



*Istituto per la Certificazione  
Etica e Ambientale*

document

**MANUAL**

Ed.01 Rev.02

Title:

***Annex 2 –OPERATING MANUAL  
REGULATIONS FOR THE USE OF THE ICEA LOGO  
AND CERTIFICATION PUBLICITY***

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*This document, issued selectively, is a true copy of the original.*

*The original version, bearing the signatures of the authorized bodies, is deposited at the ICEA National Office in Bologna.*

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## **1. GENERAL PROVISIONS**

**1.1** This document specifies the rules which a certified Organization (Licensed Operator) will have to observe when advertising the certification obtained and using the different logos available. These regulations apply to all the publicity means used (labeling, printed matter, internet, radio, TV, etc).

**1.2** The certified Organization has the right to:

- Publicize the certification through the means it deems appropriate, in compliance, however, with the provisions of this regulation and the specific regulations governing certification schemes;
- Make the Conformity Certificate known to the public;
- Use the logos shown in this Regulation, in the documents related to products and services covered by the certification.

**1.3** The Organization is not allowed to use incorrect or deliberately misleading announcements aimed at deceiving the public.

The announcement must always be clear, truthful, relating to the certification's scope of application, and intended as the set of information appearing on the Conformity Certificate (referral norms, certified organization, date of issue, current issuance of certificate, activities covered at the production sites, products certified, etc.).

It is prohibited to refer to certification and use the logos when the certificate still has not been issued or when the same has been withdrawn or suspended or when the Organization has renounced certification.

**1.4** The Organization must not make announcements that may discredit ICEA.

**1.5** The certification, its publication and use of advertising means is solely reserved for the certified Organization and is not transferable to parties not authorized by ICEA.

## **2. CONDITIONS FOR PUBLIC ANNOUNCEMENTS OF CERTIFICATION AND USE OF LOGOS**

**2.1** The certified Organization will have to request, at all times and in advance, ICEA's permission for any type of announcement concerning its certification (publicity, product labels, primary packaging labels, letterheads, etc.) and will send the drafts to be subjected to conformity assessments in compliance with this Regulation and specific regulations governing certification schemes involved.

Possible derogations to this regulation will have to be first evaluated by ICEA, on the condition that these do not contradict national and international reference norms. ICEA's authorization is binding and the Organization will have to adhere to ICEA's decisions regarding the means and methods used to publicize certification.

**2.2** The certified Organization shall not use the logos available on documentation that do not strictly regard the application scopes of the certificate issued. This does not prohibit the Organization from using the available logos printed as letterheads on the condition that this fact does not deceive the public as to the object and applications scopes of the certification.

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**2.3** ICEA authorizes the use of logos to those Organizations that have obtained conformity certifications within an activated certification scheme.

**2.4** Black/white or green graphic designs may be used (*pantograph n° 348*). The size must never be smaller than 1.0 cm at the sides or must have a diameter of 1.5 cm.

**2.5** It is prohibited to extract the logo from documents or any other form of publications. In the event of reductions or enlargements, the proportional sizes of the figures and text of each logo must be followed for the various logos.

**2.6** The Conformity Certificates may be reproduced to announce the certification. As to black/white or colored prints for publications, the faithful reproduction of logos must be ensured. Possible reproduction of copies intended for distribution must bear the indelible word “COPY,” with the registration of each copy distributed: the number of copies (to be written also on the document), date delivered and name of entity to which this was delivered.

**2.7** The Conformity Certificates cannot be placed directly on products or on their primary and secondary packaging.

**2.8** The use of the ICEA logo is optional in all cases.

**2.9** For cases in which the Certification Regulation concerned requires the use of a specific certification mark (also belonging to third parties) and/or conformity statements, the possible use of the ICEA logo is bound to the temporary use of the logo and/or conformity statement provided for by the regulation in question.

### **3. LOGOS AVAILABLE**

Even if the logos ICEA places at the disposal of the organizations and certified products bear the features of the institution’s logo, its particular graphic format is such that it allows for the application to be personalized by the different certification schemes.

The certification logo consists of a circle, with four leaves inside it and the statement ICEA marked out particularly, and bordered by the following wordings:

- (above) CERTIFIED (or the corresponding translation)
- (below) the conformity statement which specifies the specific certification scheme (e.g. Organic, Eco Bio Tourism, Eco Bio Cosmetics, etc.).

The circle is in turn placed within a square or rectangle with rounded edges and without a background. Inside the square, the alphanumeric code is located, identifying the licensee organization and/or the product certified. In some regulated certification scopes, variations may intervene with respect to the abovementioned common setting and/or the statement of other information imposed by reference norms.

The wordings surrounding the circle, like all the other conformity statements imposed by the regulating systems, may be translated into other languages (other than Italian) only by ICEA.

The available versions are in English, French and Spanish. Versions in other languages may be produced exclusively by ICEA upon request.

ICEA furnishes all the versions of the logo in electronic format through high definition TIFF, JPEG and PDF files. Other formats may be produced upon request.

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Further specifications on the use of the ICEA logo may be contained in the Certification Regulations related to the single schemes.

Annex 1 shows samples of some variations available for the main certification schemes.

#### 4. ACCREDITED CERTIFICATIONS

**4.1** In all relevant cases, ICEA has the right to grant the Organizations (Licensed Operators) use of the Logo of the relevant accredited institution/(SINCERT or IFOAM), on the terms specified in this Regulation and the referral regulations of the specific accredited scheme.

**4.2** The use of the accrediting institution's logo by the said Clients is allowed if exclusively accompanied by the Logo of the institution being accredited, as seen in the following illustrations and in conformity with the Regulations governing the use of accredited SINCERT logos (RG 02) in the current version (see web [www.sincert.it](http://www.sincert.it)) and the Contract for the use of IFOAM-accredited certification logos (M.RCIFOAM 09).

##### Accredited Certification SINCERT



##### Accredited Certification IFOAM



**4.3** The SINCERT-Accredited and IFOAM-Accredited logos cannot be used by the operator in a deceptive manner or in any other misleading way, in the attempt to make it appear that the accrediting body directly certified or approved the farm's management system, or the product or personnel of the holder of the accredited certification.

#### 5. SANCTIONS

In cases of irregularities or infringements of the terms of this document, the sanctions provided for by the Certification Regulations referred to in the specific schemes will apply.