

International Society of Travel Medicine (ISTM) Certificate in Travel Health™ (CTH®) Mark Use Policy

Examinees who pass the International Society of Travel Medicine (ISTM) Certificate of Knowledge Examination will be granted a Certificate in Travel Health™ (CTH®) and can use the mark to highlight their knowledge and expertise in the field of travel medicine. The mark must only be used by the Certificate holder and may not be transferred or assigned to any other individual, organization, business or entity.

Certificate holders may use the Certificate in Travel Health™/CTH® mark in professional advertising and information materials, including telephone directory listings, advertisements, business cards, letterhead, brochures, signs, stationery, packages and other similar marketing material. The mark must be used in conjunction with his/her name and the services related to the Certificate. The mark, however, may not be displayed or used in a manner which may lead the public to believe that an organization or business itself is certified or otherwise endorsed by the ISTM. A Certificate holder may use the mark in association with his or her name as shown in the examples below, but the mark may not appear immediately above, below or otherwise adjacent to the name of the certificate holder's employer, business or organization.

The "Certificate in Travel Health" statement must always be used in its entirety and must always appear with the superscript "™". The CTH mark must always appear with the superscript "®" trademark symbol. **It should not be used immediately following the name of the Certificate holder, or in any way that would create the appearance that the mark is being used as a title or degree.**

Incorporation of the Certificate in Travel Health™/CTH® mark with other marks, designations or logos related to credentials, groups or organizations is prohibited. The mark may be used on the same page as other affiliation marks or logos, **but must remain separate and distinct.**

An individual who represents that he/she has received a Certificate in Travel Health™ or CTH® without having fulfilled the Certificate of Knowledge Program requirements may be denied future examination eligibility and/or be subject to legal action.

Examples of the **proper** use and appearance of the mark include the following:

Jane Wang, MD
(Blank space)
CTH®

Jane Wang, MD
International Travel Clinic
(Blank Space)
CTH®

Hans Schmidt, RN
(Blank space)
Certificate in Travel Health™

Hans Schmidt, RN
International Travel Clinic
(Blank Space)
Certificate in Travel Health™

Examples of the **improper** use and appearance of the mark include the following:

Jane Wang, MD, CTH

Jane Wang, MD, Certificate in Travel Health

Hans Schmidt, RN
CTH

Hans Schmidt, RN
Certificate in Travel Health

Jane Wang, MD, C.T.H.

Jane Wang, MD
International Travel Clinic

Hans Schmidt, RN
C.T.H.

CTH