Visual Identity Guidelines

August 2018

**Con Cert
Quality Management**

VISION

Our vision is to become the global benchmark for the provision of professional certification services.

MISSION

Our mission is to provide our clients comprehensive examination and certification services that inspire trust and benefit society and to keep Swiss etiquette and authenticity as a whole.

VALUES

Integrity, Professionalism, Fairness.

SLOGANS

When Quality Matters
A Swiss VIP Cert Agency

ABOUT CCQM

CCQM is a certification body for persons, management systems, and products on a wide range of international standards. As a global provider of training, examination, audit, and certification services, CCQM offers its expertise on multiple fields, including but not limited to Information Security, IT, Business Continuity, Service Management, Quality Management Systems, Risk & Management, Health, Safety, and Environment.

We help professionals and organizations to show commitment and competence with internationally recognized standards by providing this assurance through the education, evaluation and certification against rigorous, internationally recognized competence requirements. Our mission is to provide our clients comprehensive services that inspire trust, continual improvement, demonstrate recognition, and benefit society as a whole.

Our principal objectives and activities are:

1. Establishing the minimum requirements necessary to certify professionals, organizations and products.
2. Reviewing and verifying the qualifications of applicants for eligibility to be considered for the certification evaluation.
3. Developing and maintaining reliable, valid, and current certification evaluations.
4. Granting certificates to qualified candidates, organization s an d products, maintaining records, and publishing a directory of the holders of valid certificates.
5. Establishing requirements for the periodic renewal of certification and determining compliance with those requirements.
6. Ascertaining that our clients meet ethical standards in their professional practice.
7. Promoting the benefits of certification to organizations, employers, public officials, practitioners in related fields, and the public.

CREDIBILITY ON THE MARKET AND RECOGNITION BY PEERS IS THE TRUE VALUE OF CCQM CERTIFICATION.

USING THE BRAND BOOK

Welcome to the CCQM brand book. This is a tool to help guide and strengthen the body of visual communications that will build CCQM into a highly recognized and respected brand. The information provided and discussed in this manual bring a solid foundation to the CCQM brand, while allowing the artistic and creative flexibility needed to create high quality and visually stunning communications. This brand manual is written for the benefit of those people within the CCQM resellers or certified professionals and for those who are considering buying into the brand.

NOTE: The manual guide is for both print and web and the guidelines listed in this manual should be followed for both.

AN IMPORTANT COPYRIGHT NOTICE

The CCQM logo is a trademark of CCQM and copyrighted. It is important to maintain the integrity of the logo. The guidelines described in this document must be used by all CCQM affiliates (Agents, Resellers, Trainers, Auditors, Clients, etc.) that intend to use our logo.

• The logo should use only the "official" logo colours listed in this manual.
• Any scaling must retain the original proportions of the logo.
• Other than the variations listed in this manual, the logo may not be modified in any way.
• Additional text may not be added in such a way that it appears to be part of the logo itself.

For further information, questions or concerns, please contact marketing@ccqm.ch.

CCQM

Con Cert
Quality Management

CCQM

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LOGO TYPEFACE
The typeface that is used in the logo is Prototype

CCQM

Con Cert
Quality Management

LOGO BLACK & WHITE

CLEAR SPACE REQUIRMENTS

No design elements, type, or photos should come any closer to the logo than 1 x. The a ctual distance of x will change depending on how large the logo is scaled.

X

1X

1X

1X

1X

MINIMUM SIZE

In print, the logo should never appear smaller than 1.5 cm.
On-screen, it must appear at least 100 pix els wide.

1.5 cm

LOGOTYPE (DONT'S)

1 CCQM Con Cert Quality Management

Risk Management

Don't group the logotype with other text, product names, or product logos

2 CCQM Con Cert Quality Management

Don't use light coloured logotype artwork on white or light backgrounds.

3 CCQM Con Cert Quality Management

Dont' stretch or extend the logotype

4 CCQM Con Cert Quality Management

Don't compress the logotype

5 CCQM Con Cert Quality Management

Don't place the logotype over busy backgrounds

6 CCQM Con Cert Quality Management
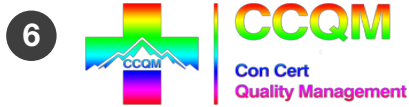
Don't apply gradients, dropshadows or other effects to the logotype

7 CCQM

Don't use fonts other than the original logo font

8 CCQM Con Cert Quality Management

Don't use border to isolate the logo

Don't place the logo over backgrounds with people or similar where the logo loses its visibility.

