



**Best Practices Standards
Adopted December 18, 2014
by the CSA Board of Directors**

- Members shall strive to provide their customer base with the best possible service and promote a sense of personal obligation to each individual customer.
- Members shall comply with all federal, state, county, and city laws and regulations.
- Members shall be properly licensed and insured.
- Members owe a duty of integrity, honor, fair dealing, and courtesy to the industry's customer base and fellow members of the industry in the operation of all facets of business.
- Members shall strive to maintain the safest work environment possible in protection to their most important asset—their employees.
- Members shall not discriminate against anyone because of race, religion, creed, color, sex, or national origin.
- Members shall refrain from actively recruiting employees from fellow association members.
- Members shall at all times conduct themselves and their businesses in such a manner as to preserve the image of professionalism and promote confidence in the sign industry, the Colorado Sign Association and its members.