

PCI Certification Logo Usage Requirements

1. The PCI Certification logo should always be applied carefully and with respect. Never create or manipulate the logo; always use original data files. Two file types are provided:
 - Postscript/vector (.EPS) – are intended for print only.
 - Bitmapped (.PNG) – are intended for electronic media only.
2. The PCI logo consists of the “break the mold” graphic positioned as shown over PCI. There is only one option for presenting our logo:
 - Icon (“break the mold”) and initials (PCI) stacked above “Certified Plant”, in color.
3. Tag lines, phrases or graphics positioned as part of the logo are not permitted.
 - Do not rearrange the elements
 - Do not add borders or graphics
4. The logo is to be kept at a distance (clear zone) from competing text or imagery. This clear zone is a unit of measurement for establishing the space required to give adequate space around the logo.
 - The clear zone is equal to a square based on the height of the “P” in the logo. The “square” is always increased or decreased in proportion with the logo.
 - The clear zone is to remain these proportions:
 - Left-side: 1 x P
 - Right-side: 1 x P
 - Above logo: 0.5 x P
 - Below initials: 0.5 x P
5. The logo must not deviate from the corporate colors or distort in any way. The color logo is the preferred logo to use; no variations of color are allowed.
 - Blue Color
 - CMYK: 100c 15m 0y 20k
 - RGB: 0R 130G 187B
 - Spot color version: PANTONE 640U or PANTONE 3015C
 - Black Color
 - 100% Black
 - Do not reverse the color scheme
 - Do not screen the corporate colors
6. Adequate contrast must be utilized between the logo and its background. Backgrounds should be plain and not busy.
 - The logo can be placed upon a white background with up to 20% contrast of gray-scale allowed into the background.
7. The smallest acceptable use of the logo is 0.75” wide.

PCI Certified Plant Logo Usage Requirements

1. Replace all older versions of the PCI logo with the new logos. Consistency is important!
2. Each PCI Certified Plant has agreed to the following:
 - a) Conforms to the requirements of PCI when making reference to its certification status in communication media such as:
 - internet,
 - brochures/advertising, or
 - other documents.
 - b) Not make or permit any misleading statement regarding its certification, and does not use or permit the use of a certification document or any part thereof in a misleading manner.
 - c) Amend all advertising materials when the scope of certification has been reduced.
 - d) Will not knowingly cause the status of the plant or any other of their commonly owned facilities with respect to:
 - PCI,
 - PCI Certifications,
 - or any:
 - aspect,
 - function, or
 - category thereof, to be represented inaccurately in:
 - correspondence,
 - publications,
 - advertising,
 - postings, or
 - any other claims or communications.
 - e) Not allow reference to the PCI Plant Certification Program, which is a management systems certification program, to be used in such a way to:
 - imply that PCI certifies a product or process,
 - nor imply that the certification applies to activities that are outside the scope of certification, and
 - does not use its certification status in such a manner that would bring the PCI and/or the PCI Plant Certification Program into disrepute and lose public interest.
 - f) Ensure that it refrains from the promotion of its certification if their management system is no longer a participant of the PCI Plant Certification Program.
 - If PCI finds out or is notified that this has occurred, accompanied with objective evidence of this claim which demonstrates this misuse, the appropriate action will be taken, not limited to any legal proceedings.
 - g) If PCI suspends or discontinues the PCI-Certified status of the plant, the plant shall
 - promptly discontinue all:
 - statements,
 - representations, and

- implications that the plant is PCI-Certified in any:
 - correspondence,
 - publications,
 - advertising,
 - postings, or
 - other claims and communications
 - and shall return to PCI any unexpired official certificate of PCI-Certified status previously provided to the plant.