Communications Procedures

IEC Logo Usage

General Information

It is important that IEC National and its chapters present a consistent image to the public. The IEC logo serves as a symbol and reminder to the industry and the public of what the IEC is and for what it stands. This policy is a basic tool for implementing an identity program.

These logo usage guidelines help to ensure that IEC’s trademark is used properly by all IEC stakeholders. They include specifications and design standards for materials that may be developed at the member, chapter, affinity, and industry partner levels. Cooperation will help the IEC establish a strong and recognizable image nationwide.

Logo Usage & Permissions

Members and chapters acknowledge IEC’s rights to its logo and trademarks and agree not to adopt, use, register, or attempt to register anywhere in the world any logo or trademark confusingly similar to the IEC logo without express written permission.

IEC members and chapters are authorized to use the IEC logo and trademarks in the manner described in this manual. Although all members are strongly encouraged to use the IEC logo on their business cards and stationery to promote the IEC brand to customers and promote their affiliation with IEC, the logo must be used appropriately. And, once affiliation and/or membership in IEC has terminated, all use of the IEC logo and trademarks must cease immediately.

The IEC logo should not be treated improperly or frivolously. IEC National reserves the right to monitor use of the IEC logo on chapter and member web pages, printed materials, and other means of communication. IEC National reserves the right to modify or suspend these policies, withdraw permission to use the IEC logo, and take action against any misuse or unfair, misleading, diluting, or infringing use of IEC’s trademarks and logos.

The use of the logo must be dignified and not misleading. The IEC logo may not be used to imply any relationship, endorsement, or sponsorship by IEC that is not true. The IEC logo may not be used in connection with any disparaging statements about IEC or its products, or statements that otherwise reflect poorly on IEC or the electrical contracting industry.

The IEC logo may not be altered in any way including proportion, color, element, and type without written permission from IEC National. It may not be animated, morphed or in any other way distorted in its appearance.

Digital versions of the IEC logo in a variety of formats (jpg, gif, tif, eps, etc.) are available from IEC National’s Communications Department and can be downloaded from the members-only section of the IEC National website.

Chapters are required to use the IEC logo, either as their official logo (with appropriate customization as described below) or as an accompanying logo to their individual chapter logos. As chartered chapters of IEC, chapters must feature the IEC logo in a prominent position on all official chapter documents, websites, business cards, stationery, brochures, flyers, etc. IEC National will provide chapters with customized logos upon request.
Egregious and/or repeated misuse of or refusal to use (chapters only) the IEC logo or other trademarks may be addressed by the IEC Board of Directors. If misuse is not corrected in a timely manner, the Board may place a member or chapter on probation for a period of not less than sixty days. If misuse is not corrected by the end of the probationary period, suspension or even expulsion from membership may result at the Board’s discretion.

Use of the IEC logo and claims of IEC affiliation by companies, individuals, or organizations that are not affiliated, or no longer affiliated, with IEC National will be addressed seriously. If required, appropriate legal action will be pursued to terminate unauthorized, inappropriate, or misleading claims of IEC affiliation.

Usage Guidelines

Members and chapters may use the IEC logo in any of the following variations. Most text customizations should be capitalized and italicized Times Roman font as illustrated. Where the amount of text and space requires, usage of upper and lower case lettering is permitted.

Three logo variations are commonly used by IEC National:

![IEC Logo Variations]

The following logo customizations are permitted by IEC members in good standing. Usage should reflect a company’s category of membership.

![IEC Logo Customizations]

Chapters that use the IEC logo as their only logo should list their chapter name under the logo in the following manner:

![Chapter Logo]
Chapters that use another unique logo must use the IEC logo as described above or in the following manner in addition to their unique logo:

Chapters that wish to use another form of the logo or different text placement should contact IEC National’s Communications Department for permission.

Non-member affinity partners may use the IEC logo in their advertising and correspondence only with express written permission from IEC National. Each usage must be approved on a case-by-case basis.

Variations of usage not illustrated above are prohibited without special written permission. Use of the logo in any of these ways may result in disciplinary action.

Members and chapters that would like to use the IEC logo in any other form than those indicated above must obtain special written permission from IEC National. Contact the IEC National Communications Department with questions or concerns.

Colors

For most uses, blue (PMS 280) and red (PMS 186) are the official colors for the IEC logo. (“PMS” stands for the “Pantone Matching System” which is used widely by designers and printers to match printing inks.) Precise color is an important component of the IEC logo. Like the symbol and font, it is necessary to use the proper colors to achieve a consistent look.

There will be times when it is not possible to use PMS 280 and PMS 186. In such situations, the alternative is to use any one solid color for both elements.

Special Applications

The standard appearance of the IEC logo depicted above should be used whenever possible. However, design considerations of special materials may dictate the need for options. The IEC logo can be “reversed” or dropped out of a dark colored background. In such cases, the entire logo should be reversed. There may be times when a subtle presentation of the IEC logo is desired. For example, it is appropriate to use a lighter version of the logo in the background on a certificate.

Website Usage

Members and chapters may use the IEC logo as a link to the IEC National home page or to identify a company as a client or partner in a manner indicated previously. It may not be used to link to other pages on a website or to link to any third party websites.

The IEC logo may not be used on any website that is in violation of any applicable laws or governmental regulations.