

Travel Health Insurance Association of Canada

Marks Use Guide for the TRIP™ Certificate



“THiA Travel Insurance Program™”

“TRIP™”

“TRIP Certificate™”

Last revised: March 26, 2019

About THiA

The Travel Health Insurance Association (THiA) is the national organization representing travel insurers, brokers, underwriters, re-insurers, emergency assistance companies, air ambulance companies and allied services in the travel insurance field. THiA is the leading voice of the travel insurance industry in Canada and is engaged in public education and issues relating to regulatory affairs and member communications.

Introduction

THiA owns the THiA Travel Insurance Program™, TRIP Certificate™ and TRIP logo (see below) marks.



THiA oversees the use of the marks to support the advancement of education and professionalism in travel-related industries.

TRIP certification marks let consumers know that the individual (“certificate achiever”) serving them has met educational standards that are consistent with the client-focused best practices promoted by the Travel Health Insurance Association of Canada (“THiA”).

TRIP instructional content and certification is intended as enrichment education and does not replace or supersede educational requirements or regulations imposed by any provincial or territorial regulator. THiA bears no liability as a result of the use or misuse of the marks by individuals or organizations.

Use of marks

Individuals who meet THiA’s TRIP certification and renewal standards are authorized to use the following four marks:

1. THiA Travel Insurance Program™
2. TRIP Certificate™ or TRIP Certificate™ Achiever
3. TRIP™
- 4.



Rules for Use

TRIP Certificate™ Achievers acknowledge

- improper use of these marks may result in the revocation of permission to use the marks;
- they are subject to the conditions relating to the use of the marks as set forth in the TRIP education standards and renewal policies;
- THiA is the sole, absolute and exclusive owner of all right, title and interest in, and to, the marks and certificate achievers will not challenge, directly or indirectly, THiA right, title and interest in, and to, the marks, and the goodwill associated with these marks;
- they will not challenge, directly or indirectly the validity, use and/or registration of the marks or adopt, use and/or register any mark or name that is or may be confusingly similar to the marks, as determined by THiA;
- they will not, directly or indirectly, take, encourage or promote any action that would/does impair the rights of THiA in and to the marks or the goodwill associated with them (e.g. the creation and/or sale of any TRIP merchandise);
- the TRIP Marks:
 - must be used in a way that makes it clear that THiA owns them¹;
 - may not be used to imply THiA's endorsement of an individual or company (i.e. beyond the achievement of the TRIP course certification);
 - may not be used as part of the name of an individual's business or company; and
 - may not be altered (i.e. in text form or graphically);
- THiA does not permit the use of its marks where such use is prohibited by territorial, state or federal law;
- THiA has the right to revoke permission to use these marks
 - where a certificate achiever's behaviour is found by THiA to be
 - incompatible with the THiA Code of Ethics; or
 - in violation of provincial or territorial laws regulations related to the provision of advice or services in travel-related industries;
 - upon the modification or termination of the TRIP certification standard by THiA

¹ For example, it is advisable to include the following sentence visibly in the footer of any webpage bearing any TRIP mark. "TRIP™, TRIP Certificate™, TRIP Certificate™ Achiever and THiA Travel Insurance Program™ are certification trademarks owned by the Travel Health Insurance Association of Canada. Copyright © 2018 Travel Health Insurance Association of Canada. All rights reserved."

Rule 1: The marks should always appear with the individual certificate achiever's name.

TRIP™ certification marks should always be displayed in close proximity to the certificate achiever's name. Certificate achievers must not create any confusion in the minds of consumers that the marks apply to non-certificate achievers, goods or services or any organization (i.e. other than THiA).

Permission to use these marks cannot be transferred, delegated, loaned or shared by a certificate achiever. For example, certification does not extend from an employer to an employee or from an employee to a firm.

There is a separate guide and agreement for companies that wish to display TRIP™ marks.

