

Use of any IICRC Mark is subject to this Policy, and any other applicable resolution or requirement of the IICRC Board of Directors.

b. The IICRC Marks



Logo Usage Memo

The IICRC logo appears on a white background in 4-color process, 3-color PMS, solid black or grayscale. It can also be reversed to white when placed over a solid background.

The IICRC logo can also appear as a brand badge. This badge can appear in 4-color, 2 PMS or black. The preferred presentation of the badge is black on a solid background or white reversed out of a solid background. In the instance of 1-color printing, the badge can appear in the predominant color of the piece.

There must be a .5x margin of white space surrounding all four sides of the logo, where x is the width of the sphere. The black and white versions of the logo can appear on colored backgrounds as long as those backgrounds are free of patterns and preserve legibility.

The Gotham type face used houses four font variations which will accommodate a variety of design applications. While the variations of the Gotham family can be used interchangeably, alterations to the logo and tag line type should not be made.

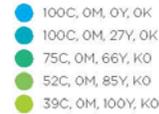
primary colors:



secondary colors:



sphere icon color builds (4-color builds)



the IICRC logo



c. Non-Assignability and Non-Transferability Of The Marks

Use of any IICRC Mark authorized by this Policy is personal to the respective authorized registrant, certified firm, approved instructor and school, and supporter, and may not be transferred or assigned to any other individual, organization, business or entity.

d. Appearance and Proper Use Of The Marks

Those individuals or entities authorized to use an IICRC Mark may use the Mark in professional business advertising and informational materials, including directory listings or advertisements, business cards, letterhead, brochures, business forms, signs, stationary, patches, decals, and other similar marketing materials, and may post the Mark on a business website. All Mark use must be consistent with this Policy and the following rules:

i. Proper Use

Any individual or entity authorized to use an IICRC Mark must use the Mark only in conjunction with his/her name and entity and the services related to the certification or the IICRC approved status. The IICRC does not authorize the use of any Mark in connection with any services or business activities apart from an individual or entity the IICRC certification or the IICRC approved status. The Mark may only be displayed in association with the authorized individual or entity.

Incorporation of any IICRC Mark with the marks, designations or logos related to other credentials, groups or organizations is prohibited. Although an IICRC Mark may be used on the same page as other affiliations or logos, it must remain separate and distinct, and must not be crowded with other graphics or text. All the IICRC Marks must be displayed with an appropriate amount of space around the Mark to preserve the status and integrity of the Mark.

ii. Proper Appearance

Use of any IICRC Mark must be associated solely with the individual or entity authorized to use the Mark. Each IICRC Mark must always be used in its entirety exactly as it appears in complete form without the addition of other words, symbols or punctuation, and cannot be changed or altered, other than to be enlarged or reduced in overall size, or as otherwise specifically authorized in this Policy. Any IICRC Mark must not be the dominant or largest element in any promotional materials, and may not be larger than the company name, logo or Mark of the authorized individual or entity.

iii. Other Use Limitations

Unless otherwise expressly permitted herein, no IICRC Mark may be used on any product, product packaging, product labeling, product advertising, product promotional or product marketing materials. No IICRC Mark may be used as the business logo, or incorporated into the business logo, of any authorized individual or entity or third party.

If any IICRC Mark is displayed by an authorized individual or entity in any publication with longevity (e.g., yellow page advertising) the user is required to maintain their IICRC certification or approved status during the business life of such publications.

If the IICRC certification or approved status of any previously authorized individual or entity expires, all use and reference to any IICRC Mark on any and all advertising and marketing materials and any website by such individual or entity must cease within thirty (30) days of such expiration.

If the IICRC certification or approved status of any previously authorized individual or entity is revoked or suspended, all use and reference to any IICRC Mark on any and all advertising and marketing materials and any website by such individual or entity must cease within three (3) days of revocation or suspension.

iv. Other Mark Uses and Reservations

All other uses of any IICRC Mark are prohibited unless expressly authorized in advance in writing by the IICRC. All use of any IICRC Mark inures to the benefit of the IICRC.

e. NON-INTERFERENCE WITH USE OF THE MARK BY OTHER REGISTRANTS

An IICRC registrant, certified firm, approved instructor and school, and supporter, may not prohibit, restrict, or otherwise limit the authorized and appropriate use of an IICRC Mark by another registrant, certified firm, approved instructor and school, or supporter.

f. VIOLATION REPORTING RESPONSIBILITIES

Anyone authorized by this or other IICRC Policy to use any one or more of the IICRC Marks, has the responsibility to actively participate in the monitoring of the use of the IICRC Marks by third parties, including other registrants, certified firms, approved instructors and schools, and supporters. This includes the responsibility to report the unauthorized use, misuse, or other violation of this Policy to the IICRC, by anyone, including those maintaining an IICRC credential, and those who do not.

g. POLICY VIOLATIONS AND RELATED ACTIONS

Following receipt of information that an inappropriate or unauthorized use of an IICRC Mark may have occurred, the IICRC, in consultation with legal counsel, will determine if appropriate response actions will be taken. The IICRC may take any of the following actions, or other appropriate measures. Any involved IICRC registrant, certified firm, approved instructor and school, or supporter, is required to cooperate fully in the review and resolution of such matters.

- i. A copy of the alleged inappropriate or unauthorized Mark or designation will be obtained and reviewed to determine whether a violation of this Policy or other rule or resolution of the IICRC Board of Directors has occurred;
- ii. Upon determination of a Policy or other violation, written correspondence will be issued and sent by an authorized IICRC representative to the individual(s) or organization(s)

involved, explaining, among other items: the nature of the objectionable or unauthorized use; the relevant IICRC Policy, rule, resolution or law; and, the requirement that the individual or organization cease and desist from the objectionable or unauthorized use immediately and in the future;

- iii. Upon determination of a Policy or other violation, written correspondence will be issued and sent by an authorized IICRC representative to the individual(s) or organization(s) involved, requesting that the individual or organization accept and sign an agreement to, among other items: cease the existing objectionable or unauthorized use; abide by all terms of this IICRC Policy and Mark use rules and regulations; and, provide corrected copies of all offending materials, if appropriate; and
- iv. Where individual(s) or organization(s) using a IICRC Mark in an objectionable or unauthorized manner fail or refuse to respond or comply with a IICRC request to cease and desist from such use, the IICRC may initiate appropriate legal action and/or disciplinary proceedings, the latter of which are set forth in this Policy.

h. Mark Related Disciplinary Measures

Following notice and a fair opportunity to respond, an existing or former IICRC registrant acting contrary to the terms of this policy or applicable law or regulation may be sanctioned by THE IICRC. Such sanctions may include, but are not limited to, the following:

- i. Denial and rejection of a renewal, recertification or new certification application of a registrant or certified firm;
- ii. Private reprimand and censure, including appropriate conditions or directives;
- iii. Public reprimand and censure, including appropriate conditions or directives;
- iv. Certification probation for a given period of time, including appropriate conditions or directives;
- v. Suspension of certification for a given period of time, including appropriate conditions or directives;
- vi. Revocation of certification, including appropriate directives;
- vii. Other measures that the IICRC Board of Directors deems appropriate;

In addition, cases of Mark misuse, infringement, or other similar matters, may be referred to the IICRC Ethics Committee for review under the IICRC Code of Ethics and Code of Conduct, or referred to the IICRC legal counsel for legal review or action.