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Usage Standards for the ICMCI ISO 20700 Logos



Background

The ICMCI ISO 20700:2017 related logos are the registered trademark of The International Council of Management Consulting Institutes (ICMCI). The Institute allows the use of the logo under strict usage standards.

This document sets out the standards of usage by which ICMCI officers, staff, Member Institutes, trainers, and trainees may use the ICMCI logo. These guidelines offer the users a means to build integrity of the ICMCI, and the national institutes; maximize efforts made toward professional recognition; and establish and maintain visual consistency throughout the various institutes.

The usage standards are appropriate for most applications, but should a situation arise that is not covered or is of exceptional nature, the application should be discussed with the ICMCI Secretariat prior to implementation.

Identification of the ICMCI ISO 20700:2017 logos

The logos consist of letterforms "ISO 20700:2017 Guidelines for Management Consultancy Services" inside a blue square and is part of a distinctive circle with triangle dots surrounding. The Circle includes the following text consecutively:

1. Trained in by CMC-Global
2. CMC-Global Self-Declaration
3. CMC-Global Accredited Trainer

The logos are not to be used to signify the national institute's authority in place of the ICMCI.

Who may use the ICMCI ISO 20700:2017 logos

1. Under ICMCI's agreement with IMC's, any national member institute of ICMCI that has an accredited trainer approved by ICMCI may use the CMC-Global Accredited Trainer



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logo in accordance with the standards outlined below. Such institutes may not further authorize use of the logo to anyone else except the accredited trainer him/her self.

Where the ICMCI ISO 20700:2017 logos may be used

The ICMCI ISO 20700:2017 logos may be used on institute stationery, envelopes, CMC and FCMC certificates, promotional materials, directories, pamphlets and business cards. It may be used as a separate element or in a configuration of two or three logo lines of type identifying the institute (a logotype), which together constitute a “corporate signature.” It should not be used on materials that have no relevance to the ISO 20700:2017 Self-Declaration training or where usage would imply wrongly that an individual is an accredited trainer or a consultant trained in the ISO 20700:2017 by ICMCI.

Size, Placement and Protected Space

ICMCI will from time to time determine the appropriate size and placement of the logos for each usage, publish these standards, and follow them consistently throughout their materials, websites, etc. The intent is to establish and maintain visual consistency throughout each institute.

Protected Space: Adjacent visual elements, printed text, corporate logos, photos, etc. may come no closer vertically or horizontally than $\frac{1}{2}$ the radius of the ICMCI ISO 20700:2017 logos.

The ISO 20700:2017 logos is not to be combined with any other symbol in proximity, except perhaps the CMC logo for trained consultants. If two logos are to be used together, for instance the institute’s own corporate logo and the CMC logo, they should ensure “protected space” for the CMC logo and/or any ICMCI ISO 20700:2017 logos used.

Colours

The designated colours used by ICMCI for logo and corporate signature are:

Navy Blue: CMYK: 100-80-0-60

Blue: CMYK: 78-36-0-0

Yellow: CMYK: 0-25-100-0

Orange: CMYK: 0-50-100-0

Light Blue: CMYK: 45-15-15-0

Purple: CMYK: 99-96-21-9



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In many printing situations, black will be the only colour available, and it is acceptable. In situations where black and another colour are used, the logo and logotype must be shown in black. With the following exception, the logo is never shown in a different colour than the logotype.

Restrictions on the Use of the Logo

Use of the ICMCI ISO 20700:2017 logos is to be made only in the colours and visual relationships set forth in this standard. Logo elements are not to be redrawn, re-proportioned or re-positioned, other than by enlargement or reduction.

Use by Individual IMC's

The ICMCI ISO 20700:2017 logos has been approved for use by IMC national institutes for appropriate publication and identification purposes and is not for use by individual IMC's without the expressed permission of the ICMCI Secretary which is granted when an IMC has trained a CMC to the self-declaration checklist.

Copyright Protection

ICMCI has been using these logos since 2017 for official business, in publications and on websites around the world. As such ICMCI claims copyright over its logo in all countries. As such the ICMCI standards of usage apply in all member and non-member countries worldwide.

Final Authority

ICMCI retains final authority in the use of the ICMCI ISO 20700:2017 logos by its staff, volunteers, and member institutes, and reserves the right to revoke or suspend any license given to use the ICMCI ISO 20700:2017 logos. Member institutes are requested to provide ICMCI with copies of their national standards of usage and samples thereof. Any further requests concerning the usage of the ICMCI ISO 20700:2017 logos shall be directed to the Board of ICMCI at the address below.

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