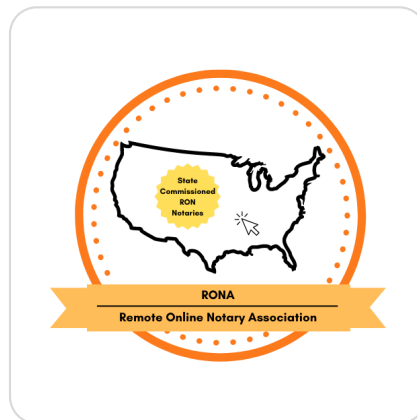




# Logo & Badge Usage Guidelines

How RONA members may display the association's marks on websites, email, social media and print

## For members in good standing

Please read before placing a RONA badge on any material.

### WHAT IS INSIDE

- 1 Your right to display the badge
- 2 Which badges you may display
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# Your right to display the RONA badge

Membership in the Remote Online Notary Association comes with a limited, revocable license to display the RONA badge. These guidelines explain what that license covers, how to display the badge correctly, and where the boundaries are.

## Why boundaries matter

The RONA badge is a trust signal. When a signer, a title company or a signing service sees it on your website, it should mean one specific thing every time: this notary is an active member of a national professional association for commissioned remote online notaries. The moment the badge is used to imply something it does not mean — a license, a certification you do not hold, a government endorsement — it stops being worth anything to any of us.

These rules are not here to make your marketing harder. They are here so that the badge on your site keeps carrying weight.

### WHAT THE BADGE MEANS

- You are a current member of RONA in good standing.
- You have access to RONA's member education, resources and standards.
- You have agreed to conduct yourself consistently with RONA's member standards.

### WHAT IT DOES NOT MEAN

- That RONA commissioned, licensed or appointed you. Your state does that.
- That RONA has vetted, supervised or insured any individual notarization.
- That you hold a RONA certification or designation you have not earned.
- That any government agency endorses you.

## The license, in plain terms

- **It is limited.** You may display the badge only in the ways described in these guidelines, and only while your membership is active.
- **It is non-exclusive and non-transferable.** You may not sublicense it, hand it to a marketing vendor for their own use, or pass it to a colleague, an employee who is not a member, or a company you work with.
- **It is revocable.** RONA may ask you to stop using a mark, or withdraw the license, at any time.
- **The marks stay ours.** Displaying the badge gives you no ownership in it and no right to register it.

### Questions are welcome — and faster than a correction.

If you want to do something with the badge that these guidelines do not clearly cover, write to [admin@ronassociation.org](mailto:admin@ronassociation.org) before you print, publish or pay for it. We would much rather answer a question than ask you to pull down a run of business cards.

# Which badges you may display

RONA issues more than one mark. Display only the badges that match what you currently hold.

| BADGE                            | WHO MAY DISPLAY IT                                                                                          | ENDS WHEN                                                    |
|----------------------------------|-------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------|
| <b>RONA Member Badge</b>         | Every member in good standing, at any membership tier, while dues are current.                              | Membership lapses, is suspended or is terminated.            |
| <b>RONA Ambassador Badge</b>     | Members currently appointed to the RONA Ambassador Program and in compliance with the Ambassador Agreement. | Your ambassador appointment ends.                            |
| <b>RONA Certification Badges</b> | Members who have completed the corresponding RONA certification and hold it in current standing.            | The certification expires or is withdrawn.                   |
| <b>Course Completion Badges</b>  | Members who have completed the specific RONA course the badge names.                                        | Does not expire, but may not be restyled as a certification. |

## Two rules that apply to every badge

- **Display only what you hold, right now.** A course completion badge is not a certification badge. An expired certification badge comes down the day it expires.
- **Do not stack badges to imply a rank that does not exist.** Displaying four badges in a row does not make you a senior member, and presenting them that way is a misuse.

**Designation badges are issued individually.** You will receive the artwork for an ambassador, certification or course badge when you earn it. If you hold a designation and have not received its badge files, request them at [admin@ronassociation.org](mailto:admin@ronassociation.org) rather than building your own version.

## Where to get the files

Always download badge artwork from the member dashboard. Do not right-click and save a badge from the RONA website, screenshot one from a slide deck, or copy one from another member's site. Those copies are compressed, low-resolution, and often the wrong file type for where you are putting them.

## Displaying more than one badge



Same size, aligned on one baseline, with at least half a badge width between them. Keep the group away from your own logo — a row of badges sitting flush against it reads as one combined mark.

