

Commonwealth of Massachusetts  
Department of Labor Standards (DLS)

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Lead-safe Renovation Contractor  
Logo Use Guidelines  
454 CMR 22.00  
*Deleading and Lead-safe Renovation Regulations*

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**What is the Lead-Safe Renovation Contractor Logo?**

The Lead-safe Renovation Contractor (“LSRC”) Logo identifies a contractor as a person, firm, corporation, or other business entity who or which is licensed in accordance with 454 CMR 22.00, *Deleading and Lead-safe Renovation Regulations*.

**What are the guidelines for using the logo?**

The logo must be reproduced so that all of its components are legible and must include your LSRC License number. The logo must not be altered or distorted in any way. Simply copy the image in the PNG file and paste it onto whatever media you want to display the logo on. Size it according to your needs, add your license number underneath the logo, and you’re done.

Display the logo as follows:



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**You MAY --**

- Use the logo to identify your firm as a licensed Lead-safe Renovation Contractor. Businesses or individuals that are not a licensed LSRC are prohibited from using the logo.
- Use the logo in brochures, advertisements, web sites, proposals, bills, signs, uniforms, vehicles and other materials promoting or identifying your business.
- Use the logo on documents or other materials in black and white or color.

## **You MAY NOT --**

- Use the logo if your firm is not currently licensed by DLS as a Lead-safe Renovation Contractor.
- Use the logo if your license has expired.
- Use the logo in any manner that would imply DLS endorsement of a company, its products or services.
- Reduce the logo to a size smaller than one inch wide by 0.687 inches.
- Allow a firm that is not licensed as an LSRC (including your subcontractors) to use or display the logo.

DLS will monitor the use of all logos. If necessary, DLS will address failure to comply with these logo guidelines and report the misuse of the logo to the Massachusetts Attorney General's Office for possible enforcement action. To report a non-compliant use of the logo, please contact DLS at 617-626-6960.

DLS will e-mail your custom logo and accompanying information to the e-mail address listed on your LSRC application.

For further questions regarding your DLS Lead-safe Renovation Contractor logo, please send an email to [brian.wong@state.ma.us](mailto:brian.wong@state.ma.us). In your email please include your DLS LSRC license number, business name, and mailing address.

### **Information for Training Providers**

DLS licensed Lead Training Providers may use the logo on their site and marketing materials provided it does not include a license number. They may not distribute or provide a downloadable version of the logo. Training providers may inform students that only licensed Renovation Contractors will be provided a customized logo exclusively for their use to advertise their businesses once their firm has been licensed by DLS. Training providers may distribute the logo only to instructors employed with the licensed training provider. Training providers may NOT distribute the logo to unaffiliated entities. Upon request, DLS will provide to licensed training providers the logo for their use. Requests can be made to DLS at 617-626-6960.

Authorized instructors may use the logo as described in the above paragraph, but only under the name of the licensed training provider for whom they are employed. No instructor may use the logo in any manner except under the name and authority of their licensed training provider.

### **Information for Press and Marketing Entities**

Press and other marketing entities may use the logo on their site and marketing materials provided it does not include a license number. They may NOT:

- Distribute or provide a downloadable version of the logo.
- Indicate association, endorsement or approval from DLS.
- Imply lead-safe certification from DLS, EPA or any EPA-authorized state.

Upon request, DLS will provide the logo for use.

Contact us with any questions or to report a problem at (617) 626-6960 or [www.mass.gov/leadsafe](http://www.mass.gov/leadsafe).