Use of conformity marks of ICONTEC certification for inspection, product, processes and services.
# TABLE OF CONTENT

1. Objective .................................................................................................................. 3

2. Scope .......................................................................................................................... 3

3. Generalities ................................................................................................................ 3

3.1 Considerations for product conformity marks only .................................................... 4

3.2 Use of the statement: “ANSI Accredited Certifier” ................................................... 4

3.3 Considerations for Inspection, Processes and Services conformity marks ............... 5

3.4 Isologotype of certifications ...................................................................................... 5

3.5 Basic scheme of Products certifications .................................................................... 6

3.6 Color scheme ............................................................................................................. 7

3.7 Protection area of the Isologotype ............................................................................ 8

3.8 Minimum size ........................................................................................................... 8

3.9 Non-allowed applications ......................................................................................... 9
1. OBJECTIVE

This document is intended to set out conditions for the certification logo use and application for the inspection (ISO/IEC 17020) product, processes and services (ISO/IEC 17065) conformity marking.

2. SCOPE

This document is applicable to the conformity marks of the certification of inspection, product, processes and services exclusively owned by ICONTEC and its subsidiaries issued in Colombia. Marks of the following schemes are not covered herein, since a special application instruction has been prepared.

- Colombian Environmental Seal
- Handmade Quality Seal
- Tourist Quality
- GlobalGAP and Florverde

3. GENERALITIES

a.) Certification logo size, color, proportion, order and information and any other design elements must meet provisions laid down in section 3.4 and 3.5 hereof. In case labeling as specified herein is not possible and a modification is necessary, the approval of said modification must be requested to ICONTEC by attaching the change graphic support and the shape how the logo will be displayed.

b.) Where certification has been suspended, canceled or in restoration process by ICONTEC, logotype advertisement is not allowed.

c.) Any ICONTEC accreditation body logotype is not allowed to be used in any way (e.g., in products, packaging, stationery, advertising, etc.). Information stating product, process or service approval by an accreditation body is not allowed either.

d.) ICONTEC auditors shall verify provisions set forth herein in audits, and if non-compliances are detected, such audit findings shall be reported in the audit report.
e.) The requirements set forth herein shall be as binding as the requirements established in the Service Regulation ES-R-PD-001, ES-R-PD-002, ES-R-PD-006 and SI-R-SI-001, as applicable, and failure to meet them may be grounds for sanction.

3.1. Considerations for product conformity mark only.

a.) The labeling product with the Isologotypes set out in section 3.4 hereof is mandatory for all products authorized and covered by certification, except for products where, due to their presentation, size or finish, such labeling is not possible. However, such cases shall be reported to ICONTEC, as soon as they are detected.

b.) The logotype may be used only in products made in manufacturing plants covered by the certification. If a plant owned by the organization produces the same product brand and/or references, such authorized plant must identify the manufacturing plant in the product or product packaging, so that the consumer is provided with truthful information.

c.) The statement: “ANSI ACCREDITED CERTIFIER” in English can be used in the logo of the certification conformity mark and, where applicable.

d.) The Isologotype sets out in section 3.4 called “Certificate of Conformity” shall only be used for products certified under the Ecuadorian Technical Regulations and for products manufactured in plants outside Colombia.

e.) When the holder has been granted the ICONTEC Quality Seal with Technical Standard and Technical Regulation Seal, and the regulation requirements are covered by the technical standard, the holder can label the product using the ICONTEC Quality Seal only as long as both references are mentioned, in accordance with the provisions set forth herein.

3.2. Use of the statement: “ANSI Accredited Certifier”.

a.) The statement “ANSI Accredited Certifier - 0677” can only be used on products belonging to the sectors covered by ANSI accreditation. In all cases, the numbers “0677” corresponding to the ICONTEC accreditation identification number must be included. To determine whether an organization can include this statement in the certification logo, the ANSI accreditation logo must be identified in the organization product certificates and, if applicable, the statement must be labeled according to these manual provisions.

b.) The statement “ANSI Accredited Certifier - 0677” can only be used jointly with the logo of the certification conformity mark of ICONTEC products.

c.) The statement “Certifier Accredited by ANSI - 0677” size in the product labeling cannot be larger than the statements in the logo of the certification conformity mark of ICONTEC products.
3.3. Considerations for Inspection, Processes and Services conformity marks

The Isologotype of the conformity mark of the inspection, services and processes certificate cannot be labeled on the product resulting from said process or service if said product has not been certified.

3.4 Isologotypes of certifications:

- Of product:
  - ![Sello de Calidad](image)
  - ![Sello con Reglamento Técnico](image)
  - ![Certificado de Conformidad](image)

- Of process:
  - ![Certificación de Procesos](image)
  - ![Buenas Prácticas Agrícolas](image)

- Of services:
  - ![Certificación de Servicios](image)
  - ![SIA Servicios de inspección acreditados](image)
3.5 Basic Product Certification Scheme

**Examples of Isologotypes application**

Font, brand and logo design set out in this document cannot be modified. Changes and misuse shall be grounds for sanction in accordance with the applicable service regulations (see paragraph e.) in item 3) and with the law.
3.6 Color variations:

The Isologotype can be used in a positive and negative version. The negative version can only be applied on a Pantone Process Blue background. If that background color setting is not available, it is better not to use this version so as not to misuse it.

If ICONTEC logos cannot be used in the permitted colors by the number of inks in the graphic piece, these logos should be used in the print predominant color, prior approval of the ICONTEC marketing department responsible for mark management.
3.7 Isologotype protection area

The established protection area is equivalent to the ICONTEC logo symbol inside the certification logo. To respect the protection area is paramount to ensure logotype readability. No graphic element or border can overlap this perimeter of protection.

3.8 Minimum size

<table>
<thead>
<tr>
<th>PRINTING</th>
<th>DIGITAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>7 mm</td>
<td>20 pixels</td>
</tr>
</tbody>
</table>

To ensure the certification logos readability, the minimum reproduction size is 7 mm wide for printouts and 20 pixels wide for digital reproductions. If reproduction in sizes smaller than specified sizes is necessary, authorization from the ICONTEC marketing department shall be requested.
3.9 Applications NOT allowed

- Do not remove elements
- Do not change color
- Do not change font
- Do not place the reference vertically
- Do not change proportions nor distort
- Do not place graphic elements in the background
- Do not change the order of the elements
- Do not reproduced a leaned Isologotype
- Do not apply shading or graphic effects
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