The Certified Tourism Ambassador™ (CTA) logo is a symbol of quality that represents an individual’s or company’s commitment to building tourism by turning every visitor encounter into a positive experience.

Use of the CTA logo is subject to the following guidelines and requirements in order to uphold the brand integrity and overall image of the CTA program and to safeguard TAI’s rights to this valuable mark. Please read the guidelines and requirements carefully and complete the CTA Logo Usage Request Form at the bottom of this document to request permission to use the CTA logo.

CTA Logo Usage Guidelines, Requirements & Frequently Asked Questions (FAQ)

- **What Are the Legal Guidelines for Using the CTA Logo?** The CTA logo is protected by the laws of copyright and trademark and, as such, is a valuable asset of the Tourism Ambassador Institute™ (TAI). The CTA logo is mutually protected by the TAI and its licensed, Accredited Providers (APs) who serve as local CTA program administrators. The TAI reserves the right to change these guidelines solely at its discretion.

- **Who Can Use the CTA Logo?** The logo may only be used by the following:
  - **CTAs in good standing** who have met all requirements for achieving and renewing the CTA designation and are classified as “Current” within the CTA database
  - **Employers of “Current” CTAs**
  - **TAI-approved program organizations**: sponsors/supporters; participating educational institutions; or any other entity approved by TAI

- **Can I Change the ‘Look’ of the Logo or the Colors?** The structure and elements of the CTA logo must not be altered in ANY way. The logo may not be taken apart; changed in proportion or composition, color or fonts; or otherwise altered (except for overall sizing) from the trademarked versions shown. It may not be used within or as a part of any other symbol or mark. The logo may be printed in black & white or in color (blue/black). No other colors may be used.

- **How Do I Register to Use the Logo? How Long Does the Permission Last?** Complete and submit the CTA Logo Usage Request Form below. Select the version of the request form that is most appropriate to you: Individual version or Employer/Company version. Permission is granted on an ‘evergreen’ basis, with ongoing annual approval, provided all logo requirements are met. *Important Note:* Discontinuing your affiliation with the CTA program will result in automatic withdrawal of permission to use the CTA logo.

- **How Can I Obtain a High Resolution File of the Logo?** You may request a specific file type (e.g..jpg or .eps; PDF; etc.) at the bottom of the request form.
• **Can I Put the Logo on a Website or Other Electronic Media?** The logo may be used (with approval via the registration process) on websites or in other electronic media, as long as the site is professional and supports the ideals of the CTA program. The site must display the CTA logo in a positive, professional manner. The logo may not be used on sites that promote or portray discriminatory practices against any individual or group based on race, religion, gender, sexual orientation, ethnic background, etc. Note: Use of the logo on a website or other electronic media requires linking to the CTANetwork.com website. It may not be used to link to any other third party websites. Note: The preferred tag for the CTA Website is ALT="Click Here to Visit the Official CTA Website".

• **Can I Use the Logo on Printed Materials (e.g. business cards, letterhead, brochures, etc.)?** The logo may be used (with approval via the registration process) in business correspondence or other printed materials, as long as they are professional and support the ideals of the CTA program. Literature in which the logo appears must contain the following acknowledgement in small font: "The CTA logo is owned by the Tourism Ambassador Institute™. Used with permission." Business cards on which the logo appears must contain the following, abbreviated acknowledgment, in small font: “CTA Logo Used With Permission”.

• **Can the Permission be Withdrawn?** The TAI may visit participating web sites or review printed material to monitor usage and compliance with these guidelines. As the owner of the trademarked/copyrighted work, the TAI reserves the right to automatically withdraw logo usage permission at any time. The TAI is not responsible for loss of business or any damages in the event permission to use the logo is revoked.

• **What Happens if the TAI Changes the Logo?** TAI will provide advance notice of any upcoming changes to the logo. Sixty (60) days following such notice, changes must be incorporated to any CTA logo usage, to avoid violation of copyright and trademark law. Note: CTA logo changes would be rare and would occur only in extreme instances.

• **What Versions of the Logo Are Available?** The logo is shown below; in several versions. You may request the version that best suits your needs. Reminder: Colors may not be altered in any way; see above.

![Version 1: CTA Logo, color](image1)

![Version 2: CTA Logo, B&W](image2)

![Version 3: CTA Logo, color w/ tagline](image3)

![Version 4: CTA Logo, B&W w/ tagline](image4)
CTA Logo Usage Request Form - Individual CTAs

Name: _______________________________ Title: _______________________________

Company: ________________________________________________________________

Street Address: ___________________________ City: ___________ State: ___ Zip: ______

Work Phone: _____________________ Work Email: ______________________________

Cell Phone: ______________________ Alternate Email: ___________________________

Local CTA Program: ____________________________________

Year You Became a CTA: __________

I will be using the CTA logo on: (check all that apply)

__ Printed Business Communications: Business Cards, Letterhead/Stationery, etc.
__ Promotional Materials: Brochures, Flyers, etc.
__ Website (give website URL/address) ______________________________
__ Other Electronic Media (please list) _____________________________
__ Other (please list) _____________________________

Circle logo version requested:   Version 1    Version 2    Version 3    Version 4

Circle file format requested:         .jpg               .eps

I hereby certify that I am a "Current" CTA in good standing and, therefore, eligible to use the CTA logo. By submitting this request, I hereby acknowledge that I have read and agree to abide by the policy guidelines and requirements within the official CTA Logo Usage Policy. I understand that any violation of this policy may result in legal action under the laws of copyright and trademark and forfeiting my CTA status.

__________________________________   _______________________
Signature       Date

Please submit your completed form via mail/email or direct questions to:

Becky Barndt, CTA
Tourism Ambassador Institute™
P.O. Box 70186
Tucson, AZ 85737
Phone: (602) 867-4232
admin@tourismambassadorinstitute.com
CTA Logo Usage Request Form - Employers/Organizations

Name: _______________________________ Title: _______________________________

Company: __________________________________________________________________

Street Address: ______________________ City: __________ State: ___ Zip: ______

Work Phone: ___________________ Work Email: ______________________________

Local CTA Program Name: ________________________________________________

My/Our company has CTAs on our staff (circle one):     Yes          No        Unsure

I/we will be using the CTA logo on: (check all that apply)
   __ Printed Business Communications: Business Cards, Letterhead/Stationery, etc.
   __ Promotional Materials: Brochures, Flyers, etc.
   __ Website (give website URL/address) ________________________________
   __ Other Electronic Media (please list) ________________________________
   __ Other (please list) ________________________________

Circle logo version requested:   Version 1    Version 2    Version 3    Version 4

Circle file format requested:         .jpg               .eps

I hereby certify that I have legal authority to sign this form on behalf of our company and that my/our company is an employer of "Current" CTAs in good standing and, therefore, eligible to use the CTA logo. By submitting this request, I hereby acknowledge that I have read and agree to abide by the policy guidelines and requirements within the official CTA Logo Usage Policy. I understand that any violation of this policy may result in legal action under the laws of copyright and trademark and the forfeiture of the CTA status of my/our company's employees/volunteers.

__________________________________   _______________________
Signature       Date

Please submit your completed form via mail/email or direct questions to:
Becky Barndt, CTA
Tourism Ambassador Institute™
P.O. Box 70186
Tucson, AZ 85737
Phone: (602) 867-4232
admin@tourismambassadorinstitute.com