



# Institute for Credentialing Excellence

Community. Competence. Credibility.

2001 K Street, N.W., 3<sup>rd</sup> Floor North, Washington, DC 20006  
PH. (202) 367-1165 FAX (202) 367-2165

## **Title: Use of ICE Accredited Program Logo**

### General

Except as otherwise permitted herein: (i) any use or display of the ICE accreditation logo without the prior written consent of its Executive Director or (ii) any use of ICE's name to state or imply accreditation or approval by or affiliation with ICE, is prohibited.

### Permitted Use of Mark

The ICE accreditation logo is the property of ICE and may only be used by an accredited program in good standing and after authorization is granted by ICE. The logo can only be used in a manner that is directly associated with the accredited program and cannot be used in any manner that may imply the organization or other, non-accredited programs, are accredited. An accredited certificate provider, in good standing, is allowed to use the accreditation logo on its reports or certificates issued for those programs accredited.

### Other Conditions

The certificate provider is responsible for the following when referencing ICE accreditation or use of the ICE accreditation logo:

- a) Only uses the accreditation logos or certificates for programs and premises included in the accreditation;
- b) Does not make any statement regarding its accreditation that ICE may consider misleading or unauthorized;
- c) Takes due care that no report or certificate nor any part thereof is used in a misleading manner;
- d) Upon suspension or withdrawal of its accreditation, discontinues its use of all advertising matter that contains any reference to an accredited status; and
- e) Does not allow the fact of its accreditation to be used to imply that a person is approved by ICE.

### Misleading Use of Name Prohibited

ICE members whose program(s) are not accredited by ICE shall not make statements in promotional materials or elsewhere regarding compliance with ICE 1100 Standards or make any references to having followed ICE 1100 Standards when establishing the assessment-based certificate program. ICE views such representations as misleading to the public.