

## **Brand Policy\***

1. The IEC Brand, including associated Trademarks and Domain Names, is an important asset for IEC.
2. The Commission and its Members will promote the IEC through use of the IEC Brand.
3. The Commission, its Members, and others working in IEC bodies, including the Standardization Management Board and its Technical Committees and the Conformity Assessment Board and the Conformity Assessment Systems & Schemes, will use the IEC Brand in conformity with prescribed rules.
4. The IEC will take appropriate steps to protect and enhance the IEC Brand, including:
  - a. prescribing rules setting out how the IEC Brand is to be used, including inter alia defining the form and manner of use of the IEC Brand in an IEC Brand Book;
  - b. obtaining protection for IEC Trademarks through appropriate registrations; and
  - c. obtaining protection for IEC Domain Names through appropriate registrations.
5. The IEC may authorize third party use of the IEC Brand in accordance with prescribed conditions, in support of IEC Object as set out in the IEC Statutes and Rules of Procedure.

Guidelines for the implementation of the IEC Brand Policy, including further policy details, can be found at: ([link to Guidelines](#)).

## **IEC Brand Policy – Implementation Guidelines\*\***

### **Implementation**

1. Securing the IEC Brand and Ownership of IEC Trademarks and related IP rights.
  - 1.1. The IEC protects the IEC Brand using Trademarks and other IP rights such as domain names, by using national and international forms of Trademark filing.
  - 1.2. The IEC directs that the IEC Brand be used by the Commission, its Members and others working in IEC bodies in conformity with rules for use set out in an IEC Brand Book.
  - 1.3. The Commission, its Members and others working in IEC Bodies protect the value in IEC Brand by appropriate use and promotion of the IEC Brand.
2. Brand Licensing
  - 2.1. The IEC may authorize third party use of the IEC Brand in accordance with prescribed rules and conditions.



# Guidelines for the use of IEC Trademarks and Domain Names

## Common Conditions

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## 1. Introduction

The worldwide organization International Electrotechnical Commission is an association registered in Switzerland, hereafter referred to as “IEC”, having a Central Office in Geneva (Switzerland), hereafter referred to as “the CO”, and Regional Centres currently in Worcester (USA), Nairobi (Kenya), São Paulo (Brazil), Singapore and Sydney (Australia).

IEC is the owner of Trademarks (as defined in article 15 of Appendix 2) and Domain Names (as defined in article 16 of Appendix 2).

The name IEC, IEC Trademarks and Domain Names as well as IEC Products (as defined in article 12 of Appendix 2) and IEC Services (as defined in article 13 of Appendix 2) are synonymous to quality, trust, safety and many other positive values, and project trustworthiness.

This high reputation, goodwill and favourable image give IEC authority and credibility. This is evidenced through formal endorsements by the United Nations and the World Trade Organization that recognize IEC as an international standardization body.

The consistent use of IEC Products and IEC Services will continue to increase in importance as electrical and electronic devices and systems are gaining traction all around the globe. Today, the large majority of global trade (after raw energy) is in electronics. Most electrotechnical systems, products and components rely on IEC international standard and IEC CA Systems (as defined in article 4 of Appendix 2) and awareness about the work of IEC is increasing. With growing awareness, the use or misuse of IEC Trademarks and Domain Names is also likely to increase and this can severely impact the integrity of IEC organization as a whole.

IEC Brand (as defined in article 14 of Appendix 2) is an important and valuable asset for IEC and requires attentive management, care, maintenance and protection. A brand can get lost, stolen or destroyed and only careful and continuous surveillance of its use in the market place allows IEC to adequately protect it.

The general objective of these Guidelines is to set the common conditions of use of IEC Trademarks and Domain Names, by any Authorized User (as defined in article 1 of Appendix 2)”.

Conditions of use of IEC Trademarks and Domain Names which are not expressly stipulated in these Guidelines are set out in Special Conditions, stipulated in Appendix 1, applicable to each Authorized User.

The Definitions that apply to the present Guidelines and its Special Conditions are set out in Appendix 2.

Graphical rules applicable to the use of IEC Trademarks are set out in IEC Brand Guidelines, stipulated in Appendix 3.

Any user who is not covered by the definition of Authorized Users but seeking to use any of IEC Trademarks and Domain Names shall seek written approval from the CO prior to their use.

## **2. Protection of IEC Trademarks and Domain Names**

### **2.1. Registration**

Registration of IEC Trademarks and Domain Names is the basis for the protection of IEC Brand.

The CO is responsible for the registration, in the name of IEC, and maintenance of IEC Trademarks and Domain Names in all countries around the world, with the support of Authorized Users whenever necessary and requested by the CO.

The CO has already registered IEC acronym and logo worldwide, particularly through international registrations with the World Intellectual Property Organization (WIPO). The CO has also registered the name "INTERNATIONAL ELECTROTECHNICAL COMMISSION" worldwide, its French version "COMMISSION ELECTROTECHNIQUE INTERNATIONALE" and its Russian version "Международная Электротехническая Комиссия".

The CO has also registered Domain Names, particularly Domain Names matching IEC Trademarks.

The CO does its best to complete and improve the protection of IEC Trademarks and Domain Names.

Any trademark or domain name that is identical or confusingly similar to IEC Trademarks and/or Domain Names, including in any of the three official languages of IEC (English, French, Russian), must not be registered by others than the CO.

Any registration, in the name of a party other than IEC, of trademarks or domain names identical or confusingly similar to IEC Trademarks and/or Domain Names may create dilution or loss of distinctiveness of IEC Trademarks and Domain Names and is therefore prohibited.

Ownership for any and all trademarks and domain names that are identical or confusingly similar to IEC Trademarks and/or Domain Names and that have been registered in the name of any Authorized User should be automatically transferred to IEC, at the costs of IEC.

### **2.2. Preventive and Defensive measures**

The CO is responsible for preventive and defensive measures against any misuse of IEC Trademarks and Domain Names. The CO is also responsible for preventing the registration, by third parties, of trademarks or domain names identical or confusingly similar to IEC Trademarks and/or Domain Names.

These responsibilities of the CO are executed at IEC costs, worldwide, with the support of Authorized Users (as provided hereafter under article 2.2.3) whenever necessary and requested by the CO.

#### **2.2.1. Trademarks**

Trademark attorneys entrusted by the CO monitor the publication of third-party's trademarks worldwide and draw the attention of the CO to new trademarks that could create confusion with IEC Trademarks.

Authorized Users are also called to draw attention of the CO to such identical or confusingly similar trademarks they may detect (as provided hereafter under article 2.2.3).

In such cases, the CO takes whatever effective actions it considers necessary to prevent the registration and use of such identical or confusingly similar trademarks.

Particularly, the CO will have the discretion to directly contact the third-party who actually or potentially misuses or infringes IEC Trademarks.

### **2.2.2. Domain Names**

The CO may also undertake protective measures worldwide regarding domain names, with the objective to anticipate registration or dispute resolution policies for domain names identical or confusingly similar to IEC Trademarks and/or Domain Names.

Authorized Users are called to draw attention of the CO to new or existing domain names identical or confusingly similar to IEC Trademarks and/or Domain Names they may detect (as provided hereafter under article 2.2.3).

In such cases, the CO takes whatever effective actions it considers necessary to prevent the registration and use of such domain names that infringe upon IEC Trademarks and/or Domain Names.

### **2.2.3. Support of Authorized Users**

Authorized Users who learn of an infringement, threatened infringement or discover the misuse of any of IEC Trademarks or Domain Names, whether online or offline, by any third-party, shall immediately inform the CO at [contact@iec.ch](mailto:contact@iec.ch).

The CO will also have the discretion to decide what action, if any, it will take.

## **3. Conditions of use of IEC Trademarks and Domain Names**

### **3.1. General**

**3.1.1.** IEC Trademarks and Domain Names are the intellectual property of IEC. IEC is free to exercise its right to use IEC Trademarks and Domain Names worldwide, in connection with IEC standardization and conformity assessment activities, events, symposia and similar, as appropriate, including but not limited to online or printed publications and audiovisual materials.

**3.1.2.** IEC grants Authorized Users the right to use IEC Trademarks and Domain Names, in the frame of their field of activity and in line with the provisions outlined in these Guidelines. Conditions of use of IEC Trademarks and Domain Names which are not expressly stipulated in these Guidelines are set out in Special Conditions, stipulated in Appendix 1, applicable to each Authorized User.

**3.1.3.** Authorized Users shall ensure that their own use complies with the provisions of these Guidelines, its Special Conditions and IEC Brand Guidelines, and is exercised and monitored in a way that safeguards the rights and interests of IEC worldwide.

