

# Regolamento d'uso del Marchio di Certificazione di ICIM S.p.A.

*Rules for the use of the Certification  
Mark of ICIM S.p.A.*



## REVISION INDEX

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## TABLE OF CONTENTS

1.0	INFORMATIVE NOTE	4
2.0	THE CERTIFICATION MARK	4
3.0	CERTIFIED MANAGEMENT SYSTEM	6
3.1	THE ACCREDIA MARK	10
3.2	CISQ AND IQNET MARKS	11
3.3	THE UNI 'ORGANIZZAZIONI' MARK	12
4.0	CERTIFIED PRODUCT	13
4.1	THE KEY MARK	15
4.2	THE ISCC MARK	16
4.3	THE UNI 'PRODOTTO' MARK	16
4.4	THE ACCREDIA MARK	17
5.0	CERTIFIED SERVICES	18
5.1	THE ACCREDIA MARK	18
6.0	CERTIFIED COMPANY	19
6.1	THE ACCREDIA MARK	20
7.0	CERTIFIED PERSON	21
7.1	THE UNI 'PROFESSIONI' MARK	21
7.2	THE ACCREDIA MARK	22
8.0	CERTIFIED INSPECTION	23
8.1	THE ACCREDIA MARK	24
9.0	VALIDATION OF THE DECLARATION OR VERIFICATION OF THE DECLARATION	25
9.1	THE ACCREDIA MARK	25

## 1.0 INFORMATIVE NOTE

### Introduction

The ICIM Certification Mark is more than just a logo, it is an important 'sign' representing the attention of client organisations to their own management system, products, services and expertise. A marketing tool to communicate trust and reliability to stakeholders through third-party certification.

The ICIM Certification Mark is appealing and recognisable.

It is a tangible expression of a Brand with a strong personality and professionalism, characterised by connotative codes referring to the set of value and conceptual attributes that the ICIM Brand wishes the public to perceive: reliability, experience, competence, tertiary nature.

The ICIM Certification Mark stands out in the panorama of other marks because it is presented with an innovative and very strong graphic definition, distinguished by two different elements without a unifying element where the gear takes on a predominant but highly volatile role.

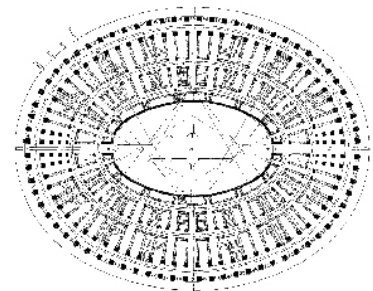
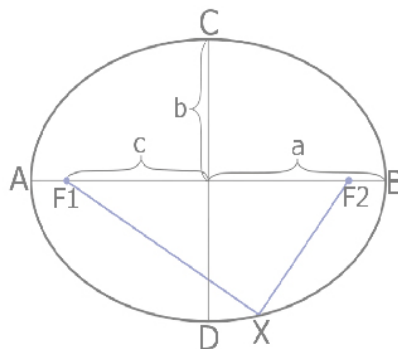
### The ellipse

In symbolism, the Ellipse represents universality as the conjunction of earth and sky.

The Ellipse is the locus of the points in the plane for which the sum of the distances from two given points, foci, is constant, a sum necessarily greater than the distance between the foci themselves.

The Ellipse is represented in the model of theatre according to the ancient Greeks, a place where the entire polis was called upon to participate in a universal moment for learning and reflection.

This made the theatre a sounding board for ideas. The ICIM Certification Mark is represented by two theatre ellipses 'hollowed out' by the ICIM gear. The gearwheel comes into context and ICIM becomes a representative.



## 2.0 THE CERTIFICATION MARK

This document provides all the necessary indications for the correct use of the Certification Mark by certified organisations, which must comply with all the rules of use, which can also be downloaded from the website: [www.icim.it](http://www.icim.it).

The Certification Mark, where required, is sent by e-mail to eligible organisations.

In the case of uses not mentioned in these Rules of Use, the certified organisation is required to contact ICIM S.p.A. to request the correct method of reproduction.

For any information, explanation, request please write to: [nuovomarchiocertificazione@icim.it](mailto:nuovomarchiocertificazione@icim.it)

The Certification Mark is divided into seven large areas:

■ **Certified Management System**

The external first level of the ellipse features the reference context, the second one features the standard, and the reference year.

