



Change your thinking, change your eating

Advertising Materials - Brand and Trademark Guide for Clinician Licensees

Use of Designation and Certification Badge

You must have a current license and certification with Craving Change Inc. to use the designation "Certified Craving Change® Clinician".

- If currently certified, you may display the 'Trained and Certified by Craving Change Inc.' badge on your webpage and marketing materials.
- License renewal and re-certification is essential for your continued use of the designation and badge.



Use of Trademark Symbols

The first time the words "Craving Change" are used on a printed page or webpage, they must have the registered trademark symbol "®" beside them. This conveys to the reader that the preceding words "Craving Change" are trademarked and registered in Canada and the United States.

- After the first time on each page, do not use the ® symbol as it becomes cumbersome to read.
- The goodwill associated with the Craving Change Trademark, and all rights therein including the good will pertaining thereto, belong exclusively to Craving Change Inc.

Use of Logos

The Craving Change logo consists of the words "Craving Change" written in a stylized font, with or without an adapted butterfly image, in colour or black and white. See examples below. **You are not permitted to use the logo in your own promotion materials.** However, you may display the certification badge.



craving change®



Select Licensed Materials Approved for Promotion

You may describe or demonstrate the select subset of the Licensed Materials from the Facilitator's Manual listed below to explain and promote Craving Change:

- Word Association Activity – pages 38 & 39
- Reasons for Eating/Why We Eat Activity – pages 48 & 49
- Types of Hunger Activity – pages 50 to 52
- Nurture Yourself/How do you nurture yourself? Activity – pages 59 & 60
- Cognitive-behavioural Approach – pages 68 & 69

It must be noted in writing or verbally that you are using this information 'under License with Craving Change Inc.'

Describing Craving Change

You may describe and write about Craving Change. This is different from putting the logo on various materials which has complicated legal implications for the trademark and brand.

- You have permission to use the exact wording of the descriptors on the next page.
- Describing the Craving Change program can be complicated as the "psychology of eating" is not a well-known term. You have permission to use the exact wording of the descriptors on the next page either online, in printed materials or in person.
- The "I'm a Member of the Public" section of the Craving Change website at www.cravingchange.ca/public/ includes detailed information, video clips, FAQs and client stories that explain and promote the program. You may post this link on your website or promotional materials.
- The Craving Change Resource USB and online Resource Library have an editable promotion poster for your use. You may add your workshop and contact information to the promotion poster.
- Colourful and client-engaging Promotion Postcards are also available from Craving Change Inc. that include space on the back side for information about your services.

Descriptors for Craving Change®

"I know what to eat but I just can't seem to do it"

"I'm an emotional eater"

"I want more control over my eating".

Sound familiar? Come to a Craving Change® workshop and find out why you eat the way you do, why it's hard to change your eating habits and what you can do about it.

"Craving Change® is an educational program that can help you develop a healthier relationship with food. You will discover why you eat the way you do and learn to take steps to change your problematic eating habits."

Craving Change® will help you:

- understand why it is so hard to change your eating habits*
- identify your own personal problematic eating triggers*
- learn many different strategies and techniques to change either your triggers or eating response*
- maintain your healthier eating habits*

"Saying "no" to temptation takes more than willpower, it takes 'skillpower'. Learn new ways of thinking and behaving to help you change your problematic eating habits."