



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).

Other CDIA graphics, logos, page headers, and service names are trademarks or trade dress of CDIA. All other trademarks or trade names appearing elsewhere on this website are property of their respective owners.

Use of Trademark Notices

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:

CONSUMER DATA INDUSTRY ASSOCIATION®, CDIA®, the CREDIT REPORTING RESOURCE GUIDE®, and METRO 2® are registered trademarks or trademarks of the Consumer Data Industry Association in the United States and/or other countries. Neither [Insert Name] nor its products or services are affiliated with or endorsed by the Consumer Data Industry Association or CDIA.

Use of CDIA Trademarks

Proper use of CDIA trademarks is important. You may use CDIA trademarks or product names to refer to CDIA products and services provided you follow these guidelines. You may use CDIA trademarks on packaging, on web sites, and in advertising materials to indicate your product's or service's compatibility with a CDIA product, such as METRO 2, in accordance with these guidelines.

Your use must not mislead consumers as to any CDIA sponsorship, affiliation, or endorsement of your company, or of your products or services.

You should not use the CDIA logo or green and blue color scheme. You may use CDIA to indicate that your product is compatible with CDIA products and services, such as METRO 2.

Do not use any marks or names for your product that are identical or similar to any CDIA trademarks.

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: