewind, ASNT RISE, ASNT Sections, ASNT Section Leaders, ASNT Standards, ASNT Virtual Section, and Chat NDT.

### **3.0 REFERENCES**

- 3.1 *ASNT Bylaws*
- 3.2 **ASNT Policy O-3:** “Code of Ethics for Members of the American Society for Nondestructive Testing”

### **4.0 RESPONSIBILITY**

- 4.1 This Policy has been adopted by the Board of Directors of The American Society for Nondestructive Testing, Inc. (hereinafter referred to as “ASNT” or the “Society”), 1711 Arlingate Lane, Columbus, Ohio 43228-0518. The Board of Directors is the governing body of ASNT and is authorized to represent it.

### **5.0 POLICY**

- 5.1 General
  - 5.1.1 It is the policy of ASNT to limit use of the ASNT marks used by authorized legal persons and to authorized manners and circumstances of use. This policy describes the mark in clear terms and defines general classes of acceptable and prohibited use. It does not attempt to define every imaginable use of the mark, but

it provides a clear path to seek approval on the mark and its permitted uses. The purpose is to protect the public and ASNT, to comply with the requirements of law, and to maintain the Society's professional image and its leadership role. This Policy establishes the proper use of ASNT marks. This Policy shall be enforced to the extent practical and permitted by law. ASNT recognizes that some uses of ASNT marks are beyond the control of ASNT. These include uses by media and in legal documents. No legal person shall use any ASNT mark except: (1) as provided herein or in subsequent revision hereof; or (2) upon written license approved by the Executive Director which license shall include maintenance of appropriate control by ASNT over the use and the quality of the goods, services or other things in connection with which an ASNT mark is used.

- 5.1.2 The ASNT names and marks are the exclusive property of ASNT. Any use or reproduction in a manner that does not conform to that described in this policy is prohibited. The ASNT marks and logos must be used in their entirety and cannot be altered in any way (including color, element, type) and never titled, skewed, expanded, condensed, or placed inside a shape. Please reference the ASNT Brand Guide for additional guidance.

## 5.2 Background

- 5.2.1 Since its inception, the name of the Society has been associated with being a leader in NDT associations. The Society has a registered trademark and anticipates obtaining further registrations. Article I of the ASNT Bylaws delineates the official name. The Society Code of Ethics (Policy O-3) requires members to "refrain from associating themselves with any enterprise that would use their name or that of the Society in any manner countenancing misrepresentation." Further, those who hold ASNT certification(s) are bound by the Code of Ethics for the corresponding programs. A member, officer, section, or employee may not represent individual opinions as being those of the Society unless sanctioned to do so. In the event of misuse of one or more of the ASNT marks, this Policy will be referenced when communicating to a legal person who used one or more ASNT marks in violation of the Policy and failed to request or to obtain permission to use one or more of the ASNT marks. However, failure to make such a reference shall not affect the validity of the notice.

## **6.0 PROCEDURE**

### 6.1 Uses in Connection With Sale or Distribution of Goods

#### 6.1.1 Use by ASNT.

- a. ASNT may use the following ASNT marks in connection with the promotion, sale or distribution of goods such as publications, including electronic and other media, and promotional goods: the letter combination "ASNT," the name "The American Society for Nondestructive Testing," the name "The American Society for Nondestructive Testing, Inc.," the name "American Society for Nondestructive Testing"; the ASNT mission statement, sub-brands referenced in section 2.2., and the three-globe logo having the letters "ASNT"; chartered section names; chartered section logos of varying design, and other images created or commissioned by ASNT to signify unique relationships and sub-brands presently in use or of future creation.

## 6.1.2 Use by Others

- a. The ASNT Partner program allows companies the opportunity to build relationships with ASNT customers through a yearlong advertising and co-branding program. Participation in the ASNT Partner program shall not imply, nor be considered or presented as, an endorsement by ASNT of any service or product provided by an ASNT Partner. Use of the ASNT Partner logo without prior authorization and express written permission of ASNT is prohibited. Use of the ASNT Partner logo without prior authorization, express written permission of ASNT, or beyond the expiration date is prohibited. ASNT Partner companies are only permitted to use the ASNT Partner logo and are prohibited from using the ASNT logo by itself.



