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# ICC-SRCC™ TRADEMARK, CERTIFICATION MARK, & CERTIFICATE USE POLICY

## QM 2006

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## 1. INTRODUCTION

This Policy establishes the rules and requirements for use of all Solar Rating & Certification Corporation™ (ICC-SRCC™) trademarks, including trademarks, service marks, and certification marks. It also establishes rules and requirements for the use of ICC-SRCC Certificates and certification numbers.

## 2. ICC-SRCC CORPORATE TRADEMARKS

### 2.1 Mark Ownership

The following organizational trademarks (ICC-SRCC Trademarks) are owned and controlled by ICC-SRCC:



SOLAR RATING  
& CERTIFICATION  
CORPORATION™



SOLAR RATING  
& CERTIFICATION  
CORPORATION™

Solar Rating & Certification Corporation™

ICC-SRCC™

ICC-SRCC retains the sole and exclusive rights to use the ICC-SRCC Trademarks. ICC-SRCC may create and use additional marks, as it deems appropriate.

### 2.2 Prohibited Use of ICC-SRCC Trademarks

Individuals, businesses, and other organizations are not permitted to use the ICC-SRCC Trademarks. Permission to use ICC-SRCC Certification Marks, identified in this Policy, does not include authorization to use the ICC-SRCC Trademarks.

## 2.3 Policy Violations and Related Matters

ICC-SRCC reserves, and may use, the full range of legal remedies and certification-related sanctions available under applicable laws and corporate policies to protect the ICC-SRCC Trademarks. Infringement of any ICC-SRCC Trademark will be challenged.

Following the receipt of information that an unauthorized use of an ICC-SRCC Trademark may have occurred, ICC-SRCC, in consultation with legal counsel, will determine if responsive action(s) will be taken in accordance with this Policy and applicable Federal and State laws.

## 3. ICC-SRCC CERTIFICATION MARKS

### 3.1 Mark Ownership

The following certification marks and credentials (ICC-SRCC Certification Marks) are owned and controlled by ICC-SRCC:



1.

2. ICC-SRCC OG-100 Certified™



3.

4. ICC-SRCC OG-300 Certified™



5.

6. ICC-SRCC OG-400 Certified™



7.

8. ICC-SRCC Listed™



9.

10. ICC-SRCC SWCC Certified™

ICC-SRCC retains all trademark and other ownership rights concerning the ICC-SRCC Certification Marks. ICC-SRCC may create and use additional certification marks, as it deems appropriate.

### **3.2 Authorized Use of ICC-SRCC Certification Marks**

Limited permission to use specific ICC-SRCC Certification Marks is granted Certification Holders in good standing in accordance with the applicable ICC-SRCC certification program and the ICC-SRCC Quality Manual. A qualified Certification Holder must satisfy all applicable ICC-SRCC certification requirements prior to the use of an ICC-SRCC Certification Mark. Consistent with applicable law and corporate policies, ICC-SRCC will ensure that the Certification Marks are displayed and otherwise used properly; as such use represents ICC-SRCC certification to the public.

### **3.3 Persons and Entities Authorized to Use the Certification Marks/ Certification Holder Responsibilities**

Use of the Certification Marks is limited strictly to those persons and entities that are valid ICC-SRCC Certification Holders in good standing. Each Certification Holder is authorized to use only the Certification Mark that represents the appropriate product or system certification granted by ICC-SRCC, in a manner consistent with this Policy and applicable law.

Each Certification Holder accepts and assumes sole responsibility for understanding and satisfying all applicable organizational and legal requirements related to the use and/or display of the Certification Marks. A Certification Holder may not use an ICC-SRCC Certification Mark in any

manner not authorized by this Policy. Among other requirements, the Certification Holder is responsible for ensuring that the use of any Certification Mark on the product or system, or in business materials related to the certified product or system (e.g., informational materials, advertisements, or Internet websites), is consistent with this Policy, and is not in conflict with applicable laws.

