

# Conditions for the use of the ICEL Product Certification Mark

## ICEL PRODUCT CERTIFICATION MARK



1. The LIA's ICEL Product Certification Scheme Mark ('the Mark') is a registered mark and is the property of the Lighting Industry Association Ltd (LIA) whose registered office is: Stafford Park 7, Telford, Shropshire, TF3 3BQ, United Kingdom.
2. The Mark shall only be used by manufacturers that have successfully completed all stages of the LIA's ICEL Product Certification Scheme.
3. The Mark shall only be used once a certificate has been issued by the LIA for the scope of certified product(s) identified in the certificate.
4. The Mark shall not be used to imply that non-certified product(s) are covered under the certificate.
5. The Mark shall not be used without indicating that it is a certification mark.
6. The Mark as shown in Appendix A, is the only mark that can be used and then only with written approval from the LIA and shall only be used on:
  - Packaging and Product Literature (for certified products only)
  - Letterhead, Envelopes, Compliments Slips, Business Cards, Invoices
  - Advertising, Display, Promotional Material
  - Vehicles, Buildings and Flags
  - Products (covered under scope of certification of ICEL Product Certification Scheme)
7. The Mark shall only be used in its entirety, and without amendment as shown in Appendix A. For specific guidance on minimum size, position and backgrounds, please refer to Appendix B. Different colour variation of logo may be used, however the usage shall be always discussed with LIA.
8. The relative proportions of the Mark shall always be retained.
9. Use of the general mark as shown above is only permitted when a company has received more than one unique certificate under the scheme. The requirements listed in this document and the mark guidance in Appendix B still applies when using the general mark.

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10. The Mark may be used on the following **stationery items** but only when used in conjunction with the user's own mark/logo (letterhead, envelopes, business cards, compliments slips, invoices). When used on these items, the dimensions (w × h) of the mark shall not exceed the dimensions (w × h) of the user's mark/logo. The minimum size requirements (see Appendix B) shall still apply.
11. The Mark may be used on the following **promotional items** but only when used in conjunction with the user's own mark/logo (advertisements, articles, brochures, websites, exhibition display panels). When used on these items, the dimensions (w × h) of the mark shall not exceed 75% of the dimensions (w × h) of the user's mark/logo. The minimum size requirements (see Appendix B) shall still apply.
12. The Mark may be used on the following **signage items** but only when used in conjunction with the user's own mark/logo (buildings, flags, vehicles). When used on these items, the dimensions (w × h) of the mark shall not exceed 75% of the dimensions (w × h) of the user's own mark/logo. The minimum size requirements (see Appendix B) shall still apply.
13. The user of the Mark shall at the request of the LIA cease to use the Mark if the LIA deems the application inappropriate.
14. The user of the Mark shall, upon suspension of agreement, immediately discontinue the issue of documents that display the mark or contain reference to the LIA.
15. The user of the Mark shall, upon termination of the agreement, immediately cease distribution of all items on which the Mark is displayed and shall remove it from any form of display or promotional application.
16. In using the Mark, the user agrees to be bound by the above conditions. Failure to comply with the above conditions for use of the Mark may result in withdrawal of agreement and legal action.

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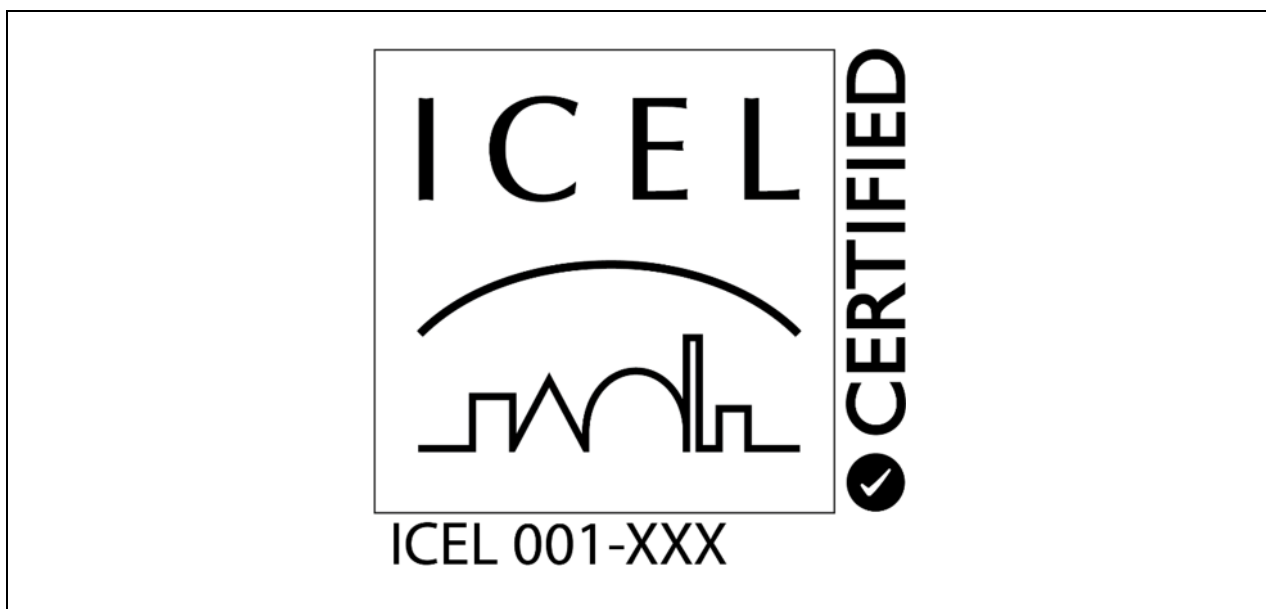
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### APPENDIX A



Colour



Black & white

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Black & White (inverted)

### APPENDIX B

#### Usage – Sizes

| Item               |  |                |  |                |
|--------------------|-----------------------------------------------------------------------------------|----------------|-------------------------------------------------------------------------------------|----------------|
|                    | Minimum Width                                                                     | Minimum Height | Maximum Width                                                                       | Maximum Height |
| <b>Product</b>     | 14mm                                                                              | 12mm           | 30mm                                                                                | 26mm           |
| <b>Stationery</b>  | 14mm                                                                              | 12mm           | 30mm                                                                                | 26mm           |
| <b>Promotional</b> | 14mm                                                                              | 12mm           | 30mm                                                                                | 26mm           |
| <b>Signage</b>     | TBA with LIA                                                                      | TBA with LIA   | TBA with LIA                                                                        | TBA with LIA   |

#### Backgrounds



Correct



Correct

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**Incorrect**



**Incorrect**