

TRADEMARKS USAGE AND MISUSE GUIDELINES

1.0 Background:

PRINTING United Alliance provides logos, badges, and certificates to members and program participants to recognize achievements, support, and affiliation. These materials help promote alignment with the Alliance's mission and certification programs. At the same time, it is essential that the Alliance maintain the integrity and independence of its brand in accordance with its nonprofit status and antitrust obligations.

Occasionally, the Alliance is alerted to, or identifies, cases where its name or logos are used improperly—whether through incorrect formatting, unauthorized claims, or misrepresentation of affiliation or certification. While many of these instances result from simple misunderstandings, some may involve deliberate misuse.

Regardless of the cause, the Alliance carefully reviews each case to protect the credibility of its name and programs. In line with our policy on trademark use, we follow a formal process for addressing misuse. This includes direct communication to resolve the issue. If misuse continues after multiple attempts to correct it, we may publicly note the case to inform the industry, regulators, and consumers.

Should misuse persist even after public notice, the Alliance reserves the right to take legal action to uphold the value and trust associated with its trademarks.

2.0 General Guidelines

The Alliance, on behalf of its global membership, maintains trademarks for its programs, certifications, membership, and publications. This includes logos and badges for initiatives such as Color Management Professional®, Customer Service Professional, G7®, G7+™, GRACoL®, Master Facility, SWOP®, System Certifications, and T-REF®, among others.

These trademarks are the property of the Alliance and represent quality, credibility, and industry standards. To protect their value, we closely monitor how they are used. Misuse—such as creating false impressions or causing confusion—may result in appropriate action to safeguard the integrity of our programs and the trust of our members.

Guidelines set forth are as follows:

- The use of the PRINTING United Alliance logo and any indication of Alliance membership is granted only to CURRENT members and partners.
- Use of the G7+™ Expert, G7® Expert specialized badge is granted only to currently certified G7+™ Experts and G7® Experts. To keep your certification active, recertify every two years.
- Use of the Color Management Professional® specialized badge is granted only to currently certified Color Management Professionals. To keep your certification active, recertify every two years.

- Use of the Print Planning & Estimating specialized badge is granted only to currently certified Print Planning & Estimating Professionals. To keep your certification active, recertify every two years.
- Use of the PDAA specialized badge is granted only to currently certified PDAA Professionals. To keep your certification active, recertify every year.
- Use of the G7 and G7+ Master Facilities Certification (or Qualification) specialized badge is granted only to currently certified Master Facilities. To keep your certification active, recertify every year.
- Use of a Certified System specialized badge is granted only to approved and currently certified manufacturers, and appropriate attribution for the approved hardware or software as indicated by Alliance. Maintaining an annual licensing fee ensures your certification remains active and in good standing.
- All others must obtain prior, written, permission from Alliance to use any Alliance logos or badges.

3.0 Guidelines: Certification Badges

A certification badge is a logo, symbol, or design used to show that a product, service, or person meets certain standards. When someone uses a certification badge, it means they've been officially approved to do so and have met the requirements set by the organization that owns the badge.

The Alliance certification badge helps assure customers that the product or service meets Alliance standards. To protect that trust, it's important to use the badge correctly and consistently. Following the usage guidelines helps maintain the badge's credibility and value across the industry.

A certification badge can only be used once certification is officially granted by the Alliance. After certification, the Alliance will provide two versions of the badge—one for online use and one designed for printed materials.

Certification is time-limited, and the badge may only be used while the certification is active. To keep your certification current—and continue using the badge—just complete a simple recertification or licensing renewal when it's time.

A Certification badge may not be altered in any way. Examples of Association certification badges are Alliance Certified Digital Press System Certification badge, the G7+™ Expert Certification badge, the Color Management Professional® badge, the G7® Master Certification (Qualification) badge, and others.

The G7+™ Expert and G7® Expert Certification badge is granted to industry professionals who have completed the PRINTING United Alliance G7+™ Expert and G7® Expert certification training course and are qualified to train and consult the new G7+™ and G7® calibration, proofing and printing methodology.

3.1 Guidelines: G7® Master Certification

PRINTING United Alliance, in support of its global community of G7+™ Experts and G7® Experts and G7+® Master and G7® Master companies, maintains certification trademarks and a global directory of currently certified individuals and qualified facilities. Proper use of G7+™ and G7® trademarks, badges, and compliance designations is essential. To protect the integrity of the program, we monitor their use closely and may take appropriate steps if they are used in ways that could mislead, create confusion, or misrepresent certification status.

- G7 Master Facilities are only those organizations and the designated facility that maintains current G7 Master Certification through compliance to Grayscale, Target, or Colorspace requirements. These compliance levels are taken extremely seriously and only the current qualification status, and appropriate compliance level may be reported.
- A G7 Master Certified Grayscale compliant facility may not represent itself at a higher level of compliance, Targeted Compliance or Colorspace Compliance.
- A G7 Master Certified Targeted compliant facility may not represent itself at a higher level of compliance, such as Colorspace Compliance, if this level has not been achieved.
- Accurate representation of your certification compliance level is essential. If discrepancies are found, certification status may be withdrawn.