



# Marks Usage Policy

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Public

Dream it, do it.



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Document Revision History		
Version	Date	Description of Change
4.0	04/07/2024	Update of 2024
3.0	19/06/2024	2024 Rebranding
2.0	20/12/2023	Clarification of the Acknowledgement statements
1.0	11/01/2023	Initial Issue

## 1 Introduction

### 1.1 Purpose

This Marks Usage Policy details the acceptable and permissible manner in which marks registered to or used by PeopleCert International Limited and/or its affiliates (“PeopleCert”) may be used.

PeopleCert encourages our partners to use PeopleCert Marks (as defined below) in promoting PeopleCert products and services and encourages those who have earned a PeopleCert Accreditation or Certification or have otherwise legitimately earned the right to use PeopleCert Marks as appropriate in personal and business communications and promotional material. Such use must be consistent with this policy.

For the protection of all those who have legitimately earned the right to use PeopleCert Marks, PeopleCert seeks to rigorously defend against improper use.

As laws relating to intellectual property vary from jurisdiction to jurisdiction, PeopleCert does not accept any liability for any loss or damage arising out of reliance placed by any organization or person upon the guidelines provided in this policy. These guidelines are not legal advice. Any individual or organisation using this policy should seek their own legal advice.

If you have any queries regarding the contents of this policy or relating to the use of our intellectual property, please contact us at [quality@peoplecert.org](mailto:quality@peoplecert.org)

### 1.2 Scope

This policy governs use of the PeopleCert Marks. It is applicable to individuals and/or organizations who have legitimately earned the right to use PeopleCert Marks.

### 1.3 Approvals and review arrangements

This document requires the following approvals:

Name	Title
Byron Nicolaides	Founder and CEO
Maury Shenk	Company Secretary and Senior Legal Advisor

The below roles must review changes to this policy to ensure that quality principles are kept in place.

Name	Title
Effie Kakaflika	Head of Quality

## 1.4 Definitions and Acronyms

Term	Definition
<b>Copyright</b>	Refers to text, diagrams and tables that form part of the content of the official PeopleCert portfolio material that is available for re-use in accordance with the terms of agreement.
<b>Product</b>	Refers to a product which has passed the assessment process and is specified within your licence agreement with PeopleCert.
<b>Symbol</b>	Refers to the <sup>TM</sup> or ® symbols which are used to denote unregistered and registered marks. If a trademark features a <sup>TM</sup> symbol, the trademark possesses unregistered rights. If a trademark features the ® symbol, the trademark is registered. It is important that the correct trademark status is used.
<b>Marks</b>	Includes all types of trademarks and service marks, including but not limited to:  <b>Conventional:</b> Word marks, figurative marks (images or graphics), Composite marks (combination of word and figurative marks).  <b>Non-conventional:</b> Aspects of packaging, sound, movement etc, Colour, 3D Shapes.  <b>Collective:</b> Serves as a badge of origin to distinguish goods or services of members of a particular association from non-members.  <b>Certification marks:</b> Serve as a badge of quality to guarantee that goods or services have been certified to have a certain characteristic of quality.
<b>PeopleCert Marks</b>	Refers to registered and unregistered Marks of PeopleCert. A list of PeopleCert Marks (which may not be complete) is provided in Annex 1.

Table 1 Definitions and Acronyms

## 2 General Terms of Use

### 2.1 Ownership and Identification of the Owner

PeopleCert Marks are and shall always remain the sole and exclusive property of PeopleCert. Any licensee and/or accredited organisation and/or certified person agrees that he/she/it shall do nothing inconsistent with such ownership and agrees that all use of PeopleCert Marks and all goodwill associated with the use of PeopleCert Marks shall inure to the sole benefit of, and be owned exclusively by, PeopleCert.

**⚠️** Any licensed use of PeopleCert Marks must clearly identify “PeopleCert group” as the owner of the Mark.

**⚠️** You must not register PeopleCert Marks as second or third level domain names.

#### 2.1.1 Trademark Notices

Any use of PeopleCert marks must be accompanied by the relevant Trademark Acknowledgement Statement.

**⚠️** PeopleCert Marks consist of various mark types including word marks and figurative marks. Trademark Acknowledgement Statements should be provided regardless of whether you are using PeopleCert Marks within text, or as part of a logo or a badge.

**⚠️** Always identify the PeopleCert Mark within the product brand name and provide Trademark Acknowledgement Statement for that specific Mark. Individual product brand names do not require separate acknowledgement statements.

For example, if you provide ITIL® 4 Foundation, ITIL® 4 Management, and ITIL® 4 Strategy courses, the relevant PeopleCert Mark is ITIL®, and the acknowledgement statement should say: *ITIL® is a registered trademark of the PeopleCert group. Used under licence from PeopleCert. All rights reserved.*

Trademark Acknowledgement Statement guidelines and examples are provided below:

Type of Trademark(s)	Format	Trademark Acknowledgement Statements	Example – one trademark	Example – multiple trademarks
Registered	[Trademark Name]®	[Trademark Name]® is a registered trademark of the PeopleCert group. Used under licence from PeopleCert. All rights reserved.	<i>ITIL® is a registered trademark of the PeopleCert group. Used under licence from PeopleCert. All rights reserved.</i>	<i>ITIL®, PRINCE2® and the Swirl logo are registered trademarks of the PeopleCert group. Used under licence from PeopleCert. All rights reserved.</i>
Unregistered	[Trademark Name]™	[Trademark Name]™ is a trademark of the PeopleCert group. Used under licence from PeopleCert. All rights reserved.	<i>IASSC Lean™ is a trademark of the PeopleCert group. Used under licence from PeopleCert. All rights reserved.</i>	<i>IASSC Lean™ and IASSC Lean Six Sigma™ are trademarks of the PeopleCert group. Used under licence from PeopleCert. All rights reserved.</i>
Mix of registered and unregistered	[Trademark Name]® / [Trademark Name]™	[Trademark Name]® is a registered trademark of the PeopleCert group. Used under licence from PeopleCert. All rights reserved.	<i>ITIL® is a registered trademark of the PeopleCert group. Used under licence from PeopleCert. All rights reserved.</i>	<i>ITIL®, PRINCE2®, MSP® and the Swirl logo are registered trademarks of the PeopleCert group.</i>

Type of Trademark(s)	Format	Trademark Acknowledgement Statements	Example – one trademark	Example – multiple trademarks
		[Trademark Name] <sup>™</sup> is a trademark of the PeopleCert group. Used under licence from PeopleCert. All rights reserved.	<i>IASSC Lean<sup>™</sup> is a trademark of the PeopleCert group. Used under licence from PeopleCert. All rights reserved.</i>	<i>IASSC Lean<sup>™</sup> and IASSC Lean Six Sigma<sup>™</sup> are trademarks of the PeopleCert group. Used under licence from PeopleCert. All rights reserved.</i>

Table 2 Trademark Acknowledgement Statement guidelines and examples

**⚠** If you are reselling a course on behalf of an ATO, you can use PeopleCert Marks (but not logos or copyrighted material), provided that an appropriate Trademark Acknowledgement Statement is preceded by a Reseller Statement, as provided below:

Reseller Statement	Example
The [Course Name] course is provided by [ATO Name], an [ATO/Affiliate] of PeopleCert.	The ITIL® Foundation course is provided by XYZ, an ATO of PeopleCert.

Table 3 Reseller statement and example

The Reseller Statement should be put in a clear and logical place on your website, e.g. within the course description section.

### 2.1.2 Copyright Notices

All copyright material re-used from a PeopleCert publication must be properly acknowledged by use of an appropriate Copyright Acknowledgement Statement. The statements can be included in the footer, header, watermark, or any other suitable place.

Copyright Acknowledgement Statement guidelines and an example are provided below:

Source of Material Used	Copyright Acknowledgement Statement	Example
PeopleCert publications, brochures, or other materials	Copyright © PeopleCert group 20XX. Reproduced under license from PeopleCert. All rights reserved.	<i>Copyright © PeopleCert group 2024. Reproduced under license from PeopleCert. All rights reserved.</i>


Table 4 Copyright Acknowledgement Statement guidelines and an example

**⚠** If your use of PeopleCert Marks and/or copyright is subject to a separate IP license agreement, refer to that agreement for specific instructions on applicable Trademark and Copyright notices.

