



ICC-ES Logo and Marks of Conformity Usage Guide

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Registered logo options

The ICC-ES logo is a registered trademark. Use of the registered trademark symbol ® is essential! The ICC-ES logo is available in black or green, and may not be altered in any way.

There are different file resolutions for web and print, if requesting from an ES staff member please advise which you need.



ES Marks of Conformity

The ICC-ES marks of conformity are registered trademarks (unless otherwise designated as trademarked [™] only) and cannot be altered in any way.

Mark Options

ICC-ES has a new mark of conformity option. This mark can be used for clients who have the following with ICC-ES:

- Evaluation Report (ESR)
- Listing Report (ESL)
- Plumbing, Mechanical, Fuel Gas (PMG) Listing Report
- VAR Environmental Report (SAVE)

Current Marks

For ICC-ES clients who are already utilizing any of the below marks on their product, please note that these can continue to be used as inventory is depleted.



If you are a new report holder, please use the NEW square mark of conformity

Special Designations

Country of Use – For report holders wishing to use the mark of conformity to signify compliance to codes other than the International Codes – there are identifiers located at the 8 o’clock position of the image.

ICC-ES is accredited by the Standards Council of Canada (SCC) and EMA for Mexico to certify products to these standards. Country specific marks are available for Canada (identified with a “C”) and Mexico (identified with an “MX”).



For ICC-ES clients already utilizing any of the below country specific marks on their products, these can continue to be used as inventory is depleted.



Some products are evaluated to specific schemes or programs, in which case an additional identifier is also provided below the mark. These marks may only be used for products that fall under the applicable programs.



Placement, Size, Colors

Product Use – The ES mark of conformity may be placed anywhere on the product or packaging, as applicable. The mark should be legible and visible. It may be printed as a separate label or incorporated directly onto the product itself via laser cutting, heat stamp, etc.

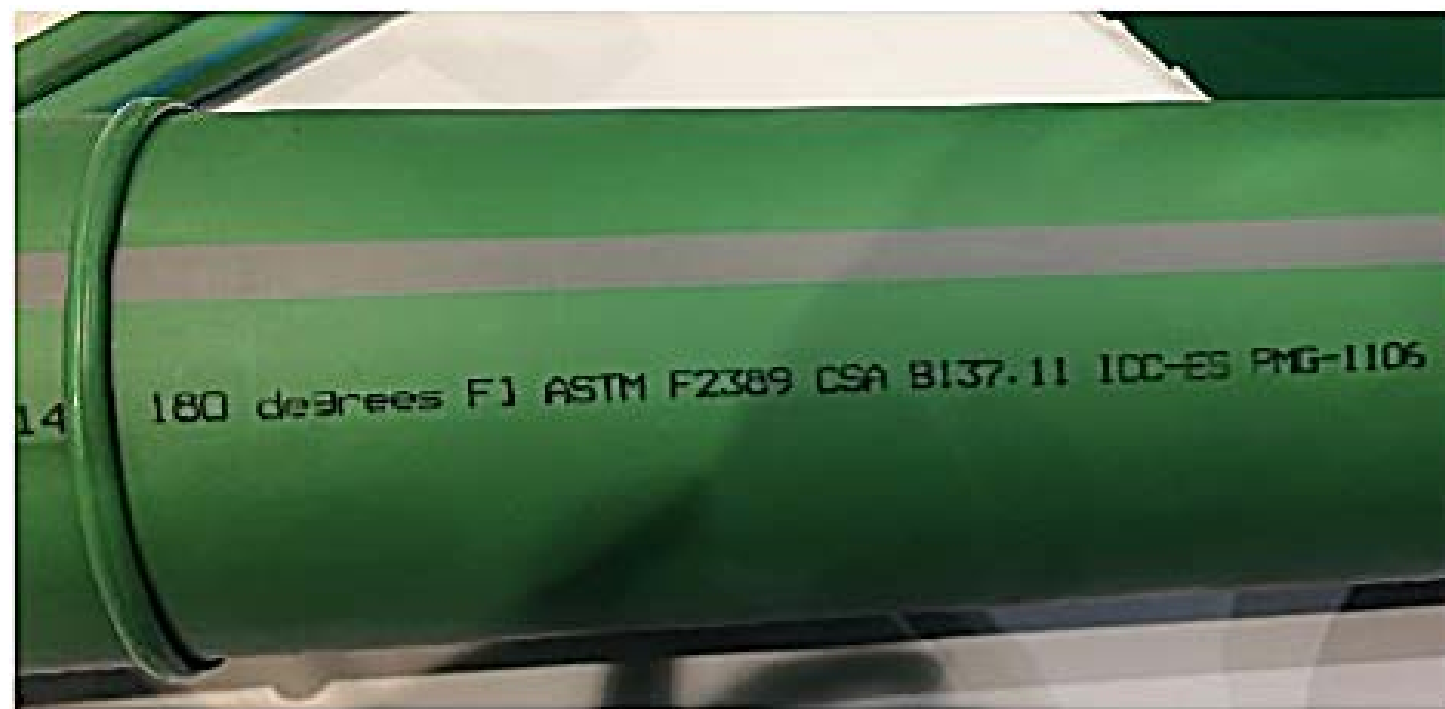
The mark may be applied in black or green, as supplied by ICC-ES.

