**CATC® Certification Mark**

**Purpose of the CATC® Certification Mark**

The Certification Mark is used by Certified Addictions Treatment Counselors as a distinctive visual symbol of the CATC designation that can be easily recognized by employers, colleagues, and clients. In essence, use this mark as a seal of quality and integrity, in close proximity to your name.

®
Download the logo by selecting it above and right clicking on it. Save As Picture.

**Use of the Certification Mark**

* The certification mark may not be altered or modified in any way.
* The certification mark should be clearly printed in red and black ink on light colored backgrounds or may be reversed to white on dark colored backgrounds.
* The CATCIntern shall use the CATC-i (small letter “i” for “intern”)
* The CATC certification mark shall only be used by CATC interns and counselors who are current and in good standing. Improper use may result in sanctions and or revocation of the credential as determined by the Addiction Counselor Certification Board (ACCBC).
* All CATCs shall include the certification mark and their certification number on all letterhead or business cards.
* The trademark notice does not have to appear on letterhead or business cards.
* The certification mark must not be used as part of a company name or logo.
* The certification mark should be placed in close proximity to the CATC’s name. However, the certification mark should have enough clear space that it is not connected or a part of the CATC’s personalization or degree. The certification mark shall not be confused with a company logo or placed in such close proximity to a company name or logo so as to give the reader the idea that the certification mark certifies the company.

**Proper**

* John Smith is a CATC®
* Amy Jones, CATC, is a program manager.
* John Smith is a holder of the right to use the Certified Addictions Treatment Counselor® designation.

**Improper**

* John Smith is a CATC.
* John Smith is a Certified Addictions Treatment Counselor.
* John Smith and Amy Jones are CATCs.

The first and most prominent use of the CATC® or Certified Addictions Treatment Counselor® marks in text material should include the registered trademark symbol (®). It is not necessary to use the ® symbol when the marks directly follow the name of a specific individual.

**Proper**

* John Smith is a CATC®.
* Three analysts at the firm hold the Certified Addictions Treatment Counselor® designation.

Always specify in a tag line at the end of an article and at the bottom of an advertisement or promotional literature that the marks are the property of CAADE/ACCBC.

**Proper**

* CATC® and Certified Addictions Treatment Counselor® are registered trademarks owned by CAADE/ACCBC.

The CATC® mark must appear in all capital letters. With respect to Certified Addictions Treatment Counselor®, at a minimum, the first letter of each word must be capitalized.

**Proper**

* John Smith, CATC
* John Smith, Certified Addictions Treatment Counselor

**Improper**

* Amy Jones, catc
* John Smith, certified addictions treatment counselor