Use of **ICONTEC** certification marks of conformity for products, processes and services.

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1. PURPOSE

This document sets forth the conditions for the use and application of the certification logo for product, process and service conformity marks (ISO/IEC 17065).

2. SCOPE

This document is applicable for the conformity marks for product, process and service certification owned exclusively by **ICONTEC** issued in Colombia and its subsidiaries, in accordance with ISO/IEC 17067 for certification schemes:

- Type 3 scheme option 1 and 2
- Type 4 scheme option 1 and 2
- Type 5 scheme option 1 and 2
- Type 6 scheme

The marks of the following schemes are not included because their application instructions are different:

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

3. OVERVIEW

a.) The size, color, proportion, order and information and other design elements contained in the certification logo must be in accordance with sections 3.3 and 3.4 of this document. In case labeling in this way is not possible and a modification is necessary, the approval of such modification must be requested to **ICONTEC** attaching the graphic support of the change and how the logo would appear.

b.) Advertising the logo is not permitted in cases where the certification has been suspended, cancelled or in the process of restoration by **ICONTEC**.

c.) Using logos (e.g. on products, packaging, stationery, advertising, etc.) of any **ICONTEC** accreditation body may not be used, neither it is allowed using information stating product, process or service approval by the accreditation body.

d.) **ICONTEC** evaluators will verify the provisions set forth hereunder during the evaluations development and in case of non-compliance, the findings detected are reported in the evaluation report.

e.) The requirements set forth herein shall be met as the requirements set forth in the Service Regulations R-PS-019, R-PS-018, R-PS-013 and R-PS-015 as applicable and failure to comply therewith shall be grounds for penalties.

3.1. Considerations for Product Conformance Marking Only.

a.) Product labeling with the logosymbols defined in section 3.3 of this document is mandatory for all authorized products covered by the certification, with the exception of those products whose presentation, size or finish makes it impossible to do so; However, **ICONTEC** should be informed about these cases as soon as they are identified.

b.) The use of the logo is only allowed for products produced in manufacturing plants that have been covered by the certification. In the event that the organization has a plant that produces the same brand of product and/or references, these authorized plants must identify on the product or on product packaging the origin plant, in order to identify and provide the consumer with accurate information.

c.) The logosymbol set out in section 3.3.1 called "Certificate of Conformity" should only be used for products certified under Ecuadorian Technical Regulations.

d.) When the holder has been granted **ICONTEC** Quality Seal with Technical Standard and Seal with technical regulation, and the requirements of the regulation are covered by the technical standard, the holder may label the product using only the **ICONTEC** Quality Seal as long as it mentions both references, according to provisions in this Application document.

3.2. Considerations for Product Conformance Marking for process and services

The logosymbol of the mark of conformity of the certification of services and processes cannot be labeled on the product resulting from such process or service, if the product as such has not been certified.

3.3 Logosymbols of certifications

○ Of product:

Sello de Calidad
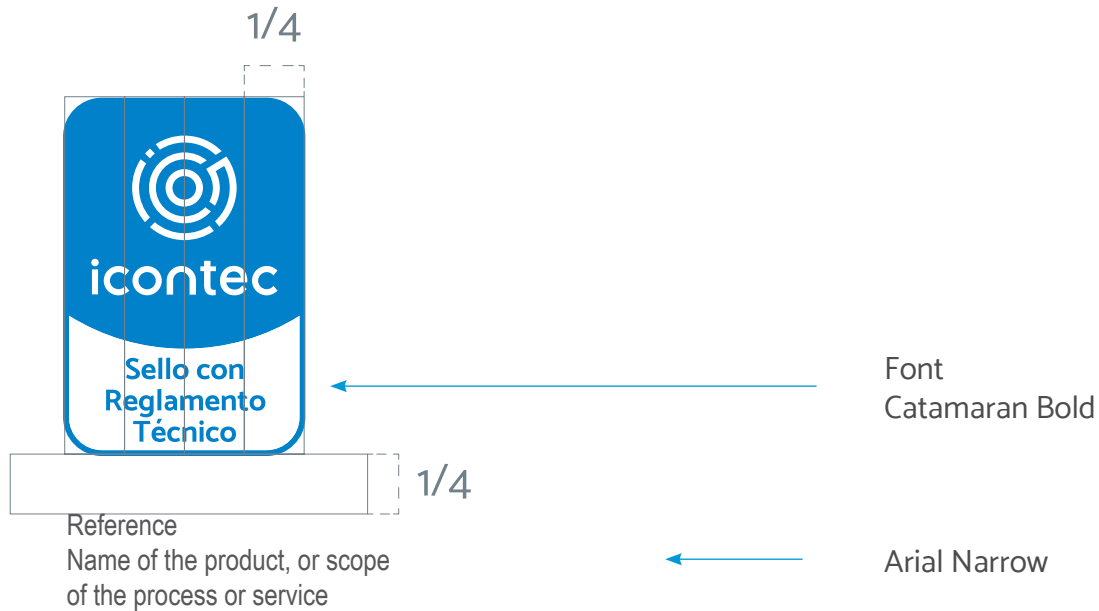
Sello con Reglamento Técnico

