

# Guidelines for using the “*Endorsed by...*” logo



CTP(E)s are allowed to use the ISMM's “*Endorsed by...*” logo on marketing material for their course(s). This use, however, is allowed only with these restrictions:

- The logo is considerably smaller than the CTP(E)'s own logo and is used only as a small feature
- The use of the logo makes it clear that the endorsement is for a specific course or courses rather than all the courses offered by the provider
- The logo may only be used if all invoices from the ISMM have been paid promptly.

Any publicity of the ISMM endorsement by the CTP(E) should use the words “<name of course as agreed> has been endorsed by the Institute of Sales and Marketing Management (ISMM).” (This wording may be modified only with the prior agreement of the ISMM.)

Drafts of materials using the logo must be supplied to the ISMM so that we can confirm the suitability of its use.

**CTP(E)s must not promote non-endorsed courses as being endorsed.**

Please contact the ISMM if you have any questions about the use of the logo.