



CMC - GLOBAL

## Usage Standards for the CMC Logo



### Background

The CMC logo is the registered trademark of CMC-Canada. CMC-Canada licenses the usage of the CMC designation logo under strict standards to ICMCI, and through the ICMCI to country Institutes of Management Consulting (IMC's) and their certified members.

This document sets out the standards of usage by which ICMCI, member institutes, and their CMC members may use the CMC logo. These guidelines offer the member institutes of ICMCI a means to build integrity of the 'CMC', ICMCI, and the national institutes; maximize efforts made toward professional recognition; and establish and maintain visual consistency globally.

The usage standards are appropriate for most applications but should a situation arise that is not covered or is of exceptional nature, the application should be discussed with the ICMCI executive office prior to implementation.



### The CMC Designation Logo

The logo consists of uppercase letterforms 'CMC' inside a distinctive modified oval along with the words Certified Management Consultant and an underline. These shall not be separated. The typeface is Peignot (a.k.a. Penyoe) Medium. The logo is used to signify "Certified Management Consultant". 4 versions of the logo exist: blue, gold, black and white. The international logo form is English; however, there is also accommodation for a bilingual version with English on top and the second language underneath the line.

### Who may use the CMC logo

Under ICMCI's agreement with Canada, ICMCI and any national member institute of ICMCI that has a certification program approved by ICMCI may use the CMC logo in accordance with the standards outlined below. Such institutes may authorize use of



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Example dual language (English and French)  
blue logo:



Example of letter/ e-mail signature:

January 22, 2014

Dear William:

Thank you for your interest in our services,  
attached please find my proposal based upon  
our recent meeting.

Regards,

*Bob Smith*

Bob Smith, CMC  
Smith & Associates Consulting  
123 Street Avenue  
City, State Postal Code  
Ph: +31 33 247 3470



the CMC logo (specified to left) to its certified members, but this privilege does not extend to firms in which the certified members are employed. Institutes that do not yet have a certification program approved by ICMCI may not use the CMC logo.

### Usage

The elements of the logo – oval, CMC letterforms and text – should never be changed or modified in any way. Likewise their relative proportions or visual relationship may not be changed in any way.

The size of the logo should always allow for clear readability.

CMC's and Institutes are encouraged to use the logo on their institute/ member stationery, envelopes, CMC and FCMC certificates, promotional materials, directories, pamphlets and business cards.

In personal use by members, the logo should be used in close proximity to the CMC's name and to connote personal certification. The logo must not be placed beside corporate logos to connote some broader affiliation with the certification.

### Protected Space

A minimum area the height of the "C" should surround the image at all times. Adjacent visual elements, printed text, corporate logos, photos, etc. may come vertically or horizontally then the height of the "C"



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### Colours

The designated colour used by members, Institutes, and ICMCI for the CMC logo is one of:

- PMS 282 (blue-black).
- Black
- PMS 125 (gold - with black shading)
- White (reversed out on dark background)

It is recognized that each ICMCI member institute will have selected its own corporate colour, and the CMC logo may be printed in one of the 4 official colours most appropriate. Again, the intent is to be consistent in logo colour usage throughout the world.

In many printing situations, black will be the only colour available, and it is acceptable. In situations where black and another colour are used, unless the second colour is the designated corporate colour of the national institute, the logo and logotype must be shown in blue-black or gold.

With the following exception, the logo is never shown in a different colour than the logotype. That is, the corporate signature should all be either in the corporate colour or in black. However, on the occasion of a special use (certificate, plaque, specialty item or signage) the logo only may be gold-foil stamped.

### Reverse Usage

The logo has been designated to work well in either positive or reverse form. When reversed, it will work best on expansive, solid background areas of sufficient contrast. The logo or logotype may be reversed when used separately, but when combined in the corporate signature, both must be reversed.

Black or PMS 282 (blue- black) is the optimum background when reversing the logo, but the designated corporate color may work as well. The “protected space” of the logotype should surround the signature.

Never reverse the signature out of a background that provides insufficient contrast. In such a case, it would be preferable to print the signature in positive form.

### Restrictions on the Use of the Logo

Use of the CMC logo is to be made only in the colours and visual relationships set forth in this standard. Logo elements are not to be redrawn, re-proportioned or re-positioned, other than by enlargement or reduction.

The logo is not to be used by firms of certified management consultants, by individual members who have not been awarded the ‘CMC’, or by certified management consultants who are no longer members of an ICMCI member institute.



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### **Copyright & Obtaining National Trademark Protection**

Each national institute member of ICMCI may apply for national trademark protection of the CMC logo in its own country, but even when the institute has been granted legal protection of the CMC logo by the government of its own country, the ICMCI standards of usage still apply. The CMC logo has been in use since 1988 by various member institutes of ICMCI in publications and on websites around the world. As such, CMC Canada and ICMCI claims copyright over its logo in all countries.

### **Final Authority**

CMC Canada and ICMCI retains final authority in the use of the CMC logo by its member institutes, subject to its agreement with ICMCI, and reserves the right to revoke or suspend the sub-license to use the CMC logo. Member institutes are requested to reference this document for the usage standards of the CMC logo in their country, and direct any questions regarding the CMC logo to the ICMCI ExCom Secretary at the address below.

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