**3.1.4.** Authorized Users are responsible for publicising and raising awareness that IEC is the sole owner of IEC Trademarks and Domain Names worldwide, to reduce the potential misuse and confusion about IEC Trademarks and Domain Names, and to demonstrate the continued use of IEC Trademarks. This increase in awareness can be achieved, in particular, by including explanations regarding IEC activities and by increasing use of IEC Trademarks on Authorized Users' websites and in their documentation.

**3.1.5.** Authorized Users are required to add the registered trademark symbol ® to the name INTERNATIONAL ELECTROTECHNICAL COMMISSION and to IEC logo whenever they are used, and to add the symbol ™ to all the other IEC Trademarks, in compliance with the graphical rules stipulated in IEC Brand Guidelines.

Authorized Users are also required to complete these trademark symbols with the following statements, as legend, caption or footnote: “® Registered trademark of the International Electrotechnical Commission” and/or “™ Trademark of the International Electrotechnical Commission”.

**3.1.6.** Authorized Users are not allowed to use any of IEC Trademarks as a domain name nor confusingly similar domain names, unless expressly authorized in the Special Conditions.

### **3.2. Use on Internet**

**3.2.1.** Authorized Users may create their own web pages, including on social media platforms like Facebook, Twitter, LinkedIn, Internet groups or fora, to communicate on their own activity and/or on IEC activity. However, Authorized Users must respect the rules that follow:

- Authorized Users are not permitted to promote such web pages as IEC Web Page (as defined in article 18 of Appendix 2)
- Authorized Users are not allowed to use any of IEC Trademarks in the content of such web pages and/or as usernames and/or as web page titles
- Authorized Users must include a disclaimer that they are not supported by IEC and that the content of their web pages does not reflect IEC views.

**3.2.2.** IEC may request from Authorized Users the modification of any username or web page title, the removal of any IEC Trademarks or content from any web page or the removal of any web page, if IEC considers that they affect in any way IEC Brand or IEC Trademarks and Domain Names.

**3.2.3.** Authorized Users who write blogs or participate in fora or any other social media platforms should make it clear that their contribution represents their own opinion, which is not endorsed by IEC. These Authorized Users are responsible for any published content, as well as for any potential infringements of third-parties' copyrights.

**3.2.4.** Hyperlinks between an Authorized User's website or web page and IEC Websites (as defined in article 19 of Appendix 2) or IEC Web Pages are generally allowed without the need to request any permission, on the condition that Authorized Users must remove such links if IEC requests them to do so.

**3.2.5.** The decision to create and/or modify IEC Websites and/or IEC Web Pages, including on social media platforms, is the exclusive prerogative of the CO.

### **3.3. Graphical rules**

Any Authorized User shall respect, as to the form of their use of IEC Trademarks, the graphical rules set out in IEC Brand Guidelines, stipulated in Appendix 3.



# Appendix 1.A. to the Guidelines for the use of IEC Trademarks and Domain Names

## Special Conditions for National Committees

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## 1. Introduction

Appendix 1.A. sets the Special Conditions for the use of IEC Trademarks and Domain Names by National Committees (NCs), as defined in article 3 of Appendix 2.

The Special Conditions hereunder are in addition to and not in substitution of the common conditions stipulated in the Guidelines for the use of IEC Trademarks and Domain Names and shall be considered an integral part of these Guidelines.

In case of contradiction between provisions of the Guidelines for the use of IEC Trademarks and Domain Names and Appendix 1.A., the present Special Conditions shall prevail.

The Definitions that apply to Appendix 1.A. are set out in Appendix 2.

## 2. Special Conditions of use of IEC Trademarks and Domain Names

### 2.1. Trademarks

**2.1.1.** NCs are granted by IEC the right to use IEC Trademarks (as defined in article 15 of Appendix 2) in the context of their standardization and conformity assessment activities and in their institutional role as Member of IEC.

The exercise of this right of use must be in accordance with the objectives of IEC as described in Article 2 of IEC Statutes and Rules of Procedure, in line with the Rules, Guidelines and Operational Documents developed within IEC CA Systems, when applicable. These documents are available online, if needed, at [www.iecee.org/documents/refdocs/](http://www.iecee.org/documents/refdocs/), [www.iecex.com/publications/guides.htm](http://www.iecex.com/publications/guides.htm), [www.iecq.org/publications/rules-procedures/](http://www.iecq.org/publications/rules-procedures/). This right of use must also comply with the Guidelines for the use of IEC Trademarks and Domain Names, Appendix 1.A. as well as the graphical rules set out in IEC Brand Guidelines, stipulated in Appendix 3.

In particular, NCs shall not adapt nor embed IEC logo (nor any of IEC CA Systems logos) into their own logos, as illustrated in art. 1.3.2 of IEC Brand Guidelines in Appendix 3.

**2.1.2.** Any NC wishing to use any of IEC Trademarks in relation to products or services that are not designated nor covered by the related trademark applications or registrations shall contact the CO in writing at [contact@iec.ch](mailto:contact@iec.ch), which will decide, at its sole discretion, whether it will file, in the name of IEC, a new trademark application for these products or services in the national territory of that NC.

The CO will provide NCs with the list of IEC Trademarks registered or applied for in their respective national territory, upon simple written request.

**2.1.3.** NCs cannot authorize the use of IEC Trademarks to anyone except to:

- Third-Party Distributors (as defined in article 10 of Appendix 2) appointed by NCs, as long as the distribution agreement with NCs is valid. The CO and NCs will ensure that NC-appointed Third-Party Distributors abide by and observe the relevant terms of these Guidelines, its Special Conditions and IEC Brand Guidelines in Appendix 3.
- IEC Technical Bodies (as defined in article 7 of Appendix 2) who are responsible for the organization of technical meetings related to the work of IEC.

**2.1.4.** NCs shall ensure that their own use of IEC Trademarks is exercised and monitored in a way that safeguards the interests of each NC in their own national territory.

**2.1.5.** When exercising their mission, NCs should use stationery that underlines their role in IEC. NCs Secretary and NCs President should also use business cards and email signatures with IEC logo. Examples of approved stationery and business cards are illustrated in IEC Brand Guidelines in Appendix 3.

Layouts for stationery and business cards can be ordered from the CO. If an NC prefers to have them prepared internally, these stationery and business cards must be submitted for prior written approval to the CO at [contact@iec.ch](mailto:contact@iec.ch).

**2.1.6.** NCs are required to include the relevant IEC Trademarks and copyright statements on all identical or modified national adoptions of IEC Products (as defined in article 12 of Appendix 2) as well as on all derived products that are developed by NCs using IEC Products. Use of IEC Trademarks in such national adoptions of IEC Products and such derived products that are developed using IEC Products is subject to the modalities described in ISO/IEC Guide 21-1, IEC Sales Policy and the Licence agreement to use IEC publications for national adoption purposes.

**2.1.7.** Newsletters of NCs must bear IEC logo, at least once, on the first page in a prominent position.

**2.1.8.** NCs have the right to use IEC Trademarks on their websites or web pages. Particularly, websites or web pages of NCs must bear IEC logo, at least once, on the first page in a prominent position.

## **2.2. Domain Names**

NCs wishing to use a Domain Name identical or similar to any of IEC Trademarks shall present a written request to the CO at [contact@iec.ch](mailto:contact@iec.ch). The CO will then have discretion to register, in the name of IEC and, when necessary, with the support of the concerned NC, the Domain Name and allow usage of that Domain Name by the NC as required. In case of a positive decision, the CO will bear the reservation, hosting and renewal costs of that Domain Name.

## **2.3. Conflicts**

Any dispute between two or more NCs in connection with the use of IEC Trademarks and/or Domain Names must be brought to the attention of the CO, which will take the initiative to negotiate with the parties to reach a settlement. Also, NCs must inform the CO in case of similar conflict with third parties.

## **2.4. Support of NCs**

NCs are obliged to help the CO to protect, maintain and defend IEC Trademarks and Domain Names in their territories, if so requested by the CO.

## **3. Consequences of non-compliance with the provisions of the Guidelines for the use of IEC Trademarks and Domain Names, of the present Special Conditions and of IEC Brand Guidelines**

Any non-compliance by NCs with the provisions of the Guidelines for the use of IEC Trademarks and Domain Names, Appendix 1.A. as well as the graphical rules stipulated in IEC Brand Guidelines or any misuse of IEC Trademarks and/or Domain Names will be reported to the Executive Committee who will decide on the best course of action.



## **Appendix 1.B. to the Guidelines for the use of IEC Trademarks and Domain Names**

### **Special Conditions for IEC CA Systems and their Members**

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## 1. Introduction

Appendix 1.B. sets the Special Conditions for the use of IEC Trademarks and Domain Names by IEC Conformity Assessment Systems (IEC CA Systems) and their Members, as respectively defined in articles 4 and 5 of Appendix 2.

The Special Conditions hereunder are in addition to and not in substitution of the common conditions stipulated in the Guidelines for the use of IEC Trademarks and Domain Names and shall be considered an integral part of these Guidelines.

In case of contradiction between provisions of the Guidelines for the use of IEC Trademarks and Domain Names and Appendix 1.B., the present Special Conditions shall prevail.

The Definitions that apply to Appendix 1.B. are set out in Appendix 2.

## 2. Special Conditions of use of IEC Trademarks and Domain Names

### 2.1. Trademarks

**2.1.1.** IEC CA Systems and their Members are granted by IEC the right to use any IEC Trademarks related to their IEC CA systems (as defined in article 15 of Appendix 2).

This right of use shall be exercised in the context of their communication about and promotion of their conformity assessment activities. This includes online and offline use in websites, mobile applications, on brochures, flyers, stationary, advertising and so on.

The exercise of this right of use must be in accordance with the Rules, Guidelines and Operational Documents developed within IEC CA Systems. These documents are available, if needed, at [www.iecee.org/documents/refdocs/](http://www.iecee.org/documents/refdocs/), <http://www.iecex.com/publications/guides/> and [www.iecq.org/publications/rules-procedures/](http://www.iecq.org/publications/rules-procedures/). This right of use must also comply with the Guidelines for the use of IEC Trademarks and Domain Names, Appendix 1.B. as well as the graphical rules set out in IEC Brand Guidelines, outlined in Appendix 3.

**2.1.2.** Any IEC CA System wishing to use any of the trademarks identified in article 2.1.1. hereabove in relation to products or services that are not designated nor covered by the related trademark applications or registrations shall contact the CO in writing at [contact@iec.ch](mailto:contact@iec.ch), which will decide, at its sole discretion, whether it will file, in the name of IEC, a new trademark application for these products or services.

The CO will provide IEC CA Systems with the list of the trademarks identified in article 2.1.1. hereabove that are registered or applied for, upon simple written request.

**2.1.3.** Apart from IEC Marks of Conformity (as defined in article 15.3. of Appendix 2) whose usage is subject to specific rules and conditions, the trademarks identified in article 2.1.1. hereabove may not be used as a confirmation of conformance or quality, even if a product, service or person has been tested/assessed according to an IEC international standard. However, these trademarks may be included in brochures and displays for promotional purposes, e.g. at trade shows and conferences, provided that the specific rules of IEC CA Systems are met, e.g. that there is no misrepresentation that products or services are covered by an IEC CA Certificate when this is not the case.

**2.1.4.** Any IEC CA Systems trademark (as defined in article 15.2. of Appendix 2) and any IEC Mark of conformity (as defined in article 15.3. of Appendix 2) that may be

developed by an IEC CA System requires written formal approval by the Conformity Assessment Board (CAB) and Council Board (CB), as well as by the CO prior to use. The CO will have the discretion to register such trademark, in the name of IEC.

**2.1.5.** IEC CA Systems Executive Secretary can authorise use of IEC logo, IEC CA Systems logos and IEC Marks of Conformity to companies, organizations and persons holding a valid Certificate of Conformity issued within an IEC CA System that is consistent with these Guidelines, Appendix 1.B. and the graphical rules set out in IEC Brand Guidelines, outlined in Appendix 3, as well as with IEC CA Systems Rules, Guidelines and Operational Documents, e.g. for use with promotional banners used at trade shows.

**2.1.6.** IEC CA Systems Certification Bodies with a current licence agreement with IEC can authorize use of IEC Marks of Conformity, when applicable, to companies, organizations and persons that hold a valid IEC CA Systems Certificate of Conformity, where IEC CA Systems requirements have been met and in line with IEC CA Systems Rules, Guidelines and Operational Documents.

**2.1.7.** Apart from the above, IEC CA Systems and IEC CA Systems Members cannot authorize the use of any of the trademarks identified in article 2.1.1. hereabove to anyone.

**2.1.8.** The CO reserves the right to alter IEC CA Systems Rules, Guidelines and Operational Documents concerning use of the trademarks identified hereabove, where the CO considers such having a negative impact on IEC Brand and exposure to liability.

## **2.2. Domain Names**

IEC CA Systems wishing to use a Domain Name identical or similar to any of the trademarks identified in article 2.1.1. hereabove shall present a written request to the CO at [contact@iec.ch](mailto:contact@iec.ch). The CO will then have discretion to register, in the name of IEC and, when necessary, with the support of the concerned IEC CA System, the Domain Name and allow usage of that Domain Name by the IEC CA System as required. In case of a positive decision, the CO will bear the reservation, hosting and renewal costs of that Domain Name.

## **2.3. Support of IEC CA Systems and their Members**

IEC CA Systems and their Members are obliged to help the CO to protect, maintain and defend IEC Trademarks and Domain Names in their territories, if so requested by the CO.

## **3. Consequences of non-compliance with the provisions of the Guidelines for the use of IEC Trademarks and Domain Names, of the present Special Conditions and of IEC Brand Guidelines**

Any non-compliance by an IEC CA Systems Member with the provisions of the Guidelines for the use of IEC Trademarks and Domain Names, Appendix 1.B. as well as the graphical rules stipulated in IEC Brand Guidelines or any misuse of IEC Trademarks and/or Domain Names may lead to a suspension of that member, to the termination, with immediate effect, of its right to use IEC Trademarks and Domain Names, as well as to any legal actions that IEC would consider necessary to take against it to defend IEC Brand, IEC Trademarks and Domain Names or any other rights of IEC.



## **Appendix 1.C. to the Guidelines for the use of IEC Trademarks and Domain Names**

### **Special Conditions for IEC Affiliate Countries**

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## 1. Introduction

Appendix 1.C. sets the Special Conditions for the use of IEC Trademarks and Domain Names by IEC Affiliate Countries, as defined in article 9 of Appendix 2.

The special conditions hereunder are in addition to and not in substitution for the common conditions stipulated in the Guidelines for the use and protection of IEC Trademarks and Domain Names and shall be considered an integral part of these Guidelines.

In case of contradiction between provisions of the Guidelines for the use and protection of IEC Trademarks and Domain Names and Appendix 1.C., the present Special Conditions shall prevail.

The Definitions that apply to Appendix 1.C. are set out in Appendix 2.

## 2. Special Conditions of use of IEC Trademarks and Domain Names

### 2.1. Trademarks

**2.1.1.** When participating in the standardization work of IEC, IEC Affiliate Countries are granted, by IEC, the right to use the name “INTERNATIONAL ELECTROTECHNICAL COMMISSION” in the three official languages of IEC (English, French, Russian), the acronym IEC and IEC logo.

**2.1.2.** IEC Affiliate Countries which are member of an IEC CA System are also granted, by IEC, the right to use IEC CA System trademarks (as defined in article 15.2 of Appendix 2) or IEC Marks of Conformity (as defined in article 15.3 of Appendix 2).

**2.1.3.** The exercise of this right of use shall comply with the Guidelines for the use of IEC Trademarks and Domain Names, Appendix 1.C. as well as the graphical rules set out in IEC Brand Guidelines, stipulated in Appendix 3.

**2.1.4.** IEC Affiliate Countries may use the trademarks identified in articles 2.1.1. and 2.1.2. hereabove for promotional purposes, on their stationary, web sites and other digital or printed marketing or information materials, in order to inform national stakeholders and the general public about their participation in the IEC Affiliate Country Programme. Such use requires prior submission and written approval by the CO.

**2.1.5.** In addition, IEC Affiliate Countries are required to include the relevant trademarks identified in article 2.1.1. hereabove and copyright statements on their national adoptions of IEC Products. Use of these trademarks in connection with such national adoptions is subject to the modalities described in ISO/IEC Guide 21-1 and the IEC Affiliate adoption procedure.

**2.1.6.** IEC Affiliate Countries are required to submit electronically to the IEC Affiliate Country Secretariat at [affiliates@iec.ch](mailto:affiliates@iec.ch), any project incorporating the trademarks identified in articles 2.1.1. and 2.1.2. hereabove, for written approval by the CO, prior to their final production.

**2.1.7.** Any use of the trademarks identified in articles 2.1.1. and 2.1.2. hereabove that is outside the above scope is not allowed unless specifically permitted by the CO in writing.

Under no circumstances may IEC Affiliate Countries authorize anyone, including government entities or private companies, the use of any of IEC Trademarks (as defined in article 15 of Appendix 2).

## **2.2. Domain Names**

IEC Affiliate Countries wishing to use a Domain Name identical or similar to any of the trademarks identified in articles 2.1.1. and 2.1.2. hereabove shall submit a written request to the CO at [contact@iec.ch](mailto:contact@iec.ch). The CO will then have discretion to register, in the name of IEC and, when necessary, with the support of the concerned IEC Affiliate Countries, the Domain Name and allow usage of that Domain Name by the IEC Affiliate Countries as required. In case of a positive decision, the CO will bear the reservation, hosting and renewal costs of that Domain Name.