ICC-SRCC assumes no responsibility concerning the interpretation or application of such legal requirements. ICC-SRCC shall not be liable or otherwise responsible for any claims, complaints, suits, or damages whatsoever, relating to the use of the Certification Marks, or in connection with the use of such marks.

A Certification Holder may not make any public statements or representations related to ICC-SRCC Certification that misrepresent ICC-SRCC, ICC-SRCC policies, ICC-SRCC certification, the Certification Holder's products or systems, or that bring ICC-SRCC into disrepute.

### **3.4 Non-Assignability and Non-Transferability of the Certification Mark**

Permission to use an ICC-SRCC Certification Mark is limited specifically to the Certification Holder and the product or system certified by ICC-SRCC, and may not be transferred to, assigned to, or otherwise used by, any other person, organization, business, or entity.

### **3.5 Appearance and Proper Use of the Certification Mark**

Each Certification Holder may use the appropriate ICC-SRCC Certification Mark on the certified product or system or in business materials related to the certified product or system, including, but not limited to, informational materials, advertisements, and Internet websites, consistent with the following rules:

1. **Proper Use.** Each Certification Holder must use the appropriate Certification Mark only in conjunction with the specific product or system certified by ICC-SRCC. The Certification Mark may not appear in conjunction with the name of the persons or entities that design and/ or manufacture the product or system, or the Certification Holder, in any manner that may lead the public to believe that a person, entity, or Certification Holder is certified or otherwise endorsed by ICC-SRCC. Additionally, a Certification Mark shall always be used in its entirety, and must always appear with the appropriate subscript/superscript “®” or “™” trademark symbol.
2. **Other Marks.** With respect to other affiliation marks and/or logos,

the Certification Mark may be located near these other marks or logos, but must remain separate and distinct so as to avoid confusion concerning the source of the certification, and to avoid the appearance that other marks, certifications, credentials, designations, or organizations are associated with, or endorsed by, ICC-SRCC.

Any questions concerning the proper use of Certification Marks should be submitted to ICC-SRCC in writing.

### **3.6 Proper Uses and Appearances of the Certification Marks**

Proper uses and appearances of the Certification Marks for ICC-SRCC programs are provided below..

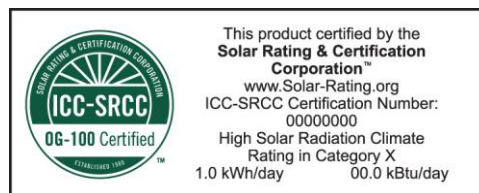
#### **3.6.1 OG-100 Solar Thermal Collector Program**

The OG-100 Operating Guidelines require all certified solar thermal collectors to be identified by means of a permanently affixed label. ICC-SRCC makes two label designs available for solar water heating collectors, shown below as Version 1 and Version 2.

Where Version 1 is utilized, the certification holder shall be responsible for entering the ICC-SRCC Certification Number, and a selected performance rating from the collector performance rating table in the OG-100 certificate. The value provided in the consumer product label must match the value in OG-100 certificate for the selected climate and category exactly, with the same number of decimal places. The results must be provided in both kWh/day and kBtu/day. Where Version 2 is utilized, the certification holder shall be responsible for entering the ICC-SRCC Certification Number exactly as it appears on the OG-100 certificate.

Transpired solar air heating and photovoltaic water heating collectors are only eligible to use the *ICC-SRCC OG-100 Consumer Label – Version 2*. For transpired collectors, the mark must be located on the exterior of the collector. For PV water heating collectors, the mark must be applied to a PV module, inverter or power conditioner.

#### *ICC-SRCC OG-100 Consumer Label – Version 1*



#### *ICC-SRCC OG-100 Consumer Label – Version 2*



The Supplier is responsible for producing and affixing a OG-100 Consumer Labels to every ICC-SRCC OG-100 certified collector The label must be installed in a location that will be in plain view for inspection when the collector is installed.

Specifications for the dimensions and content of the OG-100 consumer label are as follows:

Minimum Size: 1 inch x 2.5 inches (ICC-SRCC content must be at least this large. If other information is added to the label, the overall size of the label will be larger.)

Font: Arial

Minimum Font Size: 6 point

Material: Any material and ink with a 2-year warranty in outdoor applications may be used. Etching of this information on a visible portion of the solar collector is acceptable, so long as a 2-year warranty of the readability of the etched information is made by the certification holder.

Content: The information shown above in Version 1 or Version 2 must be included.

Label: The label as shown under *Proper Use Example Version 1* or *Proper Use Example Version 2* above cannot be altered except to make it larger. The content or color of the label must not be altered without specific permission from ICC-SRCC. Additional content may be added outside the border of this label.

The certification label graphics are available from ICC-SRCC at any time, and will also be provided when certification is granted or renewed.

Color: The label may be printed in all black ink (white background) or with only the ICC-SRCC logo in this green:

Pantone Green 7729 C C 89 M 40 Y 80 K 36

R 11 G 89 B 64 Web: #0B5940

Information concerning the proper use of the Certification Marks can




be requested from the ICC-SRCC and is referenced in Appendix A.

### 3.6.2 OG-300 Solar Water Heating System Program

The OG-300 Operating Guidelines require all certified solar water heating systems to be identified by means of at least one page in the installation and operation manual(s) with only the table below on it. It can be anywhere in the manual.

#### ICC-SRCC OG-300 Certification page

	<p>This product certified by: Solar Rating &amp; Certification Corporation™</p> <p>OG-300 Solar Thermal System</p> <p><a href="http://www.solar-rating.org">www.solar-rating.org</a></p>	<p>Sample Solar Corporation P.O. Box 12345 Anytown, CA 97402</p>
<p>Solar Energy Factor (SEF)</p> <p>2.0</p> <p>2.6</p> <p>11.8</p> <p>3.7</p> <p>4.2</p>	<p>ICC-SRCC OG-300 Cert. No.</p> <p>300-2001-078A</p> <p>300-2001-078B</p> <p>300-2001-078C</p> <p>300-2001-078D</p> <p>300-2001-078E</p>	<p>System Model:</p> <p>Super Sample 2B</p> <p>Super Sample 2C</p> <p>Super Sample 2D</p> <p>Super Sample 2E</p> <p>Super Sample 2F</p>
<p>The installed system is marked above.</p>		

ICC-SRCC will provide the artwork and no changes are allowed. The number of pages depends on the necessary space for listing all of the system models covered in that manual. The solar system installer must indicate (circle, check, etc.) which system was actually installed.

Specifications for the dimensions and content of the table are as follows:

Minimum Size: 6.5 inches wide and up to 10 inches long

Font: Arial

Minimum Font Size: 10 point

Content: The information or color shown above must be reproduced


as shown in Appendix A. The ICC-SRCC Certification page, shown above as a *Proper Use Example*, cannot be altered.

The certification table can be downloaded by the Participant from the ICC-SRCC website.

### 3.6.3 OG-400 Solar Pool and Spa Heating System Program

The OG-400 Operating Guidelines require all certified solar pool and spa heating systems to be identified by means of at least one page in the installation and operation manual(s) with only the table below on it. It can be anywhere in the manual.

#### ICC-SRCC OG-400 Certification page

	<p>This product certified by: Solar Rating &amp; Certification Corporation™</p> <p>OG-400 Solar Pool Heating System</p> <p><a href="http://www.solar-rating.org">www.solar-rating.org</a></p>	<p>Sample Solar Corporation P.O. Box 12345 Anytown, CA 97402</p>
<p>ICC-SRCC OG-400 Cert. No.</p> <p>300-2001-078A</p> <p>300-2001-078B</p> <p>300-2001-078C</p> <p>300-2001-078D</p> <p>300-2001-078E</p>		<p>System Model:</p> <p>Super Sample 2B</p> <p>Super Sample 2C</p> <p>Super Sample 2D</p> <p>Super Sample 2E</p> <p>Super Sample 2F</p>
<p>The installed system is marked above.</p>		

The number of pages depends on the necessary space for listing all of the system models covered in that manual. The solar system installer must indicate (circle, check, etc.) which system was actually installed.

Specifications for the dimensions and content of the table are as follows:

Minimum Size: 6.5 inches wide and up to 10 inches long

Font: Arial

Minimum Font Size: 10 point

Content: The information or color shown above must be reproduced as shown in Appendix A. The ICC-SRCC Certification page, shown above as a *Proper Use Example*, cannot be altered.

#### 3.6.4 SWCC Small and Medium Wind Turbine Certification Programs

The Small and Medium Wind Operating Guidelines require all certified small and medium wind turbines to be identified by means of at least one page in the installation and operation manual(s) with only the table below on it. It can be anywhere in the manual.

**Solar Rating & Certification Corporation (ICC-SRCC)**  
**Small Wind Certification Program**

Manufacturer: **ABC Wind**

Wind Turbine Model: **ABC1** (480 VAC, 3-phase,  
60 Hz)

Certification Number: **SWCC-18-00**



**Rated Annual Energy**

Estimated annual energy production assuming an annual average wind speed of 5 m/s (11.2 mph), a Rayleigh wind speed distribution, sea-level air density and 100% availability. Actual production will vary depending on site conditions.

**00,000**  
kWh/year

**Rated Sound Level**

The sound level that will not be exceeded 95% of the time, assuming an annual average wind speed of 5 m/s (11.2 mph), a Rayleigh wind speed distribution, sea-level air density, 100% availability and an observer location 60 m (~ 200 ft) from the rotor center.

**00.0**  
dB(A)

**Rated Power**

The wind turbine power output at 11 m/s (24.6 mph) at standard sea-level conditions.

**0.0**  
kW

Certified to be in Conformance with:  
**AWEA Standard 9.1 – 2009**

For SWCC Summary Report, Certificate and certification status visit:  
[www.smallwindcertification.org](http://www.smallwindcertification.org)

The Supplier is responsible for having at least one page in the installation and operation manual(s) with only the above table on it. It can be anywhere in the manual. ICC-SRCC will provide the artwork with the appropriate performance ratings, and no changes are allowed.

Specifications for the dimensions and content of the table are as follows:

Font: Arial

Minimum Font Size: 10 point

Content: The information or color shown above must be reproduced as shown in Appendix A. The ICC-SRCC Certification page, shown above as a *Proper Use Example*, cannot be altered.

The certification table will be provided when certification is granted or renewed, and upon request.

## 4. ICC-SRCC Certificates

### 4.1 Authorized Use of ICC-SRCC Certificates

Limited permission to use ICC-SRCC Certificates is granted certification holders in good standing in accordance with the applicable ICC-SRCC certification program and the ICC-SRCC Quality Manual. No certification holder shall use the ICC-SRCC certificate or associated certification number until authorized by ICC-SRCC.

### 4.2 Reproduction of ICC-SRCC Certificates

The then-current certificate, as available on the ICC-SRCC webs site, may be reproduced in its entirety by the certificate holder in the certification holder's literature, advertising, or promotional materials. No reference to ICC-SRCC, the certificate, certification number, or the ICC-SRCC mark shall be included with such reproductions which could be misleading.

In lieu of reproducing the entire certificate in literature, advertising or promotional materials, the certification holder may use references and statements such as: "See ICC-SRCC OG-XXX Certification No. XXXXXXXX (insert numbers) at [www.solar-rating.org](http://www.solar-rating.org)" It is the certification holder's responsibility not to misrepresent the ICC-ES certificate in any way, and not to use the report in such a manner as to bring ICC-SRCC into disrepute; and to secure ICC-SRCC approval in advance whenever there is a question about the use of the ICC-SRCC name, mark or report number to claim or imply product recognition beyond the recognition specified in the certificate. Certification holders are also expressly prohibited from using in advertising, promotional and informational materials, any language that would likely mislead the public about their ICC-SRCC certifications. ICC-SRCC reserves the right to interpret what would constitute misleading language.