■ **Certified Product**

Only the reference context is featured in the external first level ellipse.

■ **Certified Service**

The reference context is featured in the external first level ellipse.

■ **Certified Company**

The external first level of the ellipse features the reference context, the second one features the standard, and the reference year.

■ **Certified Person**

Only the reference context is featured in the external first level ellipse.

■ **Certified Inspection**

The reference context is featured in the external first level ellipse.

■ **Declaration Validation or Declaration Verification**

Only the reference context is featured in the external first level ellipse.



### 3.0 CERTIFIED MANAGEMENT SYSTEM

The Certified Management System Certification Mark comes in two versions: Italian and English.



It can be used throughout all the institutional material of the certified Company, following the implementation methods described in these Rules.

#### Minimum dimensions

The minimum reduction of the Certification Mark is 20 mm wide and a consequent height of 18 mm, so that the specifications therein can be read clearly (figure 1).



Figure 1

#### Proportions

The corporate logo alongside it must maintain the same characteristics and proportions as shown in the examples in Figure 2. Visually the two marks must have the same overall visual dimensions.



Figure 2

### Distances and clearance areas

The clearance area of the Certification Mark is the area left intact and surrounding the Mark, corresponding to half width X and height Y (see figure 3).

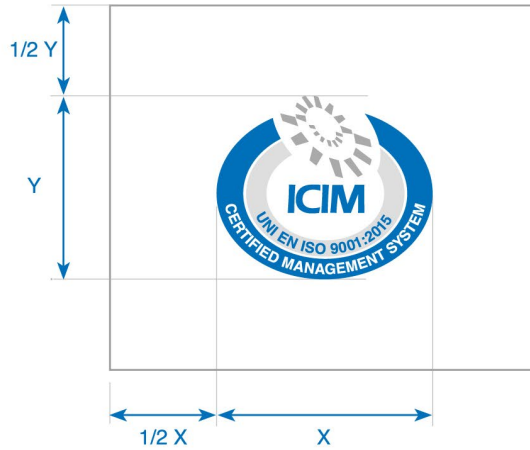


Figure 3

Logos and inscriptions (other than those provided for in these Rules of Use or in the certification scheme) may not be placed within the indicated margins (see examples in Figure 4).



Figure 4

## Use of colour

The Certification Mark must feature the following colour references (see figure 5).

- LETTERPRESS PRINTING

Pantone colours

- Pantone 300 C Blue
- Pantone 423 C Grey
- Pantone 420 C Grey

Four colour process

- 100% Cyan / 50% Magenta
- 45% Black
- 18% Black

- WEB AND MEDIA

- # 0063be
- # 8e908f
- # d9dad9

- PAINT AND COATINGS

- Blue RAL 5015
- Grey RAL 7004
- Grey RAL 7035

- WALL PAINT

- Blue NCS 3065-R90B
- Grey NCS 4502-B
- Grey NCS 1502-Y

Figure 5

## Single colour use

The Certification Mark can be reproduced using just one colour, as long as the shade used ensures excellent legibility (see examples in Figure 6).



Figure 6

Negative use on a coloured background is also permitted (see figure 7).



Figure 7



## Special uses

In the cases specified below it is not possible to use the Certification Mark regarding the Management System. In these cases it is replaced with the wording shown in figure 8.



Figure 8

The specific cases are the following:

- use on the product, on primary and secondary packaging and on product printed material;
- on medical reports, certificates and lab reports (e.g. inspection, calibration, test);
- wherever it can be confused with a product certification.

In some cases the Certification Mark must be reproduced with wording containing additional specifications. The specific cases are the following:

- **Organisations with several sites, some of which are not included in the certification**  
 (use the Certification Mark with the specification of the certified sites as in figure 9);
- **Companies belonging to a consortium**  
 (use the Certification Mark with a clear reference to the certified Consortium as in figure 9).

