USOLN/CUSP Brand Guidelines

Our Mission

The Utility Safety & Ops Leadership Network (USOLN) serves as an advocate for a safe, secure and productive utility work environment and as a catalyst for the prevention of incidents. The USOLN provides utility companies and their contractor partners with a reliable certification program, legislative/regulatory updates, and networking resources.

The Certified Utility Safety Professional (CUSP) certification is the only program that offers safety credentials to utilities, related contractors and communication providers. Created by the Utility Safety & Ops Leadership Network (USOLN), the CUSP credential provides industry-wide professional recognition as a utility safety professional and provides employers the assurance of an individual's broad knowledge, skills and abilities in the utility work environment when hiring or promoting. The USOLN Board of Directors is the oversight body for the Certified Utility Safety Professional Credential. It is an objective and impartial body that is responsible for all decision-making and operations of the certification program.

Our Values

These four values define **WHO WE ARE**. Let them show through in all that you do. Consider them in your daily work and actions— with customers, friends, and team members.

Competence

We demonstrate that they have knowledge, skills, and experience necessary to perform a specific safety-related task or function. Competence is essential to ensure that safety professionals can identify hazards, assess risks, and implement appropriate controls.

Involvement

Being involved in safety-related activities promotes a culture of safety and empowers people to identify and address safety-related issues proactively. They demonstrate a commitment to continuous improvement and collaboration, resulting in a safer workplace.

Accountability

Accountability is crucial in safety as it involves taking ownership of safety-related issues, learning from mistakes, and promoting transparency and honesty, which fosters trust and engagement.

Leadership

Safety professionals play a leadership roles, influencing decision-making and setting the tone for safety culture. We demonstrate that the holder has the skills and qualities necessary to lead and inspire others to prioritize safety in all aspects of their work.

USOLN Logo

Do not alter the USOLN logo in any way. It should always be shown with the 'TM' letters after it.

Do not color, rotate, skew, or apply effects to the logo.

Do not separate the elements. Never attempt to create the logo, change the font, or alter proportions.

USOLN Logo on a Lite Background

CMYK Color | RGB Color

USOLN Logo on a Dark Background

CMYK Color | RGB Color

Proper Spacing

The minimum required amount of clear space around the entire logo is defined by the height and width of the "U" in USOLN.

USOLN Alternative Logos

Logos for use when the tagline is unreadable due to size.

USOLN Logo - No Tagline

USOLN Logo - No Tagline Dark Colored Background

Incorrect USOLN Logo Use

Do not alter the USOLN logo in any way. It should always be shown with the 'TM' letters after it.

Do not color, rotate, skew, or apply effects to the logo.

Do not separate the elements. Never attempt to create the logo, change the font, or alter proportions.

1.

2.

3.

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6.

7.

8.

DONT'S

1. Don't move any elements in the CUSP logo.
2. Don't remove any wording.
3. Don't apply any effects.
4. Don't rotate the logo.
5. Don't skew or attempt to make the logo 3-dimensional.
6. Don't make a pattern or texture out of the logo.
7. Don't alter the transparency of the logo.
8. Don't recolor the logo.

Unless you have written approval and final sign off from the USOLN or CUSP Program Director.

Not shown:

• Don't combine the logo with any other elements—such as logos, words, graphics, photos, slogans or symbols that might seem to create a hybrid mark.

• Don't display the logo in a way that suggests that a third party's product is an associated with CUSP/USOLN.

CUSP Logo

Do not alter the CUSP logo in any way. The CUSP logo should always be shown with the ®.

Do not color, rotate, skew, or apply effects to the logo.

Do not separate the elements. Never attempt to create the logo yourself, change the font, or alter the proportions.

Proper Spacing

CUSP Logo on a Lite. Background

CMYK Color | RGB Color

CUSP Logo on a Dark Background

CMYK Color | RGB Color

The minimum required amount of clear space around the entire logo is defined by the height and width of the "Helmet" in CUSP logo.

Incorrect CUSP Logo Use

Do not alter the CUSP logo in any way.

Do not color, rotate, skew, or apply effects to the logo.

Do not separate the elements. Never attempt to create the logo yourself, change the font, or alter the proportions.

