

BFQP Web Seal – Specific Usage Guidelines

The Bay-Friendly Coalition has developed Usage Guidelines intended to provide clear representation of the Bay-Friendly Professional Landscaping Program, and maintain the integrity of your achievement.

The guidelines below refer to usage of the Bay-Friendly Qualified Professional title and seal:

The Bay-Friendly Qualified Professional title applies to individuals only, and is for your exclusive use. You will need to maintain your qualification in good standing for continual use of this title, including requalification of your status every two years. For more information on requalification, please [visit the Requalification page on our website](#).

The Bay-Friendly Qualified Professional title refers solely to your qualification through Bay-Friendly Landscaping & Gardening Coalition educational programs, and does not confer a business, trade, or professional practice license. As such, the title should not be characterized in any way that might lead consumers to believe that the holder of the title also holds any additional professional titles or qualifications to perform or practice outside of duly conferred licenses, certificates, or exemptions, or exemptions to the California Business & Professions Code or local municipal code.

Please **do not**:

- Edit, cut apart, separate, or otherwise change the appearance of the Bay-Friendly Digital Seal.
- Use the Bay-Friendly Digital Seal in any manner that would imply the endorsement or guarantee of a company, organization, its products, or its services by the Bay-Friendly Landscaping & Gardening Coalition.

When reproducing the seal in ads, business cards, signs or other printed formats, please be sure to follow these guidelines for acceptable application:

- Please use the electronic or printed version of the seal that we have provided and do not attempt to re-create the seal. If you or your printer need another format, please email us at BFQP-help@bayfriendlycoalition.org.
- The full-color seal is primarily to be used on a white background, however in some instances it can be used on a 10% tint of the primary PMS color 617.
- When using the seal on a dark background, separate the seal from the background with a white border. Please do not use a photo or graphic as the background.
- Please do not change the colors of the seal. Where printing budgets necessitate the use of one color, the seal must appear in black and white, unless given permission from the Bay-Friendly Landscaping & Gardening Coalition.
- No structural changes, or changes to the content, should be made to the seal. Scaling of the seal should be in proportion. Please do not rotate or tilt the seal.
- No other graphic elements, such as type, rules, pictures, etc., should infringe upon a buffer space around the seal.
- If you'd like to use matching fonts in your ads or business cards etc., the fonts used in the seal are Copperplate Gothic and Myriad Pro.