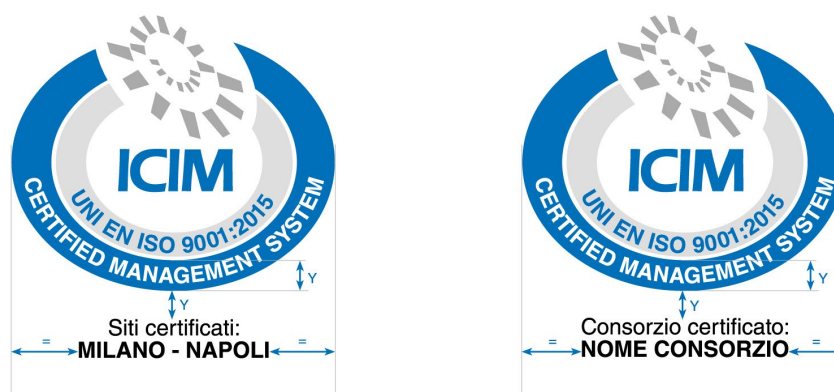


Figure 9

## Multi-standard mark

In the event that the organisation is certified according to more than one standard and does not have the possibility or the will to insert all the marks on the material or documentation, it is permitted to use the

certification mark with the empty internal ellipse with the list of the standards with the year of edition of the standard according to which the organisation is certified below or to the side (see figure 10).



Figure 10

### 3.1 THE ACCREDIA MARK

ICIM has the right to grant the certification holder/licensee the use of the ACCREDIA Mark limited to schemes subject to ACCREDIA Accreditation. The use of the ACCREDIA Mark by the organisation is only permitted in conjunction with the ICIM Certification Mark.

The Accredia Mark can be placed next to the ICIM Certification Mark in compliance with the instructions contained in the “clearance area” section (page 7). The Accredia Mark can be positioned both vertically and horizontally as long as the height size of the two marks is the same (see figure 11).

For further details please refer to the “Regulation to use the Accredia Mark” (RG 09) available on the website [www.accredia.it](http://www.accredia.it)



Figure 11

As an alternative to the graphical solution (Accredia Mark - ICIM Certification Mark), it is permitted to affix, in the immediate vicinity of the ICIM Certification Mark (top, bottom, or sideways), the wording (bilingual or monolingual) as shown in the example in figure 12:



Organismo accreditato da ACCREDIA  
 Body accredited by ACCREDIA

Figure 12

### 3.2 CISQ AND IQNET MARKS

The IQNet Mark and CISQ Mark can be placed next to the ICIM Certification Mark in compliance with the instructions contained in the “clearance area” section: The possible sequences are: ICIM Mark, CISQ Mark and IQNET Mark or ICIM Mark and CISQ Mark, it is not possible to put ICIM Mark close to the IQNET Mark. They can be positioned both vertically and horizontally as long as the height size of the marks is the same (see figure 13).

