



# Trademark Use and Brand Guidelines for Contractors Enrolled in a GAF Residential Roofing Contractor Certification Program

These Trademark Use and Brand Guidelines (“Guidelines”) apply to contractors enrolled in a residential roofing contractor certification program (“Program”) offered by GAF Materials LLC or GAF Canada ULC (collectively, “GAF,” “we,” “our,” or “us”) and are a part of the agreement between GAF and you with respect to your participation in such Program (“Agreement”). Your use of GAF trademarks, service marks, certification marks, badges, logos, and other designations, identified herein or otherwise identified by GAF, whether registered or not, (collectively, the “GAF Marks”) must comply with these Guidelines, which we may update from time to time by posting an updated version to [gaf.com/Brand-Guidelines](http://gaf.com/Brand-Guidelines) and any other instructions and conditions that GAF may provide to you regarding the GAF Marks.

As a valued member of the Program, we give you access to a variety of free GAF-branded marketing materials, such as brochures and sell sheets, to help you educate your customers about GAF products, services, and contractor certifications. We also offer paid co-branded marketing materials, such as business cards, folders, and lawn signs, that you can customize with your own company name or logo. To view available materials, log in to the **GAF Partner Portal** and click on the link for the **GAF Online Store** or visit [gaf.com](http://gaf.com) to download GAF brochures and sell sheets.

You may also create your own advertising and marketing materials to identify your Certification(s), and advertise, promote, and sell GAF products and services that you offer in your Designated Territory so long as the information that you provide is truthful, accurate, and not misleading, and your use of GAF Marks complies with these Guidelines and the other terms of the Agreement, including, without limitation, the Program Guidelines referenced in, and incorporated into, the Agreement.

To access appropriate contractor certification logos and documents, log in to the **GAF Partner Portal** and go to the **GAF Marketing Documents** section of the **Document Library**.

If you have questions about the proper use of GAF Marks, please contact [ccp@gaf.com](mailto:ccp@gaf.com).

## 1. GAF MARKS

### A. Contractor Certification Marks

Certification Word Marks	Certification Logos
GAF Master Elite® Contractor	
GAF Certified Plus™	
GAF Certified™ Contractor	

- Only use Contractor Certification Marks that correspond to your current Certification level.
- Only use Contractor Certification Marks in materials that also include your company name and/or logo.
- Don't use Contractor Certification Marks more prominently than your own company name or logo.
- Your company name and/or logo should be at least two (2) times the size of the Contractor Certification Logo.
- Unless otherwise indicated, include the following disclosure when you use a Contractor Certification Mark: *Contractors enrolled in GAF certification programs are not employees or agents of GAF, and GAF does not control or otherwise supervise these independent businesses. Contractors may receive benefits, such as loyalty rewards points and discounts on marketing tools from GAF for participating in the program.*
- You must keep sufficient clear space around the Contractor Certification Logo so it appears separate from your company name and/or logo and other graphical or textual elements.
- Always provide truthful and accurate information about your Certification. Refer to Section V of the Residential Program Guidelines (available at [gaf.com/Residential-Program-Guidelines](http://gaf.com/Residential-Program-Guidelines)) for advertising claims that you are authorized to make about your Certification.





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## B. GAF Enhanced Warranty Marks

	<b>GAF Certified™, GAF Certified Plus™ &amp; GAF Master Elite® Contractors</b>	<b>GAF Certified Plus™ &amp; GAF Master Elite® Contractors</b>	<b>GAF Master Elite® Contractors</b>
<b>Enhanced Warranty Word Mark</b>	<b>System Plus Limited Warranty</b>	<b>Silver Pledge™ Limited Warranty</b>	<b>Golden Pledge® Limited Warranty</b>
<b>Enhanced Warranty Logo</b>	 <a href="#">SEE DETAILS</a>	 <a href="#">SEE DETAILS</a>	 <a href="#">SEE DETAILS</a>

