

Advertising

Section 75 of Ontario Regulation 941 states:

“A Member or holder of a temporary licence, a provisional licence, a limited licence or a certificate of authorization may advertise only,

- (a) in a professional and dignified manner;*
- (b) in a factual manner without exaggeration;*
- (c) in a manner that does not directly or indirectly criticize a Member or holder or an employer of a Member or holder; and*
- (d) without reference to or use of the professional seal of the Member or holder or the seal of the Association. R.R.O. 1990, Reg. 941, s.75; O.Reg. 13/03, s.20.”*

Advertising may be considered inappropriate if it:

- claims a greater degree or extent of responsibility for a specified project or projects than is in fact;
- fails to give appropriate indications of cooperation by associated firms or individuals involved in specified projects;
- implies, by word or pictures, engineering responsibility for a proprietary product or equipment design;
- denigrates or belittles another professional’s projects, firms or individuals;
- exaggerates claims as to the performance of the project; or
- illustrates portions of the project for which the advertiser has no responsibility, without appropriate disclaimer, thus implying greater responsibility than is factual.

Unless a company holds a current Certificate of Authorization, in accordance with the *Professional Engineers Act*, it is not authorized to advertise its services as “Engineers”. This includes advertising in any Ontario Yellow Pages Directory.

In order to advertise as “Consulting Engineers”, including advertising in the Ontario Yellow Pages, a Certificate of Authorization holder must receive prior authorization from PEO Council (see Section 68 of O.Reg. 941), and must employ a designated Consulting Engineer.

For further information or to obtain additional reproduction material, please contact:

Manager Communications
Professional Engineers Ontario
416 840-1068; media@peo.on.ca



**Professional Engineers
Ontario**

40 Sheppard Avenue West, Suite 101
Toronto, ON M2N 6K9

Tel: 416-224-1100 or 800-339-3716

Enforcement Hotline: 416-224-9528, Ext. 1444
Email: enforcement@peo.on.ca

Website: www.peo.on.ca



**Professional Engineers
Ontario**

**Advertising
Information for
Certificate of
Authorization
Holders**

Through the *Professional Engineers Act*, Professional Engineers Ontario governs licence and certificate holders and regulates professional engineering in Ontario to serve and protect the public.

Published by: Association of Professional Engineers of Ontario

Introduction

Professional Engineers Ontario has developed a special program to help you promote your affiliation with the association and your special status as a provider of professional engineering services to the public.

As part of the program, you are encouraged to display the official association logo on flyers, letterhead and site signs, and in advertising and other printed materials.

To ensure recognition of the logo, it is important that you present it correctly. For this reason, the association has established the usage guidelines presented on the following pages.

Please take a few minutes to review the material now, then keep it handy for the next opportunity to display the PEO logo—when you next develop an advertisement or reprint your letterhead.

Usage guidelines for Professional Engineers Ontario identification

The official logo

As a Certificate of Authorization holder you may use the PEO logo in advertising, brochures, flyers, site signs and other printed materials, subject to the following guidelines:

1. Reproduction is permitted only from original, official reproduction material supplied by Professional Engineers Ontario.
2. The complete logo, including the diamond-shaped symbol and the signature, Professional Engineers Ontario, must be displayed.
3. The logo should appear in a size that is smaller than that used for your firm's corporate identification. The minimum size at which the logo can be used features the signature in 8 pt type.
4. The logo is not to be used on your firm's business cards. Instead the designation P.Eng. should be displayed, separated by a comma from the member's name.
5. The logo should be printed in black or in Pantone 540, the official PEO blue.
6. A space equal to one-half the width of the diamond-shaped symbol 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 your firm's identification.

Yellow Pages advertisement



Letterhead



Reproduction Artwork One-Colour Logo

This is actual reproduction material for the PEO logo.

To produce sizes other than those provided, use a reproduction camera and reduce a larger logo, rather than enlarging a smaller logo. Very large logos should be produced directly from electronic file formats. For further information or additional reproduction material, contact the Manager, Communications, Professional Engineers Ontario, 40 Sheppard Avenue West, Suite 101, Toronto, ON M2N 6K9. Tel: 416 840-1068; media@peo.on.ca.

8 Point
signature



**Professional Engineers
Ontario**

9.5 Point
signature



**Professional Engineers
Ontario**

13 Point
signature



**Professional Engineers
Ontario**

The authorization statement

“Authorized by the Association of Professional Engineers of Ontario to offer professional engineering services.”

When sufficient space is available, this qualifying statement should accompany the PEO logo in your promotional and business materials, subject to the following guidelines:

1. The statement may be set in any type style that is compatible with your firm's identification.
2. The size of type used for the statement should be smaller than that used for your firm's identification.
3. Where practical, the statement should be positioned at the base of the page, to the right or below the Professional Engineers Ontario logo.
4. If desired, the authorization statement may be used independently of the PEO logo. It may be used on business cards, if desired.