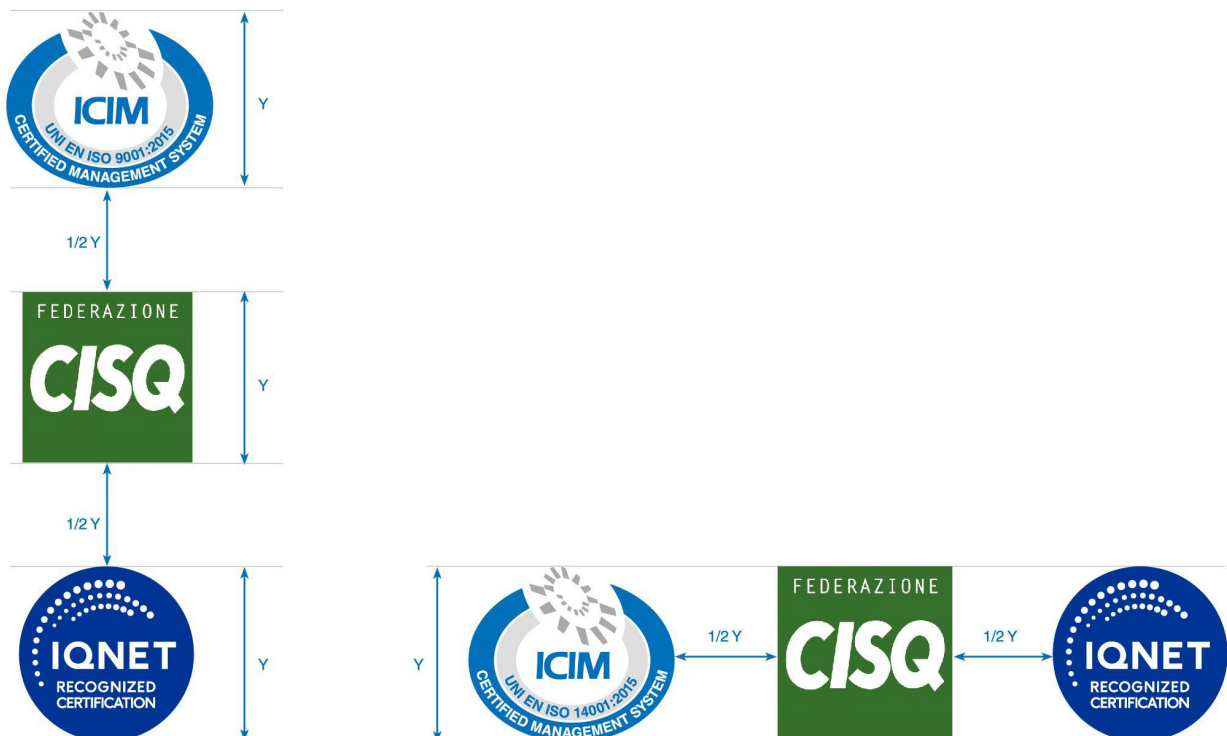


Figure 13

A CISQ Automotive mark is available for IATF certified companies; it bears the inscription 'IATF 16949' at the base, as proof of certification in accordance with the IATF 16949 scheme. The mark may be accompanied by/combined with the number of the current IATF certificate of the organisation that uses it (see figure 14).



Figure 14

For further details please refer to the guidelines regarding the use of CISQ and IQNet marks.

### 3.3 THE UNI 'ORGANIZZAZIONI' MARK

The combination of the ICIM Mark with the UNI 'ORGANIZZAZIONI' Mark is envisaged by observing the indications given in the 'clearance area' section.

For information on the management of the UNI 'ORGANIZZAZIONI' mark, see the 'Regulations for the Use of the UNI Mark' at [www.uni.com](http://www.uni.com) (see figure 15).



Figure 15

## 4.0 CERTIFIED PRODUCT

In order to allow the Certified Product Mark to be clearly readable even in the case of small reproductions or on materials that are not suitable for printing (engravings, silk-screen prints, etc.), the following two versions have been produced, subdivided according to use:

- **Reproduction of the certified product mark (Figure 16);**
- **Reproduction of the simplified certified product mark (Figure 16).**



Figure 16

The Certified Product Mark is produced in two versions: Italian and English (see figure 17).



Figure 17

It may only be used on material relating to the certified product (labels, catalogues, instructions, websites, etc.), following the instructions for use described in these Rules, in order to avoid confusion with the Certified Management System. The reference standard or title of the scheme can be written on the side or underneath the certified product mark. Only if indicated by the specific certification scheme should any additional indications (e.g. certificate data, etc.) be placed beside or below the mark.

For all the reproduction methods and colours please refer to the rules on pages 6, 7, 8 of this Regulation of use, which apply to the Certified Management System Mark.

**For products falling under European Regulations/Directives (CE marking) (non-exhaustive examples in Figure 18), the marking indications given in the specific European documents must be applied.**

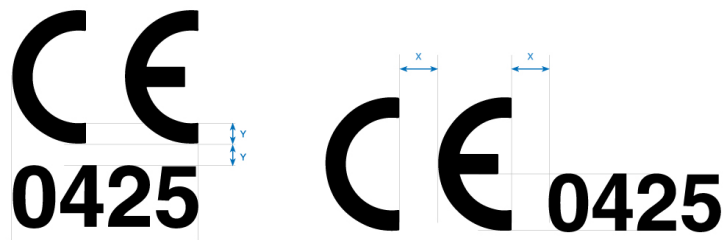


Figure 18

### Simplified certified product mark

In the case of small reproductions or on materials unsuitable for printing (engravings, silk-screen prints, etc.), the mark shown in Figure 19 may be used.



Figure 19

### Minimum dimensions

The minimum reduction of the Certified Product Mark is 5 mm in width, so that the ICIM inscription can be read clearly enough.

### Use of colour

The Certification Mark must feature the following colour references:

- Pantone: Pantone 300C Blue
- Four-colour process: 100% Cyan / 50% Magenta

### Colour alternatives

It is mandatory to use this Certified Product Mark using just one colour, as long as it remains legible (see examples in figure 20).



