

## PMI TRADEMARK USAGE GUIDELINES

As PMI's trademarks are an important business asset, we must be steadfast in our efforts to protect them. PMI employees, members, volunteers, communities, Authorized Training Partners (ATPs), Registered Education Providers (R.E.P.s), certification holders, licensees, and other third parties can help in these efforts by using the marks properly and providing appropriate attribution.

The following trademark usage guidelines apply to everyone using PMI marks. There are exceptions, namely, individuals and organizations that are under license with PMI should follow the special trademark guidelines provided to them, pursuant to their respective agreements. The guidelines below will be updated periodically by PMI. These guidelines are not intended to be a comprehensive guide for all legal uses. Related questions should be directed to the Legal Department at PMI.

1.  **Avoid using PMI marks to refer to your own goods or services.** Third parties may not incorporate any PMI mark into their own product names, services, trademarks, logos, company names, domain names or URLs. PMI Authorized Training Partners, Registered Education Providers, colleges and universities and training centers may continue to use PMI's certification marks in course headings (i.e., "PMP® Exam Prep 101"), provided notice is given that the certification mark is owned by Project Management Institute (PMI).
2.  **Avoid using marks that are confusingly similar to PMI's marks.**
3.  **Avoid altering any PMI mark.** PMI marks or logos may not be changed in any way. They must be used exactly as they appear on the [PMI List of Marks](#).
4.  **Avoid using the PMI Logo without authorization.** Only third parties expressly authorized by PMI (i.e., by executed written agreement) may use the PMI logo. In such cases, only the PMI approved artwork for the specific logo may be used.
5.  **Avoid using the PMP Certification Logo without authorization.** Only PMP credential holders in good standing are authorized to use the PMP logo, which may only be used on business cards or as part of the electronic signature block, in close proximity to the credential holder's name.
6.  **Always use the proper trademark notice with PMI marks.** Use of the appropriate symbol depends upon the registration status of the mark. The Registered ® symbol should only appear with a mark that has been registered with the U.S. Patent and Trademark Office or the trademark office of another country. The ™ symbol may appear after an unregistered mark that is used on either goods or services and ℠ symbol may appear after an unregistered mark that is used specifically in connection with services. The appropriate trademark notice should appear in superscript (™, ℠, ®) following the mark.

In print or electronic documents, publications or communications, it is sufficient to use the appropriate trademark notice following the mark when it first appears in the work. One exception to this rule involves the PMBOK mark, which always should be identified italicized and include the superscripted ® symbol, i.e., *PMBOK® Guide*.
7.  **Always use PMI marks when referring to PMI goods and services.** Third parties are free to use PMI word marks (i.e., not logos) to refer to PMI products and services, as long as such references are truthful, fair, and comply with these guidelines.



8. **Always use the Registered ® symbol after the PMI trademark or service mark, but not after PMI's company name or initials.** If PMI is used to refer to a product or service, then the ® symbol should be used in connection with the PMI trademark or service mark.

Example: The PMI® certification program is recognized worldwide.

If the acronym PMI refers to our business/company name, it is being used as a trade name and the Registered ® symbol should not be used.

Examples: PMI is the world's leading association relating to project management.  
Project Management Institute (PMI), Newtown Square, PA 19073-3299.

When used as a trade name, the PMI acronym can appear in the possessive case.

Example: PMI's trademarks are among its most valued assets.



9. **Always use PMI certifications properly.** PMI credentials may only be used by authorized individuals to show that they have achieved the respective certifications. A credential appears immediately following a certification holder's name, for example, "Joseph Smith, PMP" on business cards or in an electronic signature block. Used in this manner, the credential does not require use of the ® symbol, nor is an attribution statement required.

Important Note: Any individual whose PMI certification has lapsed should immediately discontinue use of the credential.



10. **Always use the generic term after a word mark wherever possible.** To be properly protected, a word mark (excluding slogans) should not be used as a noun – it should be used as an adjective followed by a generic noun, e.g., *PMBOK® Guide* or PMP® certification or PMI® seminars. Use of PMP by itself is discouraged and pluralizing a certification mark, such as, "PMPs" is incorrect. Instead, PMI strongly recommends using PMP® certification holders.



11. **Always provide an attribution statement when using PMI marks.** When using any PMI mark in print or electronic form, an attribution statement should be included at or near the first mention of the mark, or if multiple marks, in a logical, prominent place within the document or webpage.

Registered Marks. Registered marks are marks that are granted registration with the U.S. Patent and Trademark Office. If the PMI List of Trademarks indicates that the mark is registered, then the attribution statement should read as follows:

"PMP" is a registered mark of Project Management Institute, Inc.

Unregistered Marks or a Combination of Marks. If an attribution statement identifies a mark that is not registered, or includes both registered and unregistered marks, then the word "registered" should be omitted, as follows:

"PMI," "PMP" and "PMI Project Management Ready" are marks of Project Management Institute, Inc.

Note: PMI employees and/or contractors producing materials for PMI may forego including a narrative attribution statement where spatial limitations make it impractical.



12. **Always report any suspected infringement of PMI's marks to the Legal Department.**