## **2.3. Support of IEC Affiliate Countries**

IEC Affiliate Countries are obliged to help the CO to protect, maintain and defend IEC Trademarks and Domain Names in their territories, if so requested by the CO.

## **3. Consequences of non-compliance with the provisions of the Guidelines for the use of IEC Trademarks and Domain Names, of the present Special Conditions and of IEC Brand Guidelines**

Any non-compliance by IEC Affiliate Countries with the provisions of the Guidelines for the use and protection of IEC Trademarks and Domain Names, Appendix 1.C. as well as the graphical rules stipulated in IEC Brand Guidelines or any misuse of IEC Trademarks and/or Domain Names may lead to a suspension of the participation in the IEC Affiliate Country Programme, to the termination of the right to use the trademarks identified in articles 2.1.1. and 2.1.2. hereabove and to use the Domain Names, as well as to any legal actions that IEC could take in defence of IEC Brand, IEC Trademarks and any other rights of IEC.



## **Appendix 1.D. to the Guidelines for the use of IEC Trademarks and Domain Names**

### **Special Conditions for IEC Governing Bodies, IEC Technical Bodies and IEC Participants**

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## 1. Introduction

Appendix 1.D. sets the Special Conditions for the use of IEC Trademarks and Domain Names by IEC Governing Bodies, IEC Technical Bodies and IEC Participants, as defined in articles 6, 7 and 8 of Appendix 2.

The Special Conditions hereunder are in addition to and not in substitution of the common conditions provided in the Guidelines for the use of IEC Trademarks and Domain Names and shall be considered an integral part of these Guidelines.

In case of contradiction between provisions of the Guidelines for the use of IEC Trademarks and Domain Names and Appendix 1.D., the present Special Conditions shall prevail.

The Definitions that apply to Appendix 1.D. are set out in Appendix 2.

## 2. Special Conditions of use of IEC Trademarks and Domain Names

### 2.1. Trademarks

**2.1.1.** IEC Governing Bodies, IEC Technical Bodies and IEC Participants participating in the standardization work of IEC are granted, by IEC or by an NC (as provided hereafter under article 2.1.3.), the right to use the name “INTERNATIONAL ELECTROTECHNICAL COMMISSION” in the three official languages of IEC (English, French, Russian), the acronym IEC and IEC logo.

When participating in the CA work of IEC, IEC Governing Bodies, IEC Technical Bodies and IEC Participants are granted, by IEC or by an NC (as provided hereafter under article 2.1.3.), the right to use IEC CA Systems trademarks (as defined in article 15.2. of Appendix 2).

The exercise of this right of use shall be in accordance with the objectives attributed by IEC to IEC Governing Bodies, IEC Technical Bodies and IEC Participants and shall comply with both the Guidelines for the use of IEC Trademarks and Domain Names, Appendix 1.D. as well as the graphical rules set out in IEC Brand Guidelines, stipulated in Appendix 3.

**2.1.2.** IEC Governing Bodies, IEC Technical Bodies and IEC Participants shall use the trademarks identified in article 2.1.1. hereabove in the following medium/ circumstances:

- a) On their websites
- b) On the documents related to the work of IEC, including in documents exchanged with other international organizations. Such use shall be exercised using the [templates](#) approved by the CO
- c) In newsletters, promotional material, articles and online content – including on banners at work-meeting premises, programmes, invitations, etc. – strictly in the context of the work of these IEC Governing Bodies, IEC Technical Bodies and IEC Participants.

**2.1.3.** IEC Technical Bodies, who are responsible for the organization of a technical meeting related to the work of IEC, may request use of the trademarks identified in article 2.1.1. hereabove from their NC or the CO for use on signage, invitations and similar.

Sponsors for such events may also use such trademarks on banners or advertising associated with the event. Sponsors shall first request use of such trademarks to the concerned IEC Technical Bodies who will forward their request to their NC or directly to the

CO. The NC or the CO will then have discretion to grant use of such trademarks to Sponsors.

**2.1.4.** IEC Technical Bodies and their experts willing to use business cards incorporating a reference to their role and function in a particular IEC Technical Body they are involved in, shall refer to the examples of approved business cards illustrated in IEC Brand Guidelines in Appendix 3.

Such business cards can be used as long as the IEC Technical Bodies expert officially fulfils its role and function.

**2.1.5.** IEC Technical Bodies and their experts shall use in their presentations IEC logo and any of the other trademarks identified in article 2.1.1. hereabove where relevant, whenever more than half the content of the presentation refers to the work of the IEC or its CA Systems. Such use shall be exercised using IEC official PowerPoint Presentation Template on IEC Basecamp <https://basecamp.iec.ch/>.

## **2.2. Websites and Domain Names**

IEC Technical Bodies wishing to create a website or web page, including on social media platforms, in order to communicate on their own activity and/or on IEC activity, shall first present a written request to the CO. The CO will then have discretion and the exclusive prerogative to authorize the creation of such website or web page and approve it, in particular as far as the use of the trademarks identified in article 2.1.1. hereabove is concerned.

IEC Participants having already their own web pages, including on social media platforms, and using any of the trademarks identified in article 2.1.1. hereabove in the content of such web pages and/or as usernames and/or as web page titles, shall also request in writing the approval of the CO at [contact@iec.ch](mailto:contact@iec.ch).

The CO will then have the discretion and the exclusive prerogative to authorize the use or creation of such web page and/or to approve it, in particular as far as the use of the trademarks identified in article 2.1.1. hereabove is concerned.

In case of a positive decision from the CO, IEC Technical Bodies and IEC Participants must respect the other rules stipulated in art. 3.2. Use on Internet of the Guidelines for the use of IEC Trademarks and Domain Names.

IEC Governing Bodies, IEC Technical Bodies and IEC Participants wishing to use a Domain Name identical or similar to any of the trademarks identified in article 2.1.1. hereabove shall present a written request to the CO at [contact@iec.ch](mailto:contact@iec.ch).

The CO will then have discretion to register, in the name of IEC and, when necessary, with the support of the NC of the concerned Member country, the Domain Name and allow usage of that Domain Name by the IEC Governing Body or IEC Technical Body as required.

In case of a positive decision, the CO will bear the reservation, hosting and renewal costs of that Domain Name.

**3. Consequences of non-compliance with the provisions of the Guidelines for the use of IEC Trademarks and Domain Names, of the present Special Conditions and of IEC Brand Guidelines**

Any non-compliance by IEC Technical Bodies with the provisions of the Guidelines for the use of IEC Trademarks and Domain Names, Appendix 1.D. as well as the graphical rules stipulated in IEC Brand Guidelines or any misuse of IEC Trademarks may lead to the termination, with immediate effect, of the right to use IEC Trademarks.



# **Appendix 1.E. to the Guidelines for the use of IEC Trademarks and Domain Names**

## **Special Conditions for Third-Party Distributors**

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## 1. Introduction

Appendix 1.E. sets the Special Conditions for the use of IEC Trademarks and Domain Names by Third-Party Distributors, as defined in article 10 of Appendix 2.

The Special Conditions hereunder are in addition to and not in substitution of the common conditions stipulated in the Guidelines for the use of IEC Trademarks and Domain Names and shall be considered an integral part of these Guidelines.

In case of contradiction between provisions of the Guidelines for the use of IEC Trademarks and Domain Names and Appendix 1.E., the present Special Conditions shall prevail.

The Definitions that apply to Appendix 1.E. are set out in Appendix 2.

## 2. Special Condition of use of IEC Trademarks and Domain Names

### 2.1. Trademarks

**2.1.1.** Third-Party Distributors are granted, by IEC or NCs, the right to use the name “INTERNATIONAL ELECTROTECHNICAL COMMISSION” in the three official languages of IEC (English, French, Russian), the acronym IEC and IEC logo, in the context of their role as distributors of IEC Products (as defined in article 12 of Appendix 2).

The exercise of this right of use shall be in accordance with the agreement Third-Party Distributors signed with IEC or an NC and shall comply with the Guidelines for the use of IEC Trademarks and Domain Names, Appendix 1.E. as well as the graphical rules set out in IEC Brand Guidelines, outlined in Appendix 3.

**2.1.2.** Third-Party Distributors may use the trademarks identified in article 2.1.1. hereabove in all points of sale, promotional and advertising materials, news releases, packaging or other materials related to IEC Products.

**2.1.3.** Third-Party Distributors agree to cooperate with IEC in the control of their use of the trademarks identified in article 2.1.1. hereabove.

