USE OF THE ASNT NAME AND ASNT MARKS

1.0 PURPOSE

1.1 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 who can utilize the ASNT brand or logo, identification and use of all names and marks including 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 title “ASNT Corporate Partner;” the ASNT mission statement, the corporate partner logo which has the ASNT globe logo and offset words “Corporate Partner” on a watermarked background with the letters “ASNT” the three-globe 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.

3.0 REFERENCES

3.1 ASNT Bylaws


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 the use of the ASNT marks to use 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. To protect the reputation of the brand, usage of all ASNT marks and images are subject to review and authorization by ASNT ISC. This Policy establishes the proper use of ASNT marks. This Policy shall be enforced to the extent practical and permitted by trademark laws. 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 shall not be re-dressed, altered, situated in another logo, or situated in close proximity or wording to another brand. (Style guidance is on file with ASNT ISC.)

5.2 Background

5.2.1 Since its inception, the name of the Society has been associated with being the 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 an ASNT certificate as a Level III (including but not limited to ASNT NDT Level III, ACCP Level III and PdM Level III) are bound by the Code of Ethics for Level III personnel. 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, the corporate partner logo which has the ASNT globe logo and offset words “Corporate Partner” on a watermarked background with the letters “ASNT”, 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 ISC to signify unique relationships and sub-brands presently in use or of future creation.

6.1.2 Use by Others

a. Corporate Partners may use the title ASNT Corporate Partner (or Corporate Partner) and/or the corporate partner logo in marketing or advertising to signify that they are affiliated with ASNT, but the logo may NOT be used in any manner that may imply (or give the perception) that ASNT has approved or endorsed any advertised or assumed products or services offered by the Corporate Partner.

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

a. 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, the title ASNT Corporate Partner, the corporate partner logo which has the ASNT globe logo and offset words “Corporate Partner” on a watermarked background with the letters “ASNT”, 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 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.

6.2.2 Use by ASNT Authorized Sections

a. Chartered sections may use their respective chartered section name and approved section logo in promotion and conduct of section authorized or sponsored events and activities. Each Section of ASNT may use the letter combination “ASNT,” the name “The American Society for Nondestructive Testing,” and the name “American Society for Nondestructive Testing, Inc.;” the name “American Society for Nondestructive Testing.”
Nondestructive Testing” in the explanation of the section’s relationship to ASNT, a boilerplate description of the Society (located in the style guidance on file with ASNT ISC), or specific reference to corporate ASNT branded initiatives and activities.

To preserve and/or ensure the standards of excellence of the visual ASNT brand, each section may also choose to represent itself with the use either of the two ISC-designed section logos that combine the three-globe ASNT logo with the section image/identity: 1) tandem logo with the three-globe ASNT logo situated next to the section logo and/or 2) the ISC stylized three-globe ASNT logo and section name. All approved section logos including the three-globe ASNT logo/section images must be submitted to and be kept on file with the ISC. Sections may grant a third party the use of their respective chartered section logo and/or approved ISC designed tandem logo which includes the three-globe ASNT logo with section logo and/or the ISC stylized three-globe and section name for the purposes of publication, marketing, advertising, and other unique relationships.

Sections have discretionary use of the ASNT three-globe logo and the ASNT corporate tagline, “ASNT… Creating a Safer World” in conducting section activities. Usage should be with the sole intent of advancing scientific, engineering and technical knowledge in the field of nondestructive testing. Prudent consideration of ASNT three-globe usage by sections should include placement so as to not 1) give the appearance of affiliation or endorsement of a non-ASNT activity or entity; 2) damage the ASNT reputation by aligning the logo with an activity or entity incongruent with ASNT’s mission, or 3) inappropriately and/or unduly enrich and/or ingratiate an individual outside of section activities. Use of the ASNT three-globe logo will be subject to oversight by ASNT Marketing & Communications for alignment with brand standards.

Sections may not use “ACCP” except in references to ASNT’s certification program. Chartered sections may not use any ASNT marks defined in G-14C 2.1, including chartered section names and logos, in connection with the promotion, sale or rendering of nondestructive testing services.

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**

6.3.1 The letters “ASNT” and the three-globe logo will be used by ASNT to signify membership in ASNT. This includes use upon 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**

a. 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. The ACCP-CP-1 document can be found in the “Certification” section on the ASNT website.

6.4.2 **NDT Level III Certification**

a. 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.

6.5 **Uses by Employer for Certification to SNT-TC-1A and CP-189**

Certification Certificates or Wallet Cards. 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 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 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 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

6.7.1 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 Logo Reproduction Specification.

1 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.