General CDIA® Trademark Guidelines

The Consumer Data Industry Association (CDIA) has operated for over 100 years. CDIA’s trademarks are valuable because they represent the standards of consistent quality associated with CDIA and its goods and services.

CDIA Trademarks

This page contains information about how to refer to CDIA trademarks in different scenarios. The Consumer Data Industry Association® (CDIA®) owns the trademarks noted below. When referring to CDIA marks, apply the appropriate trademark symbols in accordance with the list of current trademarks.

- CREDIT REPORTING RESOURCE GUIDE®
- CRRG®
- METRO 2® Format
- CONSUMER DATA INDUSTRY ASSOCIATION®
- CDIA® and the CDIA logo (illustrated above).

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Include an attribution of CDIA ownership of the trademark(s) in the credit notice section of your documentation, packaging, or advertisements, as well as any Internet, blog, or social media postings. For example:

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Do not use CDIA trademarks more prominently than your product or service name. Keep the use of your name visually separate from the CDIA trademarks.

Do not imply endorsement or approval by CDIA of your goods or services.

The common way to set the trademark apart from other words or nouns is to capitalize the product name and use the appropriate trademark symbol and appropriate descriptor.

Correct: Our software follows the METRO 2® data reporting format.

Incorrect: Our Metro 2 data reporting software....

Correct: The CREDIT REPORTING RESOURCE GUIDE® offers the following field codes:

Incorrect: The Credit Reporting Resource Guide offers the following field codes: