



VSI Certified Installer Program Logo Usage Instructions for Certified Installers

The *VSI Certified Installer Program* utilizes a logo to help Certified Installers promote their participation in the Program. VSI recognizes an individual as a Certified Installer based on a combination of work experience and/or a training course, plus successful completion of an examination on proper installation of vinyl siding, soffit and accessories. Every three years, Certified Installers must re-qualify through a recertification process.

Qualified individuals may use the “INSTALLER” logo (above) if they:

1. Completed the requirements of the *VSI Certified Installer Program*, including successfully passing an examination; and
2. Maintain the requirements to keep that certification current.

Examples of acceptable and unacceptable uses of the “INSTALLER” logo:

DO	DON'T
Use the identification badge provided by the Administrator with the “INSTALLER” logo, name and photo of the individual who has completed all the requirements for individual certification and continued to maintain Certified Installer status.	Create individual identification badges with the “INSTALLER” logo for other company employees. Only use the badges provided by the Administrator.
Include language with the “INSTALLER” logo with a date through which the certification is valid (e.g., “Expires January 2010).”	Continue to use or display the logo in any way if individual certification has expired and the Certified Installer not been recertified.
Use the “INSTALLER” logo on a certified individual’s business card, as long as the individual has completed the requirements for Certified Installer status and certification remains current.	Print the “INSTALLER” logo on an individual’s business cards for a Certified Installer Company, <i>unless</i> that individual has completed the requirements for Certified Installer status.
Include the “INSTALLER” logo on the company website, clearly indicating that the company employs a VSI Certified Installer.	Print the logo on letterhead, estimates, or invoices.
Create removable stickers or magnetic signs with the “INSTALLER” logo to put on the truck of a Certified Installer only.	Embroider the logo on work shirts, include them on yard signs, or paint the logo permanently on a company vehicle, especially if used by employees that are not certified.
Use the “INSTALLER” logo to differentiate individual employees within a company that have successfully completed the Certified Installer requirements. Place it next to their names in promotional items or describe in text: “(Company) employs XX professionals as Certified Installers through a program sponsored by the Vinyl Siding Institute.”	Use the “INSTALLER” logo in any way to imply certification of individuals who do not have a current VSI certification or an entire company (e.g. on a company website or brochure not directly related to the specific Certified Installer(s), or if the company does not maintain its Certified Installers).
	Use the “INSTALLER” logo in any way to imply membership in the Vinyl Siding Institute, Inc., nor certification of any company, installation, work performed or products used.