LOGO FORMATS

Con Cert
Quality Management

When
Quality
Matters

Con Cert
Quality Management

When Quality Matters

CCQM COUNTRY REPRESENTATIVES

UK & IRELAND

NETHERLANDS

NORTH AMERICA

L A T A M

E U R O P E

F R A N C E

ASIA-PACIFIC

AFRICA & MIDDLE EAST

N O R D I C S

PRIMARY COLOUR

Con Cert
Quality Management

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Quality Management
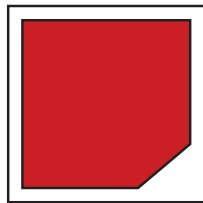
C **13** M **100** Y **100** K **6**
R **202** G **32** B **38**
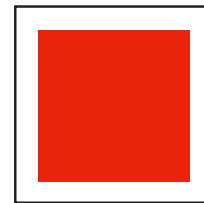
C **3** M **99** Y **100** K **1**
R **232** G **27** B **0**

BLACK COLOUR

Con Cert
Quality Management

C **0** M **0** Y **0** K **100**
R **35** G **31** B **32**

CERTIFICATION LOGOS

Certification Logo for Individuals

This is a sample of our ISO 9001 Certification Logo. Each training course included in our portfolio obtains a logo like the one given below. Please see the guidelines that show how to use it when you place it on the marketing brochures or other relevant materials.

In print, the logo should never appear smaller than 2.5 cm.

On-screen, it must appear at least 200 pixels wide.

Management System Certification Logo

This is a sample of our ISO 9001 Certification Logo for Management Systems. Each organization that obtains a certification by CCQM can use the logo below to show their achievement. Please see the guidelines that show how to use it when you place it on relevant materials.

In print, the logo should never appear smaller than 2.5 cm.

On-screen, it must appear at least 200 pixels wide.

TRAINER'S CERTIFICATE

This is a sample of a **"Certified Trainer"** Certificate, once you become a CCQM Certified Trainer, the following certificate will be issued to you.

MANAGEMENT SYSTEM CERTIFICATE

This is a sample of a certificate that is issued to organizations whose management system is certified by CCQM.

CERTIFICATE
OF COMPANY

CCQM

Con Cert
Quality Management

The Con Cert Quality Management (CCQM) GmbH

Recognizes:

COMPANY NAME
of
Address: COMPANY ADDRESS LINE 1
COMPANY ADDRESS LINE 2

Your Logo Here

Has introduced and applied a management system for

COMPANY SCOPE LINE 1
COMPANY SCOPE LINE 2

According to:

ISO 9001:2015   Quality Management System.

for successfully meeting the CCQM GmbH certification requirements.

Dr. Michael Hans Zürrer
Certification Manager
Con Cert Quality Management GmbH
Switzerland

IAF MEMBER OF MULTILATERAL RECOGNITION ARRANGEMENT

CCQM
ISO 9001
CERTIFIED

Certification Details:
Certificate No.: X-X-WXYZ
Company No.: XYZ-WXYZ

QR Code

This certificate:
Valid from: XX/XXX/XXXX
Renewal time: XX/XXX/XXXX
Expires time: XX/XXX/XXXX
Revision time: XX/XXX/XXXX X x.x

Certificate | Zertifikat | Certificat | Certificado | Πιστοποιητικό | Certifikat | 証明書 | شهادة

Con Cert Quality Management GmbH, Richterswil, Switzerland - EHRA ID: 661166 - CH ID: CH-020.4.024.409-9
To current validity of the certificate is documented available on the internet under: http://www.ccqm.ch/connect-area

AUTHORIZED RESELLERS LOGOS FOR THEIR WEBSITES

The eight logo type don'ts above are valid rules also for the *Authorized Reseller Logos* below.

CCQM AUTHORIZED RESELLER

INITIATE RESELLER

CCQM AUTHORIZED RESELLER

BRONZE RESELLER

CCQM AUTHORIZED RESELLER

SILVER RESELLER

CCQM AUTHORIZED RESELLER

GOLD RESELLER

CCQM AUTHORIZED RESELLER

PLATINUM RESELLER

CCQM AUTHORIZED RESELLER

INSTITUTIONAL RESELLER

CCQM TYPEFACE

The Roboto font is CCQM official font, if you consider making any font changes to our material, only the following styles can be considered as approved by us.

*ROBOTO

Roboto Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roboto Thin Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roboto Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

Roboto Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roboto Medium Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

Roboto Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roboto Bold Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

Roboto Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roboto Black Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz*

BUSINESS CARD

This is the only official layout of our business cards.

Con Cert
Quality Management

NAME

Switzerland and
Europe Representative

📞 **+41-X-XX-XXX**
✉ **info@ccqm.ch**
🌐 **www.CCQM.ch**
🌐 **Local CCQM Website**

Zürich, Switzerland

Con Cert
Quality Management

BROCHURE COVER VARIATIONS

The brochure cover variations below are some of the layouts used in our materials.

