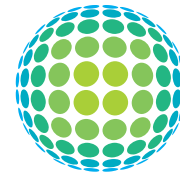


When to use the cleantrust and IICRC logos



IICRC
Institute of Inspection Cleaning
and Restoration Certification

About the IICRC and the cleantrust:

Representing more than 54,000 registrants across the globe, the IICRC is an international, nonprofit certifying body that sets standards for the cleaning, restoration and inspection industries. To know if a technician has received proper education and training, consumers should look for the **cleantrust** patch and logo. With the **cleantrust** logo and patches, IICRC technicians can be easily recognized by these symbols of technical proficiency and high ethical standards.

What is the cleantrust service mark?

A service mark is a design/logo used to establish the identity and image of a service. A service mark is still a type of trademark and logo, but is used for services instead of physical products. The **cleantrust** service mark/logo is the visual representation of IICRC certification. The IICRC logo is the visual identify for the organization itself. The **cleantrust** logo presents an opportunity to market ourselves beyond the industry as consumers look for and trust symbols of technical proficiency and high ethical standards. In the coming years, our goal is to have the **cleantrust** as widely recognizable and highly regarded as the Good Housekeeping seal.

How are the IICRC and the cleantrust logos linked?

- The **cleantrust** logo notes that it is a program of the IICRC
- The two logos share a common color palette
- The two logos share a common tagline
- The two logos are visually linked by the orb graphic
- The two logos are further linked via a common font
- The brand platform's personality attributes (Trustworthy, Service Oriented, Quality Conscious, Knowledgeable and Up-to-Date) support the basis of both logos
- The two logos work together to create an echo effect

When should the IICRC logo be used and when should the cleantrust logo be used?

The IICRC logo will be used by the organization for all industry facing communication. For example, standards, certification materials and exam materials will all have the IICRC logo. The **cleantrust** logo should be the dominant logo on all consumer facing materials. However, you will see some instances where both logos appear together to help make the connection; this includes ID cards as well as brochures developed by the IICRC.



