

ISA Compliance Program Series Volume 2: ISA Trademark and Logo Protections

ISA is responsible for maintaining and supporting the integrity of our credentials. We do this in many ways. Our internal compliance program is one of those ways. The four main areas of focus for this program are: facilitating compliance with ANSI/ISO standards, management of the ISA Code of Ethics charges and subsequent cases, management of any “appeals” to those outcomes and the protection of the logos used to identify individuals holding ISA credentials. We do this work with the support of dedicated volunteers serving as subject matter experts in these areas, our internal team members, credential holders and legal counsel. This article will focus on the protection of the logos used to identify individuals holding ISA credentials.

Individuals who have earned ISA credentials have done so through hard work and dedication to professional development, thus demonstrating their competency in a specific body of knowledge. As such, they have earned the right to use the ISA logo representing their earned credentials as a way to distinguish themselves from others in the field that have not done so.

When individuals claim to be credentialed, and they do not actually hold an ISA Credential, this, among other things, is false advertisement and considered an ISA Trademark Violation.

In order to protect the integrity of the various marks used to represent credential holders, ISA requires credential holders to list their name and Certification ID number on all advertisements. This identifies them to their peers and consumers as professionals who have demonstrated their expertise in a specific body of knowledge as well as their commitment to following the ISA Code of Ethics. All credential holders are supplied with the ISA Branding and Style Guide to help them use our logos and marks properly. Following the brand guidelines helps to ensure the integrity of the credential. When credential holders fail to use the marks correctly, it is considered a trademark violation or misuse. Trademark violations and trademark misuse cases are reported to ISA by consumers and fellow credential holders alike. Reporting violations when you are made aware of them is the responsibility of all credential holders, and we rely heavily on your assistance with this. ISA also does random inspections of credential holders' use of the corresponding marks and logos.

All trademark/logo misuse and violations are handled according to their level of severity through internal follow up and/or legal action.

So far in 2019, ISA has received 76 trademark violation and logo misuse claims. We would like to thank all individuals who have reported these claims. We take each report very seriously and consider this one of the most important things we do to protect the integrity of the credentials earned through ISA.

The most common trademark violations and logo misuse cases include:



False Advertisement/No Credential Held



Incorrect Credential Logo Usage



Incorrect Usage of the ISA Corporate Logo



Non ISA Members using the ISA Membership Logo



Incorrect Reference to ISA Affiliation on Advertisements

To read more about the ISA Code of Ethics click [here](#).

To report an Ethics Violation click [here](#).

To report an ISA Trademark Violation or Logo Misuse click [here](#).

For further inquiries about the ISA Ethics
Program please contact:

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