## 5. Non-Interference with Use of the Marks by Other Certification Holders

A Certification Holder may not prohibit, restrict, or otherwise limit the

authorized and appropriate use of the Certification Mark(s) on a certified product or system by another Certification Holder.

## **6. Policy Violations and Related Matters**

ICC-SRCC reserves, and may use, the full range of legal remedies and certification- related sanctions available under applicable laws and corporate policies to protect the ICC-SRCC Certification Marks. Infringement of any ICC-SRCC Certification Mark will be challenged. Holders and Applicants for ICC-SRCC Certification are required to cooperate fully in the review and resolution of such matters.

Following the receipt of information that an unauthorized use of an ICC-SRCC Certification Mark may have occurred, ICC-SRCC, in consultation with legal counsel, will determine if responsive action(s) will be taken in accordance with this Policy and applicable Federal and State laws.

### **6.1 Certification Actions and Decisions Related to Mark Misuse by a Certification Holder or Applicant for ICC-SRCC Certification**

ICC-SRCC will review and resolve all complaints and other matters concerning potential violations of this Policy by Certification Holders and Applicants for ICC-SRCC certification. Following a determination that a Certification Holder or Applicant may have acted contrary to this Policy or applicable law, ICC-SRCC will notify the Certification Holder or Applicant in writing by issuing a Notice of Potential Policy Violation (Notice), which will require a complete, written response to each complaint matter within thirty (30) days. Based upon the information received and reviewed, including the Certification Holder/ Applicant response to the Notice, the ICC-SRCC will determine whether the Certification Holder/Applicant has violated the terms of this Policy, and will issue a decision, including any certification-related sanctions and/or corrective actions. Such sanctions and actions may include:

1. Denial and rejection of the Applicant's Certification Application;
2. Private reprimand and censure;
3. Public reprimand and censure;
4. Conditions of continued certification;
5. Certification probation;
6. Certification suspension;

7. Revocation or termination of certification;
8. Additional certification surveillance and/or;
9. Other measures that ICC-SRCC deems appropriate.

All decisions issued by ICC-SRCC under this Policy may be appealed under the *ICC-SRCC™ Certification and Approval Appeal Policy*.

In addition, ICC-SRCC may refer cases of certification mark misuse, infringement, or other similar matters to appropriate agencies and other organizations.

## **5.2 Violation Reporting Responsibilities**

A Certification Holder has the responsibility to report the unauthorized use, misuse, or other violation of this Policy to ICC-SRCC in a timely manner, including any circumstances where: the use of a Certification Mark is related to an individual or organization that is not a Certification Holder, including an Applicant for ICC-SRCC Certification; a Certification Mark is used improperly by a Certification Holder; or, a Certification Mark is improperly used with respect to a product or system that is certified by ICC-SRCC.

## APPENDIX A: ICC-SRCC SEAL GUIDELINES

This document identifies how the ICC-SRCC™ certification seals should be used in all mediums, which includes print advertising, websites, product catalogues, specification sheets, adhesive stickers, and more. This document also provides examples of unacceptable seal usage.

It is important to always use the seal with care, as it elicits recognition and identifies origin, ownership and endorsement.

While these guidelines are designed to cover most situations, extenuating circumstances do occur. In these instances, pursuit of balanced design, and adherence to the intent of the directions is required. Ensuring that the seals are properly used protects every ICC-SRCC partner's investment in the program—and protects consumer confidence in the ICC-SRCC brand.

