

UAA Professional Certification

Awards
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Handbook



Congratulations & Value of Certification

Congratulations on your recognition by the Utility Arborist Association (UAA) as a *Certified Utility Vegetation Management Professional*.

Educational credentials build expert knowledge and reflect the professional skills sought by leaders in both public and private sectors, including training, academia, and government organizations. This credential shows that the holder has completed an industry-driven, college-level training program for managers and leaders within utility vegetation management industry. Those recognized with this credential have demonstrated competency and work-related experience in utility vegetation management, have committed to adhering to the program's code of ethics, and is a member in good standing of the UAA.

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INTRODUCTION TO CERTIFICATION AWARD BENEFITS

Benefits of Certification

Earning the UVM credential offers many benefits:

- Certification builds an individual's self-image. By studying for and passing the exam, individuals reaffirm to themselves and their peers a thorough knowledge and dedication to arboriculture.
- Certification affords the public, industry, and those in government the opportunity to make an informed selection of services based on the knowledge and advanced training demonstrated by certification.
- The process of becoming certified and maintaining the designation provides incentives to the individual to continue his or her ongoing professional development.
- Certification is a tool to help employers in both training their personnel and selecting new employees.
- Holding a UAA credential may lead to an increase in income and promote new opportunities in professional advancement.
- Certification is a tool used to set oneself apart in the industry and gain a competitive edge in today's economy.
- Certifications, sometimes more than price, can be a deciding factor when multiple individuals bid for the same job.

Professional Privilege Awards

- Successful individuals will be awarded the title of "Certified Utility Vegetation Management Professional" and may refer to themselves with the title.
- Successful individuals will have the privilege and granted access to the use of the "Certified Utility Vegetation Management Professional" logo seal and/or title for their signature line.

Physical awards

- Successful individuals will be awarded an official certificate acknowledging the successful achievement of the professional certification status – Certified Utility Vegetation Management Professional.
- Individuals with an active status will be allowed the use of the UAA Member badge and the Certified Utility Vegetation Management badge (both are digital) in accordance with the Policies and Proper Use of Awards & Benefits section.

POLICIES AND PROPER USE OF AWARDS & BENEFITS

Certified Utility Vegetation Management Professional badge

To use this logo you must be recognized by the Professional Utility Vegetation Management Board of Governors as being a Certified Utility Vegetation Management Professional. You must maintain your certification status or discontinue use of this logo when your credential expires.



The UAA Member logo

The UAA Member logo may be used only by current UAA members. Members may use the logo as follows:

- Self-employed professionals may use the membership logo on advertisements, business cards, stationery, estimates, invoices, equipment, and clothing.
- Individuals employed by a multiple-employee organization may use the logo only on clothing and business cards.
- Companies employing UAA members may use the logo only for company advertisements, stationery, and equipment if used in conjunction with the words “On Staff.” On websites or other marketing materials, individual names must be listed in connection with the member logo.



How to obtain logos

Logo requests may also be made by emailing the UAA office at office@gotouaa.org. Please specify desired file type and color preference (black & white or color). Verification of membership or certification status is required so requests should be submitted by the individual member or credential holder.

Third party vendors, such as a printer, graphic designer, or employer, should work with the individual for verification and approval of usage by UAA. Use of a logo by a third-party vendor without proper verification may be considered a trademark violation.

Black and white logos

In instances where full color logos cannot be used, we can provide black or white versions of logos. A black or white logo should be used only on a solid background. Free space rules apply for the size of the background. Please see rules regarding logo spacing. A black logo should be used on light backgrounds that are less than 50% grayscale, such as white, yellow, or light gray backgrounds.

A white logo should be used on darker backgrounds that are 50% or more grayscale, such as black or dark green backgrounds. A logo cannot be used in any single color other than black or white.

Logo spacing and sizing

A “free space” should always be observed around any of the logos. Free space should be 5 percent of the height of the logo being used. Text must be set outside of the free space area. When sizing logos for placement, the logo may not appear less than 1/2-inch in height, and all text within the logo must remain readable. This minimum height is suitable for business cards and small advertisements. The original dimensions of ISA logos may not be distorted for any purpose. If a logo needs to be larger or smaller, size changes must be made in equal proportions on all sides. All logos must always also appear in their entirety. Borders may not be cropped or distorted, and no portion of the logo may be cropped and used as a standalone image.

Backgrounds

A logo may be placed over an image if the rules for free space are applied. Only color logos should be used on image backgrounds. A color background may be used, but only with black and white versions of the logos. Please see rules regarding usage of logos in black and white. If a logo is placed over an image, the image must encompass the entire logo and spread beyond the outside edge of the free space. The logo cannot overlap the edge of an image or be placed over two different backgrounds or images.

EXAMPLES OF CORRECT AND INCORRECT LOGO USAGE

Individual Use

Follow these examples to assist you with proper logo usage when promoting yourself as a Certified Utility Vegetation Management Professional credential holder.

Correct usage

- » Must include first and last name
- » Maintained free space between logos

Incorrect usage

- » Logo does not meet minimum size requirements (1)
- » There is not enough free space around the logo (2)
- » Logo is overlapping two different backgrounds (3)

 **Correct usage**



 **Incorrect usage**