Figure 20

Negative use on a coloured background is also permitted (see figure 21).



Figure 21

#### 4.1 THE KEY MARK

The Key Mark can be placed next to the ICIM Certification Product Mark in compliance with the instructions contained in the “clearance area” section (page 7) (see figure 22).

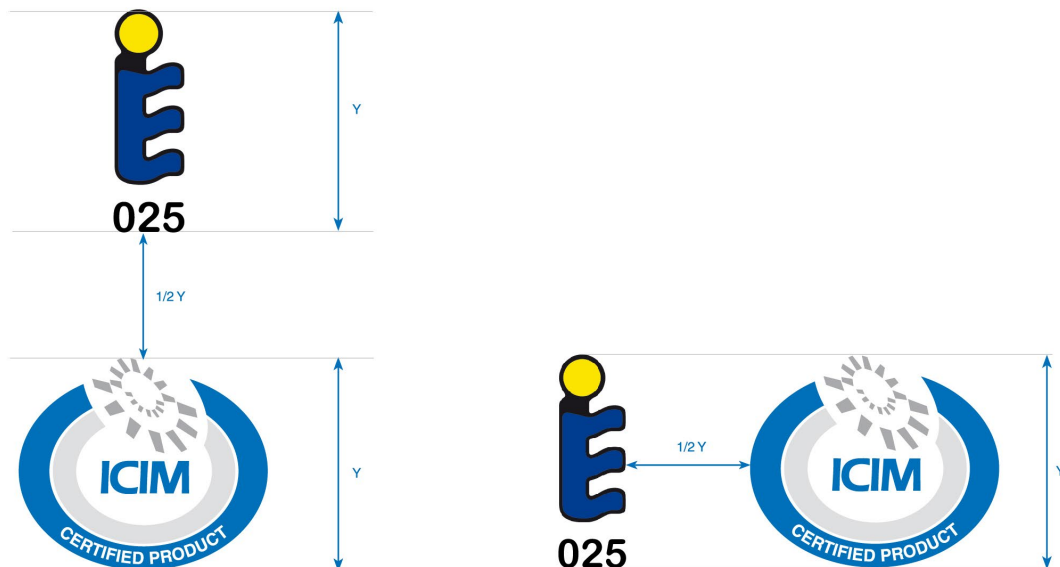


Figure 22

The Key Mark may be positioned either vertically or horizontally as long as the dimensions of the two marks are the same in height.

For further details see the guidelines on the use of the Key Mark (<https://keymark.eu/en/>).

#### 4.2 THE ISCC MARK

The ISCC Mark can be placed next to the ICIM Certified Product Mark by ISCC-certified or ISCC-licensed Organisations, in compliance with the instructions in Figure 23.

The ISCC Mark may be positioned either to the right or left of the ICIM Certified Product Mark (see figure 27) as long as the use of the ISCC logo is in line with the ISCC requirements at [www.iscc-system.org](http://www.iscc-system.org).



Figure 23

#### 4.3 THE UNI 'PRODOTTO' MARK

The combination of the ICIM Mark with the UNI 'PRODOTTO' Mark is envisaged by observing the indications given in the 'clearance area' section.

For information on the management of the UNI 'PRODOTTO' mark, see the 'Regulations for the Use of the UNI Mark' at [www.uni.com](http://www.uni.com) (see figure 24).



Figure 24



#### 4.4 THE ACCREDIA MARK

ICIM has the right to grant the certification holder/licensee the use of the ACCREDIA Mark - on products, their packaging and wrappings. The use of the ACCREDIA Mark by the organisation is only permitted in conjunction with the ICIM Certification Mark.

The Accredia Mark can be placed next to the ICIM Certification Mark in compliance with the instructions contained in the “clearance area” section (page 7). The Accredia Mark can be positioned both vertically and horizontally as long as the height size of the two marks is the same (see figure 25).

For further details please refer to the “Regulation to use the Accredia Mark” (RG 09) available on the website [www.accredia.it](http://www.accredia.it).



