



**TRADEMARK
USAGE
GUIDELINES**

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Our Mission

Aesthetic laser technology is one of the most powerful tools in modern personal care, and the professionals who operate it well have invested in training and capital to do so responsibly. The problem is that consumers can't always tell. A careful facility or operator and a careless one can present identically to the public.

The American Laser Safety Authority exists to fix that. The Authority is a certifying body for aesthetic laser facilities and operators in the United States, and certifies those that meet the Laser Safe Certified Standards. Displaying the LASER SAFE CERTIFIED mark or seal (the "Marks") is how a Certified Operator or Facility shows the public what sets them apart.

This guide helps Certified Operators and Certified Facilities display the Marks consistently, so they carry the same weight everywhere they appear.

Not yet certified? Apply at:
www.apply.lasersafecertified.com





The Marks

The Marks. The Marks are the words “LASER SAFE CERTIFIED” and the following seal (the “Seal”):



Mark Issuance. American Laser Safety Authority will issue the Seal in files and certification package after the successful application, granting (or conditional granting) of a certification, and execution of a Certification Agreement. The following file types are available: SVG, JPEG, and PDF. Other file types are available upon request.

This Guide. This Guide is to protect the integrity of the Marks and to ensure that, when a consumer sees the Marks displayed by a Certified Operator or Facility, the consumer can rely on the Marks as consistent and accurate indicators of certification status.

Unauthorized Uses. Unauthorized use of any of these Marks constitutes trademark infringement. The Authority actively monitors the marketplace and will enforce its trademark rights against unauthorized users.



General Use Guidelines

Who may use the Marks. Only operators and facilities that have applied for certification, been issued a granted certification (including conditional certifications), and are bound by the Certification Agreement may display or otherwise use the Marks. The right to use the Marks is granted under the Certification Agreement and may be terminated upon expiration, suspension, revocation, or lapse of certification.

Where the Marks may be displayed. A Certified Operator or Facility may display the Marks in the following contexts:

- Print and digital marketing materials, including websites, online advertisements, social media posts (Instagram, Facebook, TikTok, X, LinkedIn, and equivalents), email marketing (including within signatures for regular email communications), business cards, brochures, and printed advertisements. The Marks may be provided by a Certified Operator or Facility to its respective marketing agencies, marketing firms, marketing consultants, influencers, and/or brand ambassadors, pursuant to the Certification Agreement;
- On the entry door of a Certified Facility and on the door of any treatment area or treatment room within a Certified Facility;
- On the entry door to a Certified Operator's workspace or on the door of any treatment area a Certified Operator maintains;
- On interior signage at a point of sale, reception, point of consultation, or within a treatment room within a Certified Facility or within a treatment area a Certified Operator maintains;
- On the exterior of mobile treatment vehicles operated by a Certified Operator;
- On the exterior of fleet vehicles operated by a Certified Facility; and
- In the printed or online biography of a Certified Operator or Certified Facility, including profile pages on third-party platforms such as booking platforms, professional directories, social media sites, review sites.



General Use Guidelines

When Using the Marks - Verbal and Textual Claims. A Certified Operator or Facility may state, in writing or verbally, that it is “LASER SAFE CERTIFIED,” and, in writing, may use any font family desired to display text only.

When Using the Marks - the Seal. When using the Seal, a Certified Operator or Facility must use a file provided to the Certified Operator or Facility at the aspect ratio provided to the Certified Operator or Facility. Modifications thereto are not permitted. No other logos, designs, seals, or usage of the words “LASER SAFE CERTIFIED” within a logo, design, or seal is permitted.

Permissible accompanying text. Where supplemental text accompanies the Marks, the following are pre-approved:

- "Verify our certification at www.lasersafecertified.com"
- "Certified by the American Laser Safety Authority"

The Marks must not appear alongside any text that overstates the meaning of certification, contradicts the Authority's published Standards, or implies endorsement of a specific procedure, outcome, device, or operator.

Hierarchy within Branding. The Marks identify a credentialing relationship between the Certified Operator or Facility and the Authority. As such, the Marks should be visibly subordinate to the Certified Operator's or Facility's own name or branding in any material on which both appear. The Marks may not be incorporated into the Certified Operator's or Facility's business name, product name, service name, service descriptions (*e.g.*, this procedure is LASER SAFE CERTIFIED), logo, domain name, or social media handle, and may not be positioned such that it appears to function as the Certified Operator's or Facility's own brand.



Standard Versions and Color Palette

The Seal is issued in two approved color treatments. No other color treatments are permitted without prior approval from the Authority, as described in more detail, below.



Standard — Black. CMYK 0/0/0/100.
HEX #000000. For use on light backgrounds where black-and-white reproduction is preferred or required.



Standard — White. CMYK 0/0/0/0.
HEX #FFFFFF. For use on dark or photographic backgrounds.

Additional variations. Beyond the standard black and standard white treatments, the Authority may issue additional variations of the Seal, including metallic treatments (such as silver and gold) and other colored versions, upon special request. Any such variation is provided at the sole discretion of the Authority and pursuant to the Certification Agreement. A Certified Operator or Facility may not create, recolor, or otherwise produce any variation of the Marks or Seal on its own; only variations issued directly by the Authority are authorized for use, and each remains subject to all other requirements of this Guide.



Incorrect Uses

Below are examples of how **NOT** to represent the Seal. This is not a complete list of examples.



A. Don't use gradients, drop shadows, or glow effects



B. Don't use colors that are not approved



C. Don't use a low resolution or low quality version of the Seal



D. Do not squish, stretch, or rotate



E. Do not use a decorative border



F. Do not use only part of the Seal



Closing

Thank you for representing the LASER SAFE CERTIFIED Marks with the care they require. Every time the Seal and Marks appear correctly, they strengthen what they mean for the next consumer who sees them.



Reporting misuse. The Authority relies on the public, and on its Certified Operators and Certified Facilities, to help protect the integrity of the Marks. Anyone who observes the LASER SAFE CERTIFIED Marks being displayed by a party they believe is not certified, or used in a manner inconsistent with this Guide, may report it at www.complaints.lasersafecertified.com. Reports may be submitted by consumers, employees, competitors, regulators, or any member of the public.