



US Composting
Council

US COMPOSTING COUNCIL

**TRADEMARK IDENTITY AND LOGO USE
POLICY**

Adopted September 21, 2017

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The USCC trademark, trademarks and logos are property of the US Composting Council (USCC) and are fully protected under all applicable United States Intellectual Property Laws, including Copyright and Trademark Law. USCC will issue a cease and desist letter to companies, organizations, or individuals that remain out of compliance after being notified to make appropriate changes.

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Acknowledgements

The US Composting Council would like to thank those who support the organization and all the dedicated USCC professionals across the country.

Disclaimer

USCC will post the latest version of this document at <https://compostingcouncil.org/>. Prior to utilizing any USCC logo, please check to ensure that you are familiar with the most up-to-date information available. USCC reserves the right to modify documents prior to accepting any application for use.

1. Introduction

This document contains the trademark protection and logo use policies and procedures of the U.S. Composting Council (USCC). A trademark includes a distinctive mark, symbol and/or phrase (tagline) that identifies a product or service as belonging to an organization or manufacturer. Trademark protection is key to preserving the *intellectual property* of organizations.

USCC's intellectual property includes:

- USCC trademarks and logos
- Organization and domain name(s)
- Registered trademarks/service marks
- All copyrighted material, including web content, documents, exams and videos

The trademark is an integral part of USCC's intellectual property and is communicated through:

- USCC website, social media, and videos
- Advertising, promotional materials and sponsorships
- E-newsletters, press releases and other publications

The USCC trademark communicates exceptional quality, value and service to those in the compost manufacturing industry - it is our corporate identity. Thus, USCC must protect, preserve and defend our trademark to ensure that it continues to be a recognized symbol of quality. Trademark protection is crucial to our organization and the continued success of our organization.

Separate documents on their portals (visit www.compostingcouncil.org/corporate standards-and-trademarking) address the use of Certified Compost and Seal of Testing Assurance, and users are advised to read those documents for allowed use of those logos. It is important that the US Composting Council protects and manages the integrity of its name and logo including any representative marks and maintain its meaning, status, ethics, and integrity. These policies are general and may not cover all circumstances. If you have a question about a situation that falls outside these policies, please contact the USCC Executive Director.

The information that follows offers guidance on the proper use of the USCC logo and terminology and explains infringement and infractions of trademark use. It includes the importance of protecting the USCC trademark assets, which include the US Composting Council name and all the intellectual property associated with and owned by USCC. The information associated with the USCC trademark is fully protected under all applicable U.S. Copyright and Trademark Laws. Any misuse of these logos or trademarks are subject to legal action on behalf of the US Composting Council.

2. Trademark Protection Guidance

USCC is committed to protecting its trademark and logo and asks all USCC members, partners and certified professionals and all other companies and individuals to do the same.

The following table contains a reference list of terms and the contexts in which they should be used.

Proper USCC Terminology Use	
Correct Terminology	Explanation
US Composting Council (USCC)	Refers to the organization. The use of the US Composting Council (USCC) name and/or endorsement for projects and/or initiatives may only be utilized upon Executive Director or USCC Board of Directors approval.
USCC Member	Refers to individuals or companies who hold an active USCC membership. Only USCC members who are in good standing and have met all requirements may claim to have this status.
USCC Certified Compost Operations Manager	Refers to individuals who hold an active USCC professional certification. Only USCC Certified Compost Operations Managers (CCOM) [™] who are in good standing and have met all requirements may claim to have this status. This term does not apply to companies.
USCC Certification Commission	Rules for logo use are described in the document titled Policies for Using the CC [™] Mark. Use of the logo is by permission only, and must be requested of the USCC Certification Commission and the Executive Director in writing.
USCC Seal of Testing Assurance (STA)	Refers to a company or organization that complies with the requirements set forth by USCC in its contractual agreement to enhance the delivery of consistent, quality focused compost and participates in USCC's Seal of Testing Assurance (STA) [™] program. Only USCC STA participant companies or organizations who are in good standing and have met all requirements may claim to have this status. USCC STA participant companies must follow the STA Logo Use Agreement. This term does not refer to individuals.
Certified Compost	Refers to a company or organization that complies with the requirements set forth by USCC in its contractual agreement to enhance the delivery of consistent, quality focused compost and participates in USCC's Seal of Testing Assurance (STA) program. Only USCC STA participant companies or organizations who are in good standing and have met all requirements may claim to have this status. USCC STA participant companies must follow the STA Logo Use Agreement. This term does not refer to individuals.