DONT'S

1. Don't move any elements in the CUSP logo.
2. Don't remove any wording.
3. Don't apply any effects.
4. Don't rotate the logo.
5. Don't skew or attempt to make the logo 3-dimensional.
6. Don't make a pattern or texture out of the logo.
7. Don't alter the transparency of the logo.
8. Don't recolor the logo.

Unless you have written approval and final sign off from the USOLN or CUSP Program Director.

Not shown:

· Don't combine the logo with any other elements—such as logos, words, graphics, photos, slogans or symbols that might seem to create a hybrid mark.

· Don't display the logo in a way that suggests that a third party's product is an associated with CUSP/USOLN.

CUSP Logo Use: Non-standard

These logos should only be used on approved applications as shown below—

CUSP Awards

CUSP Website/Certificate (Transparency)

CUSP Credential Country Icons

USA   CANADA
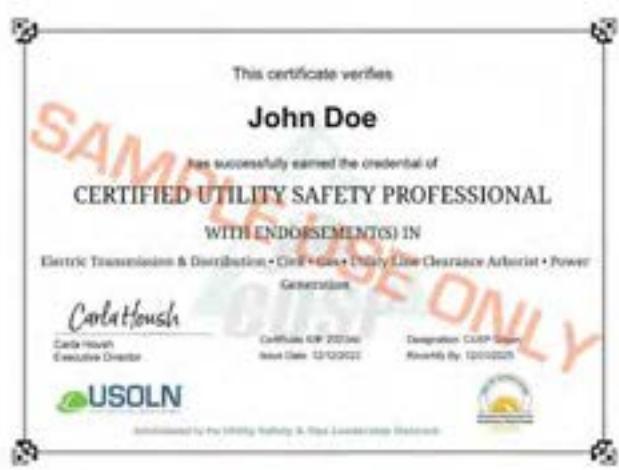
CUSP Program Additional Icons

Do not alter the additional icons in any way without written permission.
Do not color, rotate, skew, or apply effects to the icons.
Do not separate the elements. Never attempt to create the icons yourself, change the font, or alter the proportions.

CUSP Credential Designation Icons

CUSP GREEN   CUSP BLUE

CUSP Endorsement Icons

Electric Transmission & Distribution

POWER GENERATION

Civil

Gas

Utility Line Clearance Arborist

CUSP Points Icon

CAN EARN CUSP POINTS
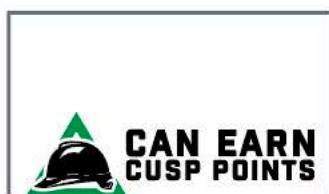
ISPI Accreditation Icon

Dark Background   Light Background

USOLN Hat Icon

USOLN Benefit Icons

USOLN MEMBER BENEFIT

USOLN MEMBER BENEFIT

USOLN MEMBER BENEFIT

CUSP Credential Country Icons

USA   CANADA

CUSP 5 & 10 Year Icons/Yeti Awards

Dark Background - Yeti Awards

Typography

As with our logo, consistent use of our approved typeface font options are listed below.

Bebas Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
=~!@#$%^&*()+[]\{}|;'':"<>?,./

Eurostile Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
=~!@#$%^&*()+[]\{}|;'':"<>?,./

Bakbak One Font (Website)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
=~!@#$%^&*()+[]\{}|;':"<>?,./

Veneer Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890
=~!@#$%^&*()+[]\{}|;':"<>?,./

You can use any variation of these fonts as listed above.

Typography: Using Other Fonts

In the instance that a font becomes part of a graphical illustration in a multimedia or campaign communication, it may become necessary to use a font other than what is listed above.
In cases where you feel another font is necessary, please ensure you work with the USOLN.
E-mail brand@usoln.com with your request.

Imagery: Overview

.The brand imagery creation involves a system that allows for the combination of aspirational, conceptual imagery and dynamic work.

Main - Gradient Over Imagery

Alternative - Dark Gradient

Photography: Overview

The brand photography overview is meant to show what types of images should be associated with the USOLN organization and the CUSP program. We foster an inclusive demographic in our imagery. These should be clean, professional photos showing a wide range of people who aspire to be credential holders or already are.