Examples:



Inline Mark

To better accommodate smaller building and plumbing products, an inline mark of conformity is also available. For specific questions on placement, please contact your assigned technical representative for the report.



ICC-ES[®]

Electronic Display of Conformity (EDC)

A machine-readable (QR) code is made available for each report for use in your marketing materials and/or product labeling. The code contains a link to the active evaluation report or listing, providing the code official or consumer with all the relevant information for your building product.



Benefits of the EDC:

- ✓ Easily meet regulatory requirements
- ✓ Quick access to product details
- ✓ Reduced environmental impact compared to label changes
- ✓ Ease of enforcement of compliance requirements

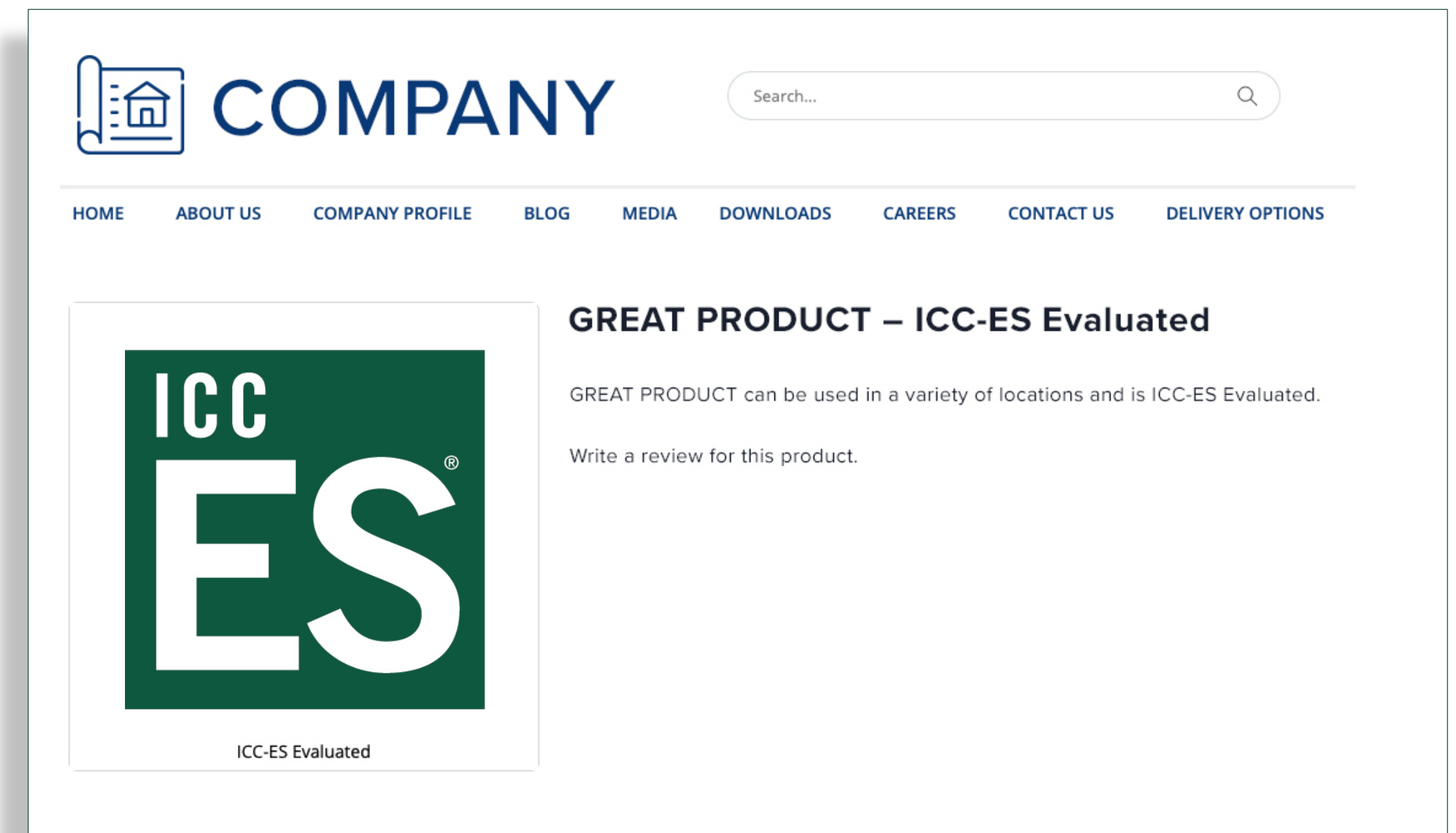
The purpose of the EDC is to provide electronic access to a product's conformity assessment marks and statements as an alternative to traditional methods such as a product label.