# White background or transparent?

Each badge ships in two versions. Picking the wrong one is the single most common badge mistake — and the easiest to avoid.

## WHITE BACKGROUND



File name ends ...\_w\_\_White\_Background.png

The badge sits on its own solid white tile. That tile is part of the image.

### Use it for

- Coloured, dark or patterned backgrounds
- Over photographs and video
- Anything printed
- Email signatures (safest across all mail apps)
- When you are not sure which to use

## TRANSPARENT / NO BACKGROUND



File name ends ...\_w\_o\_Background.png

No tile. Whatever is behind the badge shows through the corners around the circle.

### Use it for

- White page backgrounds
- Very light neutral greys and off-whites
- When the badge must sit flush in a layout
- Website footers and trust bars on white
- Never on orange, yellow, dark or busy backgrounds

## The one that catches everybody: orange on orange.

The badge's outer ring is RONA orange. Placed on an orange, amber or yellow background, the transparent version loses its ring entirely and the badge reads as a floating map. **Never place the transparent badge on a RONA-orange background** — including your own brand's orange. Use the white-background version there instead.

## How to tell which file you have

- Open the file in your computer's image preview and look at the four corners around the circle.
- **Grey and white checkerboard** in the corners means transparent.
- **Solid white** in the corners means the white-background version.
- On a white screen the two look identical. The difference only shows up once the background behind them is not white.

# The background test

Before you place a transparent badge anywhere, look at what is behind it. If the answer is not “white or near-white,” reach for the white-background version.

## Transparent badge on...



**USE THIS**

**White**

Clean and correct.



**USE THIS**

**Light neutral**

Fine down to about 5% grey.



**DO NOT**

**RONA orange**

The ring vanishes.



**DO NOT**

**Dark**

Black map and type disappear.

## White-background badge on the same fields...



**USE THIS**

**White**

Works, though transparent is tidier.



**USE THIS**

**RONA orange**

The white tile protects the ring.



**USE THIS**

**Dark**

Reads clearly.



**USE THIS**

**Photo**

Always the white version.

**Rule of thumb.** White background is never wrong. Transparent is better when it works, but it only works on white and near-white. If you are choosing quickly, or handing the badge to someone else to place, send the white-background file.

## Two backgrounds that fool people

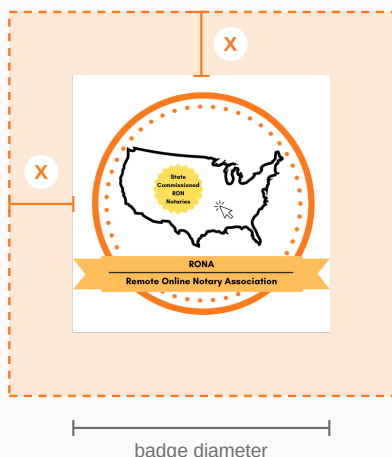
**Your website's “white” may not be white.** Many themes use a soft off-white or a very light grey for section bands. Anything lighter than about 5% grey is fine for the transparent badge. Below that, switch files.

**Email clients are unpredictable.** A few mail apps, and most dark-mode inboxes, render a transparent PNG against a dark panel — which wipes out the black map and lettering. Use the white-background version in every email signature.

## Clear space and minimum size

The badge needs room to breathe and enough size to stay legible. Both rules scale with the badge itself, so they work at any size.

### Clear space



Keep a margin of clear space around the badge equal to **one quarter of its diameter (X)** on all four sides.

Nothing enters that zone — not your logo, not body text, not a button, not a photo edge, not a table border, not another badge.

Because it is a ratio, it scales automatically. At a 120 px badge that is 30 px of clear space; at a 1 inch printed badge, a quarter inch.

### Minimum size

Below these sizes the scalloped lettering around the badge turns to mush and the badge stops doing its job. There is no maximum size, but the badge should never be the largest element on a page — your own brand comes first.

| WHERE                 | MINIMUM DIAMETER | RECOMMENDED                              |
|-----------------------|------------------|------------------------------------------|
| Website               | 100 px           | 140–180 px in a footer or trust bar      |
| Email signature       | 90 px            | 100–120 px, aligned with your name block |
| Social post / graphic | 120 px           | Sized to sit comfortably in the corner   |
| Print                 | 0.75 in (19 mm)  | 1–1.25 in on business cards and flyers   |
| Video                 | 110 px at 1080p  | Intro, outro or lower third only         |

**Printing something large?** The PNG files are built for screens, business cards and letter-size print. For a banner, a vehicle wrap, a pull-up display or anything wider than about 11 inches, ask us for the vector artwork at [admin@ronassociation.org](mailto:admin@ronassociation.org) rather than enlarging a PNG — enlarged, it will print soft and pixelated.

