



EC-COUNCIL TRADEMARK AND BRAND GUIDELINES

For Authorized Partners, Vendors And EC-Council Certificate Holders



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INTRODUCTION



Introduction

These EC-Council Brand Guidelines serve as a reference for our authorized partners, vendors and EC-Council certified individuals.

These Trademark and Brand Guidelines ("Brand Guidelines") outlines the steps that the authorized partners, vendors and EC-Council certified individuals can take to safeguard EC-Council's brand assets, such as logos, names, and trademarks. These Brand Guidelines aim to provide clarity on the appropriate utilization of our brand assets.

In following our Brand Guidelines, you help us protect our valuable trademark rights and strengthen our corporate and brand identities. EC-Council retains the right to enforce measures to safeguard these assets, ensuring the protection of our customers and the public.



USE OF MARKS AND DOMAIN NAMES



EC-Council's trademarks, service marks, trade names, trade dress and logos (collectively referred to as "Marks") are valuable assets. A list of all EC-Council Marks is available at https://www.eccouncil.org/legal/trademarks/.

By using EC-Council Marks, in whole or in part, you are acknowledging that EC-Council is the sole owner of the Marks and promising that you will not interfere with EC-Council's rights in the Marks, including challenging EC-Council's use, registration of, or application to register such Marks, alone or in combination with other words, anywhere in the world, and that you will not harm, misuse, or bring into disrepute any EC-Council Mark. The goodwill derived from using any part of an EC-Council Mark exclusively inures to the benefit of and belongs to EC-Council.

To use any of EC-Council's Marks, you must be an EC-Council-authorized partner (Accredited Training Centre, Academia Partner, iLearn, iWeek, authorized reseller, or distributor of our products and services) ("Authorized Partner"), or an individual certified by EC-Council for any of the certifications provided at http://cert. eccouncil.org/ ("Certified Member"). Your right to use EC-Council Marks is subject to the license granted under specific agreements signed between you and EC-Council.

Except for the limited right to use, as expressly permitted under these Brand Guidelines and the specific agreements signed between you and EC-Council, as mentioned herein, no other rights of any kind are granted hereunder, by implication or otherwise. EC-Council reserves all rights, on its Marks, whether or not disclaimed, captured or otherwise provided in the specific agreement and Brand Guidelines.

TRADEMARK NOTICES





Notices

The appropriate trademark symbols (® or ™) must be applied to EC-Council Marks in accordance with the current list of marks provided in these guidelines and as updated from time to time. Logo marks must appear with the trademark symbols exactly as provided by EC-Council.

For word marks requiring the "TM" designation, the mark should appear with the letters "TM" immediately above and to the right of the mark.

For example: CodeRed™.

For word marks requiring the "®" symbol, the mark should appear with the "®" symbol either to the right of the mark or above and to the right of the mark.

For example: Certified Ethical Hacker®

B.

Responsibility to Verify Symbols

It is your responsibility to ensure that you are using the appropriate symbols by consulting our trademark list.

C

Repeated References

For repeated references to EC-Council Marks in a continuous document (such as a report, press release, and the like), use the appropriate notice with any use of any particular mark in the title of the document and with the first use of that particular mark in the body of the text. Subsequent uses of the same mark in the document does not require further notice.

For repeated references to EC-Council Marks in materials that can be easily separated or reordered (such as a website), use the appropriate notice with the first use of a particular mark on each page. Subsequent uses of the same mark on that page do not require further notice.

In all other contexts, use the appropriate notice with each use of an EC-Council mark

D.

Legends

EC-Council strongly encourages its licensees to use a trademark ownership legend. EC-Council requires its licensees to use a legend in any materials in which the licensee uses a legend to identify any third party as the owner of any marks.

Logo marks may be identified by the word portion of the mark, followed by the words "design mark"

For example: C HFI design mark.

The preferred form of legend is:

- · Certified Ethical Hacker is the registered trademark of EC-Council.
- C HFI is registered trademark and design mark of EC-Council.





AUTHORIZED USE OF EC-COUNCIL MARKS



A

Advertising, Promotional and Sales materials by Authorized Partners

Subject to the terms contained in these guidelines, only EC-Council authorized partners, service providers, and licensees may use EC-Council Marks in advertising, promotional and sales materials. Such authorized parties may use EC-Council Marks only as specified in their agreement with EC-Council and in these Brand Guidelines, and such use must always be in conjunction with the appropriate terms that define their relationship with EC-Council.

