

Esri® Technical Certification

Digital Badge Usage Guidelines 2023



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For Questions and More Information

If you have questions about using Esri Technical Certification badges, would like to report misuse, or need assistance with anything, please contact us by submitting our [contact form](#).

Introduction

Congratulations on earning an Esri® Technical Certification. Achieving an Esri Technical Certification can help you benchmark your skills against those of your peers; demonstrate your level of expertise to management, potential employers, and clients; and differentiate yourself in an increasingly competitive marketplace.

Leverage the distinction you've earned by doing the following:

- Adding the Esri Technical Certification badge to your business card and letterhead
- Including the Esri Technical Certification badge in your profile on your organization's website
- Updating your profile on professional and social media sites
- Inserting the Esri Technical Certification badge into your bio for inclusion in new business proposals

The following badge usage guidelines define how you may and may not use Esri Technical Certification digital badges.

Credly

Credly is the vendor that provides digital badges to individuals who have earned Esri Technical Certification. When you pass an Esri Certification exam, Credly will send you an email prompting you to accept your badge. It is important to make sure you have a Credly account. Create an account at credly.com/users/sign_in.

Authorization

To protect the value of the Esri Technical Certification program, only individuals who've received confirmation of passing a certification examination will receive a badge that will designate them as Esri certified. Certification is awarded to individuals, not to companies, organizations, workgroups, or departments. Therefore, the badge must be clearly associated with an individual. It should not be used in a way that implies that a company or organization has achieved Esri Technical Certification.

In addition to adherence to these guidelines, all terms of the Esri Technical Certification Agreement, which all individuals agree to and digitally acknowledge prior to taking an examination, must be met when using the Esri Technical Certification badge. You can also refer to the Esri Technical Certification website at esri.com/certification, where you can find program information.

Esri Technical Certification Artwork

You can access badges you've received on [Credly.com](https://www.credly.com). The following general use guidelines also apply:

- Except for size, the badge should not be changed. Color, proportion and aspect ratio, and typeface must not be altered.
- Type within the badge may not be translated or localized into other languages.
- The badge may not be used as a design feature or integrated into other design features or artwork.
- The badge must be used in association with the name of the individual who's achieved Esri certification.
- The size of the badge must not appear larger or be more prominent than the logo of the company a certified individual works for.



Esri Technical Certification Artwork

Black and White

Badges may be reproduced in black and white (one color). The domain field, which appears as blue, green, or orange in color versions, should always be the most dominant color.



Spacing

Badges may not be combined with any other artwork or text. To prevent encroachment, space between the badge and any other element must be equal to or exceed the height of the word "esri" within the emblem.



Aspect Ratio

Esri Technical Certification badges should not be distorted to fit a specific space. The aspect ratio must be preserved when resizing the badge.



Reversed

The Esri Technical Certification badges may not be placed on a dark background without a white edge surrounding the emblem to distinguish it from the background.



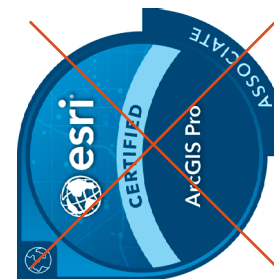
Size

The badge must be readable. Therefore, the smallest size at which it should be reproduced is 0.5" x 0.499".



Orientation

Badges must always be placed so that text reads horizontally. The badge may not be turned on its side.



Certification Guidelines and Examples

I hold the Esri ArcGIS Pro Associate certification.

Written

You may include your certification in your written signature as follows:

Anne Sample
Vice President

Esri Certified Enterprise
Geodata Management Professional

To describe your level of certification rather than represent it visually with the badge, you can express it as follows:

In 2022, I earned the distinction of Esri Certified ArcGIS Pro Professional.

Trevor Sample holds the Esri ArcGIS Developer Foundation certification and will be part of the project team.