Correct

[Certificate Achiever Name], TRIP Certificate™ Achiever, [Certificate Achiever Name] has successfully completed the THiA Travel Insurance Program™
[Certificate Achiever Name] has earned the TRIP™ course certificate



[Certificate™ Achiever Name]

Incorrect

[Company name] is a TRIP-accredited company
Book your flight with a TRIP-approved travel counsellor
[Certificate Achiever Name] is TRIP-approved or THiA-approved

Rule 2: The marks should be appropriately sized.

TRIP certification marks should be of equal or smaller size than the certificate achiever's name. Certification is intended to complement a certificate achiever's presentation of their professional identity, not act as a substitute.

Correct

John Smith, TRIP™ Certificate Achiever

Incorrect

John Smith, **TRIP™ Certificate Achiever**

Rule 3: The marks must not be modified in any way.

Text marks

- Certificants must not modify the spelling, grammar, phrasing or capitalization of the THiA Travel Insurance Program™, TRIP Certificate™ or TRIP™ marks
- Certificants must use professional-looking typefaces such as Arial, Calibri, Helvetica, or Times New Roman to display the marks. Script or unusual fonts are not permitted
- If text marks are displayed within sentences and paragraphs, the type size and spacing should be consistent with the type size and spacing as the rest of the sentence or paragraph
- All text should be in black (or white if in reverse) with no other colours—not even the TRIP logo colours. The exception are the letters contained in the logo which should always be reproduced as in the logo below
- The only emphasis for the text marks should be italics, bolding or underlining

Correct

THiA Travel Insurance Program™ or TRIP™ or TRIP Certificate™
THiA Travel Insurance Program™ or TRIP™ or TRIP Certificate™
THiA Travel Insurance Program™ or TRIP™ or TRIP Certificate™
THiA Travel Insurance Program™ or TRIP™ or TRIP Certificate™

Incorrect

Thia Travel Program

THiA Travel Insurance Program™

Logo Graphic

- Do not modify the colours, typeface, capitalization or any other elements of this mark
- Do not separate, take away, or add any graphical elements to or from this mark



Rule 4: The first use of the marks should be accompanied by the ™ legal notice mark.

The ™ mark describes the marks' legal status and should be displayed for each first instance when a TRIP™ mark is displayed. After it is used once in a document or website, you may use the TRIP mark without the legal status notice. Each distinct web page counts as a new instance.

Rule 5: The word TRIP must be used as an adjective, not a noun.

Correct

"I am a TRIP Certificate™ Achiever"
"I have earned my TRIP Certificate™"

Incorrect

"I have my TRIP™"
"I earned my TRIP™"

Rule 6: Certificants must not attempt to unduly influence internet, broadcast or print traffic to the detriment of other certificants.

Certificants should not attempt to skew search engine results in their favour by repeating TRIP marks within the metadata of their webpages. There should only be a single reference to each TRIP mark in each webpage's metadata.

Certificants cannot create a TRIP mark category list in a directory (e.g. Yellow Pages) specifically to promote themselves while excluding other TRIP certificants.

Certificants violating this rule may have their permission to use the marks suspended or revoked.

Correct

<META name "keywords" content = "TRIP Certificate">:

Incorrect

<META name "keywords" content = "TRIP Certificate, TRIP Certificate, TRIP Certificate">:

Rule 7: The marks may only be used as website hyperlinks if they link directly to THiA's website.

It is the expectation of most consumers that when they click on a TRIP-hyperlinked mark, they will receive information about the certificate program—ideally from the originator of the marks.

Rule 8: The marks should be published only in locations and on materials that are in good taste and do not degrade the marks.

It is the responsibility of certificants to ensure that the marks only appear in locations and on materials that are consistent with THiA's aim to raise the professionalism of individuals in travel-related businesses.

Correct

TRIP marks appear on a certificant's website, letterhead or business card.

Incorrect

TRIP marks appear in display advertising in websites dedicated to gambling, pornography, gratuitous violence, etc.

TRIP marks are imprinted on materials that are controversial, suggestive or provocative in THiA's opinion.

Finally, if you have questions about the appropriate use of the TRIP marks, please contact THiA at the following email address at info@thiaonline.com.