## 2.2 Use of Trademark Symbols

When referencing any PeopleCert Mark, the proper symbol should be included after the brand name or logo: ® should be used for registered trademarks and <sup>™</sup> should be appended to any unregistered trademarks.

Where there are multiple references to a PeopleCert Mark within a single document, the applicable ™ or ® symbol must accompany the first use of the mark. On subsequent uses of the Mark (within that document) the acknowledgement statements and symbols are not required.

 When using a logo or badge provided by PeopleCert, assume the necessary symbols are already included, and there is no need to put any additional symbol next to them.

Refer to Annex 1 for a list of PeopleCert Marks.

## 2.3 Websites

You **can** use PeopleCert Marks using the correct symbol on your website in association with the accredited/licensed service provided.

You **cannot** use our PeopleCert Marks on your website on pages that do not reference the licensed service (except for in a header or footer).

There must be a clear distinction and separation within your website between licensed services being offered and other product or service offerings.

The acknowledgement statement may be shown either on each page where the PeopleCert Mark appears or be referenced on an acknowledgements/copyright page.

The same rules apply to third party websites and platforms (including social media) through which you advertise or provide the accredited/licensed services.

## 2.4 Marketing


PeopleCert Marks may be used in marketing and associated material (e.g. flyers, brochures, mail shots, newsletters, training materials, letters of attendance, etc.) provided you have a valid license to use that Mark.


You cannot incorporate PeopleCert Marks into your own logo, badge, or similar element, without a separate license agreement authorizing each such specific use.

PeopleCert Marks may not be used to advertise other products or services that you are not accredited to provide (there must be a clear distinction and separation within marketing material between accredited services and other goods/services).

## 2.5 Colour and Branding Options

Consistent use of colour and branding elements is important to establish immediate recognition of PeopleCert Marks.


 Utilize **ONLY** those colours and branding elements provided in the original artwork.


 Don't adopt marks, logos, or designs that are confusingly similar to PeopleCert branding features.


Refer to current Brand Guidelines.

## 2.6 No Alterations

No right to create modifications and/or derivatives of PeopleCert Marks is granted to any licensee and/or accredited organisation and/or certified person.


 Don't remove, distort or alter any element of a PeopleCert Marks. PeopleCert Marks, including any logos and badges containing them, must be displayed in the same form as produced by PeopleCert.

 Use any PeopleCert Mark only as an adjective, never as a noun or verb, and never in the plural or possessive form.

 Always spell “PeopleCert” with a capital P and capital C. Other PeopleCert Marks, such as “LANGUAGECERT”, should be written in all capital letters in all written communication, unless otherwise indicated in Annex A or in the case-specific guidance provided by PeopleCert. Note that the product brand name that follows a PeopleCert Mark may not be written in all capital letters. Refer to current Brand Guidelines.

## 2.7 Legibility

The impact and legibility of the printed PeopleCert Mark will be lessened by crowding it with other visual elements. Please allow an appropriate “clear zone” surrounding the mark. The clear zone is the area surrounding the logo mark that must be kept free of other graphic elements.

 Maintain a minimum spacing of 25 pixels between each side of the logo and other graphic or textual elements on your web page.

The exception to this rule is when a mark is used within text and especially for word marks.

For example, in the sentence:

*“PeopleCert logo comprises the brand name PeopleCert and tagline Dream it, do it, all in a centre positioning in the rectangular form”*

the word mark “Dream it, do it” is not considered crowded because it is part of a sentence.

## 2.8 Reproduction

To maintain quality control over the appearance of PeopleCert Marks, PeopleCert requires all reproductions be made from original artwork, as these will be provided by PeopleCert, be readable, legible and on approved backgrounds and have consistent use of colour.


## 2.9 No Additional Rights Granted

Nothing in this Marks Usage Policy or any agreement shall give the licensee and/or accredited organisation and/or certified person any right, title or interest in or to any of PeopleCert Marks, other than the right to use them in the manner expressly permitted by such agreement and/or as defined herein, and only for so long as defined in the respective agreement.

