

## 1. Object

This Normative document establishes the conditions for the usage and application of the certification logo for the marks of conformity for products, processes and services.

## 2. Scope

This Normative document is applicable for the marks of conformity with the certification of products, processes and services which are of exclusive property of **ICONTEC** and doesn't cover the marks of the following schemes; which have a particular application Normative document:

- Colombian Environmental Quality Mark
- Hand-made Quality Mark
- Tourist Quality
- Globalgap and Florverde Marks

## 3. General Considerations

3.1 The size, color, proportion, order and information and other design elements contained by the certification logo must be applied according to what is established in numerals 6 and 7 of this Normative document. In case that it is not possible to label it in this way and a modification is necessary, approval must be requested to **ICONTEC** for such modification attaching the graphic support for the change and how would the logo appear.

3.2 It is not allowed to do publicity of the logo in the cases in which **ICONTEC** has suspended or cancelled the certification.

3.3 It is not allowed to use in any way (as in products, packages, paper work, publicity, etc.) the logos of **ICONTEC**'s accreditation organizations. It is also forbidden to use information that indicates that the product, process or service has the approval of the accreditation organization.

3.4 **ICONTEC**'s auditors will perform the verification of the dispositions established on this Normative document during the audits and their findings will be recorded on the report.

3.5 The requirements established here have the same treatment as the requirements established in the service Regulations ES-R-PD-001, ES-R-PD-003, ES-R-PD-006 y ES-R-PD-11 as applicable and the nonconformity may cause sanctions.

## 4. Considerations only for conformity mark of Product.

4.1 The label of the product with the logotypes defined in numeral 6.1 of this Normative document is mandatory for every product authorized and covered by the certification, with the only exception being those products of which the presentation, size or finishing makes it impossible; however, **ICONTEC** must be informed of such cases as soon as they are identified.

4.2 The logo may only be used on those products manufactured in the plants covered by the certification. In case the organization has another plant that produces the same brand of the product and/ or reference, authorized plants must identify in the product or its label the plant from which it comes, in order to identify it and provide the consumer with true information.

4.3 The logo of the mark of conformity with the certification and, for the cases in which it is applicable, the phrase: "An ANSI Accredited Certifier - 0677" in English.

4.4 Logo in section 6.1 called "Conformity Certificate" shall only be used for products certified under the Ecuadorian Technical Regulations and where they are manufactured in plants outside Colombia.

4.5 Where the holder has been granted with ICONTEC Quality Mark under technical standard and Mark to technical regulations, and the requirements of the regulations are covered by the technical standard, the holder may label the product using only the ICONTEC Quality Mark provided that this states the two standards according to the provisions of this Application Manual.

4.6 Use of the phrase: "An ANSI Accredited Certifier - 0677"

4.6.1 The use of the legend "An ANSI Accredited Certifier - 0677" may be used only in the products that are part of the sectors covered by the ANSI accreditation and in every case the numbers "0677" must be included because they correspond to the identification number for the accreditation of **ICONTEC**. In order to determine if an organization may include this phrase in the certification logo, the ANSI accreditation logo must be identified in the product certificates of the organization and if it's applicable, the legend must be labeled according to what is established in this Normative document.

4.6.2 The phrase "An ANSI Accredited Certifier - 0677" may be used only beside the marks of compliance with the certification of product from **ICONTEC**.

4.6.3 The size of the phrase "An ANSI Accredited Certifier - 0677" in the label of the product may not be bigger to the one of the legends included on the logo of the marks of compliance with the certification of product from **ICONTEC**.

## 5. Considerations for the mark of compliance for Processes and Services

The logotype of the mark of conformity for certification of services and processes can not be labeled on the product resulting from such process or service unless the product itself is certified.

## 6. Logotypes of the certifications:

### 6.1 Of product:



### 6.2 Of process:



### 6.3 Of services:



## 7. Basic scheme of certification of Product:



**Typography**  
ITC Avant Garde Gothic  
Demi Condensed

Reference (\*)

Name of the product, or scope of the process or service

"An ANSI Accredited Certifier - 0677" (\*\*)

**Arial**  
**Regular**

\*\* The use of this legend is optional and it may only be used with authorization for the certification scheme of the product.

## Example application



(Example of service certification)



(Example of Product certification)

The typography, mark design and logo contained in this Normative document may not be modified. Changes and misuse will result in sanctions according to the regulations of the service that are applicable (see numeral 3.5) and the law.

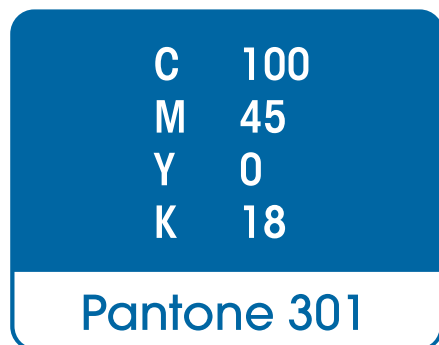
## 8. Chromatic variations



The logotype may be used in positive or negative versions. The negative version may only be used on a Blue Pantone 301 color background. If the background doesn't have this color configuration it is best to abstain from using this version to not incur in an improper use.



White and Black Version / Positive and Negative



In case that it is not possible to use **ICONTEC's** logos on their allowed colors because of the number of inks in the graphic piece, such logos must be used in the prevalent color of the printout, with previous approval from the marketing department in charge of the mark management within **ICONTEC**.

## 9. Logotype protection Area



The established protection area is equivalent to the symbol of **ICONTEC's** logo found inside of the certification logotype.

It is very important to respect this protection area because in this way it is guaranteed that the logo will be legible. No graphic element or edge may invade this protection perimeter.

## 10. Minimum size



In order to assure the legibility of the certifications' logos, the minimum size in which it must be reproduced is of 1.2 cm wide. In case that a reproduction in sizes inferior to the ones specified it is necessary to ask for authorization by the marketing department in charge of the mark management within **ICONTEC**.

## 11. Applications not allowed



Don't eliminate elements



Don't change colors



Don't alter typography



Don't place the reference vertically



Don't change proportions or distort



Don't invade the background with graphic elements



Don't alter the order of elements



Don't reproduce the logotype tilted.



Don't apply shadings or graphic effects