Promotional Use Guidelines for Cicerone Certification Titles & Logos

Any use of a Cicerone title or logo must follow appropriate guidelines so as not to be in violation of the certification holder's license agreement. Use of the title and logo on personal items uniquely associated with the title holder (e.g. business card, email signature) are covered in the individual "Title and Logo Usage" documents provided to certification holders when they pass each exam. This document outlines the guidelines which must be followed whenever any Certification title or logo is used on anything other than a personal item owned by the title holder. Thus the primary audience for this document, in addition to title holders, will be marketing and design professionals preparing materials that may use a certification title.

The Cicerone Certification Program will be glad to help you promote your business, product, or event in an appropriate way using your certification. Please direct inquiries to info@cicerone.org as early as possible in your idea or development process so that we can help you properly use the Cicerone titles and trademarks.

It is important to understand that title holders *do not* have the right to use the word "Cicerone" alone. **Specifically, it is not allowed for any individual or organization to use the word "Cicerone" to modify, describe or name any business, product, item, event, or other creation of any kind. To do so violates the trademarks held by the Cicerone Certification Program.**

This document includes five sections:
- Definition of Terms
- Text Guidelines
- Text Examples
- Design Guidelines
- Design Examples

DEFINITION OF TERMS

"title" or "certification title" = any of the Cicerone Certification Program's certification titles, including: Certified Cicerone®, Advanced Cicerone®, and Master Cicerone®.

"Title holder" – the individual who has earned the Cicerone certification title.

"title holder name" – the first and last name as it appears on the Cicerone Certification Program roster at www.cicerone.org. This may include legal middle names or initials as well as generational designators (Jr. III, etc.).

"Certification logo" – the image given to and used by individual title holders to note their certification status. The current versions of these logos are shown below:

Note that except for these logos and their allowed uses, the "hand and glass" logo of the Cicerone Certification Program can only be used by the program or to represent specific programs and resources created and owned by the Cicerone Certification Program. If you believe you have a reason to use that logo, please contact us for authorization.

TEXT GUIDELINES:

If your use of the certification title is limited to printed words where the font, size and weight of the type for the title and the title holder are identical, then these four guidelines cover everything you need to know:

1. Capitalize both words of the certification title.
2. Use the registration symbol ® at the end of the word "Cicerone" in the title.
3. The name or names of the title holder(s) must appear in conjunction with, and adjacent to, the certification title in all contexts.
4. At no time is it allowable to use a Cicerone title (e.g. "Certified Cicerone") to modify or describe anything other than one or more specific title holders' names.

Joe Bierstein
Certified Cicerone®

TEXT EXAMPLES

Here we show some inappropriate examples using the Cicerone name or titles followed by details of what was incorrect and then a good example showing how to present the concept correctly.

BAD EXAMPLE:

"Master Cicerone® Approved Study Materials
(Pat Fahey/Neil Witte)"

ISSUES:
- *Title modifies something other than the title holder (Study Materials)*
- *Title holder names are not adjacent to the title*

GOOD EXAMPLE:

"Study Materials Approved
by Master Cicerones® Pat Fahey and Neil Witte"

BAD EXAMPLE:

On Wednesday, August 16
Des Moines Certified Cicerone®
Tap Takeover

ISSUES:
- *Title modifies something other than the title holder (Tap Takeover)*
- *Title holder names are not provided with the title*

GOOD EXAMPLE:

**On Wednesday, August 16
Des Moines Certified Cicerones®
John Doe
Jackie Dough
Jean Do
Jerry Deo
Take Over the Taps**

BAD EXAMPLE:

Cicerone®-brewed Crystal Skies Kölsch

ISSUES:
- *"Cicerone" is used to modify/describe this beer name.*

GOOD EXAMPLE:

**Crystal Skies Kölsch
Brewed by John Adams, Certified Cicerone®**

BAD EXAMPLE:

"Cicerone® Beer Styles 101 taught by John Scholl"

ISSUES:
- *"Cicerone" is used to modify the course name.*

GOOD EXAMPLE:

**"Beer Styles 101 Course taught
by John Scholl, Certified Cicerone®"**

or

**"Beer Styles 101 Course taught
by Certified Cicerone® John Scholl"**

BAD EXAMPLE:

"Our beer pairings are selected and tested by our Advanced Cicerone to ensure that you will enjoy the best combinations of beer with our entrees."

ISSUES:
- *Name of certification title holder is not given with the title.*
- *Registered trademark symbol is not used after "Cicerone."*

GOOD EXAMPLE:

"Our beer pairings are selected and tested by our Advanced Cicerone® Shana Solarte to ensure that you will enjoy the best combinations of beer with our entrees."

DESIGN GUIDELINES:

If your use of the certification title involves any graphic element or differences in font, then please read these guidelines. Specific situations that this would cover include:

1. The title holder's name appears in a different type font, size or weight from the certification title

2. Any graphic element is used to represent either the title or the title holder's name. This includes use of the certification logo on any item other than the title holder's business card. It also includes alternate representations of the title holder's name such as the use of their signature.

Use of Certification Logos
The certification logos are registered trademarks and must be used as supplied. They may be sized, maintaining the original proportions in order to fit a specific application, but otherwise no modifications in the shape, color, wording or design can be made.

1. **The name of the title holder must be prominently presented in conjunction with any use of the title or logo.**
   a. The shape, design and color of the certification logo must not be altered in any way.
   b. When the **Certified Cicerone®** logo is used, the title holder's name must appear in a type that is at least 20% as tall[1] as the logo and in a clearly legible form.
   c. When the **Advanced Cicerone®** or **Master Cicerone®** logo is used, the title holder's name must appear in a type that is at least 15% as tall as the logo and in a clearly legible form. In addition, the title holder's name must be at least as large as any non-headline type on the same page, panel or item.

2. **Use of Title Holder's Personal Signature with Title or Logo**
   The title holder's **personal signature** may be used in combination with their name in type to accompany the certification logo or the title.

   When the signature is used to accompany the logo:
   - The written signature must be the same height as the logo and the title holder's name in type must appear below the signature and be at least 15% of size of the logo by height.
   - There must not be any other type or graphic element between the logo and the signature or between the signature and the name in type.

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1 *The "height" of the font should be determined by the tallest capital letter in the title holder's name so long as that letter does not descend below the line of type.*

When a written signature is used to accompany the title in type:
- The written signature must be at least 150% of the height of the title type and the title holder's name in type must appear below the signature and be at least 25% of size of the title type.
- There must not be any other type or graphic element between the title and the signature or between the signature and the name in type.

Joe Bierstein, Certified Cicerone®

Small deviations from these guidelines may be allowed to accommodate reasonable design and layout objectives. Contact us at info@cicerone.org for any questions or allowances.

DESIGN EXAMPLES

BAD EXAMPLE W LAYOUT:

EXAMPLE 1: BEER PACKAGE

ISSUES:
- *Certification holder's name is not listed*

EXAMPLE 2: BEER PACKAGE

ISSUES:
- *Certification holder's name is too small*

GOOD EXAMPLE: BEER PACKAGE

ISSUES:
• The certification title "Master Cicerone" is used to describe a pairing.
• Certification holder's name is not prominently displayed.

GOOD EXAMPLES: