Usage Requirements and Guidelines for the QCP Logo

These guidelines outline the implementation of a distinct identity for the QCP, a branded element of the Quality Certification Program (QCP). The QCP represents the portion of the program related to the *licensing process* and the *registration of projects*. It can be used interchangeably with the Quality Certification Program to the extent that enforcement and training are not relevant.

Whether you are certifying a project, designing a new marketing campaign or communicating your firm's credentials and commitment to fine architectural woodwork, follow these principles to make the most of your QCP license.

1. Only licensed firms are eligible to use the QCP logo.
2. Do not stretch, shrink, change, or recreate font, color or other graphic elements of the logo.
3. You may resize the logo, without changing its proportions, to suit your graphics, needs.
4. Never use the QCP logo in a manner that disparages the program.
5. Any misuse of the logo will constitute an infringement upon the AWI Quality Certification Corporation's (QCC) intellectual property and such misuse may be subject to legal action.
6. Color or black and white versions of the logo are available.
7. Whenever possible, the logo should appear on a white background.
8. The PMS colors are 343 (green) and 4515 (khaki).
9. The QCP logo should always have an open boundary area on all sides equal to that of 1/8 of the logo height.

Suggestions for Utilizing the QCP Logo

1. On your business cards
2. On your shop drawings
3. On your web site
4. With your email signature
5. On your delivery vehicles
6. On your letterhead
7. On your T-shirts, hats or other company clothing