

Use of TNI Logos and Marks

1.0 Purpose and Applicability

This policy affirms the role of the TNI Board of Directors in approving the use of TNI logos and marks, such as trademarks, and service, certification, and collective marks. The policy describes rules for the use of TNI logos and marks, and possible actions to address their misuse.

This policy applies to all TNI members, programs, and employees. TNI programs may augment this policy with additional provisions, but may not supersede any part of it.

2.0 Ownership and Use Approval

The logos and marks of the Institute are the property of TNI. The TNI Board of Directors approves and oversees their use by TNI Programs, members, and other entities. The TNI Board of Directors may delegate to a program the authority to approve the use of the Institute's logos and marks for a specific activity or application.

3.0 Rules for Use

All persons and entities that use or reproduce TNI logos and marks:

1. Shall restrict access to them by unauthorized parties.
2. Shall use them only for purposes and activities authorized by the TNI Board of Directors.
3. Shall endeavor to avoid statements in relation to their use that the TNI Board of Directors may consider misleading or unauthorized.
4. May not imply endorsement or approval by TNI in communication media such as the Internet, documents, brochures, or advertising without the expressed consent of the TNI Board of Directors.
5. May not imply an association or partnership with TNI when such an arrangement has not been authorized by the TNI Board of Directors.

4.0 Consequences of Misuse

The TNI Board of Directors shall take suitable action to address improper use of TNI logos and marks. Suitable actions may include a request to cease the improper use, withdrawal of membership status, publication of the impropriety and a correction notice, and legal action.