Figure 25

As an alternative to the graphical solution (Accredia Mark - ICIM Certification Mark), it is permitted to affix, in the immediate vicinity of the ICIM Certification Mark (top, bottom, or sideways), the wording (bilingual or monolingual) as shown in the example in Figure 26:



Organismo accreditato da ACCREDIA  
 Body accredited by ACCREDIA

Figure 26

## 5.0 CERTIFIED SERVICES

The Certified Product Mark is produced in two versions: Italian and English.  
It may be used on all material relating to the certified service in the manner described in these Rules in order to avoid confusion with the Certified Management System (see figure 27).



Figure 27

The reference standard or title of the scheme can be written on the side or underneath the certified service mark. Only if indicated by the specific certification scheme should any additional indications (e.g. certificate data, etc.) be placed beside or below the mark.

For all the reproduction methods and colours please refer to the rules on pages 6, 7, 8 of this Regulation of use, which apply to the Certified Management System Mark.

### 5.1 THE ACCREDIA MARK

**ICIM has the right to grant the certification holder/licensee the use of the ACCREDIA Mark limited to schemes subject to ACCREDIA Accreditation. The use of the ACCREDIA Mark by the organisation is only permitted in conjunction with the ICIM Certification Mark.**

In the case of certification of services, the affixing of the ACCREDIA Mark, combined with that of ICIM, is permitted on the instrumental means used for the provision of the service, with the addition of the words 'certified service'.

In the case of only partially certified services, the diction must be supplemented with the necessary limitations ('... limited to ...').

The Accredia Mark can be placed next to the ICIM Certification Mark in compliance with the instructions contained in the "clearance area" section (page 7). The Accredia Mark can be positioned both vertically and horizontally as long as the height size of the two marks is the same (see figure 28).

For further details please refer to the "Regulation to use the Accredia Mark" (RG 09) available on the website [www.accredia.it](http://www.accredia.it).



Figure 28

As an alternative to the graphical solution (Accredia Mark - ICIM Certification Mark), it is permitted to affix, in the immediate vicinity of the ICIM Certification Mark (top, bottom, or sideways), the wording (bilingual or monolingual) as shown in the example in Figure 29:



Organismo accreditato da ACCREDIA  
 Body accredited by ACCREDIA

Figure 29

## 6.0 CERTIFIED COMPANY

It may be used on all material relating to the certified company, following the procedures for use described in these Rules, in order to avoid confusion with the Certified Management System. For all the reproduction methods and colours please refer to the rules on pages 6, 7, 8 of this Regulation of use, which apply to the Certified Management System Mark.

The mark must bear the words 'Certified Company' in the first outer ellipse and the reference regulation in the inner ellipse (see figure 30).



Figure 30

## 6.1 THE ACCREDIA MARK

**ICIM has the right to grant the certification holder/licensee the use of the ACCREDIA Mark. The use of the ACCREDIA Mark by the organisation is only permitted in conjunction with the ICIM Certification Mark.**

The Accredia Mark can be placed next to the ICIM Certification Mark in compliance with the instructions contained in the “clearance area” section (page 7). The Accredia Mark can be positioned both vertically and horizontally as long as the height size of the two marks is the same (see figure 31).

For further details please refer to the “Regulation to use the Accredia Mark” (RG 09) available on the website [www.accredia.it](http://www.accredia.it).



Figure 31

As an alternative to the graphical solution (Accredia Mark - ICIM Certification Mark), it is permitted to affix, in the immediate vicinity of the ICIM Certification Mark (top, bottom, or sideways), the wording (bilingual or monolingual) as shown in the example in Figure 32:



Organismo accreditato da ACCREDIA  
Body accredited by ACCREDIA

Figure 32

## 7.0 CERTIFIED PERSON

It may be used on all material relating to the Certified Person, following the procedures for use described in these Rules, in order to avoid confusion with the Certified Management System.

For all the reproduction methods and colours please refer to the rules on pages 6, 7, 8 of this Regulation of use, which apply to the Certified Management System Mark.

**The Certified Person Mark must be only applied on the documentation that contains the name of the certified person.**

The reference standard or title of the scheme can be written on the side or underneath the certified Person mark. Only if indicated by the specific certification scheme should any additional indications (e.g. certificate data, etc.) be placed beside or below the mark (see figure 33).



Figure 33

## 7.1 THE UNI 'PROFESSIONI' MARK

The combination of the ICIM Mark with the UNI 'PROFESSIONI' Mark is envisaged by observing the indications given in the 'area of respect' section.