Visual

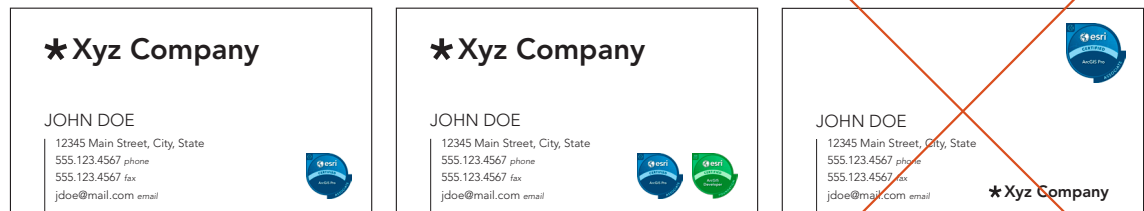
For the Esri Technical Certification that you've achieved, you may use only the digital badge that Credly and Esri have provided to you.



Business Card

We recommend including the Esri Technical Certification badge on business cards when space permits.

- There is no preferred placement location on the card, since the space available depends on your card design. The badge may appear on the back of the card only when other text or design elements also appear on the back.
- The Esri Technical Certification badge should not be larger than your company logo.



Certification Guidelines and Examples

Letterhead

The Esri Technical Certification badge may be used on letterhead only when the name of the individual who achieved certification also appears on the letterhead. The letterhead and must not imply that a company is Esri certified.

January 1, 2011

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Single Certification

January 1, 2011

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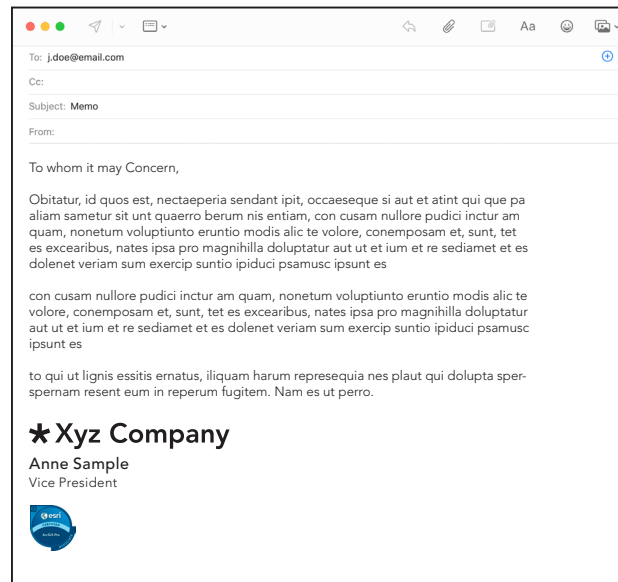
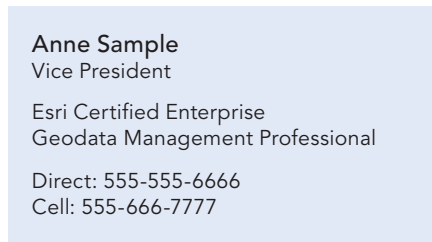
Multiple Certification

Certification Guidelines and Examples

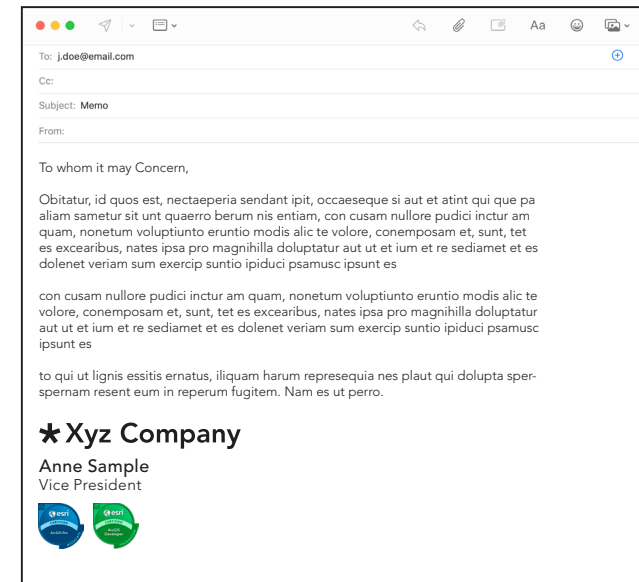
Email Signature

The recommended means of representing Esri Technical Certification in an email signature is by including the badge. The badge may be used in tandem with a company logo—provided that this is approved within your company guidelines—or without a company logo. In both situations, the badge is to appear after your signature.

