



Endorsed by

ISMM

The Institute of Sales & Marketing Management

Guidance on use of ISMM name and 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:

USE OF LOGO:

- Use of the ISMM Endorsed by Logo is available to all approved endorsed education centres, providing that all relevant invoices from the ISMM have been settled.
- The logo can appear on your website, publicity/training materials, your company notepaper and your business cards providing the ISMM logo is considerably smaller than your own.
- No alterations should be made to the ISMM logo in any way apart from size reduction

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 prior agreement of the ISMM.)

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

For further queries on use of logo please contact Education at the ISMM on 01582 843260