

CSIA Trademark Use Guidelines

Updated: 11/29/2017

These CSIA Trademark Use Guidelines govern use of the **CERTIFIED CHIMNEY SWEEP CHIMNEY SAFETY INSTITUTE OF AMERICA®** certification mark (“CCS Logo”) and the **MASTER CHIMNEY SWEEP CHIMNEY SAFETY INSTITUTE OF AMERICA®** certification mark (“MCS Logo”) displayed below (the “Certification Marks”).



The Certification Marks are owned by the Chimney Safety Institute of America, Inc. (“CSIA”) and registered with the U.S. Patent and Trademark Office.

CSIA sponsors the **CERTIFIED CHIMNEY SWEEP®** and **CSIA MASTER CHIMNEY SWEEP®** certification programs. The Certification Marks were developed especially for these programs and are a symbol of your professionalism, understanding of, and dedication to your industry. **Display the Certification Marks with Pride. Use Them Correctly.**

Who may use the CCS Logo?

- Sole Operator – Individuals who maintain a sole proprietorship, are currently a CSIA Certified Chimney Sweep, have no other employees, and have signed the CSIA Code of Ethics are granted a royalty free limited license to use the CCS Logo.
- Partnership – Companies organized as a partnership are granted a royalty free limited license to use the CCS Logo provided the **partner performing the sweeping and/or inspection** is currently a CSIA Certified Chimney Sweep and signed the CSIA Code of Ethics.
- Multiple Employee Company – Companies with multiple service technicians are granted a royalty free limited license to use the CCS Logo provided that at least one individual who is currently CSIA Certified Chimney Sweep and signed the CSIA Code of Ethics **is on the job site performing/supervising the sweeping and/or inspection. If a work order or equivalent document is provided to the customer, the CSIA Certified Chimney Sweep must sign the document and clearly print his/her certification number next to the signature.**

Who may use the MCS Logo?

The CSIA Master Chimney Sweep designation is awarded to CSIA Certified Chimney Sweeps who have gone above and beyond in their efforts to stay at the very front of the chimney and venting industry. In addition to being an active CSIA Certified Chimney Sweep for a minimum of ten continuous years, candidates are required to be actively certified as a CSIA Certified Dryer Exhaust Technician, and must have completed several advanced courses. Applicants must have an active NFI Certification obtained through the CSIA Installing & Troubleshooting Wood Heating Appliances class or CSIA Installing and Troubleshooting Gas Hearth Appliances class. This requirement may be substituted by an active NFI Certification held for a minimum of six years, a current F.I.R.E Certified Inspector credential or an Associate level (or higher) degree in Fire Science from an accredited college.

Are there any limitations on use of the Certification Marks?

- The Certification Marks may be used on company stationery, advertising and marketing materials, business vehicles, business signs, publications, business forms, shipping materials or in similar activities for business purposes only. They may also be posted on your company's web site.
- CSIA does not authorize use of the Certification Marks in connection with any services apart from the services the individual is CSIA certified in. Nor does CSIA authorize use of the Certification Marks to promote or identify any product, including use of the Certification Marks on any product packaging, product labeling, product advertising or product promotional materials without written authorization from CSIA.
- You may not use the Certification Marks as your business trademark, or incorporate it into your business trademark.
- Expiration – If certification expires, the Certification Marks and any reference to certification must be removed from any and all promotional materials including, but not limited to, advertising, letterhead, business cards, company fliers, vehicles, and company web sites within 30 days of expiration.
- Revocation – If certification is revoked, the Certification Marks and any reference to certification must be removed from any and all promotional materials including but not limited to advertising, letterhead, business cards, company fliers, vehicles, and company web sites within 3 days of revocation.

Can I make any changes or alterations to the Certification Marks?

No. The Certification Marks must be used exactly as they appear and cannot be changed or altered, other than to be enlarged or reduced in overall size. The Certification Marks must always be used in their complete form without the addition of any words or punctuation.

Are there any size or color restrictions?

There are no color restrictions so long as the Certification Marks remain easily identifiable. The Certification Marks may not be the dominant or largest element in your promotional materials, and may not be larger than your company name or trademark. The Certification Marks may not occupy more than 10 percent of the total advertising space on Yellow Page or other advertising, letterhead, business cards, etc. When the Certification Marks are used, they must be accompanied by the ® registration symbol

Are there any other conditions?

- At all times CSIA Certified Sweeps agree to maintain quality standards when using the Certification Marks as prescribed in the CSIA Code of Ethics.
- CSIA reserves the right to inspect and give final approval to the reproduction and the manner in which the Certification Marks are reproduced or displayed. Upon request, CSIA Certified Sweeps using the Certification Marks agree to provide CSIA with representative copies of all materials bearing the Certification Marks and to abide by the decision of CSIA with respect to approval of the use of the Certification Marks in advertising and corporate literature.
- All uses of the Certification Marks will inure to the benefit of the Chimney Safety Institute of America, Inc.

Who can I contact if I have additional questions?

If you have questions about the correct use of the Certification Marks, write or call CSIA at 2155 Commercial Drive, Plainfield Indiana 46168, (317) 837-5362 or fax (317) 837-5365, email office@csia.org.

Adopted 11/17/2001

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