

## **Geoscientists Nova Scotia (APGNS) Professional Practice Guidelines for Use of the Association Identification and Logo by Certificate of Authorization Holders**

The *Geoscience Profession Act* and by-laws of the Association mandate the requirements for all registrants (members, members-in-training, licensees and Certificate of Authorization holders) with respect to the practice of geoscience and representation with respect to the practice of geoscience.

### **Advertising**

The Act provides “*license to practice*” and “*right to title*”. A geoscientist is not permitted practice (i.e., offer, undertake or provide) geoscience services or represent that he or she may practice geoscience, unless they are licensed by the Association. The legislation also applies to a sole proprietor, corporation, partnership or other entity. Therefore, only those individuals who are registered as a P.Geo or only those corporations, partnerships, or other entities holding a current Certificate of Authorization, are permitted to advertise individuals or services under the designation or heading of “Geology”, or “Geophysics”, or “Environmental Geoscience”, or “Geoscience” or “Professional Geoscience” or “Geologist” or “Geoscientists” or “Professional Geoscientists” or any other designation that would imply that they are licensed to offer, undertake or provide geoscience services in Nova Scotia.

The same applies to the use in advertising of the range of other words which may be used to describe the various disciplines of geoscience or range of activities such as but not limited to “geological”, “geophysical”, “hydrogeological”, “mineralogical”, etc. Registrants, (i.e., members, licensees and Certificate of Authorization holders) are bound by the APGNS Code of Ethics, which states:

***“Professional Geoscientists shall, offer services, advise on, or undertake geoscience assignments only in areas of their competence and practice in a careful and diligent manner.”***

It is implicit in the interpretation of the Code of Ethics that the professional geoscientist shall appropriately represent their qualifications, competence and shall only advertise professional services by presenting facts and without exaggeration.

The following are guidelines that Registrants (i.e., members, licensees 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; do not exaggerate claims as to the performance of a project or service;
- remember to give appropriate indications and recognition of the cooperation by associated firms or individuals who were involved in specified projects;
- take care not to denigrate or belittle another professional, their firm or their projects; 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 APGNS Logo and Authorization in Advertising**

The Association of Professional Geoscientists of Nova Scotia (APGNS; Geoscientists Nova Scotia) has developed a program to assist Certificate of Authorization holders to promote their affiliation with the Association and their special status as a registered and authorized provider of professional geoscience services to the public.

This program is available to Certificate of Authorization holders, on submitting a written request to the Registrar and approval.

The registered, official name of the Association is Association of Professional Geoscientists of Nova Scotia. It may be abbreviated as APGNS. The business or brand name of the Association is Geoscientists Nova Scotia. It may not be abbreviated.

Under the APGNS program, Certificate of Authorization holders are encouraged to display the APGNS logo or brand name on their letterhead, on flyers and in other advertising and/or print material(s). To ensure recognition of the logo, it is important that it is presented correctly, so, for reference, a series of guidelines and examples of usage are provided below.

**Please note that if questions arise or if clarification is required to ensure that the use of the Association logo or brand name meets the requirements of the Association or is approved by the Association, please contact the Registrar. To ensure compliance, the Certificate holder may submit the proof of the logo to the Registrar for approval.**

Certificate of Authorization holders may use the APGNS logo on corporate letterhead, in advertising or promotional brochures, flyers and other printed materials, subject to the following guidelines:

1. reproduction is permitted only from the original, official reproduction material supplied by APGNS;
2. the complete logo and the signature (authorization statement) of APGNS must be displayed;
3. the logo should be presented in a size that is similar or smaller in size than that used for the firm's corporate identification / logo; the minimum size at which the authorization statement can be presented is 8 point font or type;
4. it is not permitted to use the APGNS logo as part of the firm's business cards;
5. the logo may be printed in colour, specifically the blue and brown highlight tint as supplied by APGNS (see below), or in greyscale as supplied by APGNS (see below);
6. a space equal to twice the width of the letter "G" in APGNS should surround the logo on all sides to separate it from other elements;
7. generally, the logo should be positioned at the base of the page that features the firm's identification as shown below; the logo must be accompanied with the statement:

***"Authorized by the Association of Professional Geoscientists of Nova Scotia to offer professional geoscience services in Nova Scotia."***

This qualifying statement should accompany the APGNS logo in letterhead and promotional materials subject to the following guidelines:

- the statement may be set in any type style that is compatible with the firm's identification;
- the size of the type style should be smaller than that used for the firm's identification, but at least 8 point type font;
- the authorization statement should be placed at the bottom of the page, below or to the right of the APGNS logo;
- the authorization statement may be presented independently of the APGNS logo;
- the authorization statement may be used on the firm's business cards.

### Examples of the use of the APGNS Logo and Authorization

1.)



*Authorized by the Association of Professional Geoscientists of Nova Scotia to offer professional geoscience services in Nova Scotia.*

2.)



*Authorized by the Association of Professional Geoscientists of Nova Scotia to offer professional geoscience services in Nova Scotia.*