



Guidelines for use of the SDVoE Certified Design House logo

These guidelines relate solely to use of the SDVoE CERTIFIED DESIGN HOUSE Logo owned by SDVoE Alliance by authorized users.

The SDVoE Alliance® brand is a valuable asset of the organization. The primary element of the SDVoE Alliance brand is its logo. To ensure the strongest impact of the SDVoE Alliance identity, the SDVoE Alliance and SDVoE Certified Design House Logo (the “Logo”) may only be used in their original form as indicated in this document and may not be modified, distorted, or changed in any way.

Any special requests or questions regarding logo use should be directed to Laura Hunt at lhunt@sdvoe.org or to info@sdvoe.org.

General Trademark Usage

- SDVoE Alliance’s SDVoE CERTIFIED DESIGN HOUSE Logo may be used only by companies who have applied for and been granted an SDVoE Certified Design House designation to signify their status as an SDVoE Certified Design House.
- SDVoE Certified Design House companies are not entitled to use the SDVoE Alliance Logo, which is reserved for member use.
- To receive SDVoE Certified Design House status, a company must have at least 25% of their technical staff certified as SDVoE Certified Design Partners.
- Visit [here](#) to apply for SDVoE Certified Design House status today. Once qualified your company can start using the SDVoE Certified Design House credentials on your website and in your marketing and communication, as detailed in these Guidelines.
- Staff become certified by completing and passing the SDVoE Design Partner Certification courses. Click [here](#) to register for the SDVoE Academy and complete the courses. Courses are also available with Chinese and Spanish subtitles.
- Specific uses of the SDVoE CERTIFIED DESIGN HOUSE Logo must comply with these guidelines and any other instructions provided by SDVoE Alliance.
- Only approved forms of the SDVoE CERTIFIED DESIGN HOUSE Logo as provided by SDVoE Alliance may be used.
- The size, color, proportion, or other features of the SDVoE CERTIFIED DESIGN HOUSE Logo provided by SDVoE Alliance should not be changed.

- The SDVoE CERTIFIED DESIGN HOUSE Logo may not be altered, truncated, cropped, shortened, distorted, or modified in any way.
- The SDVoE CERTIFIED DESIGN HOUSE Logo may not be incorporated into, made a part of, or combined with any other trademark or logo, or used or included as part of a customer's company name or product brand name.
- The SDVoE CERTIFIED DESIGN HOUSE Logo may not be used together with any third-party marks that are confusingly similar to the SDVoE CERTIFIED DESIGN HOUSE Logo.

Additional Trademark Usage Requirements for Printed Materials and Websites

- The SDVoE CERTIFIED DESIGN HOUSE Logo should not be used within a text sentence or within a title.
- The SDVoE CERTIFIED DESIGN HOUSE Logo, if used as a hyperlink or other linking element on the Internet, must always link to www.sdvoe.org.
- The appropriate use of the TM trademark symbol with the SDVoE CERTIFIED DESIGN HOUSE Logo is as follows: **TO BE ADDED**

Trademark Usage Acknowledgements

- All uses of the SDVoE CERTIFIED DESIGN HOUSE Logo must include one of the following legends, as appropriate:

The SDVoE CERTIFIED DESIGN HOUSE Logo is a service mark of SDVoE Alliance.

The SDVoE CERTIFIED DESIGN HOUSE Logo is a service mark of SDVoE Alliance or its subsidiaries.

- Always include service mark attribution on the page on which the *SDVoE CERTIFIED DESIGN HOUSE Logo* is being used or in the legal attribution segment of the printed material or website.





Graphics Requirements for Use of the SDVoE CERTIFIED DESIGN HOUSE Logo

The SDVoE Certified Design House logo is a single visual unit. The SDVoE Alliance logo includes the stylized "S" icon, the gray bar, the two lines of text (SDVoE and ALLIANCE), and the registered trademark symbol (R). The SDVoE Certified Design House logo has an added line of text "CERTIFIED DESIGN HOUSE".



Elements should always be scaled as a single unit.

Colors used in the SDVoE Alliance logo are as follows:

| | Hex | Pantone |
|---|---------|--------------|
|  | #969696 | Cool Gray 7C |
|  | #31a3e3 | 2925C |
|  | #0c67ba | 300C |
|  | #333333 | Black 7C |

Backgrounds

For maximum impact it is recommended that the color logos be used on a white background. Where color is not an option, the black or white versions of the logo may be used. No other color variations are authorized.

The logos should not be used near distracting elements or on busy background images. The logos themselves may not be used as a background pattern.

Minimum size

To ensure legibility, the SDVoE Alliance and SDVoE Certified Design Partner logos should be a minimum of 1.25" (31.75mm) in width when printed. The minimum width for on-screen use is 200 pixels.

Positioning

The SDVoE Certified Design House logo should always be positioned horizontally. Clearance around the logo should be at least the height of the "V" in the logo - above, below and on each side.

Reservation of Rights: SDVoE Alliance reserves the right to change these guidelines at any time and solely at its discretion. SDVoE Alliance reserves the right to review use of the SDVoE CERTIFIED DESIGN HOUSE Logo and conduct periodic spot checks of such use. Upon request from SDVoE Alliance, you agree to provide a copy of any screenshot, publication, or other materials bearing the SDVoE CERTIFIED DESIGN HOUSE Logo, and to correct any deficiencies in the use of the SDVoE CERTIFIED DESIGN HOUSE Logo upon notice from SDVoE Alliance.

By using the SDVoE CERTIFIED DESIGN HOUSE Logo in compliance with these guidelines, you are acknowledging that (a) SDVoE Alliance is the sole owner of the SDVoE CERTIFIED DESIGN HOUSE Logo, (b) you will not interfere with SDVoE Alliance's rights in the SDVoE CERTIFIED DESIGN HOUSE Logo, including challenging SDVoE Alliance's use, registration of, or application to register the SDVoE CERTIFIED DESIGN HOUSE Logo, alone or in combination with other words, anywhere in the world, (c) you will not misuse the SDVoE CERTIFIED DESIGN HOUSE Logo and (d) any goodwill derived from use of the SDVoE CERTIFIED DESIGN HOUSE Logo exclusively inures to the benefit of and belongs to SDVoE Alliance. Except for any limited right to use as expressly set out in these guidelines, no other rights of any kind are granted to you.

For questions, please contact Laura Hunt at lhunt@sdvoe.org or info@sdvoe.org.