

APLD POLICY STATEMENT NUMBER 4

Policy on uses of Name and Graphic Logo

Summary

The organization's name "Association of Professional Landscape Designers," "APLD" abbreviation, and graphic logo are valuable properties of the organization and the membership because they visibly represent APLD. The name, abbreviation, and graphic logo are used to illustrate that an individual is a member of the Association of Professional Landscape Designers. It in no way represents a seal of approval on the products or practices of those who display it. To protect APLD's name, credibility, and members, this policy exists to define how APLD's name and graphic logo can and cannot be used. APLD reserves the right to modify this policy as it deems necessary or appropriate.

Ownership of Name and Logo

The Association's name and graphic logo are the exclusive property of APLD. A member does not receive or retain the right to use this trademark simply because of being a member of APLD. APLD reserves the right to refuse use of the name and/or graphic logo to any individual or entity. Only individual members and sponsors may use the APLD logo.

Trademark Symbols

The name "Association of Professional Landscape Designers" and abbreviation "APLD" are not registered trademarks; however, APLD encourages all members to utilize the registered mark ® with the graphic logo, as this is an accepted business practice.

Acceptable Uses of Name and Abbreviation (These uses will go into effect at a later date and members will be informed of this date via e-communication.)

APLD members are permitted to use the name "Association of Professional Landscape Designers" and "APLD" as long as it is displayed appropriately and is not part of the masthead or any set of drawings, schematics, or plans. The logo indicating membership in APLD may be used on those preceding documents. The name may not imply endorsement of any work produced by the member. Non-members may not use the name at any time without written approval from the APLD's Board of Directors.



Acceptable for Use



Not Acceptable for Use

APLD members, with the exception of student, affiliate and retired categories, may use the "APLD" initials after their name. The "registered" mark does not have to be utilized in these instances. An APLD member who has been approved as a Fellow may use the letters "FAPLD" after the designer's name. For printed materials, the use of the APLD initials should be reflective of the membership status as of the date of publication.

Student, retired, or affiliate members must indicate their category of membership when using the initials "APLD" after their name. For instance:

Jane Doe, APLD student
Jane Doe, APLD retired
Pat Jones, APLD affiliate

APLD Fellows can use the initials FAPLD after their name with or without explanation. For instance:

Jane Doe, FAPLD
Jane Doe, APLD Fellow
Jane Doe, CPLD, FAPLD

For usage of the certified professional designation, please visit the policy on certification.

Acceptable Uses of Graphic Logo

APLD members are permitted to use the graphic logo as long as it is displayed appropriately and is not part of the masthead or any set of drawings, schematics, or plans. The logo indicating membership in APPLD may be used on those preceding documents. The graphic logo may be used on business cards, letterhead, electronic communications, or other printed or published materials used for promotion of one's business. Non-members may not use the logo at any time without written approval from the APPLD's Board of Directors. The logo can be printed in a one or full color image. The colors are specified in the APPLD Style Guide. These specifications are recommended to be used in all official communications, including newsletter, websites, letters, brochures, etc.

Specific Policies:

1. The logo should not be altered, adorned or otherwise encumbered by other designs or devices.
2. The logo artwork has been created to allow for any color background that members wish. The logo should **never** be printed over any graphic design when the elements of that design show through the logo. The only background that may be used under the logo is a solid background of any one color.
3. The logo color is restricted and is defined in the style guide.
4. At no time shall the APPLD logo be depicted in conjunction with a particular product in a way that could be interpreted as any type of endorsement or seal of approval as to that product. This includes drawings, schematics, and plans produced by the member.
5. The logo is available as a download from the APPLD website at www.apld.org. To access the downloads available, members must sign into the members only section. There, members will find the logo available in black and white and in color in the following formats: .tif, .jpg and .eps. Please keep in mind that the logo should be recreated to be as clear as possible and easily readable. To use the logo enlarged on a banner or other large object, it is advised to use only the .eps format and have the printer download it. An enlarged .jpg or .tif download will lose the crisp outlines.

Enforcement:

1. APPLD members recognize APPLD's sole right to revoke their use of the name and graphic logo upon reasonable notice to the member, and agree that if requested, they will immediately cease and desist from any use of the name and graphic logo and waive any claim against APPLD relating to its exercise of this right of revocation.
2. The right to use the APPLD name and graphic logo may be terminated immediately:
 - a. Upon notification received by APPLD from any federal, state, or local government authority involved in the resolution of consumer disputes, or from the Council of Better Business Bureau that there are a total of three (3) unresolved consumer complaints pending with such entity involving the licensee, and that licensee has had a period of 30 days or longer to resolve these complaints; or
 - b. Upon notification received by APPLD from any federal, state or local government authority, including, but not limited to licensing boards, that it has concluded a disciplinary action which resulted in a finding adverse to the licensee; or
 - c. Upon notification received by APPLD from any federal, state or local government authority that the licensee has been found liable for, or has signed a consent decree involving a matter of false or misleading advertising; or
 - d. Upon presentation to APPLD of a valid court record indicating that the licensee, or its current owner or manager, has been convicted of a felony, which relates in any manner to business activities.
3. Members who become aware of usage of the name or graphic logo in violation of these guidelines should inform the chapter or the APPLD office. The office shall receive all reports of name and graphic logo violations and shall commence enforcement actions.
4. APPLD intends to vigorously enforce its trademark rights as to the name and graphic logo. Information on violations of the name and graphic logo usage criteria above, whether by a member or non-member, shall prompt enforcement action.

Approved: 7-16-06, Philadelphia; Revised: 6-22-10, conference call; Revised: 10-8-15, Washington, DC; Revised: 6-14-21, Video Call