



Reproducing the IMCA Logo

Updated 19 July 2011

Members are encouraged to reproduce the IMCA logo in their corporate documentation – headed paper, brochures, websites, etc. – to demonstrate their membership of the Association.

Relevant files are available for downloading from the members-only website or on request from the secretariat. Please see <https://members.imca-int.com/documents/core/imca/promotion> and *Technical Details* below.

Please also refer to the *Wording and Usage* section on permitted use and ways to avoid potential confusion when using the IMCA name and logo.

Technical Details

The IMCA logo is provided as a TTF (TrueType font) file that will work on both PC and Mac. The font should be installed on your system following the relevant process for your operating system.

After installation you can produce the IMCA logo by selecting the *IMCA Logo* font and typing 'AB'.

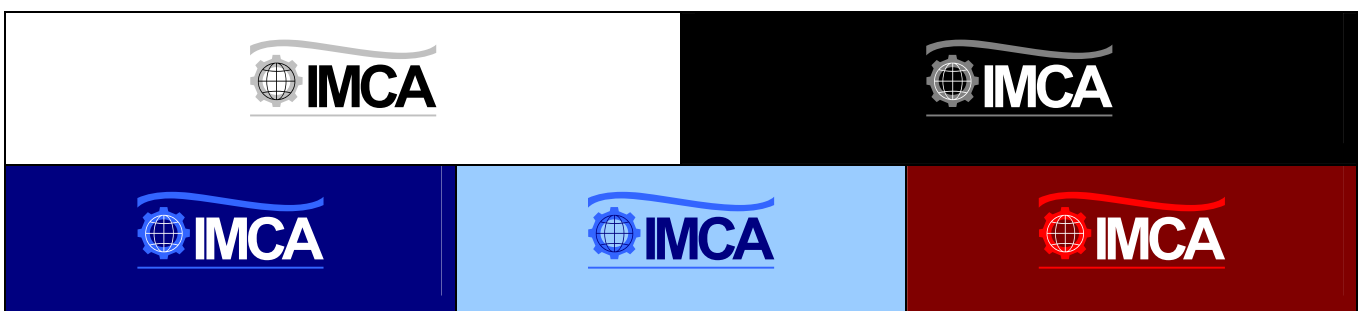
Where possible, the fonts should be used to give the best possible reproduction of the IMCA logo.

Graphic files may be requested if the fonts cannot be used for some reason – e-mail Andy.Butler@imca-int.com for details.

Colour references are as follows:

| | | |
|--------------------|---------------------|-------------------------------|
| Dark blue: | CMYK | C 100% M 69% Y 0% K 9% |
| | Pantone | 661 C |
| | RGB | R 0 G 77 B 149 |
| | Web Safe RGB | R 00 G 4D B 95 |
| | HSB | H 209° S 100% B 58 % |
| Light blue: | CMYK | C 33% M 3% Y 0% K 0% |
| | Pantone | 291 C |
| | RGB | R 181 G 221 B 243 |
| | Web Safe RGB | R B5 G DD B F3 |
| | HSB | H 202° S 25% B 95% |

The IMCA logo should be shown in full and not distorted or re-coloured. Examples are shown below of how to reproduce the IMCA logo where full-colour printing is not being used. First preference is for the logo to be printed in blue using the colour references above, otherwise it should be in black/greyscale (light backgrounds) or white/greyscale (dark backgrounds). If printing in just one colour, a 30% tint of the dark colour should be used for the light sections.



Wording and Usage

IMCA Member

IMCA encourages members to use the IMCA logo as a sign of their membership. Examples include company letterheads, brochures, exhibition stands and websites. When used in this way it should be accompanied by the word 'Member' or by the membership category, e.g. 'Contractor (Co) Member'. Pre-prepared 'IMCA Member' graphics are available on the members-only website and on request from the secretariat.

IMCA Approved or IMCA Recognised

The logo should not be used to imply approval or recognition of a company, course or individual:

- ◆ **Auditors** – There are no 'IMCA approved' auditors (see www.imca-int.com/core/imca/audittemplates.html and information note [IMCA D 18/01](#)), so anyone claiming to be one is making a false statement;
- ◆ **Contractors** – IMCA does not approve contractors and only undertakes audits of them in one specific circumstances, i.e. when they are applying for diving contractor membership. The only statement a contractor should make is 'IMCA member';
- ◆ **Training and certification:**
 - There are only four training courses for which IMCA offers approval/recognition – Trainee air diving supervisor, Trainee bell diving supervisor, Assistant life support technician and Diver medic. Each requires a training establishment to apply for approval then satisfactorily undergo an audit of its documentation, facilities and course. Once IMCA has confirmed approval/recognition such establishments may use the wording 'IMCA Approved' or 'IMCA Recognised' in relation to these specific courses only
 - No other courses are approved/recognised by IMCA and, therefore, no establishments should state 'IMCA Approved' or 'IMCA Recognised' in relation to any other course. IMCA has produced a variety of guidance documents on various topics, such as ROV training, high voltage training, etc. Where members offer courses run in line with such guidance, the following text may be used:
 - The following wording is acceptable where a course is being run in accordance with a specific IMCA guidance document:

[COMPANY] is a Training Establishment (S) member of IMCA [DIVISION] Division.
Course content is in line with guidance document IMCA X XXX – [TITLE].*
 - The following wording is acceptable where a variety of courses are being run in accordance with relevant IMCA guidance:

[COMPANY] is a Training Establishment (S) member of IMCA [DIVISION] Division.
Course content is in line with IMCA guidance documents and syllabi for [TOPIC]-related training courses.*

Use of the IMCA logo by training establishments:

- Training establishment members of IMCA may generally use the IMCA logo accompanied by 'Member' or 'Training Establishment (S*) member' to indicate their membership of IMCA and/or a particular IMCA technical division. This is suitable for company letterhead, websites, brochures and other literature
- However, the IMCA name and/or logo must not be included on any certificates except for the four courses listed above which are approved/recognised by IMCA and for which approval of the proposed certificate design has been sought and given in writing. Use of the IMCA name and/or logo in any other circumstances causes confusion as to approval of the course and verification of the certificate which must be avoided. For the same reason, training establishments should refrain from using the IMCA name and/or logo on any promotional materials relating to non-approved courses;
- ◆ **Events and publications** – Anyone seeking IMCA endorsement, e.g. for an event, publication, etc., should contact [Hugh Williams](mailto:Hugh.Williams@imca-int.com), IMCA Chief Executive, and must obtain his approval in writing prior to using the IMCA name and/or logo in this regard.

If in any doubt, please check before using the logo by contacting Hugh.Williams@imca-int.com
– we will be happy to review material and advise on the suitability of proposed wording and layouts