



HOW SHOULD YOU USE THE NAATI LOGO AND TRADEMARK?

PROPER USE OF 'NAATI' FOR TRANSLATORS AND INTERPRETERS

This document sets out how certified practitioners may use the name 'NAATI' - as well as any NAATI logo or branding.

The name 'NAATI' is a registered trademark and use of this trademark is closely monitored.

Your proper use of NAATI's name is necessary to protect the strong reputation and high standards of NAATI's brand, as the only organisation with governmental authority to issue certification to translators and interpreters in Australia.

Any improper use of our name by organisations, NAATI certified practitioners or anyone else hurts and devalues the 'NAATI' name.

NAATI only certifies individual translators and interpreters. No organisation, aside from tertiary education institutions which have been approved as Endorsed Qualification institutions, are entitled to use NAATI's name.

We have prepared the following examples of proper and improper use of NAATI's name.

ACCEPTABLE USE

You may state that you hold NAATI certification.

John English

NAATI Certified Translator,
English into Spanish



IMPROPER USE

Organisations and companies cannot state that they are certified by NAATI. NAATI only certifies individual translators and interpreters.



TRANSLATORS
Canberra Pty Ltd
NAATI certified.



ACCEPTABLE USE



You may state you hold NAATI certification.

Organisations and companies may state that they engage NAATI certified translators and interpreters.

You may in your advertising and marketing refer to NAATI as a third party.

Any other references to NAATI in your materials must be in reference to properly credentialed NAATI translators and interpreters.

You require written authorisation from NAATI to use our logos and branding. Your use must be consistent with our express authorisation.

EXAMPLES OF PROPER USE



John Smith, NAATI Certified Translator,
English into Spanish.

Translators Canberra Pty Ltd – We engage NAATI certified translators for our translations.

We deliver NAATI Endorsed Qualifications.

We engage the services of John Smith, NAATI Certified Interpreter.

Dependent on written authorisation from NAATI.

UNACCEPTABLE USE



You cannot register any name containing 'NAATI' in any form as a trade mark, business or company name, website domain or any other identifier.

You cannot register any name that is substantially identical or deceptively similar to 'NAATI' as a trade mark, business or company name, email address, social media page, website domain or any other identifier.

You cannot make any representation or claim in your advertising or anything else that you are associated with or endorsed by NAATI.

You cannot make any representation or claim in your advertising, or anything else, that you are a 'member of NAATI'.

You cannot represent any certification by NAATI that has not been properly obtained.

Organisations and companies cannot state that they are certified by NAATI. NAATI only certifies individual translators and interpreters.

You may not use our logos or branding, copy our website materials, or any materials which have been given to you as a certified translator without written authorisation from NAATI.

EXAMPLES OF IMPROPER USE



Nick's NAATI Translations Pty Ltd.
www.nicksnaatitranslations.com

NAATI Translations.

Translators Canberra Pty Ltd – NAATI's most trusted interpreters.

John Smith
Spanish-English Interpreter
NAATI member #13J6TY

You cannot state 'Our translations are NAATI certified'.

Translators Canberra Pty Ltd – NAATI certified.

Any use of our logos, branding, website or other materials which has not been specifically authorised by NAATI in writing.