How to Reference an ICC-ES Evaluated Product in your Marketing Material

Being successfully evaluated by ICC-ES and getting your report or listing is a critical milestone. Now it's time to start spreading the word!

It is important to accurately describe your product as "ICC-ES Evaluated" in any print or digital marketing material including company website, flyers, presentations, and collateral. Any other variation of this is unacceptable (i.e. ICC Evaluated, ICC Approved, or ICC-ES Approved).

Keep in mind that building officials will be the ones to officially approve a product for installation. We are simply providing the tools to make this an easier and quicker process!



Promotional Use

You may use the mark of conformity and/or electronic display of conformity on any of your marketing material to show customers and code officials that your product has been evaluated to the strictest of standards.

Some examples might be print magazines, digital ads, product webpages, and social media.



Rules of Procedure

For your reference, we have included detailed instructions as also outlined in the ICC-ES [Rules of Procedure](http://www.icc-es.org), available at www.icc-es.org.

13.0 PERMITTED USE OF EVALUATION REPORTS AND THE ICC-ES NAME, MARK OF CONFORMITY AND REPORT NUMBER

13.1 Report holders must comply with these Rules of Procedure in their use of the ICC-ES name, mark, ICC-ES machine-readable code, their ICC-ES evaluation report number, the evaluation report itself, and any communications associated with the evaluation report. If it is determined that identification is being applied to materials or products that do not comply with the current evaluation report, applied before authorization or applied after a report has been closed, ICC-ES will immediately disseminate a notice of violation of the ICC-ES Rules of Procedure and take any and all actions necessary to secure compliance.

13.2 No listee shall use the ICC-ES mark or evaluation report number until authorized by ICC-ES.

13.3 The then-current evaluation report, as available on the ICC-ES website, may be reproduced in its entirety by the report holder in the report holder's literature, advertising, or promotional materials. No reference to ICC-ES, the evaluation report, the ICC-ES mark, or the ICC-ES machine-readable code shall be included with such reproduction in a manner which could be misleading.

13.4 In lieu of reproducing the entire evaluation report in specifications, literature, advertising, or promotional materials, the report holder may use references and statements such as: "See ICC-ES Evaluation Report No. ____ (insert current number) at www.icc-es.org"; and/or the ICC-ES machine-readable code. It is the report holder's responsibility not to misrepresent the evaluation report in any way, and not to use the report in such a manner as to bring ICC-ES into disrepute; and to secure ICC-ES approval in advance whenever there is a question about the use of the ICC-ES name and/or ICC-ES evaluation report. Report holders are expressly prohibited from using the ICC-ES name, mark, ICC-ES machine-readable code, or report number to claim or imply product recognition beyond what is specified in the evaluation report. Report holders are also expressly prohibited from using, in advertising, promotional, and informational materials, any language that would likely mislead the public about their evaluation reports. ICC-ES reserves to itself the right to interpret what would constitute misleading language.

13.5 The following provisions govern the use of the ICC-ES mark and ICC-ES machine-readable code on products and in advertising, promotional, and informational materials:

13.5.1 Use of the ICC-ES mark and ICC-ES machine-readable code is prohibited in any manner and in any media without authorization from ICC-ES. Use of or reference to any evaluation report after cancellation is also prohibited.

13.5.2 The ICC-ES mark and ICC-ES machine-readable code may be used only on or in connection with products, components, methods, and materials that are covered in currently valid evaluation reports. Use of the mark and ICC-ES machine-readable code is not a replacement or substitute for product identification provisions in the relevant evaluation report. In no circumstances may the mark and ICC-ES machine-readable code be used to imply ICC-ES approval of aesthetics or any other attributes not specifically addressed in the report.

13.5.3 The ICC-ES mark and ICC-ES machine-readable code may not be altered in any way, although it may be enlarged or reduced. Black is the basic color of the ICC-ES mark and the ICC-ES machine-readable code. Other colors may be used only when authorized in writing by ICC-ES.

13.5.4 It is the responsibility of the ICC-ES mark and ICC-ES machine-readable code user not to misrepresent in any way the status, conditions, or terms of the relevant ICC-ES evaluation report. It is also the user's responsibility to secure ICC-ES approval in advance whenever there is a question about how the ICC-ES mark and ICC-ES machine-readable code, and/or name is to be used.

13.6 The above does not excuse compliance with any ICC-ES requirement as a condition of securing or maintaining an evaluation report requiring identification, reference to standards or inspection, or other information to be affixed to or labeled upon products.

13.7 Violation of these rules, regarding the use of the ICC-ES name and mark, ICC-ES machine-readable code, reports and report numbers, as determined by ICC-ES, must cease immediately upon notification of the violator by ICC-ES. Failure to respond to the notification may lead to suspension or revocation of the report under these rules. ICC-ES also reserves the right to note violations in the public notices and publications of ICC-ES and its parent company, ICC, and on the ICC-ES website.