- b. ACCP, ACCP Professional Level III or the ASNT Central Certification Program (ACCP) – Current certificate holders of ASNT issued ACCP certifications may designate themselves as such by using the ACCP acronym to reference their certifications. Use of ACCP for any other purpose or use beyond the individual’s expiration date is prohibited without prior authorization or express written consent of ASNT.
- c. The Employer Based Certification (EBC) Audit Program – Once organizations have been accredited, they may use the EBC logo with their accreditation ID number. Use of the EBC logo without prior authorization, express written permission of ASNT, or beyond the expiration date is prohibited. Accredited companies are only permitted to use the EBC logo and are prohibited from using the ASNT logo by itself without the words EBC Audit Program.



- d. No other legal person shall use the ASNT marks in connection with the sale or distribution of goods or services except as authorized by written license described and authorized in this Policy.

## 6.2 Uses in Connection with Performing Services or Promoting or Conducting Events

## 6.2.1 Use by ASNT.

ASNT may use the following ASNT marks in connection with the promotion and conduct of events and activities which it sponsors and which are in the nature of education, dissemination of information, professional development, programs for the demonstration and certification of attainment of a level of competence and for its official business related to these events and activities; the letter combination “ASNT,” the name “The American Society for Nondestructive Testing,” the name “The American Society for Nondestructive Testing, Inc.,” the name “American Society for Nondestructive Testing”; the ASNT mission statement, , sub-brands listed in section 2.2, the three-globe logo having the letters “ASNT”, chartered section names, chartered section logos of varying design, and other images created or commissioned by ASNT ISC to signify unique relationships and sub-brands presently in use or of future creation. ASNT may use “ACCP” only in connection with the promotion and conduct of its certification program or in reference to that program. ASNT may not use any of the marks in connection with the promotion, sale or rendering of nondestructive testing services.<sup>1</sup>

#### 6.2.2 Use by ASNT Authorized Sections.

- a. The visual aspect of the ASNT brand can only be established through accurate and consistent usage of our name and logo throughout the world. Alterations and distortions of our name and logo dilute their impact, weaken our identity, and endanger the legal protections afforded by our trademarks. Uniform use of our name and logo is essential for creating an internationally recognizable identity and reference for our sections and members.
- b. The ASNT logo is the sole and exclusive property of ASNT and is protected by a registered trademark. Sections are not permitted to use the ASNT logo by itself on their website, newsletters, printed materials, t-shirts, promotional items, social media, training material, training course completion certificate, training course attendance certificate, section meeting certificate, or videos.
- c. Any ASNT Section in good standing may display an approved ASNT Section logo for the purpose of identifying the Section of ASNT. To effectively brand local sections in their respective communities, ASNT has provided three (3) logo options. For a section to use an ASNT Section logo, the following conditions must apply:
  - i. Use only for official section business.
  - ii. Not for use by an individual, company or organization except to the extent that ASNT provides material for use in conducting official ASNT business.
  - iii. Prohibited for use in such a manner as might be interpreted by an unrelated third party to endorse an individual, organization, or program other than ASNT.
  - iv. Section logos may be used on section promotional materials and meeting and event announcements.
  - v. The ASNT section logo is designed to stand on its own to represent the section. If using the ASNT Section logo, do not also display the section’s

“unique” logo next to it. Display only one section logo at a time on any material.

- vi. The section logo must be used in its entirety. Reference the ASNT Brand Guide for additional guidance.
- d. Sections may use one (1) of the three (3) logo options presented below for a social networking site (e.g., Facebook, LinkedIn, Twitter, Instagram). The ASNT logo may only be used by ASNT on its social media pages. ASNT’s logo alone cannot be used to represent the section on a social networking site.
- e. ASNT has developed a section logo for use by sections to indicate their relationship with ASNT. This logo features the ASNT logo with the name of the section to the right of the logo. All ASNT sections will be provided with this logo per the example below. The logo consists of three graphic elements:
  - i. ASNT Brand Mark: The main element in the ASNT logo represents your global ASNT community, symbolizing the importance of the NDT industry on a global scale.
  - ii. Section Name: This is the full chartered section name.
  - iii. Dividing Line: This separates the two main elements of the logo.