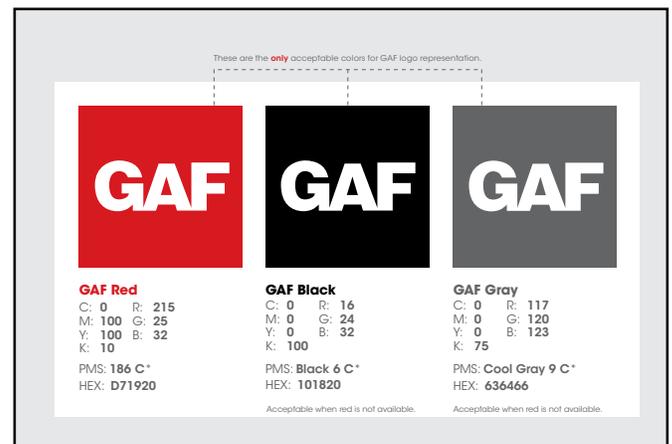
- Only use Enhanced Warranty Marks for enhanced warranties that you are authorized to offer based on your Certification level.
- Only use Enhanced Warranty Marks in materials that include your company name and Certification level.
- Always provide truthful and accurate information about GAF enhanced warranties as described in the Program Guidelines available at [gaf.com/Residential-Program-Guidelines](http://gaf.com/Residential-Program-Guidelines).

## C. GAF Product and Service Marks

- You may use GAF product and service marks to identify the GAF products and services that you offer.
- When promoting GAF products and services that you offer in materials that you create, include your company name and/or logo and the Contractor Certification Mark that corresponds to your Certification level.
- Always provide truthful and accurate information about GAF products and services. Refer to GAF materials made available to you through the **GAF Partner Portal** or on [gaf.com](http://gaf.com) for information and claims about GAF products and services.

## D. GAF Logo

- You may use the GAF Logo in an area of your website or marketing materials dedicated to identifying the brands that you install.
- Your company name and/or logo should be at least two (2) times the size of the GAF Logo.
- The GAF Logo should be equally as prominent as any other third-party logo that you use to identify brands that you install.
- Maintain a clear space at least as wide as the GAF "F" around all sides of the logo for type.
- Our logo and the GAF Square are, whenever possible, presented in GAF Red.
- In rare instances (e.g., two-color printing) you may need to use a variation including GAF Black or GAF Gray.
- When placing the GAF logo on a red background, use the approved logo with white frame.
- Below are the three acceptable color variations of the GAF Logo:





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## 2. GAF MARKS NOT AUTHORIZED FOR USE

### A. We protect what matters most

- You may not use the GAF tagline or any confusingly similar tagline in any form.

### B. GAF Legacy Marks

- Only use current GAF Marks and discontinue use of all marks that are not made available to you through the GAF Partner Portal.

Below is a non-exhaustive list of marks that you should no longer use:

GAF-ELK	
GAF Master Elite® Weather Stopper® Roofing Contractor	
Weather Stopper® Roofing System	
Timberline HD®	
Timberline UHD®	

## 3. GENERAL RULES FOR THE USE OF GAF WORD MARKS

### When using word marks:

- Always use the word mark as an adjective followed by a generic noun:
  - Correct:** We install GAF Timberline HDZ® Shingles
  - Incorrect:** We install GAF Timberline HDZ®
- Always use the word mark exactly as it appears on the GAF trademark list available at [gaf.com/Brand-Guidelines](http://gaf.com/Brand-Guidelines).
- Always use the appropriate trademark symbol on the most prominent use of the word mark or, if no use is prominent, the first time the mark is used in the material. Refer to the GAF trademark list at [gaf.com/Brand-Guidelines](http://gaf.com/Brand-Guidelines).

- Whenever possible, include the following trademark attribution statement: [Insert the GAF Marks you use in alphabetical order] are either registered trademarks or trademarks of BMIC LLC in the United States and/or other countries.
- Never use a word mark in the possessive or plural form.
  - Correct:** Timberline HDZ® Shingles have impressive new features.
  - Incorrect:** Timberline HDZ®'s new features are impressive.
- Never use a word mark in a manner that suggests your company is affiliated with, sponsored by, or endorsed by GAF.

## 4. GENERAL RULES FOR THE USE OF GAF LOGOS

### When using logos and badges ("Logos"):

- Only use Logos provided to you through the GAF Partner Portal or by the GAF Brand Team. Never create your own versions of our Logos or cut and paste from Google, the GAF website, or other online sources.
- Do not use Logos in text.
- Do not modify or alter Logos in any way, such as by changing the design, color, or combining with any other words or logos.
- Never use a Logo in any manner that suggests your company is affiliated with, sponsored by, or endorsed by GAF.
- Whenever possible, include the following trademark attribution statement: [Insert the GAF Marks you use in alphabetical order] are either registered trademarks or trademarks of BMIC LLC in the United States and/or other countries.





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## 5. EXAMPLES

### Business cards

- Always include the words "Independent Contractor" under your contact information.



### Folders



### Lawn signs — Always include the words Independent Contractor.