Examples—
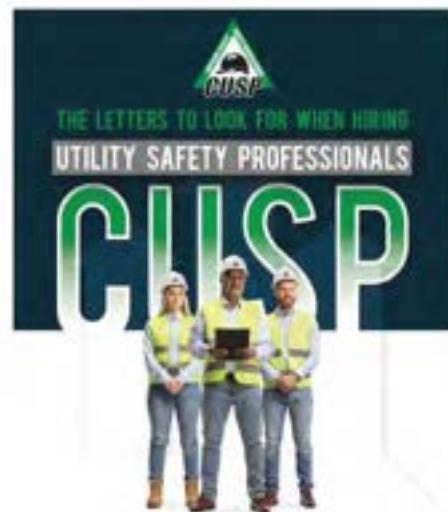
Social Media

How can I use the CUSP credential title that I have earned?

The CUSP credential is only for the authorized use of the individuals who have earned the CUSP. You can display your CUSP title after your name on resumes, business cards, correspondence, email signatures and social media.

Here are some examples:

John P. Smith, CUSP

John P. Smith, Certified Utility Safety Professional

John P. Smith,

Please follow the official USOLN/CUSP Social Media Accounts—

LinkedIn   YouTube   Facebook

CUSP Taglines

"Earn The Defining Benchmark in Utility Safety!"

"Earned With Experience, Worn With Confidence!"

CUSP Credentials

The CUSP Credentials should be reproduced as represented below—

The CUSP credential is only authorized for use during the period the certification is valid; it expires if you have not met the recertification requirements and your CUSP credential is revoked.
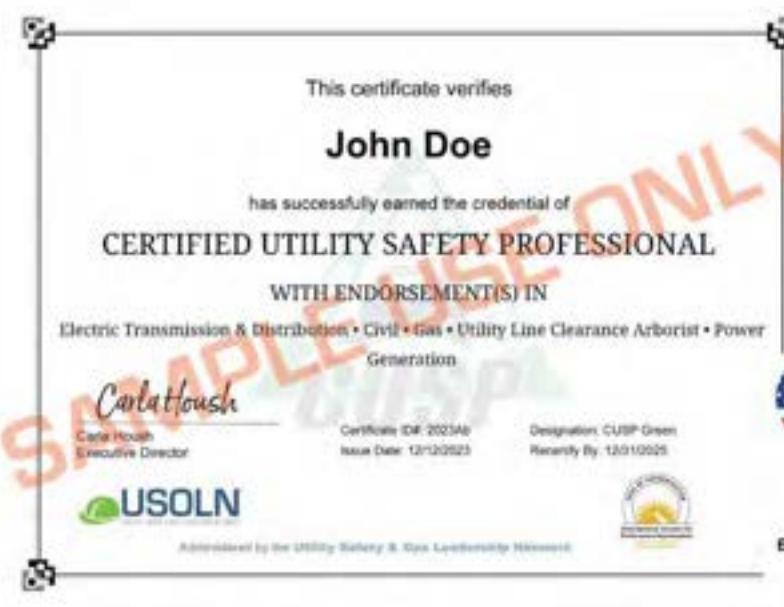
Digital & Physical Certificate

Digital & Physical Wallet Card

Trademark

Protection of our trademarks remains a priority for the USOLN.

WHY THE REGISTRATION MARK IS SO IMPORTANT

The USOLN & CUSP logos should always include the registered trademark symbol (®). It not only declares intellectual property, it shines a positive light on our products, services and organization as a whole. It lets people know that what they are seeing a genuine logo use from a trusted source.

Registered Trademark & Trademark Attribution

· Use the registered trademark (®) the first time CUSP appears in a document or communication.

· When referencing CUSP (word or logo), registered trademark attribution language must be included.

· When materials include substantive content (text, design/layout, artwork) that we have created, copyright attribution language should be included.

For Registered Trademarks: CUSP and the CUSP logo are registered trademarks of USOLN.

For More Information

All of the resources detailed in this document are available upon request.

EACH USE OF USOLN/CUSP RESOURCES MUST BE SENT FOR BRAND REVIEW BEFORE BEING FINALIZED.

Please send a PDF or link to the website where you plan to use the USOLN/CUSP resource to brand@usoln.org

Please allow for a 72-hour turnaround.

Questions? Please e-mail: brand@usoln.org