Statement on American College of Trial Lawyers Logo Use

The College's Logo is trademarked and cannot be used without permission. The College will vigorously protect its intellectual property rights to the Logo.

Individual Fellows may identify themselves as Fellows and use the Logo on their individual website pages if the page is dedicated solely to the Fellow and not to any other persons in the Fellow's firm; the Logo cannot be used on other website pages of the Fellow's firm, nor may the Logo be used in any way that could be construed as an endorsement by the College of a firm.

To maintain the integrity of the Logo, Fellows who wish to use it should request an official copy from the National Office rather than making a copy from the College's website or some other source. The Logo should be used in its entirety and not be altered in any way, including color, element, and type.

The Logo is for use exclusively by Fellows and should not imply endorsement of a Fellow's partners or firm, nor should it be used in any way that suggests that the College endorses a particular event or cause.

The Logo may be used on a Fellow's individual webpage; but it should not appear on or be linked to other pages on the firm's website.

The Logo may be used as part of an individual Fellow's e-mail signature, or on a personal Facebook or LinkedIn profile where it is clear that the Logo applies to the individual and not generally to the individual's partners or firm; but it should not be used on firm letterhead, business cards, or marketing materials, whether print or digital (except where such marketing materials include a dedicated entry for the individual Fellow), or other materials where it is ambiguous as to whom the Logo applies.

Even where it is clear that the Logo applies to the individual, it should not be used where it could be construed that the College endorses particular events or causes, unless approved in advance by the National Office.

Any questions regarding use of the College logo can be addressed to the National Office.