If your company guidelines don't allow inclusion of the certification badge in your email signature, you may indicate your certification as seen in the example below:



Single Certification



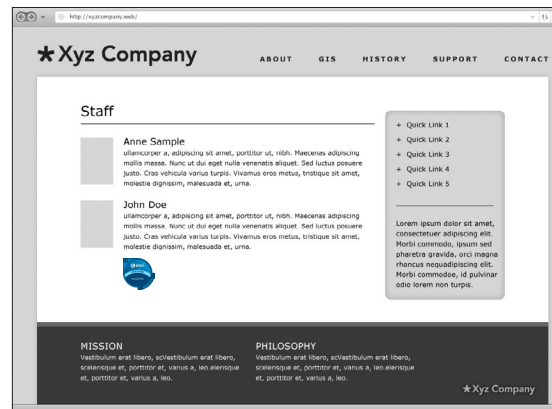
Multiple Certifications

Certification Guidelines and Examples

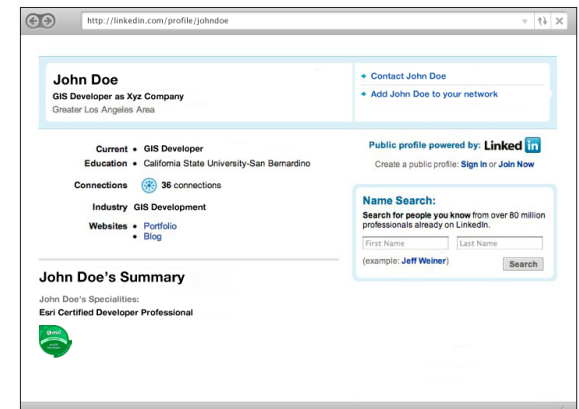
Website

You may include an Esri Technical Certification badge on your website as long as it is very clearly associated with you as a certified individual and does not imply that your company or organization has achieved Esri certification.

- There is no preferred placement location on the page, since each web page has a different design and layout.
- The Esri Technical Certification badge should not be larger or placed more prominently than your company logo.

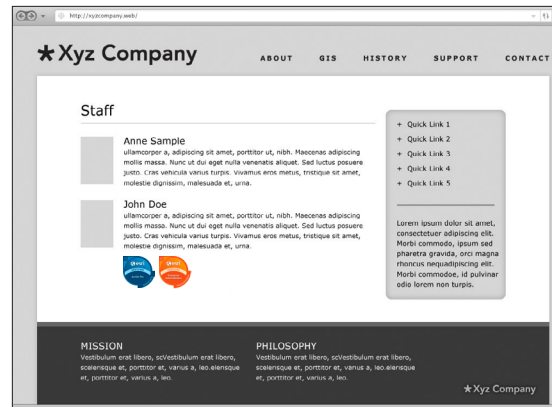


Single Certification

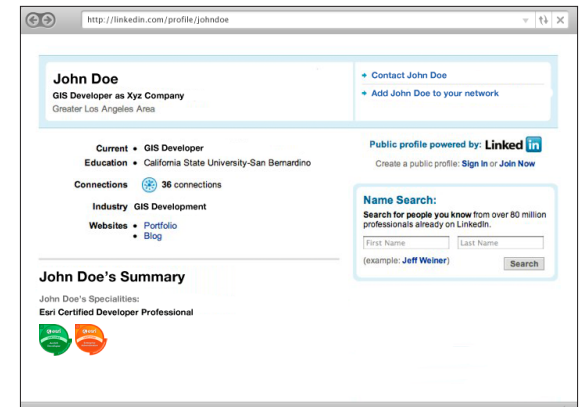


Social Media

You may enhance your profile on social media sites to include your Esri Technical Certification name and/or the badge.



Multiple Certifications



Certification Guidelines and Examples

Marketing Materials

On company marketing materials, the Esri Technical Certification badge may be used to denote certification of an individual, but it must not imply that a company or organization has achieved Esri Technical Certification.