**2.1.4.** Third-Party Distributors shall promptly discontinue the use of the trademarks identified in article 2.1.1. hereabove upon request by IEC to do so. There shall be no obligation on the part of IEC to justify this request.

### 2.2. Domain Names

Third-Party Distributors wishing to use a Domain Name identical or similar to any of the trademarks identified in article 2.1.1. hereabove shall present a written and motivated request to the CO at [contact@iec.ch](mailto:contact@iec.ch), for prior approval.

The CO will then have discretion to register the Domain Name, in the name of IEC and, when necessary, with the support of the NC in the concerned Member country, and allow usage of that Domain Name to the Third-Party Distributor.

In case of a positive decision, the CO will bear the registration, hosting and renewal costs of that Domain Name.

**3. Consequences of non-compliance with the provisions of the Guidelines for the use of IEC Trademarks and Domain Names, of the present Special Conditions and of IEC Brand Guidelines**

Any non-compliance, by Third-Party Distributors, with the provisions of the Guidelines for the use of IEC Trademarks and Domain Names, Appendix 1.E. as well as the graphical rules stipulated in IEC Brand Guidelines or any misuse of IEC Trademarks and/or may lead to the termination of the Third-Party Distributor's agreement with IEC or an NC, to the termination of the right to use IEC Trademarks and/or Domain Names, with immediate effect, unless the distribution agreement provides a different rule, and to any legal actions that IEC could take in defence of IEC Brand, IEC Trademarks and Domain Names or any other rights of IEC.



# **Appendix 1.F. to the Guidelines for the use of IEC Trademarks and Domain Names**

## **Special Conditions for External Organizations**

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## 1. Introduction

Appendix 1.F. sets the Special Conditions for the use of IEC Trademarks and Domain Names by External Organizations, as defined in article 11 of Appendix 2.

The Special Conditions hereunder are in addition to and not in substitution of the common conditions stipulated in the Guidelines for the use of IEC Trademarks and Domain Names and shall be considered an integral part of these Guidelines.

In case of contradiction between provisions of the Guidelines for the use of IEC Trademarks and Domain Names and Appendix 1.F., the present Special Conditions shall prevail.

The Definitions that apply to Appendix 1.F. are set out in Appendix 2.

## 2. Special Conditions of use of IEC Trademarks

**2.1.** As a general principle, External Organizations are not authorized to use any of IEC Trademarks or Domain Names.

**2.2.** External Organizations may however be granted right to use some of IEC Trademarks (as defined in article 15 of Appendix 2), on a case by case basis.

Authorization for the use of IEC Trademarks by External Organizations shall be granted solely by the CO or, with respect to IEC CA Systems trademarks (as defined in article 15.2 of Appendix 2) and IEC Marks of Conformity (as defined in article 15.3 of Appendix 2) by IEC CA Systems Executive Secretary under delegation by the CO.

The CO may request, from time to time, External Organizations to which an authorization to use IEC Trademarks has been granted to provide the CO or a person designated by the CO or NCs with samples of all material where IEC Trademarks are used, as a means to control such a use. In cases where samples are expensive or voluminous, photos may be provided in place of samples.

**2.3.** External Organizations that are granted use of IEC Trademarks shall abide by the rules that follow:

**2.3.1.** The use of IEC Trademarks shall not imply that IEC is affiliated with or endorses the External Organization or the products or services that it provides.

**2.3.2.** The use of IEC Trademarks shall directly or indirectly promote the leading role of IEC in international standardization or conformity assessment. External Organizations shall facilitate the standards development process and contribute to the process of assessing conformity to IEC international standards. External Organizations shall also contribute to education and training in the field of standardization, conformity assessment and related matters, as well as to the application of IEC international standards and IEC CA Systems.

**2.3.3.** The use of IEC Trademarks in materials such as programmes, documents, publications or, for IEC Marks of Conformity, on products, shall not mislead the public into believing that:

- a) such materials belongs to IEC or is approved or endorsed by IEC
- b) any product or service complies with an IEC international standard unless that product or service is covered by a valid certificate issued in accordance with IEC CA Systems rules and procedures.

**2.3.4.** External Organizations participating in the work of IEC may use the related IEC Trademarks to outline the factual nature of their participation. However, such a statement should not imply an affiliation or endorsement by IEC nor imply quality, safety, reliability, efficiency, etc. for their products or services, or other superiority claims of any kind, as a result from such participation.

**2.3.5.** External Organizations who are manufacturers applying IEC Products (as defined in articles 12 of Appendix 2) are prohibited from using IEC Trademarks to imply superiority in terms of quality, safety, reliability, efficiency, etc. for their products or services, as a result of the use of these IEC Products. They may only factually state the use of IEC Products or mark the relevant device or system with the IEC Products number, including its date and publication number (for example, see further below).

Manufacturers may also mention their use of IEC Products in user guides, instruction manuals or sales/marketing literature. Such use is permitted as long as it remains within the scope defined in the IEC Product concerned. Any such mention must include the publication number and date of publication of IEC Product that was applied for the device or system in question (e.g. IEC 60079-0:2011). It is formally prohibited to use only the short reference to IEC Products (e.g. IEC 60079) without, at least once visibly stating the full and complete reference of that IEC Product. This applies to any and all printed or digital media to promote such use of an IEC Product.

Only manufacturers holding valid IEC CA Systems certificates of conformity and which meet the relevant IEC CA Systems requirements may mark the relevant device or system with the corresponding IEC Mark of Conformity, or use it on their product packaging, documentation and promotional material, in compliance with the relevant IEC CA Systems rules available at [www.iecex.com/guides.htm](http://www.iecex.com/guides.htm) and [www.iecq.org/publications/rules-procedures/](http://www.iecq.org/publications/rules-procedures/).

**2.3.6.** External Organizations cannot use IEC Trademarks in Domain Names, names of organizations, companies, enterprises, agencies, authorities, foundations, names of web sites, names of products or systems, etc.

**2.3.7.** External Organizations to which use of an IEC Trademark has been granted agree to cease using it at the first request of IEC. There shall be no obligation on the part of IEC to justify this request.

### **3. Consequences of non-compliance with the provisions of the Guidelines for the use of IEC Trademarks and Domain Names, of the present Special Conditions and of IEC Brand Guidelines**

Any non-compliance, by External Organizations, with the provisions of the Guidelines for the use of IEC Trademarks and Domain Names, Appendix 1.F. as well as the graphical rules stipulated in IEC Brand Guidelines or any misuse of IEC Trademarks may lead to the termination, with immediate effect, of the right to use IEC Trademarks and to any legal actions that IEC could take in defence of IEC Brand, IEC Trademarks and Domain Names or any other rights of IEC.



# Appendix 2 to the Guidelines for the use of IEC Trademarks and Domain Names

## Definitions

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For the purpose of the Guidelines for the use of IEC Trademarks and Domain Names, and its other appendices, the following definitions apply.

**1. Authorized Users**

Means Parties who are granted the right to use IEC Trademarks, namely National Committees (NCs), IEC Conformity Assessment (CA) Systems and their Members, IEC Governing and Technical Bodies, IEC Participants, IEC Affiliate Country Designated Organizations, Third-Party Distributors and External Organizations.

**2. IEC**

Means the International Electrotechnical Commission, worldwide organization based in Geneva (Switzerland) and constituted under the Swiss association law, that prepares and publishes international standards for all electrical, electronic and related technologies and that manages Conformity Assessment (CA) Systems for electric and electronic products, systems and services.

**3. NC(s)**

Means a full or associate member of IEC. There can only be one NC per country.

**4. IEC CA System(s)**

Means IEC rules, procedures and management for carrying out conformity assessment (CA).

IEC CA Systems - currently four systems (IECEE, IECEX, IECQ and IECRE) - are administered by IEC through the Conformity Assessment Board (CAB) and provide conformity assessment schemes and services through IEC CA Systems Members.

**5. IEC CA Systems Members**

Are:

- i. The National member bodies that are either NCs or organizations nominated by an NC according to IEC CA Systems Basic Rules, with the task of being the national representative body of all CA stakeholders in their country. There can only be one IEC CA System member body per country.
- ii. The CA bodies, e.g. Certification Bodies, Testing Laboratories, Inspection Bodies and others that provide a CA service or related service operating within the scope of an IEC CA System.

**6. IEC Governing Bodies**

Are the Council, Council Board (CB), Executive Committee, Standardization Management Board, Conformity Assessment Board (CAB), Market Strategy Board and their advisory bodies, for example IEC Sales Advisory Group.

**7. IEC Technical Bodies**

Are the Technical Committees (TC), Subcommittees (SC), Working Groups, Maintenance Teams, Project Teams, Systems Evaluation Groups, Systems Committees, Advisory Committees, Strategic Groups, CA Systems Management Committees and sub-groups.