# Using the badge correctly

If you follow this page, you will almost never need the next one.

## ✓ Use the supplied file, unaltered.

Download it from the member dashboard and place it as-is. Scale it, and nothing else.

## ✓ Scale proportionally.

Hold Shift, or lock the aspect ratio, whenever you resize. The badge is a circle and must stay one.

## ✓ Give it clear space.

A quarter of its diameter on every side, with nothing inside that margin.

## ✓ Put it where it reads as a credential.

A footer, an about page, a credentials strip, beneath your signature block. Somewhere it plainly belongs to you as a membership, not as your identity.

## ✓ Keep your own brand primary.

Your logo is the largest mark on your materials. The RONA badge supports it; it does not replace it.

## ✓ Link it, if you like.

On a website you may link the badge to [ronassociation.org](https://ronassociation.org). That helps a visitor confirm what it means.

## ✓ Take it down promptly if anything changes.

If your membership or a designation ends, remove the corresponding badge.

### A quick self-check before you publish

Cover your own logo with your thumb. If a stranger looking at the page could reasonably think the RONA badge is your business's logo, or that RONA issued your notary commission, move it or resize it.

## What good placement looks like

Email signature

**Jane Ortiz**

Notary Public | Remote Online Notary  
State of Florida | (407) 555-0142  
[jane@janeortiznotary.com](mailto:jane@janeortiznotary.com)

Member, Remote Online Notary Association



Website footer or trust bar

MEMBER OF  
© 2026 Jane Ortiz Notary Services



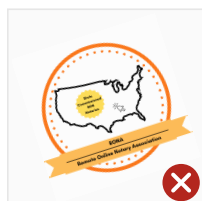
In both examples the badge sits beside the member's own details, at a supporting size, with clear space around it — and the wording says “member,” not “certified” or “licensed.”

## What you may not do to the badge

The artwork is fixed. Every example below is a misuse, even when it is well intentioned and even when it looks better to you.



Do not stretch  
or squash



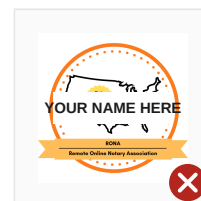
Do not rotate  
or tilt



Do not crop or use  
parts on their own



Do not recolour  
or add effects



Do not add type  
inside the badge

- **Do not alter the artwork.** No recolouring, gradients, drop shadows, glows, outlines, bevels, strokes or filters. No converting it to greyscale or to your own brand colours.
- **Do not distort it.** No stretching, squashing, rotating, tilting, skewing, flipping or wrapping it around a curve.
- **Do not take it apart.** The map, the cursor, the starburst and the ribbon are not separate assets. Do not crop the badge or use any element on its own.
- **Do not add anything to it.** No putting your name, your business name, your state, a year or a tagline inside the badge or on the ribbon.
- **Do not build a lock-up.** Do not merge, overlap or fuse the badge with your own logo, or set it so close that the two read as one mark.
- **Do not use it as your identity.** Not as your logo, your favicon, your social media profile picture, your app icon or your watermark.
- **Do not put it on anything notarial.** See Section 9 — this one matters more than all the others.
- **Do not sell it.** No merchandise, no templates, no products bearing the badge, and no reselling RONA materials that carry it.
- **Do not claim it.** Do not register the badge, the RONA name or anything confusingly similar as a trademark, business name, domain, handle or keyword ad.
- **Do not redraw it.** Do not trace, rebuild, “tidy up” or AI-regenerate the badge. Use the file.

### Most distortion is accidental — check your website builder.

Site builders such as Squarespace, Wix, WordPress and Canva often crop or stretch an image automatically to fill the shape of its container. Put the badge in a **square** container and set the image to **fit** or **contain**, never **fill**, **cover** or **crop to frame**. Then look at the published page on a phone as well as a laptop — that is usually where a squashed badge shows up.

**And if you are working from a template someone else built,** check the badge in it before you publish. Inherited templates are the most common source of stretched, recoloured and outdated badges we see.