For example: Authorized Reseller, Authorized Wholesaler, Authorized Service Provider.

В.

EC-Council Certified Member

Only the individuals who have obtained EC-Council certification and whose certifications are active and valid may use EC-Council Marks in accordance with the terms provided under these Brand Guidelines. Individuals whose certifications have expired are not allowed to use our Marks.

C

Resellers of Authorized Partner

The Authorized Partners such as Accredited Training Centers ("ATC") of ECCouncil may appoint "Resellers" in their territory as per the terms outlined in the ATC Agreement signed by the ATCs. For the purposes of clarity, "Resellers" shall mean entities contracted by ATC solely for the purpose of promotion and marketing of the EC-Council Program. The Resellers may use EC-Council Marks subject to the terms of these Brand Guidelines.

D.

Vendors or Service Provider

EC-Council Vendors or Service Provider who have prior written consent to use EC-Council Marks for the purpose of identifying EC-Council as their "client" may use EC-Council Marks subject to these Brand Guidelines and the agreement between the Vendor and EC-Council.





Ε.

Use Trademarks

While using our trademarks, it is important that you pass and always comply with the ACID test as provided below:

Adjective

consistent

Identification or Status

Distinctive

i. **Adjective:** You should use our trademarks as adjectives and not as nouns or verbs. Using a trademark as a noun or verb can dilute our trademark and weaken its ability to serve as a source identifier for our products and services.

As much as is practicable, you should use EC-Council trademarks as an adjective followed by the generic category name of the product or service.

For example: Certified Ethical Hacker certification.

ii. Consistent: Your references to our trademark should be accurate and consistent all throughout. You should use our trademarks in the correct spelling and format as they appear on our company websites and wherever written in plain text, as per the guidelines provided in these Brand Guidelines.

Even if a trademark is written in lowercase in its logo, it should start with a capital letter when written in plain text.

- iii. **Identification or Status:** When using our trademarks, apply appropriate trademark symbols. Please refer these Brand Guidelines for further details.
- iv. **Distinctive:** Our trademarks should start with a capital letter to distinguish them from the surrounding text. Additionally, you should pair each EC-Council trademark with a generic noun that describes the product or service. This should occur at least once in each separate written or broadcast communication, preferably the first time the trademark appears.

USE OF EC-COUNCIL MARKS BY AUTHORIZED PARTNERS





Use of our Marks by Authorized Partners is subject to these Brand Guidelines and to their agreement with EC-Council.

A

General terms for use of EC-Council Marks

- The Authorized Partner may use EC-Council Marks on their marketing materials, online or offline pertaining to EC-Council Programs and certifications solely for the purpose of promoting and marketing EC-Council's products.
- II. The Authorized Partner shall not use EC-Council's Marks to signify any affiliation with or sponsorship or endorsement by EC-Council, other than that granted by EC-Council under an agreement with the Authorized Partner.
- III. The Authorized Partner shall not use EC-Council's Marks in relation to any product or service that does not belong to EC-Council.
- IV. The Authorized Partner shall not alter, erase, or overprint any trademark notice provided by EC-Council or affix any EC-Council Marks to any course material or collateral.
- V. The Authorized Partner shall not use EC-Council Marks, or any name, mark or logo that is confusingly similar to EC-Council Marks.
- VI. The Authorized Partner shall not conduct business under any of EC-Council's Marks, or any derivatives or variations thereof. The Authorized Partner shall also not, directly or indirectly, represent itself as a subsidiary, affiliate, or agent of EC-Council, except as expressly permitted—for example, as an "EC-Council Accredited Training Center," "EC-Council Academia Partner," or "EC-Council iLearn Reseller."
- VII. The Authorized Partner shall not apply for registration of any mark that, in EC-Council's sole discretion, is confusingly similar to, or incorporating elements of, EC-Council's Marks.

В.

Events

When you are using EC-Council marks at an event, please ensure the following:

- Do not reproduce merchandise displaying any EC-Council Marks unless you receive explicit written permission from EC-Council. Contact your EC-Council representative for the same.
- II. You will need to submit a sample of the merchandise displaying our Marks for approval. Only once approved by EC-Council, can such merchandise be used at events. Any use of our Marks on merchandise other than as approved shall be deemed a violation of our intellectual property rights and may make you liable for legal action including a claim for damages.