State Chapter	<p>Refers to an organization that complies with the requirements set forth by USCC in its contractual agreement.</p> <p>Only USCC State Chapter organizations who are in good standing and have met all requirements may claim to have this status.</p> <p>This term does not refer to individuals or companies.</p>
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To eliminate all instances of incorrect information associated with the USCC trademark, we are asking all USCC Members, USCC Certified Operations Managers, USCC STA Participants to comply with our correct terminology usage. If any of our constituents are not in compliance with the correct terminology usage after a request has been made in writing to the individual or organization to do so, USCC will consider that an infraction and will take appropriate action (see 6. Policy on Nonconformance).

Examples of nonconforming (commonly used) terminology may include, but are not limited to, the following terms:

Commonly Misused Terminology X	Correct Terminology □	Explanation
USCC Accredited Member/USCC Accredited Company/USCC Accredited Organization	USCC Member	The correct designation for companies that meet USCC requirements is USCC Member.
USCC Accredited Professional Company	USCC Certified Compost Operations Manager	Only Individuals are certified.

3. Using USCC Logos

USCC marks include but are not limited to, the following:





US Composting Council
Seal of Testing Assurance



The USCC trademark and logo carry significant meaning and value to those in the compost manufacturing industry. Individuals and businesses using the trademark/logo promote membership, certification and product quality assurance for the USCC. The logos may also signify that individuals have met USCC’s continuing education requirements.

Following is a chart explaining who can use which logos:

Proper Logo Use by Audience	
Logo	Who Can Use
<p>USCC Seal Logo</p>  <p>US Composting Council®</p>	<p>Only USCC may use the USCC seal in print or digital marketing and collateral. No individuals or companies may use the USCC seal without prior written approval from the USCC Executive Director or the USCC Board of Directors.</p>
<p>USCC Proud Member</p>  <p>US Composting Council® Proud Member <i>I'm a Soilbuilder!</i></p>	<p>Refers to an individual, company or organization that complies with the requirements set forth by USCC by-laws. Only USCC member companies or organizations who are in good standing and have met all requirements may claim to have this status. The USCC Proud Member logo is intended for use by active members on trademark identify marketing collateral, such as websites, brochures, and social media.</p> <p><u>USCC Pre-approval is required to show type of collateral and placement. It is not permitted for use on composted products/bags or as a product endorsement in any way.</u> Non-active members (unpaid) MAY NOT use the logo and must remove from their materials upon lapsing from the USCC and will be notified by the USCC to cease and desist the use of the logo should the continued use of the logo occur.</p>

<p>USCC Certified Compost Operations Manager</p> 	<p>A USCC Certified Compost Operations Manager™ refers to an <i>individual</i> (as opposed to an organization) who earns USCC Certified Compost Operations Manager Certification™. Those using the USCC Certified Compost Operations Manager™ logos should only display logos that have been earned and are kept current through recertification. These logos indicate an <i>individual</i> is certified and they are not meant to represent <i>any</i> organizations. Rules for logo use are described in the document titled Policies for Using the CCOM™ Mark. Use of the CCOM™ logo is by permission only and must be requested of the USCC Certification Commission and the Executive Director in writing.</p>
<p>USCC Certification Commission</p> 	<p>Use of the logo is by permission only, and must be requested of the USCC Certification Commission and the Executive Director in writing.</p>
<p>USCC Seal of Testing Assurance (STA)</p> 	<p>Use of the logo is by permission and participation only, and must be requested of the USCC.</p> <p>Refers to a company or organization that complies with the requirements set forth by USCC in its Seal of Testing Assurance (STA)™ program contractual agreement to enhance the delivery of consistent, quality focused compost under the terms of the Seal of Testing Assurance (STA)™ program and the STA Logo Use Agreement. An agreement must be on file and signed by the participating member to allow use of the logo. Members who discontinue participation in the program may not use the logo on trademark identity or products, and if found doing so, will be asked to remove the logo immediately, or cease selling products containing the logo. Only USCC STA participant companies or organizations who are in good standing and have met all requirements may claim to have this status and use this logo.</p> <p>This term does not refer to individuals.</p>
<p>Certified Compost</p> 	<p>Use of the logo is by permission and participation only, and must be requested of the USCC. Refers to a company or organization that complies with the requirements set forth by USCC in its Seal of Testing Assurance (STA)™ program contractual agreement and the STA logo use agreement to enhance the delivery of consistent, quality focused compost under the terms of the Seal of Testing Assurance (STA)™ program. Agreements must be on file and signed by the participating member to allow use of the logo under the terms of the STA Logo Use Agreement. Members who discontinue participation in the program may not use the logo on trademark identity or products, and if found doing so, will be asked to remove the logo immediately, or cease selling products containing the logo. Only USCC STA participant companies or organizations who are in good standing and have met all requirements may claim to have this status and use this logo.</p> <p>This term does not refer to individuals.</p>

