IEC System of Conformity Assessment Schemes for Electrotechnical Equipment and Components (IECEE System)

Guidance for the use of the IECEE logo
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FOREWORD

Document owner
CMC WG 30 “System Communication”

History of changes

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<th>Revision date</th>
<th>Brief summary of changes</th>
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<tr>
<td>2015-06-03</td>
<td>NA, edition 1.0</td>
</tr>
<tr>
<td>2020-02-05</td>
<td>Document review, new template, corrected logos in figures 1 and 2</td>
</tr>
<tr>
<td>2023-02-09</td>
<td>Revisions to include use of the logo for CoPC</td>
</tr>
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<th>Effective date</th>
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<tr>
<td>2024-01-01</td>
<td>2027-01-01</td>
</tr>
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1 IECEE logo

The IECEE logo as shown in figure 1 is the graphical symbol to clearly identify the “brand” of the IECEE and show its relationship with the IEC. The IECEE logo encompasses both boxes as shown below.

The use or misuse of the logo can have impact on the integrity of the organization or its members.

Use of the logo by an organization or individual only shows an association with the IECEE, it does not infer any compliance with standards.

Figure 1 – Official IECEE logo

1.1 Guidance for colours used in the logo

The colour logo uses blue Pantone 286 CV. It is interpreted in RGB (Red, Green, Blue) or CMYK (Cyan, Magenta, Yellow, Black) for electronic or printed purposes. The colours of the IECEE logo are shown in figure 1. Use of black with white background is permitted (see figure 2).

Figure 2 – Black and white IECEE logo

a) Web and electronic materials

When using the IECEE logo for the web, in mobile applications, electronic PDFs or PPT presentations, please select the RGB version (low quality resolution).

The IECEE logo in RGB is expressed as: Red 0, Green 96, Blue 169

GIF, JPG and TIFF formats are available in RGB.

We recommend using GIF format for web pages, mobile applications, and JPG or TIFF format for PPT presentations.

b) Printed materials

When using the IECEE logo in printed materials (brochures, posters, printed PDFs, etc.), please select the CMYK version (high quality resolution).

The IECEE logo in CMYK is expressed as: Cyan 100, Magenta 60, Yellow 0, Black 6.

No other colour should be used (including white).

JPG, TIFF and EPS formats are available in CMYK.

We recommend using JPG format for standard quality printed materials, and TIFF format for high quality printed materials.
We also use EPS (vectorized format) for special usages, such as huge banners or posters, or in general wherever the logo is enlarged or printed on a special medium (plastic, glass, metal, etc.)

NOTE 1 Guidance on RGB colours may be found in IEC TC 100/TA 2 publication IEC 61966-2-5:2007, Multimedia systems and equipment – Colour measurement and management – Part 2-5: Colour management – Optional RGB colour space – opRGB.

NOTE 2 The information on colours CMYK comes from a variety of sources.

1.2 Available electronic formats
Electronic file formats of the IECEE logo are available from the IECEE secretariat.

2 IECEE logo appearances

2.1 Master symbol for photographic reproduction (high quality resolution)
Quality copies of the IECEE logo when used shall always appear as shown in figure 1.

The IECEE logo is available from the IECEE secretariat and may be used for photographic reproduction.

2.2 Proportional dimensions of the symbol
All reproductions of the IECEE logo shall comply with the dimensional and colour proportions as shown in the electronic files provided by the IECEE secretariat.

The IECEE logo may be enlarged or reduced arbitrarily in the same form and ratio, provided that the letters remain well legible, however, not smaller than 6 x 13 mm.

The IECEE logo shall have a minimum IEC logo text size of 2,5 mm in height.

3 Use of the IECEE logo

3.1 General
The IECEE logo shall only be used in accordance with instructions provided. It shall not be used in such a manner that it compromises the integrity of the IEC, the IECEE or its members.

Figure 3 – Never use one part of the logo separately

Figure 4 – Don’t modify the original proportions and the appearance of the logo
3.2 Who may use the IECEE logo? (other than the IEC Central Office and the IECEE secretariat)

The IECEE logo may be used by the following:

- IECEE national certification bodies (NCBs) and CB testing laboratories (CBTLs)
- under given conditions, manufacturers and suppliers of products for which a CB test certificate
- IECEE certified personnel

Any variation to the above shall require permission for the use of the IECEE logo from the IECEE secretariat.

3.3 Where may the IECEE logo be used? (other than on official IECEE documents and marketing materials)

The IECEE logo may be used on or with the following type of commercial materials provided that it relates only to equipment, services or personnel covered by IECEE certification:

- brochures
- websites
- training or promotional presentation materials, only with prior approval from the IECEE secretariat, other than for organizations covered by IECEE certification

3.4 Special care needs to be taken when a brochure or website contains a list of products where some may be covered by an IECEE related certificate and some are not. For IECEE certified personnel the IECEE logo and certificate number shall be referenced. Where shall the IECEE logo not be used?

The IECEE logo shall not be used on the following:

- products, including product packaging and associated user manual, etc.
- business cards, other than those of IECEE CMC accepted NCBs, CBTLs, IECEE officers, IECEE Executive Secretary and Secretariat
- letterheads/company stationery, other than those of IECEE CMC accepted NCBs, CBTLs, IECEE Officers, IECEE Executive Secretary and Secretariat

Figure 5 – Don’t modify the space between the two parts of the logo (A) and don’t modify the original colour of the logo (B)

Figure 6 – Don’t integrate the logo in another graphic or form and don’t place it on a coloured background
product certificates which give inference that of certification by IECEE NCBs