Use of PeopleCert Marks shall create no further rights for the licensee and/or accredited organisation and/or certified person in or to any of the PeopleCert Marks, beyond the terms and conditions of such limited license and this Marks Usage Policy.

## 2.10 No Endorsement

Except as expressly authorized in any applicable agreement, PeopleCert Marks may not be used to indicate or suggest any kind of endorsement by or any kind of relationship with PeopleCert.


 Don't display a PeopleCert Mark as the most prominent element on your web page.

## 2.11 Third Party Use Prohibited

Licensee and/or accredited organisation and/or certified person shall not permit any third party to use PeopleCert Marks, unless otherwise explicitly permitted by PeopleCert.

## 2.12 Compliance with Law and Inappropriate Use



 Always use PeopleCert Marks in a professional manner and in compliance with all applicable laws and regulations.

PeopleCert Marks may not be used in any manner that, in the sole reasonable discretion of PeopleCert:

- embarrasses or discredits PeopleCert or tarnishes its reputation and goodwill;
- is false or misleading;
- violates the rights of others;
- violates any law, regulation or other public policy, or
- mischaracterizes the relationship between PeopleCert and the licensee, including but not limited to the fact that the licensee is a separate and distinct legal entity from PeopleCert.

### **2.13 Limitation of Liability**

To the maximum extent permitted by applicable law and except as agreed by contract, in no event shall PeopleCert or any of its directors, shareholders, officers, employees, or contractors be liable for direct, indirect, incidental or consequential damages of any kind, arising from or related to the use of any PeopleCert Marks, including economic damages and lost profits, regardless of whether PeopleCert shall be advised, shall have other reason to know, or in fact shall know of the possibility of the foregoing.

### **2.14 Audit Rights and Enforcement against improper, inappropriate, or misleading use**

PeopleCert may audit the proper use of PeopleCert Marks by licensee and/or accredited organisation and/or certified person to determine compliance with any applicable agreement(s) and this Marks Usage Policy. PeopleCert is entitled to enforce its rights related to PeopleCert Marks against any illegal, improper, inappropriate, or misleading use.


## ANNEX 1 – PeopleCert Marks

### A. Main Marks

#### **Corporate brands**

PeopleCert®

PeopleCert: Dream it, do it®

® (Swirl logo)

#### **Portfolio brands**

DEVOPS INSTITUTE®

ITIL®

LANGUAGECERT®

PRINCE2®

### B. Other Marks

ACCESSIBILITY PASS®

AFDEmp®

AgileSHIFT®

AGILE SERVICE MANAGEMENT®

Alliance For Digital Employability®

AXELOS®

AXELOS ProPath®

CERTIFIED AGILE SERVICE MANAGER (CASM)®

CERTIFIED DEVOPS PROFESSIONAL (CDP)®

CONTINUOUS DELIVERY ARCHITECT (CDA)®

DEVOPS FOUNDATION®

e-learning 4 all®

GISPRO®

IASSC®

IASSC Lean™

IASSC Lean Six Sigma™

IT INFRASTRUCTURE LIBRARY®

LANG SI YU YAN CE PING®

LanguageCert A PeopleCert brand®

M\_o\_R®

MoP®

MoV®

MSP®

MSP Agile®

P3M3®

P3O®

PASSPORT PEOPLECERT ASSESSMENT PORTAL®

PASSPORT WEB A.T.E.S®

PEI SI TE®

PEOPLECERT ALL TALENTS, CERTIFIED.®

PeopleCert Data Science™

PeopleCert DevOps™

PeopleCert DEV Skills™  
PeopleCert - IASSC Lean™  
PeopleCert - IASSC Lean Six Sigma™  
PeopleCert LeanIT™  
PeopleCert SCRUM™  
PRINCE®  
PRINCE2 Agile®  
RESILIA®  
SKILUP®  
Take2®  
TeleExaminer®  
TeleProctor®  
Tele-Proctor®  
TeleProctoring®  
Tele-Proctoring®  
THE HUMANS OF DEVOPS®  
ΣΥΜΜΑΧΙΑ ΓΙΑ ΤΗΝ ΨΗΦΙΑΚΗ ΑΠΑΣΧΟΛΗΣΙΜΟΤΗΤΑ®



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