

*The Standard in Crane & Rigging Training*

## **Logo and Acronym Usage Guidelines**

The Crane Institute of America, LLC. (CIA) Logo is a visual representation of the brand, Crane Institute of America. CIA thanks you for following the guidelines laid out hereafter regarding the use of the CIA logo, brand and name.

CIA reserves the right to deny or terminate the use of its marks by any entity, for any reason. Failure to adhere to the guidelines will result in legal action.

### **GENERAL GUIDELINES**

The CIA logo, “CIA” acronym, and the term “Crane Institute” (also referred to as the “CIA Marks”) are the intellectual and legal property of Crane Institute of America, LLC. (CIA) and may not be altered, distorted, or reproduced without written permission from CIA.

### **AUTHORIZED USERS**

CIA encourages the use of the CIA Marks, within these guidelines, by authorized entities such as current and valid CIA trainers, sponsors, partners, or others as expressed in writing from CIA.

Contact CIA at 407-322-6800 with any questions regarding the use of the CIA logo, brand and name.

### **DISTRIBUTION**

CIA is the only legitimate distributor of the CIA Marks. Usage privileges may not be transferred to another entity, and would be a violation of these guidelines.

### **EMAIL**

If using an e-mail address for CIA-related inquires, the use of the acronym “CIA” by itself, like in the e-mail address: ‘cia@[yourcompany].com’, is prohibited.

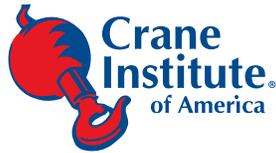
### **USAGE**

The CIA Marks may not be used in conjunction with other logos or wording to imply any other business relationship, partnership, or endorsement, unless permission is expressed in writing from CIA.

The CIA Marks must be used to state that an individual is qualified or certified by CIA only if that is the case. The following statements are permissible examples to use only if true: “CIA Certified Mobile Crane Inspector”, “CIA Certified Mobile Crane Trainer”, “CIA Qualified Mobile Crane Operator”, etc.

The CIA Marks may be used in advertising material, including letterhead, websites and promotional literature, but must not appear on business cards without prior written approval from CIA.

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The CIA marks, including the associated tagline, may not be translated into another language without permission expressed in writing from CIA.

The use of the CIA Marks in a manner that is likely to cause consumer confusion as to CIA's sponsorship, endorsement, or affiliation with any specific individual or entity is prohibited. The CIA Mark(s) must be at least 1 inch in length, but smaller and less prominent than the advertising entity's logo or mark.

Individuals or entities are not permitted to register the CIA Marks, or any confusingly similar mark thereto as a trademark or service mark for any other goods and/or services. Furthermore, the CIA Marks in part or in whole must not be used to represent any other company, individual, domain, product, fictitious, or service.

Using CIA Marks that are provided by CIA is permissible. The use of discontinued CIA Marks is prohibited. The following attribution statement must appear wherever the CIA Marks are used (such as on websites, marketing materials, etc.):

[CIA mark used] is owned by Crane Institute of America Certification, LLC.

The use of the CIA Marks to disparage CIA or its services is strictly prohibited. The use of CIA Marks in a manner which is defamatory, scandalous, pornographic, or objectionable is not permitted. CIA Marks appearing in advertisements must not be false or misleading in any manner, and must not violate any applicable law, ordinance, or regulation. It is at CIA's complete discretion to determine what is disparaging, defamatory, scandalous, pornographic, objectionable, false, or misleading.

CIA may deny or terminate the use of the CIA Marks at any time for any reason. Use of the CIA Marks must immediately cease upon receiving written notice from CIA, at no cost whatsoever to CIA.

## COLOR CHART

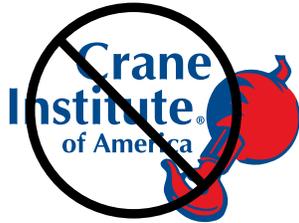
	PMS	C	M	Y	K	R	G	B
Red	1797C	0	100	99	4	227	27	38
Blue	288U	100	79	16	3	0	75	141

**Remit Inquires To:**  
**Crane Institute of America, LLC**  
**407-322-6800 or [info@craneinstitute.com](mailto:info@craneinstitute.com)**



## SOME UNACCEPTABLE LOGO VARIATIONS

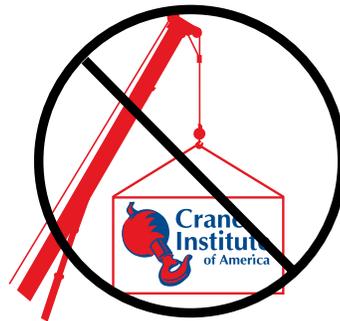
The CIA Marks should not be modified in any manner. This includes, but is not limited to, changing the color(s), adding to, subtracting from, distorting, altering, and/or re-sizing individual elements.



altering



re-sizing elements



## PERMITTED CIA LOGOS

The CIA Logos pictured below are approved for general uses. The CIA Mark(s) must be at least 1 inch in length, but smaller and less prominent than the advertising entity's logo or mark. All CIA Logos may be used with or without the tagline, "The Standard in Crane & Rigging Training".



*The Standard in Crane & Rigging Training*  
(CIA red and blue logo with tagline)



*The Standard in Crane & Rigging Training*  
(CIA blue logo with tagline)



*The Standard in Crane & Rigging Training*  
(CIA black logo with tagline)



(CIA white logo with tagline)



(CIA red and white logo with tagline)