



Trademark Use Guidelines for Designees

These Trademark Usage Guidelines (the “Guidelines”) are for the Institute for Diversity Certification (IDC)® and its Designees. The Guidelines set forth the rules and restrictions for using or referring to the IDC Trademarks, namely the Certified Diversity Executive (CDE)® and Certified Diversity Professional (CDP)® credentials.

1. Correctly mark the Trademark.

Where practical, a Trademark notice should follow the mark with the first appearance in text. The credential’s initials may be used without the Trademark in subsequent mentions, however in its first appearance, the Licensed Mark shall be properly used.

Incorrect: Certified Diversity Executive®

Incorrect: Leah Smiley, CDE

Correct: Certified Diversity Executive (CDE)® or CDE®

Correct: Leah Smiley, CDE®

2. Do not add spaces in between the letters of the credentials.

Incorrect: C D P or C D E

Correct: CDP® or CDE®

3. Avoid using the Trademark in the possessive or plural form.

The Trademark should never be used to “possess” anything, nor should it be used in plural form.

Incorrect: Certified Diversity Professional (CDP)’s

Incorrect: Certified Diversity Executive’s

Incorrect: CDP’s or CDE’s

Correct: The Certified Diversity Professional (CDP)®

Correct: CDE® or CDP® Candidates

Correct: CDE® or CDP® Designees

4. Do not use the Trademark with false or misleading Advertising.

IDC Trademarks shall not be used to guarantee employment, a promotion, contracts, or other opportunities. Further, Trademark usage must not be false or misleading in any way and must not be in violation of any applicable law, municipal ordinance, or administrative agency regulation.

5. The Trademark may be employed by active Designees only.

Only active Designees may use the Trademark. Use of the Trademark is not eligible to inactive Designees.



6. Do not use the Trademark in objectionable materials.

The Trademark may not be used on or in connection with any defamatory, scandalous, pornographic, or other objectionable materials of any sort.

7. Do not affiliate the Trademark with any type of political advertising, endorsements, statements, or support for or against a political candidate.

8. Maintain legibility.

Avoid decorative symbols/images, different colored font, exceptionally small or large font sizes, or other uses which may cause the Trademark to appear blurry or illegible.