**8. IEC Participants**

Means any individual who is a member or alternate of an IEC Governing Body, an NC officer, an IEC CA System assessor, an IEC Technical Bodies officer, convenor, delegate or member.

### **9. IEC Affiliate Countries**

Means organizations designated by IEC that participate in the IEC Affiliate Country Programme which provides developing countries with a possibility to get involved in the work of IEC, in a limited form, without becoming members. Countries of which organizations participate in the programme benefit from access to IEC international standards free of charge for national adoption and receive support to become

### **10. Distributors**

Distributors assist IEC CO and IEC NCs in the distribution of IEC Products, globally or in a national or regional territory.

10.1. CO-Appointed Sales Outlet is an organization appointed by IEC CO to distribute IEC Products.

10.2. NC-Appointed Sales Outlet is an organization appointed by a NC to distribute Products on the NC's behalf.

### **11. External Organization(s)**

Means individuals or organizations, irrespective of their legal status, and which do not qualify as NCs, IEC CA Systems Members, IEC Affiliate Country Designated Organizations, IEC Governing or Technical Bodies, IEC Participants or are not Third-Party Distributors. The following is a non-exhaustive list of organizations that are considered as External Organizations:

- i. Partner organizations and organizations who are in liaison or have commercial or other agreements with IEC or NCs (except when a sublicense has been granted by an NC and IEC CO has been informed accordingly), IEC Affiliate Countries or IEC CA Systems;
- ii. Liaison organizations of IEC and IEC CA Systems which are international or broadly based regional organizations. A non-exhaustive list can be found on IEC web site: [www.iec.ch/about/globalreach/partners](http://www.iec.ch/about/globalreach/partners)
- iii. Companies (independently of whether or not they send experts through their NCs to participate in the work of IEC);
- iv. Companies who buy IEC Products and/or manufacturers having their products or services assessed, tested or certified within IEC CA Systems;
- v. Governments and regulators who use or make reference to the work of IEC (standardization and CA services);
- vi. Educational institutions, unless operating as a Registered Training Organization within a Scheme or Programme run by one of IEC CA Systems.

### **12. IEC Products**

IEC publications, drafts and value-added products.

### **13. IEC Services**

Means any CA services delivered by IEC CA Systems ([www.iec.ch/conformity](http://www.iec.ch/conformity)) as well as their training and similar educational services.

### **14. IEC Brand**

Means the goodwill, high reputation and favourable image attached to IEC, IEC Products and IEC Services, as well as to IEC Trademarks and Domain Names.

### **15. IEC Trademarks**

Means:

15.1. The full name International Electrotechnical Commission in the three official languages of IEC (English, French, Russian), the acronym IEC, IEC logo and any other existing or

future trademarks upon which IEC owns / will own registrations, pending applications or proprietary rights through commercial use.

15.2. IEC CA Systems trademarks (acronyms or logos), currently IECEE, IECEX, IECQ and IECRE, and any other existing or future version of these logos or any future CA Systems trademark upon which IEC owns / will own registrations or pending applications or proprietary rights through commercial use.

15.3. IEC Mark(s) of Conformity, that is IEC-approved marks (currently IECEX Conformity Mark and IECQ Mark of Conformity) that may be affixed on a product to attest that it is manufactured, installed, maintained, repaired in compliance with the relevant IEC international standards.

#### **16. Domain Names**

Means a name used as an Internet address to identify the location of particular web sites and consisting of an alphabetical or alphanumeric sequence followed by a domain suffix indicating a country code top-level domain – ccTLD - (such as .ch, .fr, .cn), a generic top level domain – gTLD - (such as .com, .net, .org) or a New generic top-level domain – New gTLD - (such as .swiss, .technology, .works, .services).

#### **17. Hosting**

Means housing, serving and maintaining files for one or more web sites.

#### **18. IEC Web Pages**

Means any web page created or displayed and managed on the sole initiative of the CO.

#### **19. IEC Websites**

Means any website created and managed exclusively by the CO.



## **Appendix 3 to the Guidelines for the use of IEC Trademarks and Domain Names**

### **IEC Brand Guide for National Committees**



IEC brand guide  
for national committees

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# Why a brand guide?

The IEC (International Electrotechnical Commission) is the leading global organization that publishes consensus-based international standards and manages four conformity assessment systems for electric and electronic products, systems and services, collectively known as electrotechnology.

The IEC brings nations and experts together to develop international standards which facilitate world trade by removing technical barriers to trade, allowing companies to enter new markets and economies to flourish. The IEC has achieved a high level of trust and is synonymous with quality, safety and interoperability.

This reputation, acquired over a century of successful activity, establishes the authority and credibility of the IEC. It is encapsulated in the IEC brand which also conveys the IEC vision for the future.

The IEC brand guide is a reference for national committees on how to use the IEC brand appropriately.



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# The importance of a strong brand

Brands are alive.

They communicate a clear message about the values of an organization and the experience it offers.

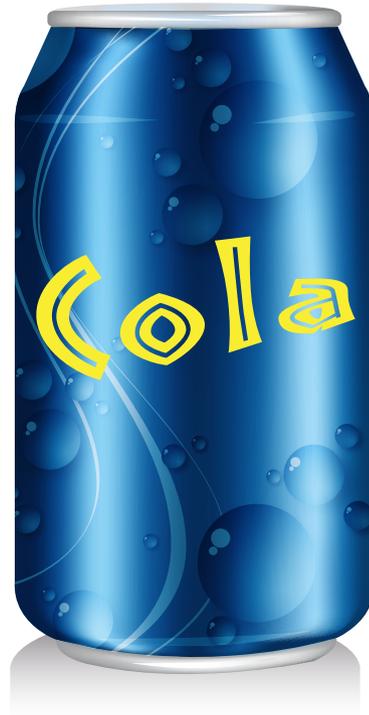
Brands increase awareness, cultivate preferences and broaden reach. They embody a message with the value and promise of the brand.

A strong IEC brand offers a tangible competitive advantage. It enables our audience – business leaders, regulators, technical experts and academics – to recognize the importance of our work and how we contribute to their success. It ensures that IEC International Standards and IEC Conformity Assessment Systems are used and encourages experts to participate in our work.

The IEC brand is a visual identity as well as the promise of what we do and why it matters.



Choosing one soda instead of another is influenced by the emotion or messages conveyed by the brand



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# Leveraging the IEC brand



Using the IEC brand brings many benefits to national committees. As the only legitimate representative of the IEC in your country, national committees can leverage the benefits of the IEC brand. This includes a connection to the international community and its experts as well as a distinguished history developed over a century of standardization work. Its use also helps to better distinguish the relationship between the global (IEC) and the national (NC) levels of standardization activities.

We count on you to use the IEC brand consistently in your communication materials, on your websites and in your media outreach.

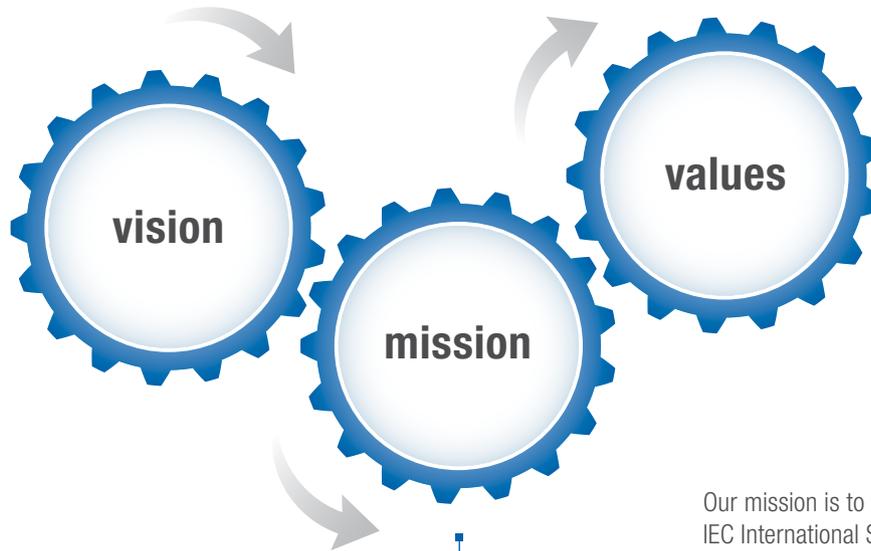
By using the IEC brand, national committees help to protect the IEC trademark and provide a legal safeguard against possible misuse or registration by other entities.

A strong, visible IEC brand helps move the whole IEC community forward.