Certificado de Conformidad

○ Of process:

Certificación de Procesos

Buenas Prácticas Agrícolas

○ Of services:

Certificación de Servicios

SIA
Servicios de Inspección Acreditados

![icontec logo]

3.4 Basic Product, Process and Service certification scheme

1/4

Sello con Reglamento Técnico

Font
Catamaran Bold

1/4

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

Arial Narrow

** This statement is optional and can only be used with authorization for the product certification scheme.

Examples of logosymbols applications

EXAMPLE FOR CERTIFICATION OF SERVICES

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Certificación de Servicios

NTC 5581:2011
Preschool
assistant

EXAMPLE FOR CERTIFICATION OF PRODUCTS

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Sello de Calidad

NTC 1276:2011
Canned tuna fish

The font, brand design and logo set out in this document may not be modified. Improper changes and misuse will be punished in accordance with the applicable service regulations (see section 3.e.) and the law.

3.5 Chromatic variations

Reference and product
name, or scope of process
or service.

Reference and product
name, or scope of process
or service.

Reference and product
name, or scope of process
or service.

Reference and product
name, or scope of process
or service.

The logosymbol can be used in positive and negative version. The negative version can only be applied on a Pantone Process Blue background. If the background does not have this color setting, it is best to refrain from using this version to avoid misuse.

PANTONE PROCESS BLUE C

C **100** M **13** Y **1** K **2**

R **0** G **133** B **202**

WEB **0085CA**
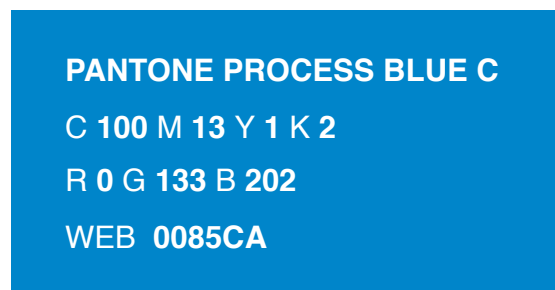
If using the **ICONTEC** logos in the colors allowed by the number of inks in the graphic piece is not possible, such logos must be used in the predominant color of the print, with the prior approval of the marketing department in charge of brand management within the company.

3.6 Logosymbol Protectioin Area

The established protection area is equivalent to the **ICONTEC** logosymbol inside the certification logo. To respect the protection area is of utmost importance because this guarantees the legibility of the logo. No graphic element or border may invade this protection perimeter.

3.7 Minimum size

PRINTED
7 mm

Reference and product name, or scope of process or service. ← Arial Narrow (8 pt)

DIGITALS
20 pixels

Reference and product name, or scope of process or service. ← Arial Narrow (12 pt)

To ensure the certification logos legibility, the minimum size in which they must be reproduced is 7 mm wide for printed material and 20 pixels wide for digital reproductions. For sizes smaller than those specified, authorization from the marketing department in charge of brand management within the company shall be requested.

3.8 NOT allowed applications

Do not remove elements

Do not change color

Do not change font

Do not place the referential vertically

Reference and product name, or process or service scope.

Do not change proportions nor distort

Do not invade the background with graphic elements

Do not alter the order of the elements

Do not reproduce the logosymbol slanted

Do not apply shading or graphic effects

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