

Certification Commission for Healthcare Interpreters Trademark and Logo Usage Guidelines

Last Modified: 5/20/2014



The logo, along with the CERTIFICATION COMMISSION FOR HEALTHCARE INTERPRETERS word mark and the CCHI acronym mark, are all trademarks of the Certification Commission for Healthcare Interpreters ("CCHI") and may only be used with CCHI's prior written permission. No individual or entity may register, use, or attempt to register or use any marks, domain names, or social media usernames consisting of, in whole or part, any of the trademarks of CCHI. No authorized user of a CCHI trademark may make any changes to the marks.

Use and Restrictions

CCHI may grant a limited right to use its trademarks in the context of activities promoting CCHI and its goals, but not in any manner that suggests or implies that CCHI officially endorses or approves of specific commercial entities or their activities, products and/or services, or that CCHI is their source.

Specifically, please note that the following uses will not be permitted:

- Any use of CCHI's trademarks as a component of an organization's own logo, trademark or other branding elements;
- Any use of CCHI's trademarks for the promotion or advertising of commercial products, services and other activities intended to solicit business;
- Any use of a CCHI logo or other mark as a permanent graphical element of stationery, business cards, or other such print materials;
- Any use of the trademarks suggesting or implying a certification or seal of approval for activities, services and/or products of another entity.

A company, organization or individual wishing to use a CCHI mark must receive written permission from CCHI for each use and shall place the following wording in a prominent position on the online or printed page on which each CCHI mark is used:

"[Company XYZ] fully endorses the national certification program offered by the Certification Commission for Healthcare Interpreters (CCHI)."

Reproduction and Display of the Logo

Use of the CCHI logo is subject to and conditioned upon a user's acceptance of these guidelines. Users may scale/resize the logo to suit their needs, but may not change color or design or alter the graphics in any way and may not combine the CCHI logo with any other graphic affecting the integrity of the logo. In every use, the integrity of the CCHI logo must be preserved. In all materials on which the CCHI logo is used, it must appear in isolation, uncluttered by competing images. The logo should not be used as part of a sentence or word phrase or associated with any non-related symbols or graphical elements. CCHI reserves the right to request changes to the manner(s) in which its trademarks are being or will be used. All use of the CCHI trademarks inures solely to the benefit of CCHI. Any authorized user of any CCHI trademark recognizes the value of the goodwill

associated with those trademarks and acknowledges that the trademarks and all rights therein and goodwill pertaining thereto belong exclusively to CCHI.

Linking to the CCHI’s Website

Authorized users may use CCHI’s marks to denote an electronic link to CCHI’s website, www.CCHIncertainment.org, or its subpages. Any link established must transfer the viewer directly to the CCHI website, to enable viewing of the site as posted by CCHI, without the imposition of any frames, browser windows or third-party content. Linking to the CCHI website is at the user's sole risk. CCHI provides this access "as is" and disclaims any warranties, express or implied (including but not limited to the implied warranties of merchantability or fitness for a particular purpose).

Termination and Unauthorized Use

Upon reasonable notice from CCHI, an authorized user agrees to immediately cease any and all further use of the CCHI trademarks. If CCHI has not authorized you to use their mark, or has terminated your authorization, then you are an unauthorized user and a potential trademark infringer.

If you have questions about these guidelines, or if you become aware of any unauthorized use of any CCHI mark, you can send an e-mail to CCHI at managing.director@CCHIncertainment.org. Please include a copy or screen shot of unauthorized use with the e-mail.

Application for Use

A company, organization or individual wishing to use a CCHI trademark, in any form including, but not limited to, online or print media, promotional literature and correspondence, must submit a written request for each intended use of the CCHI mark and a sample of the proposed document, indicating where on the sample document the mark is proposed to appear. The applying individual, or a representative of the applying company or organization, must also sign a copy of this document signifying agreement with, and acceptance of, these guidelines and return it to CCHI with the required documentation.

Accepted and agreed to this day of _____, 20_____.

Signature: _____

Name: _____

Company/Organization: _____

Address, City, State, Zip: _____

Website: _____ Phone: _____

Email: _____

CCHI Approval

CCHI hereby grants approval to the applicant to use the CCHI marks in accordance with the application and these guidelines.

On behalf of CCHI:

Signature: _____ Date: _____

Name: _____ Title: _____