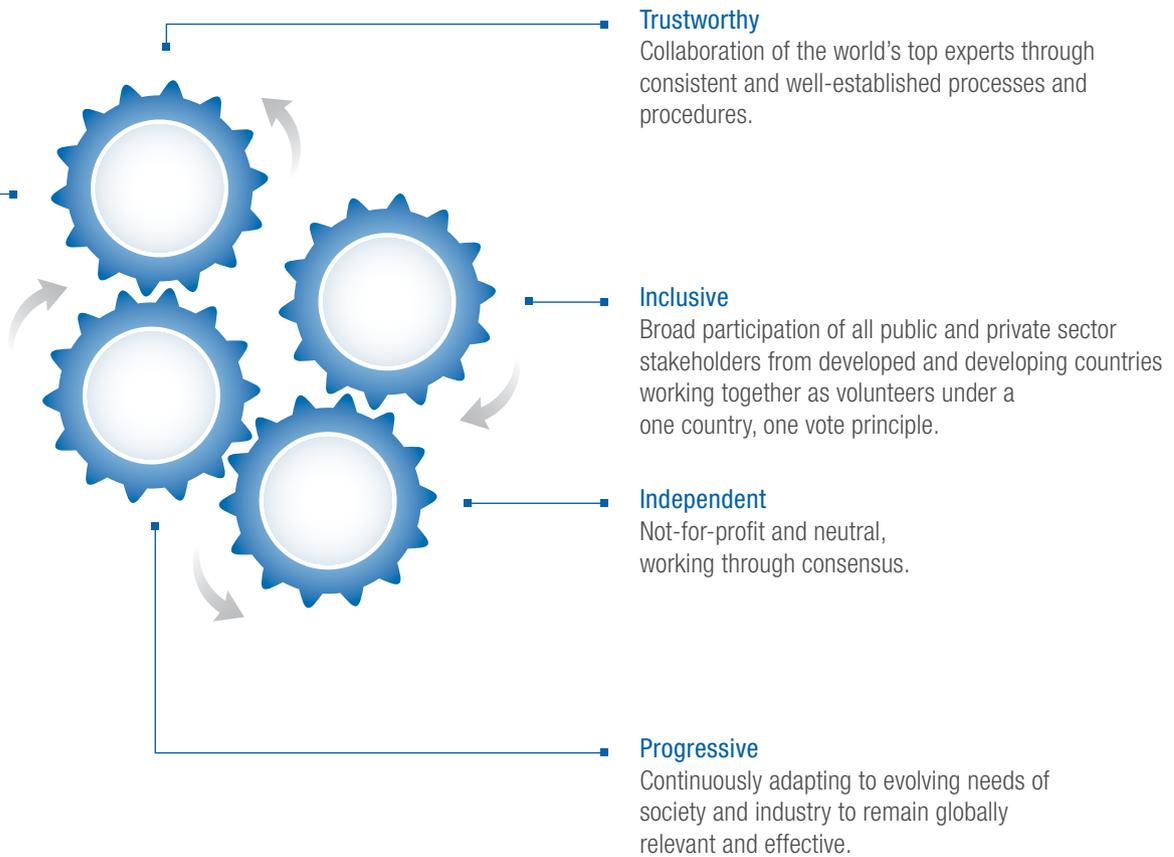
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# IEC vision, mission and values

IEC everywhere for a safer,  
more efficient world.



Our mission is to achieve worldwide use of IEC International Standards and Conformity Assessment Systems that ensure the safety, efficiency, reliability and interoperability of electrical, electronic and information technologies, to enhance international trade, facilitate broad electricity access and enable a more sustainable world.



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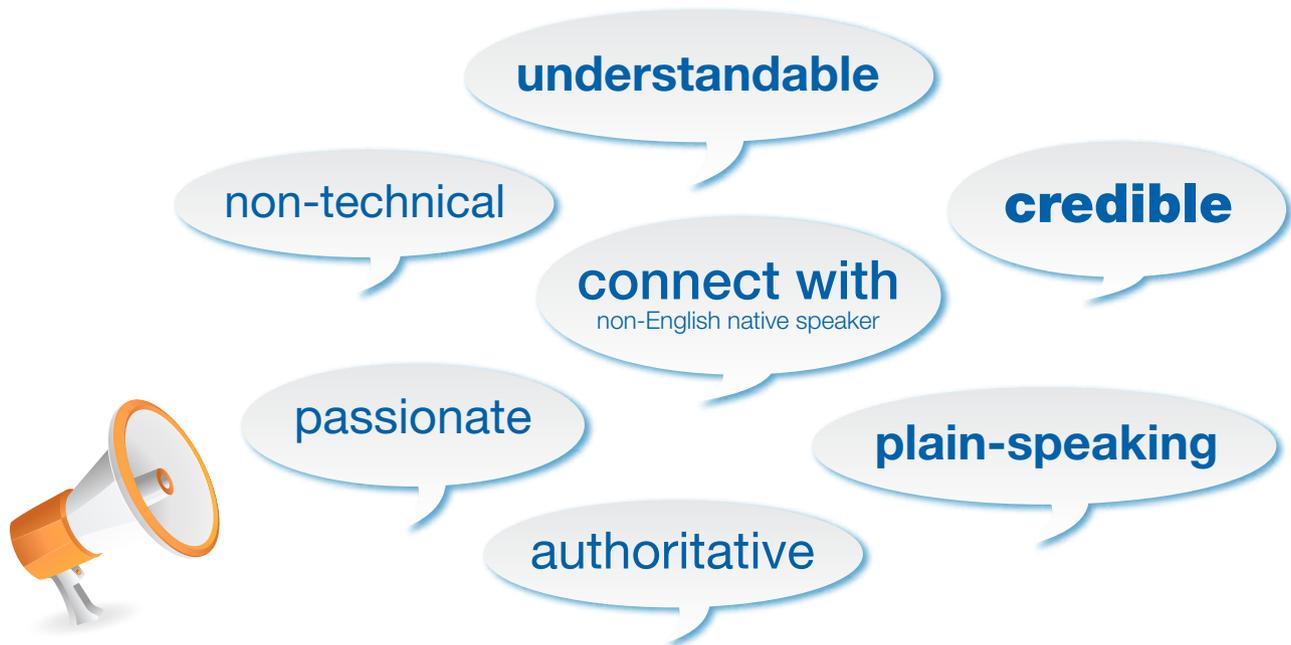
# Tone of voice

IEC work is highly technical.

For effective communications, we need to make our work in standardization and conformity assessment accessible to all audiences, whether members, experts, regulators, media, or academics. They should be able to learn and understand how IEC global solutions contribute to major societal challenges such as universal energy access, urbanization, mobility, global trade, safety and security, etc.

To achieve this result, communications must be easily understandable and non-technical. The language used must be credible, plain-speaking, passionate, authoritative and able to connect with non-English native speakers.

To increase the ability to find our work, we must make use of key words and titles that are easy to understand. Abstracts should make a clear link between the solutions that our work brings to the challenges facing society.



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# Boilerplate

The boilerplate provides a brief description of our work and is used in a variety of communications.



## About the IEC

The IEC (International Electrotechnical Commission) is a global, not-for-profit membership organization that brings together 171 countries and coordinates the work of 20 000 experts globally. IEC International Standards and conformity assessment work underpin international trade in electrical and electronic goods, facilitate electricity access, and ensure the safety, performance and interoperability of electric and electronic devices and systems.

The IEC covers a vast range of technologies including energy generation, transmission and distribution, consumer appliances, motors, office and medical equipment, sensors, fibre optics, nanotechnology, and information technology.

[www.iec.ch](http://www.iec.ch)

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# Elevator pitch

An elevator pitch is a brief statement that encapsulates our work and helps to spark interest.

The IEC is a global, not-for-profit membership organization that brings together 171 countries and coordinates the work of 20 000 experts globally. IEC work underpins international trade in electrical and electronic goods, technical innovation, affordable infrastructure development, smart urbanization and transportation systems, sustainable energy access, and the safety and security of people and the environment.

The IEC helps keep  
the lights on.