<p style="text-align: center;">State Chapter</p> 	<p>Refers to an organization that complies with the requirements set forth by USCC in its contractual agreement.</p> <p>Only USCC State Chapter organizations who are in good standing and have met all requirements may claim to have this status.</p> <p>This term does not refer to individuals or companies.</p>
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Note: *When a USCC registration or membership expires, or upon termination of a USCC agreement, the individual, contracting company or organization must immediately stop using the USCC trademark and/or logos to represent themselves. Any use of the trademark or logo after expiration or termination is an infringement of the USCC trademark and in violation of Federal law. USCC will issue a cease and desist letter to companies, organizations, or individuals that are not in compliance.*

4. Specifications for Logo Use

4.1 General Guidelines

- The USCC seal should *never* be used separately from the text provided, except where specifically authorized by USCC in writing.
- The registered trademark may, however, be used separately from the logo in written material.

4.2 Logo Size, Colors and Sample

The logo can be reproduced up to any maximum size. *Any use of the logo on materials that will be printed or produced in a large format, such as billboards, should be reviewed by USCC, even if the item is based on a previously approved template or approval authority has been delegated.*

Colors, fonts etc.

Color Options:

The USCC marks can be used in color, or black and white. When using in color, the PMS color used must be PMS355C; the tan color inside the logo, when used for color applications, should be 4545C.



Font use for the words US Composting Council, Proud Member, Certified Compost or Seal of Testing Assurance (STA) is UNIVERS.

Univers
Univers
Univers
Univers

The ™ symbol must be visible and positioned to the top right of the logos. Logos shall not be cropped, and must be 100% visible and legible. The logo may not appear in a manner that may directly or indirectly represent members, participants or products with the words “endorsed by” or “approved by” the USCC, STA or Chapter. Any use of the above logos must be from original artwork to preserve the graphic integrity and visibility of the logo. If permission is granted, contact the USCC for appropriate original logo files.

Additionally, minimum reproduction size recommended is ½”. When the logo is placed next to other text or graphics, the logo should have a minimum of ¼” clearance from any object, text or edge all the way around. The positive logos should be used on light backgrounds ranging from white to values no darker than 40% black. The reversed version of the logos should be used if application is on dark backgrounds from 50% to 100% value of black.

USCC offers some variations in the logo colors: black and white logos are available for use in black and white applications and full color logos are available for use with color applications.

Note: *With most editors, USCC color logos do not reproduce correctly when converted to black and white. Please use black and white logos provided by USCC in these instances.*

5. Standard USCC Logos

Those using the following logos should only display logos that have been earned and are kept current through recertification or program participation.

Logo Examples by Designation		
Designation	Black and White	Color
For USCC organization use only		
USCC Member		
USCC STA Participant		
Logo Examples by Designation		
Designation	Black and White	Color
Certified Compost		

<p>USCC Certification Commission</p>		
<p>USCC Certified Compost Operations Manager</p>		

6. Policy on Nonconformance

If use of the USCC trademark or logo does not conform with the requirements in this document, USCC will provide notice, in writing via email, and guidance for bringing the trademark and logo use into conformance. If the trademark and logo use fails to be brought into conformance, USCC reserves the right to take any appropriate action at its discretion. Nonconformance includes the use of inappropriate language, nonconforming terminology, or nonconforming logo use and can result in disciplinary action, which may include, but is not limited to, suspension or termination of certification, accreditation, or test center status.