



Trusted Local Certification Seal Guidelines and Acceptable Uses

Certified member companies of the Association of Directory Publishers (ADP), will be granted an annual non-transferable, non-assignable, non-sublicensable, non-exclusive and revocable license to use the Trusted Local Certifications Seal defined and referenced below, subject to the following terms and conditions.

The member company may only use the Trusted Local Certification Seal obtained from ADP and will not modify or alter the Trusted Local Certification Seal in anyway. Your company may only use the Seal in strict accordance with the current version of our acceptable graphic standards referenced below. ADP reserves the right to modify these standards and guidelines at any time.

Your company agrees to use the Trusted Local Certification Seal only in connection with your business and solely to advertise and promote your company's directories, websites, products or services. You may not use or display the Trusted Local Certification Seal on your invoices, bills or shipping memos.

Your company may not use the Trusted Local Certification Seal in connection with any activity that is unlawful, libelous, defamatory, obscene or disparages ADP or in any way that infringes the intellectual property rights or other rights of any person or entity.

Your company acknowledges that ADP owns all rights regarding the Trusted Local Certification Seal and your company agrees that it will not contest the validity of our rights either during or after the Certification term. If at any time, you acquire any rights in or service marks or trademark registrations or applications for the Certification Seal or any of our service works for trademarks or domain names by operation of law or otherwise, your company will immediately and at no expense to ADP assign such rights, registration or applications to all claims, actions or demands relating to its business activities or the use of the Trusted Local Certifications Seal in connection with such activities or otherwise.

ADP may immediately suspend or terminate your company's right to use the Trusted Local Certification Seal for a violation of any of these terms and conditions, or any terms or conditions governing the provision of our services or for any other reason that we deem appropriate. Upon such suspension or termination, you shall immediately cease use of the Trusted Local Certification Seal or any similar mark, name or logo including, without limitation any name or mark containing the term "Certified by the Association of

Directory Publishers.” Or using “(Your company’s name) has earned the Association of Directory Publishers Trusted Local Publisher/Partner/Business Seal.”

ADP may audit your company to verify compliance of the usage of the Trusted Local Certification Seal. If it is determined during the audit you have not met the requirement of these terms and conditions your company must immediately cease the use of the Certification Seal until compliance has been reinstated. You agree ADP shall be entitled to an injunction to restrain you from such breach.

Your company recognizes and acknowledges that your breach of these terms and conditions will cause us irreparable harm for which monetary damages will be inadequate. You agree that ADP shall be entitled to an injunction to restrain you from such breach or threatened breach. Nothing in this section shall be construed as preventing ADP from pursuing any remedy at law or in equity for any breach or threatened breach of these terms and conditions.

Trusted Local Certification Seal

High resolution versions of the Trusted Local Certification seal are available upon request and only available for usage as specified within this document. Vinyl window clings for store or office display are also available.

Guidelines for Use

The Trusted Local Certification Seal is proprietary to the ADP and may only be used by certified member organizations. Compliance with the following guidelines is required:

- The elements of the Trusted Local Certification Seal must remain in the same proportional relationship as provided.
- Do not change the format of the Trusted Local Certification Seal.
- The Trusted Local Certification Seal is reproduced using a four-color process. Reproduce the Trusted Local Certification Seal in that four-color process on websites and external signage. External signage includes billboards, outdoor banners, building signs, and corporate vehicles. The Trusted Local Certification Seal may be reproduced in any color on certain printed materials. These materials include newspaper advertisements, directory advertisements, stationery, business cards, email signatures, fliers, brochures, newsletters, posters, tent cards and promotional items such as coffee mugs and t-shirts. A one-color version of the Trusted Local Certification Seal is available. The one-color version uses Pantone Matching System (PMS) 117.
- Do not add graphic elements or to the Trusted Local Certification Seal including other words or slogans. You may add the following sets of words below the seal: “Certified by the Association of Directory Publishers.” Or “ [Your organization’s name] has earned the Association of Directory Publishers Trusted Local Publisher/Partner/Business Seal.”

- If the Trusted Local Certification Seal is used to promote certification, it may only be used to reference services that are certified. Example: If an organization's brochure lists five websites, but only one site is accredited, the Trusted Local Seal can only be used if it is clearly stated which website is certified.
- You cannot use the Trusted Local Certification Seal on any company or subsidiary for which we have not audited and certified.
- No third parties may be referenced in accordance with the Trusted Local Certification Seal without ADP's prior written consent.
- If the company has not passed certification it cannot make any claims that they have passed certification, including placing the Trusted Local Seal on any digital or physical properties or packaging.
- If the company is no longer certified pursuant to these guidelines and in good standing with the Association as determined solely by ADP, the company may not claim that they are certified, and can no longer use the Trusted Local Certification Seal on any digital or physical properties or packaging.
- If the company has a lapse in certification, the company cannot claim continuous certification, such as "Certified since x date", where there is a lapse in that period.
- If the company is acquired, or acquires another company, or spun off, the company cannot claim that the new parent company, or new subsidiary is certified. In this event, you should contact ADP to arrange for an updated certification to cover in entirety of the new entity.
- The company may not alter the appearance of our Trusted Local Certification Seal or any other assets provided without our consent.
- The certified company may not alter or amend any quotes or written content we provide without ADP's consent.

Once certified, ADP encourages you to:

- Display the Trusted Local Certification Seal proudly on your website.
- Hot-link your use of certification to the ADP site (www.adp.org).
- Use the Trusted Local Certification Seal on materials.
- Use the Trusted Local Certification Seal when advertising your products or services, including TV commercials, print or online ads, and social media campaigns.
- Discuss it in television and radio interviews.
- Use the Trusted Local Certification Seal to explain its use, as long as there will not be confusion with the Trusted Local Certification Seal.

- Tell your colleagues, and ask, “Is your company ADP certified? Ours is!”
- To ask ADP to provide quotes and statements to the media or for your own marketing purposes.
- Ask ADP to participate in interviews concerning your company.
- Scale our Trusted Local Certification Seal for size to fit on materials, but must not clip off or remove any portion of the Trusted Local Certification Seal.

If you have questions regarding the use of the Trusted Local Certification Seal, please contact Cindi Aldrich at 800.267.9002 or info@adp.org.