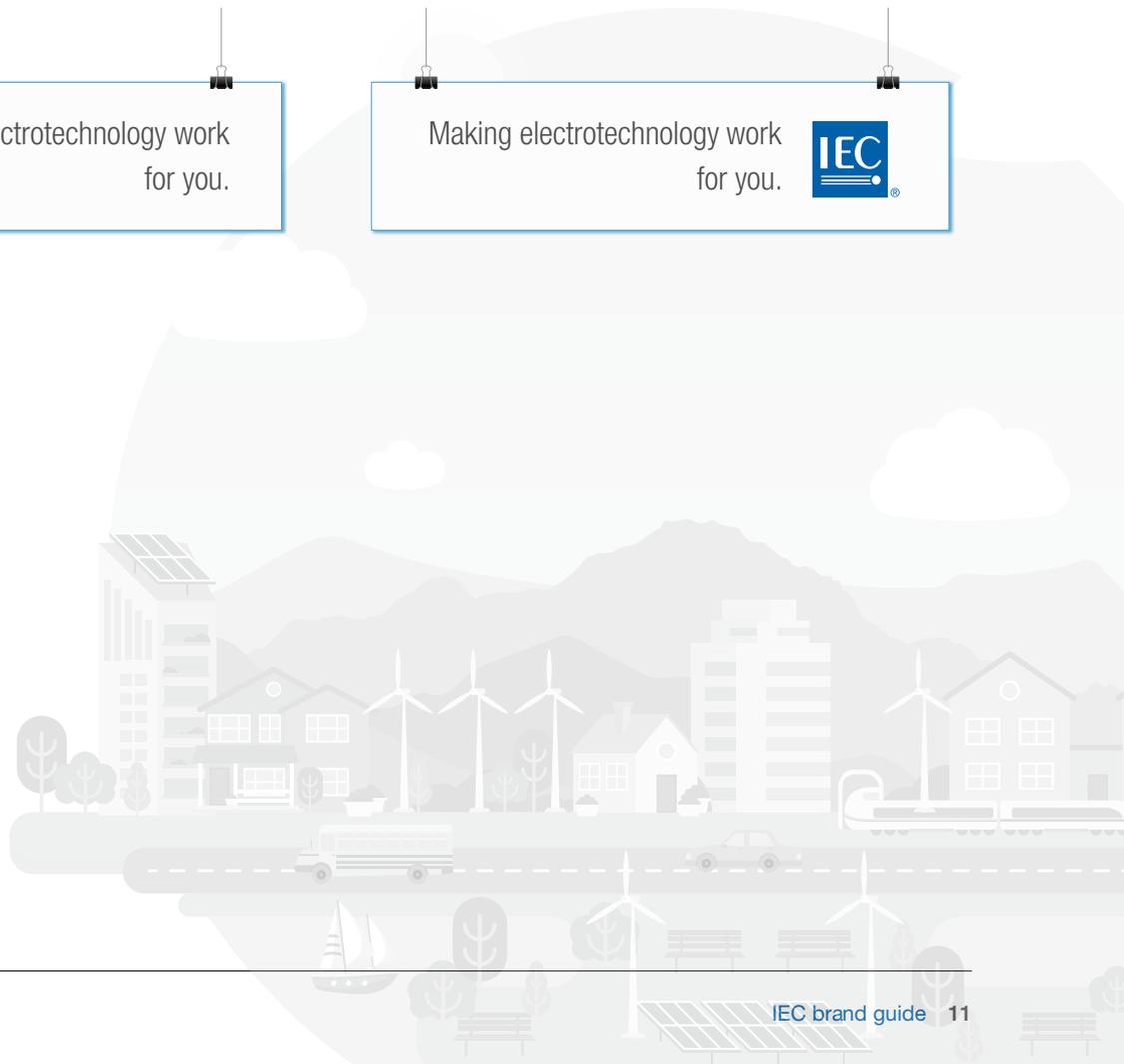
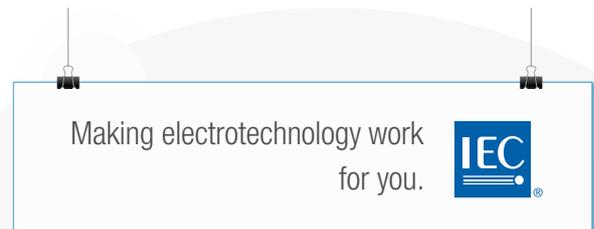
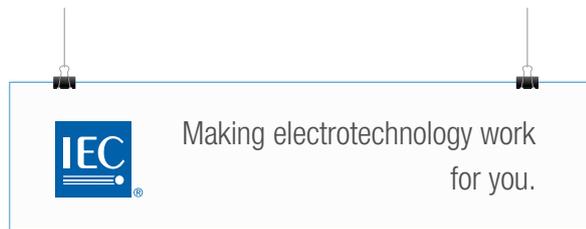


The IEC helps turn  
the lights on.

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# Tagline

The IEC uses a tagline in its campaigns.



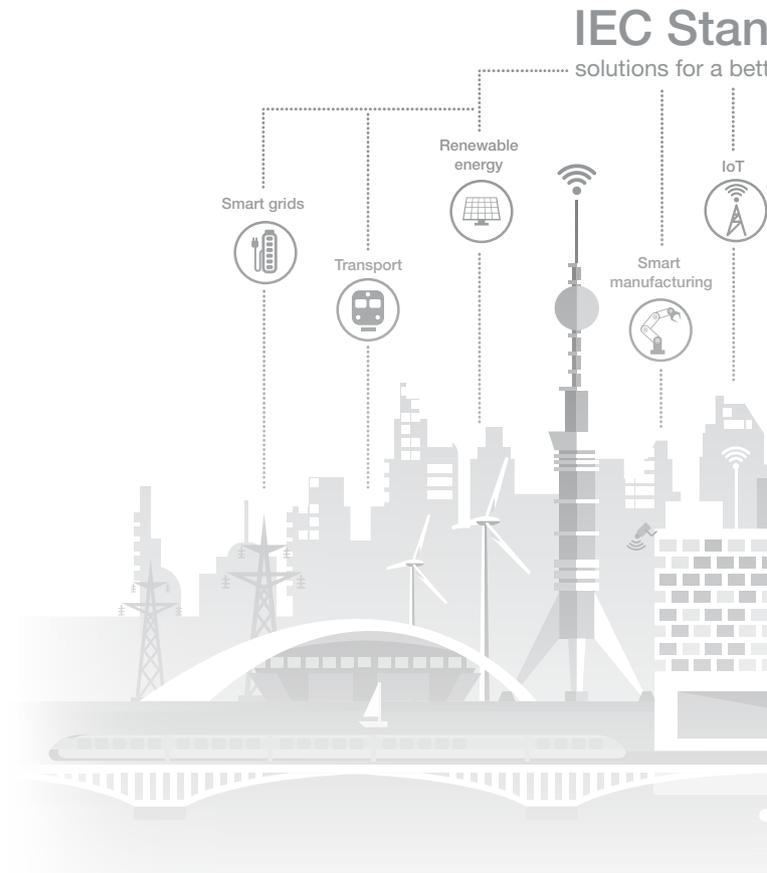
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# IEC logo

The logo is the visual representation of the IEC brand. The IEC logo can be found and downloaded [basecamp.iec.ch/download/iec-logo](https://basecamp.iec.ch/download/iec-logo).

Please follow these important directions when using the IEC logo:

- The logo must always be square. It cannot be distorted for any reason
- The colour is Blue Pantone 286 C or the equivalent in RGB or CMYK
- Use a single colour for all elements of the symbol; it should never appear as a multi-coloured image
- Don't adapt, modify, share or cut the IEC logo
- Always keep the ® next to the IEC logo before adding your logo



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# Trademark guidelines

The IEC is protecting its brand globally and has registered the IEC trademark in over 70 countries. We will continue this effort until the IEC brand is duly protected everywhere.

To strengthen the IEC brand and successfully defend the IEC brand from misuse, we need your help. As requested by the IEC President and Council Board during the general meeting in Busan, please use and promote the IEC brand consistently in your communication materials and take ownership of it at the national level. It is only by doing so that we can protect the IEC trademark in all member countries and provide legal protection should another entity make use of the IEC brand without permission.

Standards

for tomorrow



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# About the IEC



A global network of 171 countries that covers 99% of world population and electricity generation



Offers an affiliate country programme to encourage developing countries to participate in IEC work free of charge



Develops international standards and runs four conformity assessment systems to verify that electronic and electrical products work safely and as they are intended to



IEC International Standards represent a global consensus of state-of-the-art know-how and expertise



A not-for-profit organization enabling global trade and universal electricity access



## Key figures

171

Members and affiliates

>200

Technical committees and subcommittees

20 000

Experts from industry, test and research labs, government, academia and consumer groups

10 000

International standards in catalogue

4

Global conformity assessment systems

>1 million

Conformity assessment certificates issued

>100

Years of expertise

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# Further information

Please visit the IEC website at [www.iec.ch](http://www.iec.ch) for further information. In the "About the IEC" section, you can contact your local IEC national committee directly. Alternatively, please contact the IEC Central Office in Geneva, Switzerland or the nearest IEC Regional Centre.

## Global

### IEC – International Electrotechnical Commission

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## IEC Regional Centres

### Africa

#### IEC-AFRC – Africa Regional Centre

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### Asia Pacific

#### IEC-APRC – Asia-Pacific Regional Centre

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### Latin America

#### IEC-LARC – Latin America Regional Centre

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### North America

#### IEC-ReCNA – Regional Centre for North America

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## IEC Conformity Assessment Systems

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Making electrotechnology work  
for you.

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