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USE OF EC-COUNCIL MARKS BY CERTIFIED MEMBER



- I. Certified Member can only use the logo in its original form as provided by EC-Council.
- II. Certified Member must state the certification version number next to the logo such as v4, v6, v7. Certified Member may not alter, change, or remove elements of the logo in any other way.
- III. Only ANSI accredited certifications can carry the ANSI logo. ANSI accredited certification does not carry a version number such as Certified Ethical Hacker
- IV. Certified Member shall not alter, change, or remove elements of the Marks in any other way.
- V. Certified Member shall not translate any part of the Mark.
- VI. Certified Member shall not use elements of the Mark to be part of the design of other materials or incorporate other designs into the Marks.
- VII. Certified Member shall not incorporate the Mark into Certified Member's company name, company logo, website domain, trademark, product name and design, or slogan.
- VIII. Certified Member shall not use the logo to show any form of endorsement by EC-Council or misrepresent association with EC-Council.
- IX. Certified Member may use the logo on their business cards, business letters, resume, websites, emails, and marketing materials solely for the purpose of recognizing themselves as a holder of the EC-Council certification, subject to the provisions these Brand Guidelines.
- X. Certified Member may only use the mark associated with the certification awarded to the Certified Member. As an example, if the Certified Member has obtained a "Certified Ethical Hacker" certification, then they shall only represent themselves as a "CEH" and not use the Mark associated with any another certification of EC-Council.
- XI. Certified Member shall not use EC-Council Marks if their certification has been revoked or suspended.
- XII. Certified Member shall not use EC-Council Mark if their certification term has expired/lapsed and has not been renewed.
- XIII. Certified Member shall not display EC-Council Mark associated to the certification obtained by them to be larger or more prominent than their own name or their company's name and logo.
- XIV.Individuals who hold EC-Council 'Retired Status' may not use EC-Council Marks, unless the Mark is used with the word 'retired'.
- XV. Individuals who are still pursuing an EC-Council Program and have not passed the certification exam shall not use EC-Council Marks.



USE OF EC-COUNCIL MARKS BY MARKETING RESELLERS OF AUTHORIZED PARTNERS



In addition to the relevant guidelines provided above, EC-Council Authorized Training Centers shall ensure that each Reseller appointed by the ATC adheres to the requirements set forth under these Brand Guidelines.

The ATC shall ensure that the Reseller shall not:

- use or register, in whole or in part, EC-Council Marks, including EC-Councilowned graphic symbols, logos, icons, or an alteration thereof, as or as part of a company name, trade name, product name, or service name except as specifically noted in these guidelines or any formal agreement.
- II. use EC-Council Marks in connection with websites, products, packaging, manuals, promotional/advertising materials, or for any other purpose except for promotion of EC-Council Program on behalf of ATC.
- III. use a variation of any EC-Council Mark for any purpose. Resellers may not use any variation, phonetic equivalent, foreign-language equivalent, takeoff, or abbreviation of EC-Council's Marks for any purpose.

For example, not acceptable: EC-Counsel, EC-Council, or similar alterations

- IV. use EC-Council Marks in a disparaging manner.
- V. use EC-Council Marks in a manner that would imply EC-Council's affiliation with or endorsement, sponsorship, or support of a third-party product or service.



PARTNERS' COMMUNICATIONS



Logo Dos and Don'ts

Correct Logo Usage



Red & Black on white



White on Black



Black on White

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Logo Dos and Don'ts

Wrong Logo Usage



Do Not Create Outline



Do Not Compress The Logo



Do Not Stretch The Logo



Do Not Use Blur



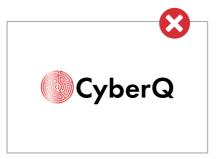
Do Not Use Gradient



Do Not Use Shadow



Do Not Use This logo



Do Not Use This logo

Correct Logo Usage on Background



Logo on the white patch



Logo on the solid dark background

Wrong Logo Usage on Background



Color logo on image



Transparent logo on image



White logo on light background



Image inside the Logo

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Logo Usage



Note: Logo height should not be less than 60px for digital 0.4" for print

- I. Usage: Always keep the logo proportionate and ensure it is visible.
- II. Clear Space: Maintain sufficient clear space around the logo to prevent overcrowding.
- III. Logo Placement: Preferably placed in the center of the creatives. Please take approvals for exceptions.
- IV. Color Variations: Use white or black variations of the logo depending on the background contrast.