For information on the management of the UNI 'PROFESSIONI' mark, see the 'Regulations for the Use of the UNI Mark' at [www.uni.com](http://www.uni.com) (see figure 34).



Figure 34

## 7.2 THE ACCREDIA MARK

ICIM has the right to grant the certification holder/licensee the use of the ACCREDIA Mark on the business cards, letterheads and other documentation of the said person.

The use of the ACCREDIA Mark by the organisation is only permitted in conjunction with the ICIM Certification Mark.

The Accredia Mark can be placed next to the ICIM Certification Mark in compliance with the instructions contained in the “clearance area” section (page 7).

The Accredia Mark can be positioned both vertically and horizontally as long as the height size of the two marks is the same (see figure 35).

For further details please refer to the “Regulation to use the Accredia Mark” (RG 09) available on the website [www.accredia.it](http://www.accredia.it).



Figure 35

As an alternative to the graphical solution (Accredia Mark - ICIM Certification Mark), it is permitted to affix, in the immediate vicinity of the ICIM Certification Mark (top, bottom, or sideways), the wording (bilingual or monolingual) as shown in the example in Figure 36:



Organismo accreditato da ACCREDIA  
 Body accredited by ACCREDIA

Figure 36

## 8.0 CERTIFIED INSPECTION

The Certified Inspection Mark (see figure 37) is produced in two versions: Italian and English.  
 All information on the use of the Certified Inspection Mark can be obtained by writing to:  
[nuovomarchiocertificazione@icim.it](mailto:nuovomarchiocertificazione@icim.it).



Figure 37

## 8.1 THE ACCREDIA MARK

ICIM has the right to grant the certification holder/licensee the use of the ACCREDIA Mark on the business cards, letterheads and other documentation of the said person.

The use of the ACCREDIA Mark by the organisation is only permitted in conjunction with the ICIM Certification Mark.

The Accredia Mark can be placed next to the ICIM Certification Mark in compliance with the instructions contained in the “clearance area” section (page 7).

The Accredia Mark can be positioned both vertically and horizontally as long as the height size of the two marks is the same (see figure 38).

For further details please refer to the “Regulation to use the Accredia Mark” (RG 09) available on the website [www.accredia.it](http://www.accredia.it).



Figure 38

As an alternative to the graphical solution (Accredia Mark - ICIM Certification Mark), it is permitted to affix, in the immediate vicinity of the ICIM Certification Mark (top, bottom, or sideways), the wording (bilingual or monolingual) as shown in the example in Figure 39:





Organismo accreditato da ACCREDIA  
Body accredited by ACCREDIA

Figure 39

## 9.0 VALIDATION OF THE DECLARATION OR VERIFICATION OF THE DECLARATION

The Declaration Validation Mark or Declaration Verification is produced in two versions: Italian and English. It may be used on all material related to the Declaration Validation or Verification of the Declaration according to the methods of use described in these Rules, in order to avoid confusion with the Certified Management System.

For all the reproduction methods and colours please refer to the rules on pages 6, 7, 8 of this Regulation of use, which apply to the Certified Management System Mark.

The Validation or Verification Mark may only be applied to certification documentation (e.g. Declaration of Validation/Verification, etc.) (see Figure 40).



Figure 40

### 9.1 THE ACCREDIA MARK

**ICIM has the right to grant the certification holder/licensee the use of the ACCREDIA Mark on the Statement of Validation/Verification and other documentation related to the certification.**

**The use of the ACCREDIA Mark by the organisation is only permitted in conjunction with the ICIM Certification Mark.**

The Accredia Mark can be placed next to the ICIM Certification Mark in compliance with the instructions contained in the “clearance area” section (page 7). The Accredia Mark can be positioned both vertically and horizontally as long as the height size of the two marks is the same (see figure 41).

For further details please refer to the “Regulation to use the Accredia Mark” (RG 09) available on the website [www.accredia.it](http://www.accredia.it).



Figure 41

As an alternative to the graphical solution (Accredia Mark - ICIM Certification Mark), it is permitted to affix, in the immediate vicinity of the ICIM Certification Mark (top, bottom, or sideways), the wording (bilingual or monolingual) as shown in the example in Figure 42:



Organismo accreditato da ACCREDIA  
 Body accredited by ACCREDIA

Figure 42