



# USOLN/CUSP Brand Guidelines

Revision A 4/23

# Our Mission

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*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.*

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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

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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

					
C:57 M:0 Y:100 K:0	C:88 M:54 Y:28 K:9	C:0 M:0 Y:0 K:40	R:122 G:193 B:67	R:48 G:92 B:9	R:167 G:169 B:172
HEX CODE: 7AC143	HEX CODE: 305C84	HEX CODE: A7A9AC	HEX CODE: 7AC143	HEX CODE: 305C84	HEX CODE: A7A9AC

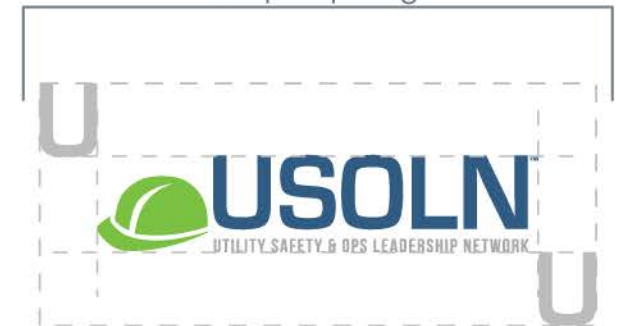
USOLN Logo on a Dark Background



CMYK Color | RGB Color

					
C:57 M:0 Y:100 K:0	C:0 M:0 Y:0 K:0	C:0 M:0 Y:0 K:40	R:122 G:193 B:67	R:255 G:255 B:255	R:167 G:169 B:172
HEX CODE: 7AC143	HEX CODE: FFFFFF	HEX CODE: FFFFFF	HEX CODE: 7AC143	HEX CODE: FFFFFF	HEX CODE: 7AC143

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.



## *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.

CUSP Logo on a Lite. Background



CMYK Color | RGB Color

					
C:85 M:10 Y:100 K:10	C:0 M:0 Y:0 K:100	C:0 M:0 Y:0 K:0	R:0 G:148 B:68	R:0 G:0 B:0	R:255 G:255 B:255
HEX CODE: 009444	HEX CODE: 231F20	HEX CODE: FFFFFF	HEX CODE: 009444	HEX CODE: 000000	HEX CODE: FFFFFF

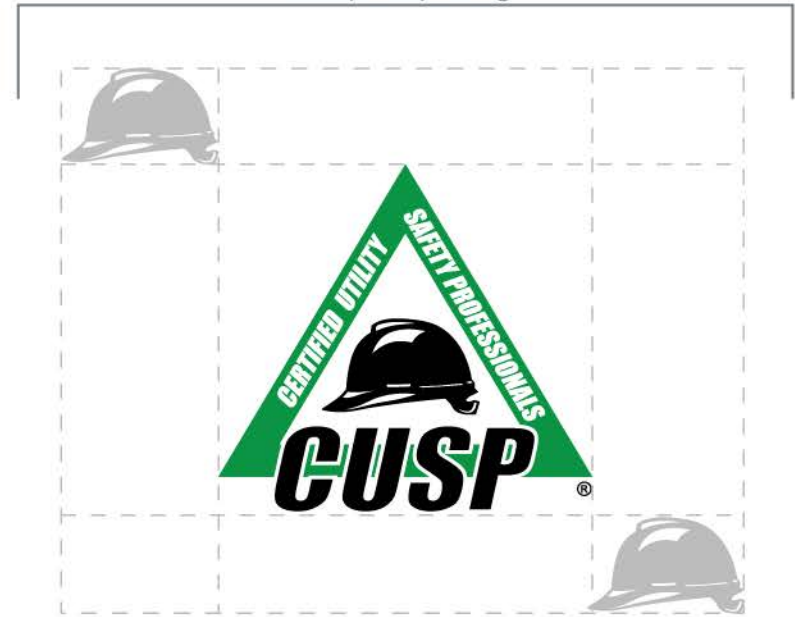
CUSP Logo on a Dark Background



CMYK Color | RGB Color

					
C:85 M:10 Y:100 K:10	C:0 M:0 Y:0 K:100	C:0 M:0 Y:0 K:0	R:0 G:148 B:68	R:0 G:0 B:0	R:255 G:255 B:255
HEX CODE: 009444	HEX CODE: 231F20	HEX CODE: FFFFFF	HEX CODE: 009444	HEX CODE: 000000	HEX CODE: FFFFFF