Typography

Primary Font

Usage: Heading or Highlight Text

POPPINS



ABCDEFGHIJKLMNOPQRSTUVWXYZ

12345678910

MONTSERRAT

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

12345678910

Secondary Font

Usage: Regular or paragraph writing

OPEN SANS



ABCDEFGHIJKLMNOPQRSTUVWXYZ

12345678910





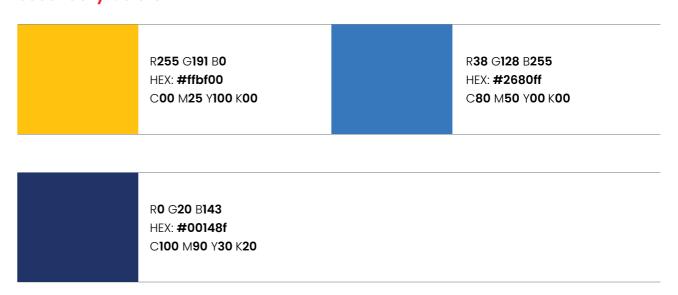
Colors

Primary Colors



Colors

Secondary Colors







All Product Logos

Note:

Condition 1 - After the red vertical slash, the tagline will center align to the initials Condition 2 - After the red vertical slash, if the tagline is bigger than the initials it will be left aligned to the initials

Ethical Hacking



Certified Ethical Hacker (CEH)

CEH program helps you to gain skills to uncover vulnerabilities and secure the systems, networks, applications, databases, and critical data from malicious hackers. You'll learn the fundamentals of ethical hacking, foot printing and reconnaissance, scanning, enumeration, and more concepts.



Certified Ethical Hacker (CEH)

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Executive Management



Certified Chief Information Security Officer (CCISO)

This Certification is an industry-leading program that recognizes the real-world experience necessary to succeed at the highest executive levels of information security.

Note:

Height of Cert logo should not be less than 80px for digital and 0.7" for print Height of "E" will be approx 6.5px for digital and 0.05" for print



Associate CCISO

The Associate CCISO Program is a professional certification program that equips cybersecurity professionals with the fundamental knowledge required for information security leadership. It is designed specifically for candidates aspiring to become C-suite leaders by training themselves in the 5 domains of the Certified CISO (CCISO) program, even if they fall short of meeting the minimum 5 years of experience in 3 of the Certified CISO domains.

Network Security



Certified Network Defender (CND)

Certified Network Defender helps IT Professionals play an active role in protecting digital business assets and detecting and responding to cyber threats while leveraging Threat Intelligence to predict them before they happen.



ICS/SCADA Cybersecurity

This course enables you to learn the foundations of security and defend architectures from attacks. You will learn to "think like a hacker" and master techniques to defend common types of attacks against the oil and gas IT corporate and control network.





Encryption



EC-Council Certified Encryption Specialist (ECES)

This program introduces you to cryptography. You will learn the types of encryption standards, deploying encryption technologies, common mistakes and the best practices in implementing encryption technologies, and much more.

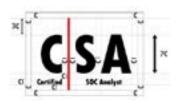
Pen Testing



Certified Penetration Testing Professional (CPENT)

This program teaches you how to perform an effective penetration test in an enterprise network environment that must be attacked, exploited, evaded, and defended. You will master pen testing skills by putting them to use on our live cyber ranges.

SOC Analyst



Certified SOC Analyst (CSA)

This program is your first step to joining a Security Operations Center (SOC). It is engineered for current and aspiring Tier I and Tier II SOC analysts to achieve proficiency in performing entry-level and intermediate-level operations.

Incident Handling



EC-Council Certified Incident Handler (ECIH)

This is a comprehensive method-driven program focusing on organizational incident handling and response. It covers everything from preparing and planning the incident handling response process to recovering organizational assets after a security incident.



