



Professional Practice Guidelines for Advertising and Use of the PGO Identification and Logo

Version 2.0

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The *Professional Geoscientists Act, 2000* and the regulations and by-laws under the Act place requirements on all members and C of A holders in connection with both the practice of geoscience and representation with respect to the practice of geoscience.

Advertising

Section 3.1 and 3.2 of the Act states that a geoscientist shall not practice professional geoscience or represent that he or she may practice, without being licensed to do so.

Section 4.1 states likewise that the same applies to a corporation, partnership or other entity.

Thus only those individuals who are registered as a P.Geo. or only those corporations, partnerships, or other entities holding a current Certificate of Authorization, in accordance with the *Professional Geoscientists Act, 2000*, are permitted to advertise services as “Geoscience” or “Professional Geoscience” or “Geoscientists” or “Professional Geoscientists” in Ontario. The same applies to the use in advertising of the range of other words used to describe the various disciplines of the geosciences such as but not limited to “geological”, “geophysical”, “hydrogeological”, “mineralogical” etc.

Members and Certificate of Authorization holders are also bound by Ontario Regulation 60/01 - Code of Ethics, Section 11 which states:

“A professional geoscientist shall represent qualifications and competence and advertise professional services only by presenting facts and without exaggeration.”

The following are guidelines that Members and Certificate of Authorization holders should adhere to in all advertising for professional services:

- Avoid claiming a greater degree or extent of responsibility for a project or projects than is the case in fact;
- Remember to give appropriate indications of cooperation by associated firms or individuals involved in specified projects;
- Take care not to denigrate or belittle another professional, their firm or projects;
- Do not exaggerate claims as to the performance of a project or service; and
- Do not illustrate portions of the project for which the advertiser has no responsibility, without appropriate disclaimer, thus implying greater responsibility than is in fact the case.

Guidelines for use of the PGO identification and Logo in Advertising

Professional Geoscientists Ontario (PGO) has developed a program to help C of A holders promote their affiliation with the association and their special status as a provider of professional geoscience services to the public.

As part of the program, C of A holders are encouraged to display the official PGO logo on their letter head, on flyers and in other advertising and print material.

To ensure recognition of the logo, it is important that it is presented correctly. Below are a series of guidelines for usage. Examples are provided for your convenience.

The Official Logo

C of A holders may use the PGO logo in advertising, brochures, flyers and other printed materials, subject to the following guidelines:

1. Reproduction is permitted only from original, official reproduction material supplied by PGO. [Click here](#) to request copies of the logo, please specify format required.
2. The complete logo and, where applicable, the signature, Professional Geoscientists Ontario, must be displayed.
3. The logo should appear in a size that is smaller than that used for your firm's corporate identification. The minimum size at which the logo can be used features the signature in 8 pr type.
4. The logo is not to be used on your firm's business cards. Instead the designation P.Geo. should be displayed, separated by a comma from the member's name.
5. The logo should be printed in teal, black, or black with the teal highlight as displayed on pg. 4.
6. Logo placement should follow the clear spacing requirements highlighted on pg. 5.

PGO PRIMARY IDENTITY



PGO LOGO WITHOUT SIGNATURE



The logo without the signature, “Professional Geoscientists Ontario” may be used in your material as long as it adheres to the requirements listed above and on the following pages.

CLEAR SPACE REQUIREMENTS

The following are the clear space requirements to be adhered to when the identity is displayed:

Always keep other artwork and text out of the area of isolation or clear surrounding space, “X”. Also, use this measurement as a guide for how close the logo can come to the edge of the page/live area.



The minimum required clear space is based on “X”. Nothing should fall within this area and the logo should have at least this much distance from the edge of a page/live area.

PRIMARY COLOUR SPECIFICATIONS



Black

CMYK - C: 62, M: 1, Y: 88, K: 1

RGB - R: 88, G: 182, B: 77

Web Hex: #58b64d



Teal

CMYK - C: 81, M: 24, Y: 25, K: 11

RGB - R: 37, G: 128, B: 145

Web Hex: #258091

AUTHORIZATION STATEMENT

“Authorized by Professional Geoscientists Ontario to offer professional geoscience services.”

When sufficient space is available, this qualifying statement should accompany the PGO logo in your promotional and business materials, subject to the following guidelines:

1. The statement may be set in any type style that is compatible with your firm’s identification.
2. The size of type used for the statement should be smaller than that used for your firm’s identification.
3. Where practical, the statement should be positioned at the base of the page, to the right or below the PGO logo.
4. If desired, the authorization statement may be used independently of the PGO logo. It may be used on business cards, if desired.



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