



IECEE OPERATIONAL DOCUMENT

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

Guidance for the use of the IECEE Logo

INTERNATIONAL
ELECTROTECHNICAL
COMMISSION

PRICE CODE

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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 – General 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.

a) Web and electronic materials

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

The IECEE Logo in RGB is expressed as: Red 0, Green 91, Blue 161

GIF, JPG and TIFF format are available in RGB.

We recommend using GIF format for web pages, mobile applications, and JPG or TIFF format for PowerPoint 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 format are available in CMYK.

We recommend using JPG format for standard quality printed materials, and TIFF format for high quality printed materials.

We use EPS (vectorized format) for special usages, such as huge banners or posters, or in general wherever the logo is enlarged or printed in special formats, like plastic, glass or metal.

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

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

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.

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 IECEE Logo

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.

2.3 Available electronic formats

The IECEE Logo is available in a variety of electronic file formats including but not limited to EPS, TIFF, JPEG and GIF. These are available from the IECEE Secretariat.



Figure 3 – Never use one part of the Logo separately



Figure 4 – Don't modify the original proportions and the appearance of the Logo



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

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.

3.2 Dos and don'ts of the IECEE Logo use

Do:

- use the same colour option (blue or black) for all elements of the symbol; it should never appear as a multi-coloured image.
- for questions regarding the IECEE Logo use, please contact the IECEE Secretariat. Download the IECEE Logo from www.iec.ch/mnet/restricted/logos/logos.htm (username and password needed)

Don't:

- adapt or modify (cut) in any way, the IECEE Logo for your use

3.3 Who may use the IECEE Logo? (other than the IEC Central Office and 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 or CB-FCS Certificate of Conformity exists

Any variation to the above shall require permission for the use of the IECEE Logo from the IECEE Secretariat.

3.4 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 and services 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

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.

3.5 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 Certification Management Committee 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
- product certificates which give inference that the product is certified by the IECEE.

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