Certified Threat Intelligence Analyst (CTIA)

CTIA program empowers you with the latest techniques and tools to detect, engage, and neutralize cyberattacks in real-time. This Certification is designed and developed in collaboration with cybersecurity and threat intelligence experts across the globe.

Cloud Security



Certified Cloud Security Engineer (CCSE)

The Certified Cloud Security Engineer (CCSE) is a multi-cloud security certification program crafted by industry experts. It offers a holistic understanding of cloud security and empowers cybersecurity professionals to apply practical skills in their work.





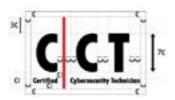
DevSecOps



Certified DevSecOps Engineer (ECDE)

ECDE is a lab-intensive program that covers the integration and automation of all the major and widely used tools, processes, and methodologies of DevSecOps that help organizations build secure applications rapidly

Cyber Tecnician



Certified Cybersecurity Technician

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla ac lacus ultricies, semper augue ut, tempor nulla. Nunc maximus leo erat, vel imperdiet dolor

Blackchain



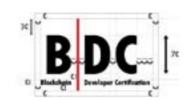
Blockchain Business Leader Certification (BBLC)

The BBLC program aims to teach business leaders how to use blockchain technology to improve business operations by equipping them with technical knowledge and hands-on experience with blockchain technologies.



Blockchain Fintech Certification (BFC)

The CASE credential tests the critical security skills and knowledge required throughout a typical Software Development Lifecycle, focusing on the importance of implementing secure methodologies and practices in an insecure operating environment.



Blockchain Developer Certification (BDC)

The CASE credential tests the critical security skills and knowledge required throughout a typical Software Development Lifecycle, focusing on the importance of implementing secure methodologies and practices in an insecure operating environment.

Business Continuity and Disaster Recovery



EC-Council Disaster Recovery Professional (EDRP)

This Certification aims to educate and validate your ability to plan, strategize, implement, and maintain a business continuity and disaster recovery plan. It also teaches you to secure data by implementing the necessary policies and procedures.



Fundamentals



Certified Secure Computer User (CSCU)

This program helps you gain the necessary knowledge and skills to protect your information assets. You will learn in an interactive environment and acquire a fundamental understanding of various computer and network security threats.



EC-Council Certified Security Specialist (ECSS)

This program helps you enhance your skills in three areas: information security, network security, and computer forensics, and is ideal for students interested in learning the fundamentals of all three in-demand domains.

Essentials Series



Network Defence Essentials (NDE)

This program covers the fundamentals of information security and network defense. This introductory cybersecurity course is designed for today's entry-level information security or cybersecurity careers and is ideal for learners aspiring to pursue a career in cybersecurity.



Ethical Hacking Essentials

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla ac lacus ultricies, semper augue ut, tempor nulla. Nunc maximus leo erat, vel imperdiet dolor



Digital Forensics Essentials (DFE)

The Digital Forensics Essentials (DFE) is an entry-level foundational course to help beginners grasp the facets of digital forensics investigation, its phases, and types. This course covers topics like dark web forensics, Linux, investigating web applications, and more. No IT/Cybersecurity experience required for this course.



DevSecOps Essentials (DSE)

The DevSecOps Essentials (DSE) covers fundamental skills in DevSecOps, providing key insights into identifying application development risks and securing and testing applications within onpremises, cloud providers, and infrastructures. With 9 practical labs, 12 hours or premium self-paced video training, and 10 modules, it ensures students gain recognition and secure better opportunities for the next logical step after DISE.



SOC Essentials (SCE)

The SOC Essentials (SCE) is designed for aspiring security professionals, freshers, and career switchers to provide insights into security operations frameworks and related technologies.

With 8 modules covering robust topics from the computer network and security fundamentals to SOC components and architecture, SCE prepares you to identify various aspects of cyber threats and secure digital environments. Further, it provides 13 hours of premium self-paced video training with 8 hands-on labs to simulate real-world scenarios.







Cloud Security Essentials (CSE)

Cloud security is a foundational course covering cloud computing and security fundamentals, data protection and encryption in the cloud and more. This course prepares you to secure identities, data, and applications within cloud providers and hybrid infrastructures. With 15 hands-on labs and 11 hours of premium training, the CSE provides learners with the skills to secure cloud solutions.