LAYOUT DESIGN

This is a sample of our Marketing Brochure. If you consider printing it, proper resolution is critical for clean results. The standard format for a printed brochure is A4.
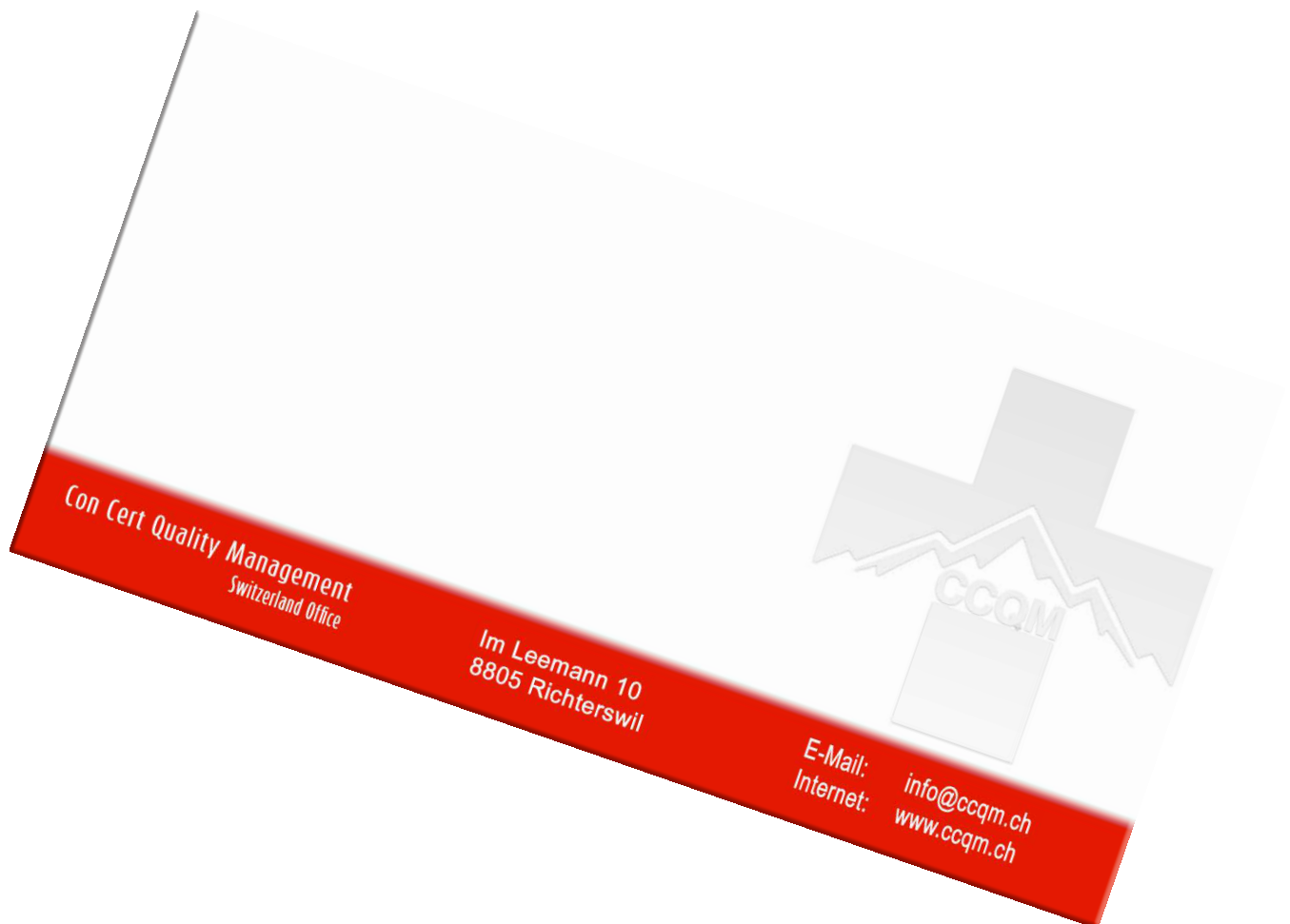
STAND BANNERS

The following banners are CCQM standard banners used for the events. Banners are digitally printed on one side in full color photographic quality. Stand Banners should be printed accordingly in 30x70 inch dimensions.

LETTERHEAD

This is a sample of our official letterhead used in CCQM communications.

Con Cert Quality Management
Switzerland Office

Im Leemann 10
8805 Richterswil

E-Mail: info@ccqm.ch
Internet: www.ccqm.ch

CCQM

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Quality Management

Rest of Brochures

Contact us

Help Center

For any change intended to apply to our material above, you should contact us
at marketing@ccqm.ch for confirmation.

www.ccqm.ch