



# Policies for Using the CCOM™ Mark

## **Table of Contents**

I. Introduction.....	2
II. Benefits of Using the CCOM™ Mark.....	3
III. Policies for Using the CCOM™ Mark.....	3
IV. Graphic Policies for Literature and Advertising.....	4
V. How to Use Various Graphic File Formats of the CCOM™ Mark.....	4
VI. Policies for Reproducing the Mark.....	5
VII. Frequently Asked Questions.....	7

## I. Introduction

The Certification Commission of the USCC owns the certification mark CCOM™, Certified Compost Operations Manager™, which it awards to individuals who successfully complete the Certification Commission's initial and ongoing certification requirements.

The Certified Compost Operations Manager (CCOM™) is represented by certain graphic depictions known as the CCOM™ Mark (Mark). This includes but is not limited to any representation of the CCOM™ certification by letter designation, graphic logo, words, or other such representations of the Certified Compost Operations Manager™, whether protected by trademark or not. Adherence to these policies is required as part of being certified (CCOM™ Handbook, 3.1.7.)

This document is prepared to assist and guide CCOM™ professionals in promoting their certification achievement. These policies are important because they help avoid confusion regarding the source, sponsorship, endorsement, third party usage, and affiliation of you and your services with respect to your use of the CCOM™ and any Mark which is representative of the CCOM™. It is important that the USCC Certification Commission protect and manage the integrity of the certification program including any representative Marks and maintain its meaning, status, ethics, and integrity to the highest level in such a manner that it continues to represent a high standard of excellence and accomplishment by those who hold the certification. These policies are general and may not cover all circumstances. If you have a question about a situation which may seem unclear, please contact the commission at [info@certificationsuscc.org](mailto:info@certificationsuscc.org)

CCOM™ Marks also include, but are not limited to, the following logos (collectively "Logos"), which may be updated from time to time:



The CCOM™ Mark is a credential for individuals. Businesses and organizations may not represent themselves as certified. However, businesses and organizations are allowed and encouraged to proudly display and announce their hiring or contracting with Certified individuals provided those individuals comply with the policies herein.

## II. Benefits of Using the CCOM™ Mark

The CCOM™ Mark is an important and powerful marketing tool available to individuals as they build industry confidence in their skills and professionalism. For the duration of your certification, you may use the CCOM™ mark to demonstrate your commitment and promote your accomplishment to customers and employers. Your employer, business, or associated organization may also use and benefit from the promotion as defined within these policies . Using the CCOM™ mark:

- Promotes the value of industry certification to the entire composting community and the requirements that have been met by each person who has achieved the CCOM™.
- Increases your marketability in the industry. Potential employers, clients, and regulators are all more inclined to trust the skills, professionalism, and ability of professionals who bear the CCOM™ Mark.
- Builds confidence and trust in your ability to manage a compost facility. When potential employers and clients see the CCOM™ Mark next to your signature or in your personal literature, they are ensured that your skills have been evaluated by a third-party, non-biased organization and have successfully met the requirements of Scope of Practice standards.

- Allows for easier entry into new markets. Whether it's a new industry segment or a new international market, the CCOM™ Mark on your resume or professional literature makes a positive statement regarding your industry commitment to potential clients.
- Provides a faster communications tool. The challenge for any professional is to communicate their skills and professionalism quickly and effectively. The CCOM™ Mark is one tool that does this. It is a small Mark with a BIG message.

### **III. Using the CCOM™ Mark**

#### *Written Authorization for Use of the CCOM™ Mark*

CCOM™ and its Mark(s) are trademarks of the Certification Commission of the US Composting Council (registration pending). Only individuals who have received notice of their certification, or recertification, may use or approve for use the Mark associated with their certification. No organization or person shall use a Mark in connection with an individual, or represent in any way that the individual has achieved the CCOM™ credential, until receipt of written authorization by the certified individual.

The Mark shall be displayed as described in this document. Failure to conform to these requirements may result in a request for formal corrective action, suspension or revocation of certification status, public notice of revocation to protect the CCOM™ reputation, or legal action.

The Certification Commission grants permission to those who have earned the CCOM™ credential the honor and advantage of using the CCOM™ Marks as a complement to the individual's identity. Along with that permission, the Commission provides these written policies and their ongoing advice on proper use and display of the CCOM™ Marks.

#### *Display of Mark*

The CCOM™ Mark shall only be used in direct connection with the individual who has earned the credential. The Mark can be used in or on the individual's signature, website, letterhead,

business cards, placards and other promotional materials. An individual who is a CCOM™ may list their credential, including the logo, in association with their name, wherever their name is used, as long as they grant permission, for as long as they are certified.

Businesses or organizations who employ or contract with a CCOM™ may use the Mark if and only if:

1. The Mark is linked to or used in direct association with the certified individual,
2. The nature of the relationship between the individual and the company is clear, and
3. The Mark is removed when the relationship ends or the individual is no longer certified.

In addition, a company may use the Mark separately from the name of the certified individual (for example, on a different webpage from where the CCOM™ is identified) if and only if:

- The certified individual is either the company owner or employed as a .5 FTE or greater, and
- The Mark is hyperlinked to the name(s) of the CCOM(s)™

#### **IV. Graphic Policies for Literature and Advertising**

##### *Color Options*

Marks can be used in color or black & white. When using the CCOM™ Mark in color, it must be produced using Pantone 350U. Note that the ™ symbol must be visible and positioned to the bottom right of the logo.