IoT Security Essentials (ISE)

The lot security essentials (lot) is a comprehensive guide to securing the Internet of Things (IoT) systems. It covers essential topics from IoT fundamentals to advanced security threats and security engineering, providing the knowledge and skills to design, deploy, and maintain secure IoT solutions. Equipping candidates to identify, assess, and mitigate security risks in IoT environments.



Threat Intelligence Essentials (TIE)

The Threat Intelligence Essentials course equips learners with a strong technical foundational knowledge of threat intelligence concepts and tools. It provides essential knowledge in topics like cyber threat landscape, types of threat landscape, and more, preparing you for progressive career paths as a threat intelligence analyst.

Application Security



Certified Application Security Engineer (.NET)

The CASE credential tests the critical security skills and knowledge required throughout a typical Software Development Lifecycle, focusing on the importance of implementing secure methodologies and practices in an insecure operating environment.



Certified Application Security Engineer (Java)

The CASE credential tests the critical security skills and knowledge required throughout a typical Software Development Lifecycle, focusing on the importance of implementing secure methodologies and practices in an insecure operating environment.



Web Application Hacking and Security (WAHS)

EC-Council's Web Application Hacking and Security is a specialization certification that enables you to play, learn, hack, test, and secure web applications from existing and emerging security threats in the industry verticals.



EC-Council Certification



Artificial Intelligence Essentials (AIE)

Artificial Intelligence Essentials (AIE) course is designed for anyone interested in gaining a comprehensive understanding of course, you'll explore defensive approaches to AI technology, which include system monitoring, AI model hardening, and dataset security. You will gain the skills needed to automate security tasks, enhance threat detection accuracy, and respond faster to incidents using AI tools and techniques.



Risk Management

The Risk Management course equips CISOs and security leaders to define and implement risk management within an information security program. Explore global best practices and frameworks to manage IS-related risks effectively, excluding financial or broader business risks.



Licensed Penetration Tester (LPT)

Licensed Penetration Tester (LPT) is not comfortable (and the exam is even worse!), but filled with intense stress meant to elicit the best from you. Those who prevail will have developed an instinctual response to real-world penetration testing challenges..



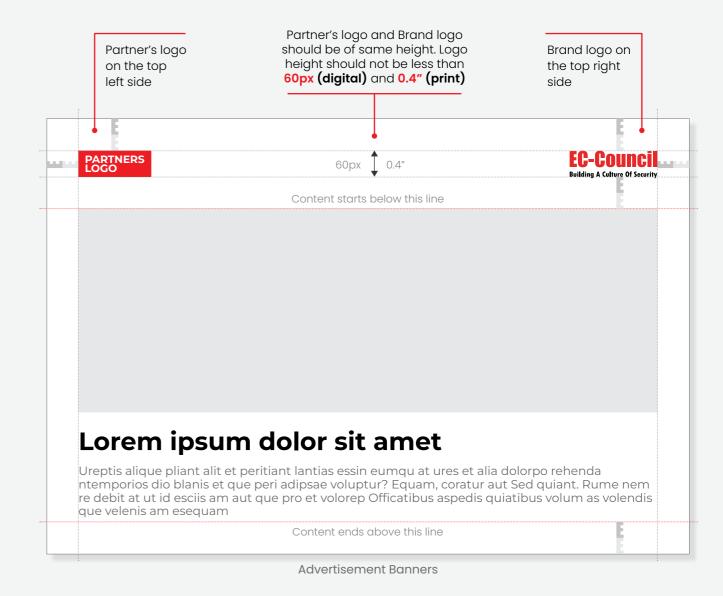
Certified Blockchain Professional (CBP)

The Certified Blockchain Professional is fully vendor-agnostic and practical, focusing on the current state of blockchain technology as well as its future potential. The Certified Blockchain Professional course digs deep into the main characteristics and features of the distributed ledger technology (DLT) as well as introduces Blockchain's new 3S (Secure-Scalable-Sustainable) proprietary framework. Students will also get a deep understanding of blockchain technology and mining of cryptocurrency.

Partners Logo Usage

Correct Positioning of Partner's Logo

In all Partner communications, always have the Partner's logo on the far left corner on the top and EC Council's logo on the far right on the top.







Do and Dont's of Partners Logo Usage!

Always follow the instructions to use the EC-Council and Partner logos correctly in any form of communication.