### A.1 General Guidelines

1. The seals may never be associated with products that are not ICC-SRCC certified.
2. The seals may not be altered, cut apart, separated or otherwise distorted in perspective or appearance. This includes removing the words ICC-SRCC from the seal. If you need ICC-SRCC artwork, please contact us via our contact page on our website at: [www.solar-rating.org](http://www.solar-rating.org)
3. The preferred application for all seals is green, except the OG-200 which is teal. Alternate seal versions are supplied in black. Use of a black seal is acceptable, but it is not the preferred usage.
4. **ICC-SRCC, OG-100 Certified, OG-300 Certified, OG-400 Certified, and LISTED** text legibility inside the seal must be maintained.
5. If using the name ICC-SRCC™ or Solar Rating & Certification Corporation,™ make sure each is properly identified with a “TM” to identify its trademarked status.





## A.2 ICC-SRCC SEAL VARIATIONS—ACCEPTABLE

The following seals are acceptable on a WHITE background:

### FULL-COLOR SEALS:

SRCC\_OG100\_CMYK\_vectored.eps

SRCC\_OG300\_CMYK\_vectored.eps

SRCC\_OG400\_CMYK\_vectored.eps

SRCC\_Listed\_CMYK\_vectored.eps

SRCC\_SWCC\_CMYK\_vectored.eps

SRCC\_OG100\_RGB.jpg

SRCC\_OG300\_RGB.jpg

SRCC\_OG400\_RGB.jpg

SRCC\_Listed\_RGB.jpg

SRCC\_SWCC\_RGB.jpg



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### 1-COLOR SEALS BLACK & WHITE

SRCC\_OG100\_BW\_vectored.eps

SRCC\_OG300\_BW\_vectored.eps

SRCC\_OG400\_BW\_vectored.eps

SRCC\_Listed\_BW\_vectored.eps

SRCC\_SWCC\_BW\_vectored.eps

SRCC\_OG100\_BW.jpg

SRCC\_OG300\_BW.jpg

SRCC\_OG400\_BW.jpg

SRCC\_Listed\_BW.jpg

SRCC\_SWCC\_BW.jpg



### A.3 ICC-SRCC SEAL VARIATIONS—UNACCEPTABLE

The following are unacceptable seal variations:

**DO NOT** use a seal version with insufficient contrast between the logo and background.



**DO NOT** rearrange colors, or use any other color than those specified in this guide.



**DO NOT** distort the seal.

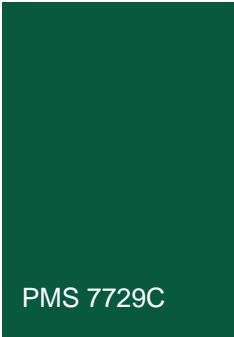
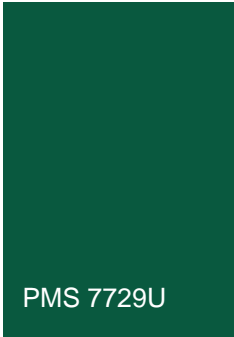
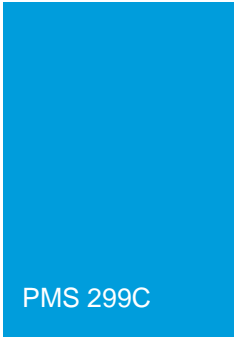
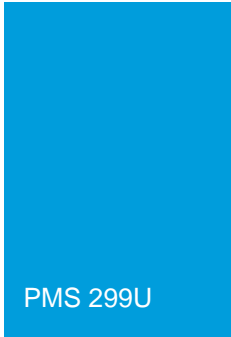
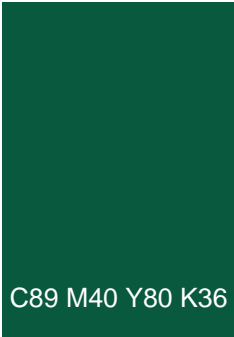
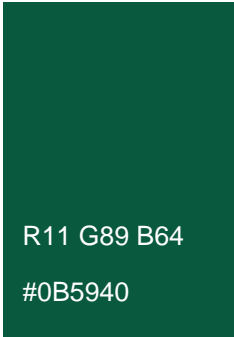
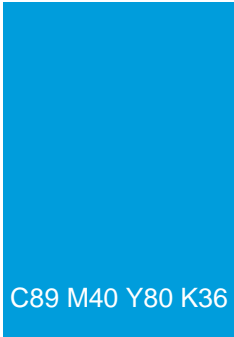
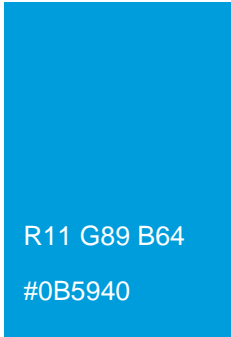