## Where you may display the badge

These placements are pre-approved. You do not need to ask us first — just follow the rules in Sections 3 to 6.

| PLACEMENT                       | YES                                                                                                                   | NO                                                                                              |
|---------------------------------|-----------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|
| <b>Your website</b>             | Footer, about page, credentials or trust bar, service pages, a “memberships” section. May link to ronassociation.org. | Site header in your logo's position, favicon, or anywhere it reads as your own brand.           |
| <b>Email signature</b>          | Below or beside your name block, 90–120 px, white-background version.                                                 | As the only graphic in the signature, or larger than your own logo.                             |
| <b>Social media</b>             | In posts, cover and banner images, story highlight covers, and in your written bio.                                   | As your profile picture on any platform, or on a page named to look like a RONA account.        |
| <b>Print</b>                    | Business cards, brochures, rate sheets, flyers, folders, banners and trade show materials.                            | On promotional merchandise for sale, or on anything resembling an official seal or certificate. |
| <b>Video and webinars</b>       | Intro and outro frames, lower thirds, a slide in your deck.                                                           | A persistent watermark over a notarization recording.                                           |
| <b>Directories and profiles</b> | LinkedIn, Google Business Profile posts, signing service profiles, notary directory listings.                         | Any listing that names RONA as your licensing or commissioning body.                            |
| <b>Proposals and bids</b>       | In a credentials or “about us” section, clearly as a membership.                                                      | In a way that suggests RONA endorses your bid, pricing or company.                              |

**Working with a designer or a web developer?** Send them this PDF along with the badge files. The license is yours, not theirs — they may place the badge on your materials, and nowhere else.

# How to describe your membership in words

The badge is only half of it. What you write next to it matters just as much, and gets members into trouble far more often.

## SAY THIS

- “Member, Remote Online Notary Association”
- “Proud member of RONA”
- “RONA member since 2024”
- “Member of a national association of commissioned remote online notaries”
- “RONA Certified [name of certification]” — only if you hold it
- “Completed RONA’s [course name]”

## NOT THIS

- “RONA Certified” as a standalone claim
- “RONA Approved” or “RONA Verified Notary”
- “Licensed by RONA” or “Accredited by RONA”
- “RONA Certified Notary Public” — conflates membership with your commission
- “Authorized by RONA to perform remote notarizations”
- “RONA-endorsed”, “official RONA notary”, “RONA representative”

## The line that matters

Your authority to perform a remote online notarization comes from your state commission and your state's statutes — not from RONA, and not from any association. Membership is a professional affiliation. Any wording that blurs those two things is a misuse of the marks, and depending on your state it may also be a problem under your notary regulator's advertising rules.

## Naming your business

Do not use “RONA” or “Remote Online Notary Association” in your business name, DBA, domain name, social handle, email address, app name or paid-search keywords. **notaryjane.com/rona-member** is fine as a page on your own site. **rona-notary.com**, **@RONAFlorida** and **info@ronanotary.com** are not.

**If you are an Ambassador**, your Ambassador Agreement and RONA's conduct and confidentiality policy govern how you may speak on RONA's behalf. Those terms sit on top of this document — where they are stricter, they win.

# Never on a notarial act

This is the one rule with consequences beyond your membership. Please read it twice.

**The RONA badge must never appear on, beside or anywhere within a notarial certificate, an electronic notarial seal, a notary journal entry, or a document you are notarizing.**

## Why this is absolute

The form and content of a notarial certificate and seal are set by statute. A private association's mark placed on or near either one invites a signer, a recorder or a court to read it as part of your official authority — as though RONA had conferred, verified or witnessed the act. It did not. Depending on the state, that can raise questions about the sufficiency of the certificate, draw a regulator's attention to your seal, or become a problem for the recording of the instrument long after you have closed the file.

## Specifically, do not place any RONA badge on

- Jurats, acknowledgments, or any notarial certificate
- Your electronic notarial seal or its surrounding artwork
- Your official signature block on a notarized document
- Your notary journal, electronic or paper
- The audiovisual recording of a notarization, as a watermark or overlay
- Certificates of completion you issue, or any document a signer could read as official
- Signer identification records, credential analysis results or KBA results
- Any document already in the notarization workflow

## Where it is fine

The badge belongs on the material that markets and explains your practice: your website, your email signature, your social media, your rate sheet, your brochure, your business card, your proposal. Anything a signer receives as part of the notarial act itself is off limits.