Single Certification

★ Xyz Company

About Xyz Company

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Our Management



Mr. Manager

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Anne Sample

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John Doe

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Multiple Certifications

Our Management



Mr. Manager

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Anne Sample

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John Doe

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Certification Guidelines and Examples

Presentations

When making presentations, you may use the Esri Technical Certification badge to establish your credentials.



Single Certification

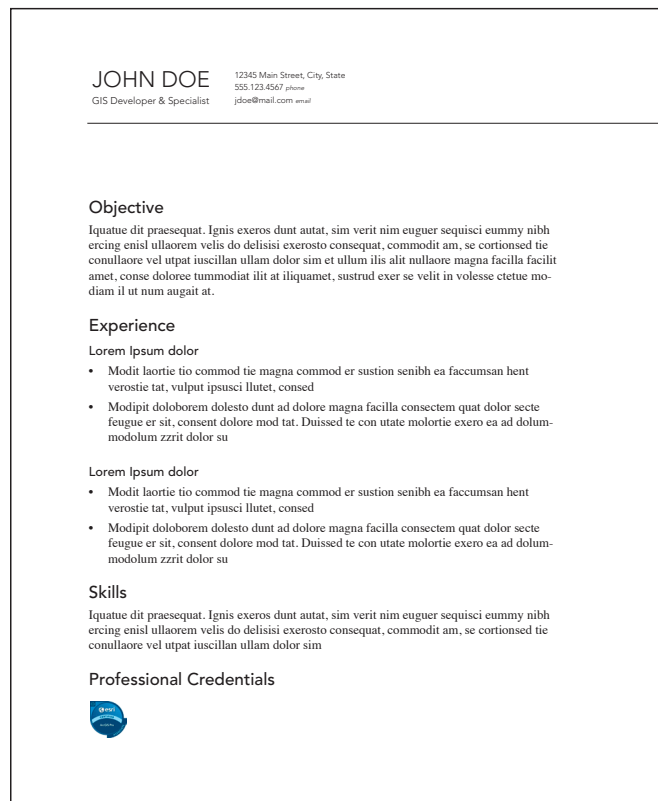


Multiple Certifications

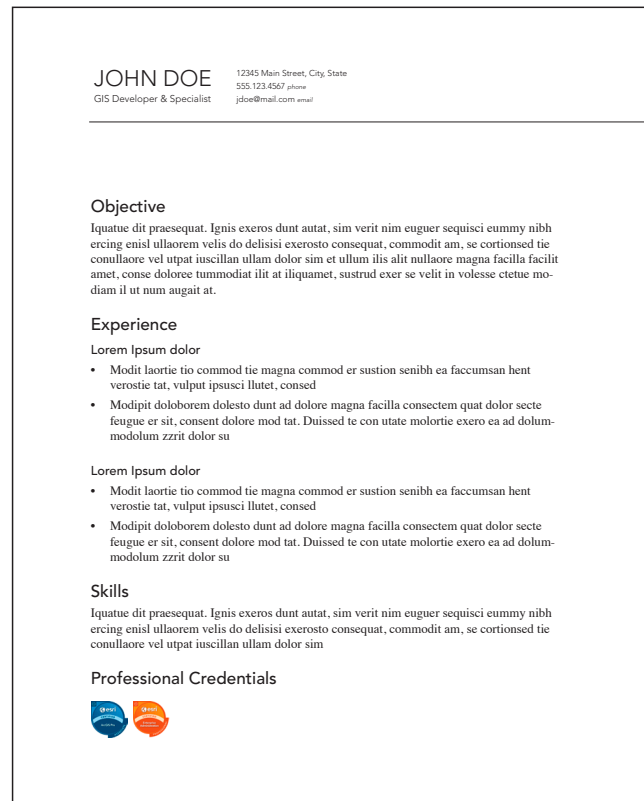
Certification Guidelines and Examples

Résumés

You can include the badge for your certification on your résumé.
Badges may be positioned at the bottom or within a section listing your professional credentials.



Single Certification



Multiple Certifications