**DO NOT** use the seal at a size that makes the ICC-SRCC, OG-100 Certified, OG-300 Certified or LISTED text difficult to read.



## A.4 ICC-SRCC COLOR PALETTE

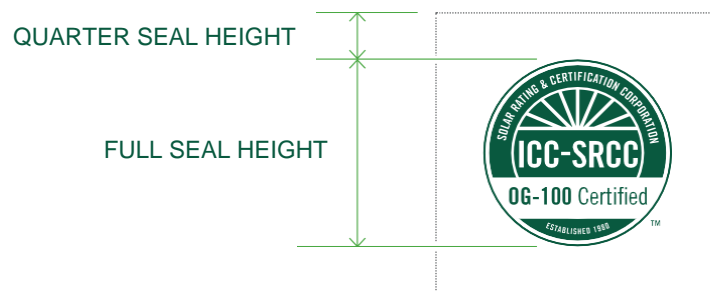
ICC-SRCC green is the preferred usage for all seals except the OG-400 seal where teal may be used. For high quality printing, give your print vendor a color logo (in eps format) and communicate the CMYK breakdown, OR supply a black logo (in eps format) and specify the Pantone color be used as a spot color. For web applications, use only jpg formats.

OG-100, OG-300, LISTED, SWCC CERTIFIED SEALS				OG-400 SEAL			
PANTONE® COATED		PANTONE® UNCOATED		PANTONE® COATED		PANTONE® UNCOATED	
							
PMS 7729C		PMS 7729U		PMS 299C		PMS 299U	
CYMK		RGB		CYMK		RGB	
							
C89 M40 Y80 K36		R11 G89 B64 #0B5940		C89 M40 Y80 K36		R11 G89 B64 #0B5940	

## A.5 ICC-SRCC SEAL SAFE AREA

The seal requires a safe area (on all four sides of any variation) of approximately one quarter of the full seal height.

This safe area protects the seal from clutter and impingement when used in blocks of text, or near other graphics and logos.



## A.6 ICC-SRCC NAMING STANDARDS

Use consistent standards and terminology when referring to the ICC-SRCC. When the company name is used in its entirety, it appears as below, and uses an ampersand (&). A “TM” is only required upon first-use in a headline and first-use in body copy.

Solar Rating & Certification Corporation™

### **NOT:**

Solar Rating and Certification Corporation™

When used in the context of a sentence, “the” should preface the full company name or acronym. For example: New certification standards were released today by the Solar Rating & Certification Corporation.™ OR: New certification standards were released today by the ICC-SRCC.™

However, the following sentence demonstrates an exception where common sense must be applied: The ICC-SRCC™ announced that the collector is ICC-SRCC certified.

## **A.6 ICC-SRCC NAME AND SEAL VIOLATIONS**

ICC-SRCC has a vested interest in serving and protecting its many constituents, and requests that any violations be reported so that we may notify and correct the misuse.

Please contact us via our contact page on our website at: [www.solar-rating.org](http://www.solar-rating.org)  
Please type VIOLATION in the subject line. Your confidentiality is guaranteed.