

# CSIET TRADEMARK POLICY

The CSIET logo is registered with the United States Patent and Trademark Office. The integrity of the CSIET logo must be protected in order to ensure that it remains an indicator of excellence to consumers in the global educational travel market. For this reason, only CSIET-certified organizations may use the CSIET trademark logo in promotional materials. Organizations that misuse it are subject to a lawsuit in U.S. federal district court.

If evaluated for and granted CSIET certification, U.S.-based exchange organizations receive a set of CSIET Certification logos. Only organizations presented in the *Advisory List* for the corresponding *academic year, and specific program(s) indicated on the logo*, have the permission to use the CSIET logo.

**The logo below is only an example and is not available for use on any materials. Use only the logo(s) (specific to year and program) provided with your certification letters.**



CSIET-certified organizations must abide by the regulations below when using the CSIET logo.

## Regulations for Use of CSIET Certification Logos

1. The CSIET Certification logo may only be displayed on materials distributed or programs offered from August through July of the academic year explicitly indicated on the logo.
2. The CSIET Certification logo may only be used in affiliation with a U.S.-based international student exchange program if the program was granted CSIET certification for that same year.
3. It is specifically prohibited to change the CSIET logo provided to the organization in any way, especially to change the years or programs featured on the logo.
4. The logo may only be used in promotional materials for secondary school international student exchange programs and may not be included in any multi-program promotional materials (i.e. in materials that also describe programs not intended for secondary school students, such as au pair programs or camp counselor positions).
5. CSIET retains the right to revoke permission to use the trademark if a party does not adhere to the CSIET Standards for International Educational Travel Programs.

If an organization uses a written statement to describe certification by CSIET, the copy should read as follows:

“On the basis of materials submitted and reviewed, the Council on Standards for International Educational Travel grants **[full/conditional/provisional]**, **[insert here only those programs for which your organization has been approved]** certification to [name of organization] in the [academic year] *Advisory List*. The CSIET certification mark certifies that this organization complies with the standards set forth in the CSIET Standards for International Educational Travel Programs.”

An organization must obtain written approval from CSIET to revise or delete any part of the statement above prior to use or distribution of materials that include the statement.

CSIET encourages any organization that wishes to publicize its certification status without reprinting promotional materials each year to order CSIET Certification stickers. The current “Certification Logo” stickers can then be used to cover a previous year’s certification mark.

*If you have questions please contact the CSIET office at 703-739-9050 or at [mailbox@csiet.org](mailto:mailbox@csiet.org).*