- f. A section may use its own “unique” logo to brand for recognition in the section’s local area. Sections may request a unique section logo from ASNT. A section also can design their own logo; however, the name ASNT and the section name should be included in the design. Any unique section logo must be first approved by ASNT before the section can adopt the logo for usage. Sections are not permitted to use the ASNT logo within the section’s unique logo. All rules associated with the ASNT Section outlined in this policy apply to a section’s unique logo.



Section's Unique Logo: The main element in a section's unique logo may represent the section's locale or local industries.

- g. ASNT has developed a "tandem" logo that incorporates the section's logo to the right of ASNT's logo. ASNT sections, who have a unique logo, will be provided with the logo per the example below. The logo consists of three graphic elements:
  - i. ASNT Brand Mark: The main element in the ASNT logo represents your global ASNT community, symbolizing the importance of the NDT industry on a global scale.
  - ii. Chartered Section Name: The section's logo.
  - iii. Dividing Line: This separates the two main elements of the logo.



### 6.2.3 Use by Authorized Examination Centers.

- a. Each Authorized Examination Center may use the letter combination "ASNT" and letter combination "ACCP" but only in reference to ASNT and its programs, events, and activities and only as permitted in ASNT's Publication Department Procedure PDP.157.

- 6.3 Uses to Signify Membership in ASNT. The letters "ASNT" and the three-globe logo will be used by ASNT to signify membership in ASNT. This includes the use on membership certificates and membership cards. The conditions for membership are manifestation of an interest in the field of nondestructive testing, payment of amounts due, and compliance with the Bylaws and Policies of ASNT.

6.4 Uses to Signify Certification

6.4.1 ACCP Certification. Each person who has met the criteria for certification under the ACCP certification program may use “ACCP” in their signature block to signify that he or she has met the standard of competency of ASNT under that program by meeting the criteria for certification as shown in the ACCP program document ACCP-CP-1.

6.4.2 NDT Level III Certification. Each person who has met the criteria for certification under the ASNT NDT Level III certification program may use “ASNT” and the three-globe logo in their signature block to signify that he or she has met the standard of competency defined by ASNT in the NDT Level III program document CP-ASNT-1.

6.5 Uses by Employer for Certification to SNT-TC-1A and CP-189. When certificates or wallet cards are issued and provided by the employer or external to the employer (for example training certificates), neither the “ASNT” name/acronym nor the ASNT logo shall be displayed on the certificate, except to identify the signatory credentials of the American Society for Nondestructive Testing Level III when they hold ASNT Level III certifications.

6.6 Sanctions for Unauthorized Use of ASNT Marks

6.6.1 In the event that ASNT, in its sole discretion, deems any use of an ASNT mark to be in violation of this Policy, ASNT will communicate the nature of the violation to Partner Company of Record and/or the legal person responsible for such use and demand that such use cease.

6.6.2 If such use does not cease within the time limit deemed reasonable by ASNT, then such Partner Company of Record and/or legal person shall be subject to the following sanctions: termination of membership in ASNT and loss of all privileges associated therewith; revocation of certification; publication in one or more ASNT publications, websites and social media platforms of the fact of such termination and/or revocation and the reason thereof; and equitable and/or legal remedies including but not limited to injunctive relief in a court of competent jurisdiction.

6.7 Reproduction. The names and marks owned by ASNT may only be reproduced as stated above and only within the graphic and typographic limits established in the ASNT Brand Guide..

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<sup>1</sup> Since some of the ASNT marks are used to certify the competency of persons in the field of nondestructive testing and those persons then render services in that field and display the certification mark in connection with the rendering of those services, the law forbids the use of same marks by the certifying body in rendering such services. If such a use were permitted, the certifying body would be certifying itself, which would be a conflict of interest, which would be destructive of the credibility of the certification. Since ASNT does not engage in such services and does not intend to do so, this should not be a problem. This sentence is included for two reasons. It makes this policy clear to any court which might have reason to review this policy for compliance with legal requirements and it reminds future generations of this requirement of law.