



Logo Usage Requirements & Guidelines



Benefits of showcasing the *Restoration Expert Panel Program Participant* logo.

While it is not a requirement to use the *Restoration Expert Panel Program Participant* logo, doing so provides your organization with various benefits. It allows you to establish at-a-glance consumer confidence through disclosure of possible collaborative project consideration. Using the *REP Program Participant* logo gives your company the opportunity to diminish potential debates through disclosure of your ability to invite outside experts into the evaluations. And finally, displaying the *REP Program Participant* logo demonstrates your organization's commitment to quality craftsmanship rather than "lowest price."

The *Restoration Expert Panel Program Participant* logo use and restrictions.

The *REP Program Participant* logo is the only one that is permitted for use by contractors who are part of the program. The *Restoration Expert Panel* logo (without the red "Program Participant" banner) is not approved for use by anyone other than the Restoration Expert Panel entity.

If the *REP Program Participant* logo appears on documentation, marketing materials, uniforms, or vehicles, it must be secondary in size to your company logo. The *REP Program Participant* logo may be placed on:

- Marketing materials.
- Invoices.
- Business cards.
- Uniform sleeves.
- Vehicles.
- Websites (as long as there is a link to www.restorationexpertpanel.com).

The *Restoration Expert Panel Program Participant* logo appearance requirements.

Proper representation of Restoration Expert Panel is essential to the success of the program. Correct logo appearance is the number one way to ensure proper representation of the REP brand. *REP Program Participant* logo appearance requirements include:

- Proportions must remain the same regardless of location of logo.
- Colors may not be altered, with the exception of grayscale printing.
- REP logo (without the "Program Participant" banner) may not be used.

Below are some samples of appropriate and inappropriate usage of the REP logos.



If you have questions about Restoration Expert Panel Program Participant logo usage and requirements, please contact Ken Larsen, CR, WLS, CSDS at ken@restorationpanel.com or via phone at 817 542 1189.