Proper Spacing



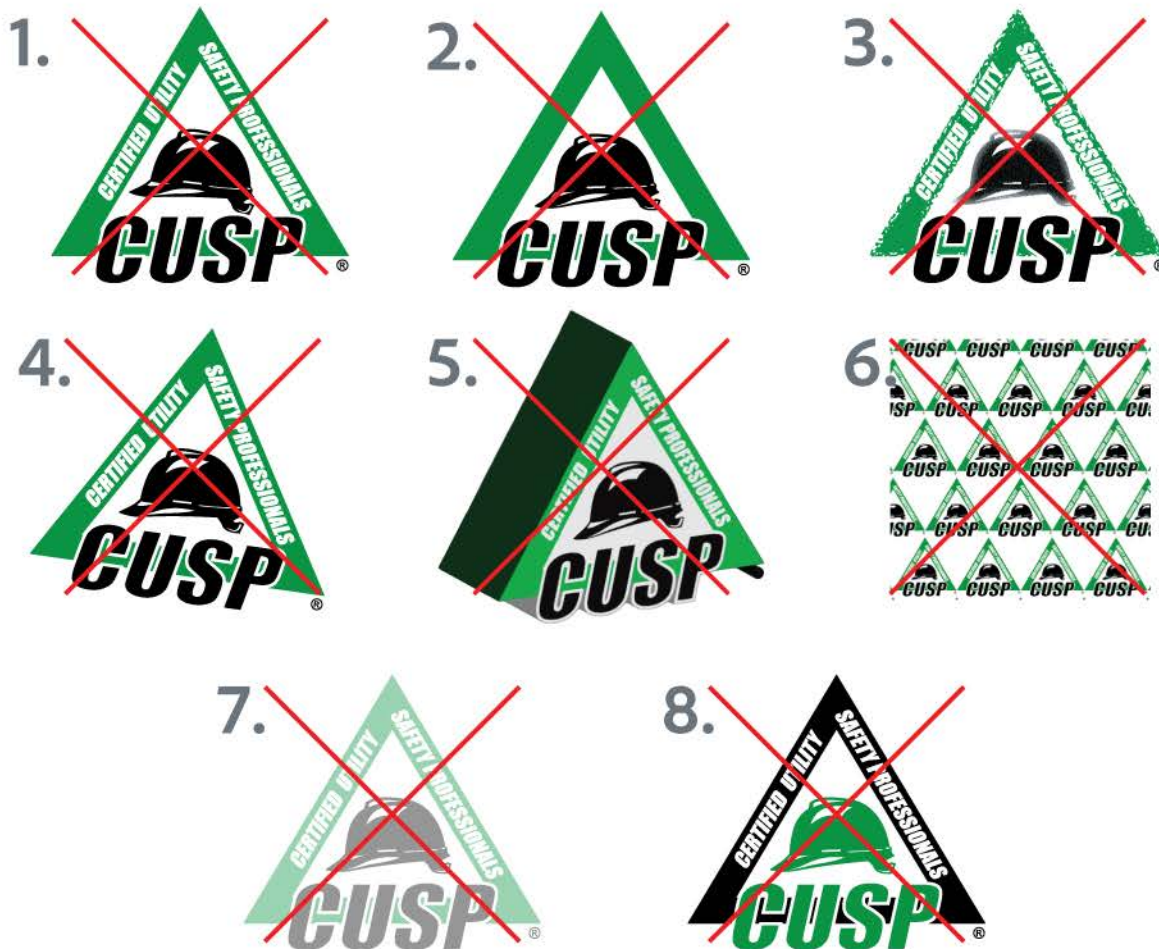
The minimum required amount of clear space around the entire logo is defined by the height and width of the "Helmet" in CUSP logo.

# 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)

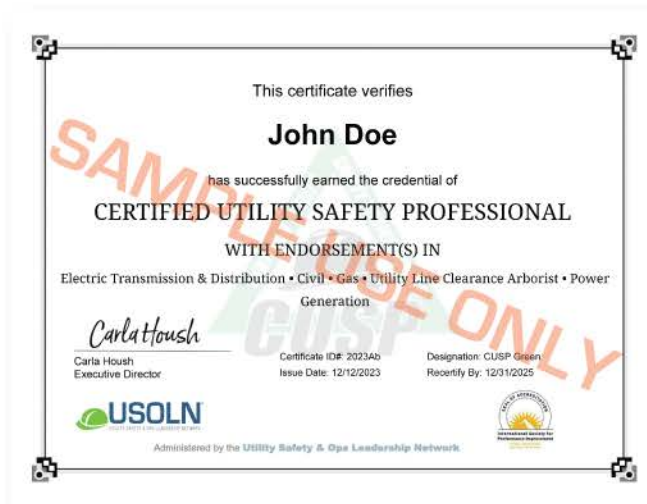


CUSP Credential Country Icons



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 Endorsement Icons



CUSP Points Icon



ISPI Accreditation Icon



USOLN Hat Icon



USOLN Benefit Icons



CUSP Credential Country Icons



CUSP 5 & 10 Year Icons/Yeti Awards



Dark Background - Yeti Awards

# Typography

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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

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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](mailto: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



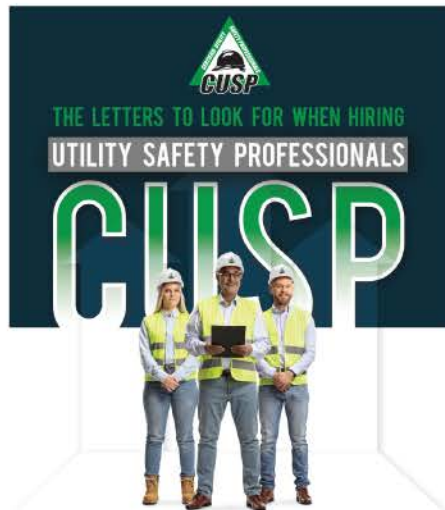
Alternative - Dark Gradient



# 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

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## 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

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***“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

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**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 is 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

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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](mailto:brand@usoln.org)

Please allow for a 72-hour turnaround.

Questions? Please e-mail: [brand@usoln.org](mailto:brand@usoln.org)