Below are examples of incorrect usage:















PARTNERS'
COMMUNICATION
SAMPLES





Social Media Post









Carousel Social Media Post









Emailers





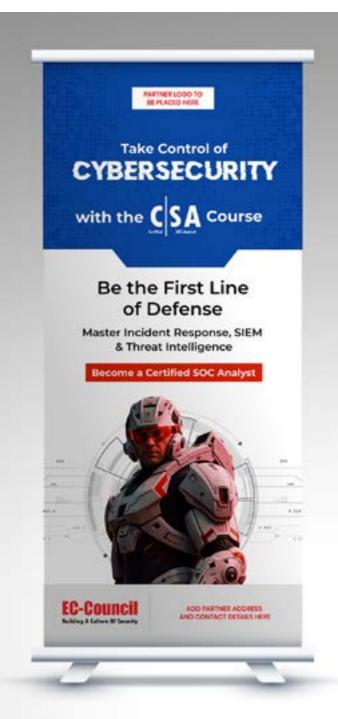
Poster/Flyers







Event Standees



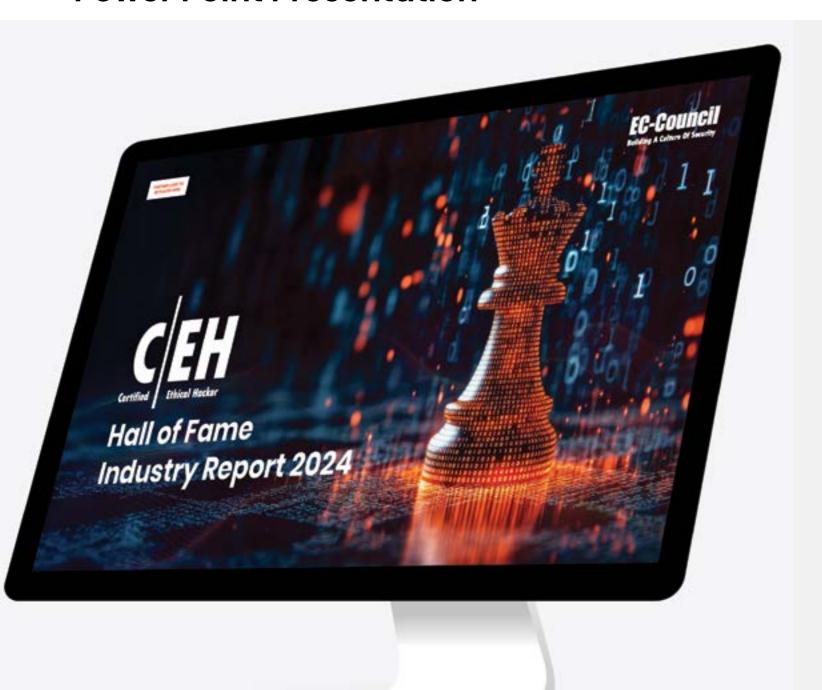


Brochures





Power Point Presentation



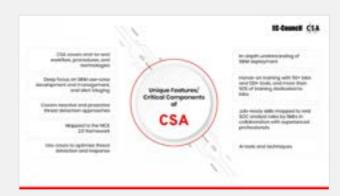
PPT Cover Page





PPT Inner Pages



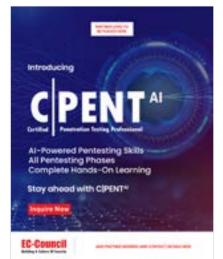








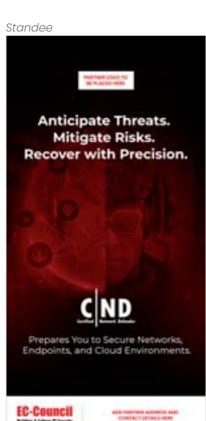
Usage of Different Product Logos



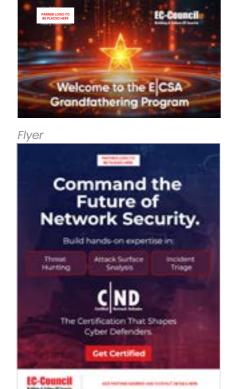
Poster



Social Media Carousel









Recommended Visuals







EC-CouncilBuilding A Culture Of Security