**The same reasoning applies to your engagement paperwork.** Keep the badge off documents that a client could mistake for something RONA issued, reviewed or stands behind — invoices and marketing material are fine, but not certificates, affidavits or anything carrying your notarial signature.

## A note on your RON platform profile

Most remote online notarization platforms let you upload a logo or an image to your notary profile. The badge is fine there — that profile is marketing, the same as a directory listing. What it may not do is travel from your profile into the session itself: not onto the document, not into the certificate, not into the recording frame, and not onto anything the signer receives afterwards. If a platform places your profile image automatically in any of those places, use a different image for that platform.

# If your membership or designation ends

The license lives and dies with the membership. Here is exactly what that means in practice.

| WHEN                                           | WHAT TO DO                                                                                                                                  |
|------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Your membership lapses, or you resign</b>   | Stop using all RONA marks. Remove them from your website, email signature, social profiles and any digital material within <b>30 days</b> . |
| <b>A designation expires or is withdrawn</b>   | Remove that badge and any related wording immediately. Your member badge stays if your membership is current.                               |
| <b>Your membership is suspended</b>            | Take the badge down for the period of suspension. You may restore it once membership is reinstated.                                         |
| <b>You have printed stock on hand</b>          | Do not order more. Existing printed stock may be used for up to <b>90 days</b> , then discontinued.                                         |
| <b>RONA asks you to change or remove a use</b> | Make the change within <b>10 business days</b> , or sooner if the request says so.                                                          |

## Reservation of rights

- RONA owns the RONA name, badge and all associated marks. Nothing in this document transfers any ownership interest to a member.
- RONA may modify these guidelines, change the badge artwork, or withdraw a badge from circulation at any time. Members will be notified and given a reasonable period to update their materials.
- RONA may revoke a member's license to use the marks — with or without ending the membership — for misuse, for conduct inconsistent with RONA's member standards, or for any use that damages the association's reputation.
- Misuse that continues after notice may result in suspension or termination of membership, and RONA reserves all other remedies available to it.

## Reporting a misuse

If you see the RONA badge on the website or materials of someone who is not a member — or being used in a way this document prohibits — please tell us at [admin@ronassociation.org](mailto:admin@ronassociation.org). Include a link or a screenshot. We handle these quietly and we do not share who reported them.

**Made a mistake?** Tell us before we find it. Members who come to us about a bad placement get help fixing it. That is how we would rather spend the time.

# Quick reference

Pin this page. It is the whole document in one screen.

## PICKING A FILE

- **White background** — colour, dark, photo, print, email, or when unsure.
- **Transparent** — white and near-white backgrounds only.
- Never put the transparent badge on orange, yellow, amber or dark.
- Always download from the member dashboard. Never screenshot.

## SIZE & SPACE

- Clear space: one quarter of the badge diameter, all four sides.
- Web minimum 100 px · email 90 px · print 0.75 in.
- Scale proportionally, always. It is a circle.
- Your logo stays larger than the badge.

## ALWAYS

- Display only badges you currently hold.
- Place it where it reads as a membership.
- Say “Member, Remote Online Notary Association.”
- Remove it within 30 days if membership ends.

## NEVER

- On a notarial certificate, seal, journal or recording.
- As your logo, favicon or profile picture.
- Recoloured, stretched, rotated, cropped or rebuilt.
- In your business name, domain or social handle.
- “Licensed by RONA” or “RONA Approved.”



## Not sure? Ask before you publish.

We answer badge questions quickly, and we would much rather do that than ask you to take something down.

[admin@ronassociation.org](mailto:admin@ronassociation.org) · [ronassociation.org](https://ronassociation.org)

## Before you publish

- |                                                                           |                                                                                |
|---------------------------------------------------------------------------|--------------------------------------------------------------------------------|
| <input type="checkbox"/> Downloaded from the member dashboard, unaltered. | <input type="checkbox"/> My own logo is still the largest mark.                |
| <input type="checkbox"/> Right file for the background behind it.         | <input type="checkbox"/> Wording says “member,” not “certified.”               |
| <input type="checkbox"/> Scaled proportionally — still a circle.          | <input type="checkbox"/> Nowhere near a notarial certificate, seal or journal. |
| <input type="checkbox"/> Minimum size met, clear space on all four sides. |                                                                                |