##### *Visibility*

The CCOM™ certification Mark shall not be cropped. The Mark must be 100% visible and the CCOM™ letters must be legible.

##### *Representation*

The Mark shall not appear in a manner that may directly or indirectly represent non-certified professionals as certified by the Certification Commission of the USCC.

## *Size*

For visibility and legibility, the CCOM™ Logo shall be reproduced no smaller than ½ inch in diameter in print materials.

## **V. How to Use Various Graphic File Formats of the CCOM™ Mark**

The Commission provides the CCOM™ Marks specific to your certification as digital files in various graphic formats on this page of the Commission's website—

<http://certificationsuscc.org/Get-Certified/CCOM-Marks>. We provide the logos in different formats for optimal use in different media such as printed materials, Word or Power Point documents, web pages, and general communications. See below for details on choosing the appropriate graphic format for your needs.

### *JPEG*

- Common image format
- Can be used in a variety of settings (Word and PowerPoint, general communications)

### *GIF*

- Good for use on a website, such as on your home page

### *TIFF*

- Select when using the Mark in a page layout program, such as Adobe Page Maker
- May need to select "MAC" or "WIN" file depending on your operating system

### *EPS*

- Select if you plan to significantly increase or decrease the size of the Mark
- For printing or higher quality communications
- EPS graphic files are not pixel based and may be sized at will with no decrease in image quality

## **VI. Policies for Reproducing the CCOM™ Mark**

To maintain quality control over the appearance of the CCOM™ Mark, the Commission requires that all reproductions be made from the original artwork, be readable, legible, on recommended backgrounds, and have consistent color use. The information below will provide your print vendor the information necessary to create proper reproductions of the Mark.

### *Original Artwork*

All reproductions of the CCOM™ Mark must be made from the original reproduction artwork provided by the Commission.

### *Legibility*

The impact and legibility of the printed CCOM™ Mark will be lessened when crowded with other visual elements. A “clear zone” surrounding the Mark has been established as an area into which no other graphic imagery or other visual elements may enter. As shown below in D, this space is determined by the cap height of “CCOM™,” the typographic element of the CCOM™ Mark. The one exception to this rule is when the Mark is used within text.

To ensure optimum legibility of the CCOM™ Mark, a minimum reproduction size of 1/2” is recommended. If reduced to a smaller size, the overall legibility and visual impact of the Mark may be compromised. If reproduction quality of the Mark cannot be guaranteed when reproduced at 1/2 inch, a larger size may be necessary. The Marks in the text paragraphs on this page are shown at the minimum 1/2 inch size.

### *Approved Backgrounds*



The positive CCOM™ Mark should be used on light colored backgrounds ranging from white to values no darker than 40% black. The CCOM™ Mark should be reversed if used on dark backgrounds from 50% - 100% value of black.

### *Color Options*

Consistent use of color in the CCOM™ Mark is important to establish immediate recognition of individuals certified by the Commission. Printers should refer to the Pantone color formula guide for an exact color and density match.

## **VII. Frequently Asked Questions**

### **Q1: WHEN CAN I START USING THE MARK?**

A: When you have satisfactorily completed all of the requirements for your will receive notification to the email you provided within your application. You will subsequently receive the collateral material for you to promote your status. You may immediately start to use the Mark. You may also contact the Commission with any questions, comments, or concerns at [info@certificationsuscc.org](mailto:info@certificationsuscc.org). They will answer questions and proof your materials if you desire. Do not promote yourself as a CCOM™ until you have received notification.

### **Q2: WHY IS THE COMMISSION SO CONCERNED WITH ENFORCING CORRECT USE OF THE CCOM MARK?**

A: Enforcement of the CCOM™ Mark is consistent with our mission. It is important that the CCOM™ certification Marks do not fall into common use. If the USCC Certification Commission fails to take appropriate steps to prevent generic use of its Marks, it could lose its trademark rights, which would mean anyone could claim he or she is CCOM™ even if they have not met the rigorous certification requirements. If the Marks no longer stand for the competent and professional standards the USCC Certification Commission has established, then the Commission will be unable to assure the public that the persons displaying the

CCOM™ Marks have in fact met qualification requirements and practice standards and adhere to the code of ethics.

**Q3: WHAT HAPPENS IF I DON'T FOLLOW THE POLICIES FOR CCOM™ MARK USAGE?**

A: As a CCOM™ certificant you agree to adhere to the rules and regulations set by the USCC Certification Commission, and conforming to these policies is a condition of continuing your CCOM™ designation and being permitted to display the CCOM™ Marks. If you do not follow, you will be subject to the USCC Certification Commission's disciplinary process which may result in the revocation of your certification status.

**Q4: HOW DO I USE TRADEMARK SYMBOLS IN MY E-MAIL DOCUMENTS?**

A: The USCC Certification Commission understands that trademark symbols do not always translate when sent in e-mail messages, so we recommend using the (R) and (tm) alternatives in your e-mails. This way, no matter what e-mail program the recipient uses, the message that the Marks are protected by trademark law is conveyed.

**Q5: MAY I INCLUDE A HYPERLINK TO THE COMMISSION'S WEBSITE ON MY WEB PAGE?**

A: Yes. Please understand, however, that these links take the user completely out of your site and directly to the Commission's site. Framing (putting a box or frame around the CCOM™ Mark) is not allowed.