

ASSOCIATION OF ENERGY ENGINEERS



AEE POLICY ON USE OF LOGOS

The logo policy of the Association of Energy Engineers (AEE) is to ensure the proper use of its logos by its Chapters, Training Partners, Corporate Members, and individual Members. AEE's logos are registered trademarks, protected under international law, and should appear with a registered mark (®) at all times.

AEE does not endorse, guarantee, or recognize the product or services of any Chapter, Corporate Member, Training Partner, or Individual Member. The use of AEE logos is for professional informational purposes only.

USE OF AEE LOGOS BY AEE CHAPTERS

Use of the AEE logo is permitted on letterhead, newsletters and printed matter by local Chapters in good standing with AEE. The Chapter identity should stand out clearly and be larger than that of AEE. There should be no confusion between the Chapter identity and that of AEE the parent organization.

There are several versions of the AEE logo (with tag, without tag, 1 color, 2-color, etc.) which may be used in either a horizontal or vertical layout. The AEE logo should not be altered in any way.

Website Note: If placing on the Chapter's website, AEE logo should link to www.aeecenter.org. The logo itself may be used as part of the Chapter logo as long as the descriptive phrase indicating the name of the Chapter is strong and clear and included directly adjacent to the logo. In no case should the AEE logo be used alone.

Example:

NEW ENGLAND CHAPTER (or New England Chapter Logo)  or 

(Never use the AEE logo alone. The AEE logo must be smaller than Chapter's name and/or logo.)



USE OF AEE LOGOS BY AEE TRAINING PARTNERS

Use of the AEE logo is permitted on letterhead, newsletters and printed matter by AEE Training Partners in good standing with AEE. The Training Partner identity should stand out clearly and be larger than that of AEE. There should be no confusion between the Training Partner identity and that of AEE.

There are several versions of the AEE logo (with tag, without tag, 1 color, 2-color, etc.) which may be used in either a horizontal or vertical layout. The AEE logo must be used with the Training Partner's logo and not alone. The AEE logo should not be altered in any way.

Website Note: If placing on THE Training Partner's website, AEE logo should link to www.aeecenter.org. The logo itself may be used as part of the Training Partner's logo as long as the descriptive phrase indicating the name of the Training Partner is strong and clear and included directly adjacent to the logo. In no case should the AEE logo be used alone.

Example:

University of XYZ (or University of XYZ Logo)  or 

(Never use the AEE logo alone. The AEE logo must be smaller than Training Partner's name and/or logo.)

USE OF AEE LOGOS BY AEE CORPORATE MEMBERS

Use of the AEE logo is permitted on brochures, ads, business cards, website, etc. by officially designated Corporate Members in good standing with AEE whose membership dues are paid in full. The Corporate Member identity should stand out clearly and be larger than that of AEE. There should be no confusion between the Corporate Member identity and that of AEE.

There are several versions of the AEE logo (with tag, without tag, 1 color, 2-color, etc.) which may be used in either a horizontal or vertical layout. The AEE logo must be used with the Corporate Member's logo and not alone. The AEE logo should not be altered in any way.

Website Note: If placing on your website, AEE logo should link to www.aeecenter.org. The logo itself may be used as part of the Corporate Member's logo as long as the descriptive phrase indicating the name of the Corporate Member is strong and clear and included directly adjacent to the logo. In no case should the AEE logo be used alone.

Examples:

ABC Company (or ABC Company Logo) Corporate Member of  or 

or

**ABC Company
Corporate Member of**  or 

(Never use the AEE logo alone. The AEE logo must be smaller than Corporate Member's name and/or logo.)

USE OF AEE LOGOS BY AEE INDIVIDUAL MEMBERS


Use of the AEE logo is permitted on business cards, promotional material, or website in individual Member's name only (not his/her company or organization) as shown here. Logo may be used by individual Members in good standing with AEE whose membership dues are paid in full. Logo may not be used alone, but only in combination with the individual Member's name.

There are several versions of the AEE logo (with tag, without tag, 1 color, 2-color, etc.) which may be used in either a horizontal or vertical layout. The AEE logo must be used with the individual Member's name and not alone. The AEE logo should not be altered in any way.

Website Note: If placing on individual Member's website, AEE logo should link to www.aeecenter.org. The logo itself may be used as part of the individual Member's logo as long as the

descriptive phrase indicating the name of the individual Member is strong and clear and included directly adjacent to the logo. In no case should the AEE logo be used alone.

Examples:

John W. Smith, Member of AEE® or 

or

John W. Smith
Member of AEE® or 

(Never use the AEE logo alone. The AEE logo must be smaller than Member's name and/or logo.)

USE OF AEE LOGOS BY AEE CERTIFIED PROFESSIONALS

Certification programs are trademarked by AEE and the logo of each program may be used **only by an individual who is certified** in that program and whose certification is current. Logos may be used by Certified Professional on business cards, promotional material, or website in certified individual's name only (not his/her company or organization), as shown below.

There are several versions of the AEE logo (with tag, without tag, 1 color, 2-color, etc.) which may be used in either a horizontal or vertical layout. The AEE logo must be used with the individual Certified Professional's name and not alone. The AEE logo should not be altered in any way.

Website Note: If placing next to your name on your company website, Certification logo should link to www.aeecenter.org/certification. The logo itself may be used as long as the name of the individual Certified Professional is strong and clear. In no case should the AEE logo be used alone.

Examples:

John W. Smith, C.E.M.

or

John W. Smith, CEM®

or

John W. Smith
Certified Energy Manager

or

John W. Smith CEM® or 
Member of AEE®

(Never use the AEE logo alone. The AEE logo must be smaller than individual's name and/or logo.)

Important Note: Companies cannot be and are not certified by AEE. Therefore, certification logos may not be used in conjunction with any company, only an individual who has been certified by AEE and whose certification is current and in good standing. Placement and use of Certification logo or AEE logo should not state or imply any certification of a company, or any endorsement or recognition by AEE of a company's or individual's product or services. AEE retains the rights to all AEE logos as well as the right to restrict usage at any time for any reason whatsoever.