



# KEYMARK Corporate Design Manual

---





# CONTENT

## 01 Logo

Spacing an size .....	03
Placement .....	04

## 02 Colors

Primary colors .....	05
----------------------	----

## 03 Typography

Corporate font .....	06
Font usage .....	07

## 04 Graphic elements

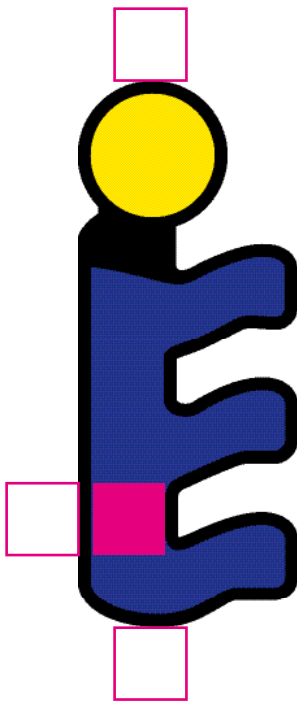
The colored bar .....	08
Callouts.....	08
Examples of usage .....	09

Contact .....	13
---------------	----



## 01 Logo

# Spacing and size



A distance around the logo should be maintained. This is at least one square in size.

The square is measured according to the illustration (pink square in the logo).

A minimum of 5 mm width should be considered.

# 01 Logo Placement

INSULATION KEYMARK 



**KEYMARK Certification of thermal insulation products for industrial applications.**

„Insulation VDI/KEYMARK“ – quality for Europe. In today's environment, insulating materials for technical plant systems make a significant contribution towards preserving energy resources. Given the need for consistent product quality and reliable product performance, the insulating materials industry decided over 30 years ago to establish its own voluntary quality assurance system on the basis of VDI 2055, which was widened to incorporate the European quality mark KEYMARK.

**The marks highlight the difference.**

When it comes to product choice, suppliers of insulation products and insulation companies focus not only on the performance capability of the insulation material, but also on its reliability. Certificates and marks from an independent Certification Body aid the purchasing decision and give the buyer the reassurance that they have acquired a quality product.

Europe is also coming together on product markings. The KEYMARK, which is the European quality mark for products and services, opens the door to the markets of Europe for international businesses. Combined with the VDI's „Überwacht nach VDI 2055“ mark, which is widely recognised, the certified quality products offer you the competitive advantage of setting yourself apart amongst the ranks of suppliers. Market your product across Europe under a standardised quality mark.



**Basis for European certification.**

The European KEYMARK Scheme for thermal insulation products was developed with the involvement of manufacturers, Testing Laboratories, Certification Bodies, the European insulation product industry and end users. It is based on the European product standards EN 14303 to EN 14309, EN 14313, EN 14314, EN 15501, EN 14319-1, EN 14320-1, EN 15599-1 and EN 15600-1. These European standards specify harmonised quality requirements for the insulation products. The processes and requirements for assessing the conformity of the insulation products with the corresponding European product standards are also governed by EN 13172. Products which are tested, certified and surveilled in accordance with the standards

(internal and external surveillance) may display the internationally recognised „Überwacht nach VDI 2055“ mark together with the KEYMARK.

**There are a lot of good reasons for a VDI/KEYMARK certification.**

- Reduction in administration and testing costs
- Smoothing access to the markets of Europe
- Setting yourself apart in the competitive environment
- Gaining the trust of markets and people through quality marks which make the difference visible
- A guide and an aid for your customers in the decision-making process through certified product and process quality
- Increased customer satisfaction
- Enhanced image for the company and for the insulation product industry
- As an independent third party, empowered Certification Bodies confirm your quality statement with the internationally recognised „Insulation VDI/KEYMARK“.

[www.industrial.insulation.keymark.eu](http://www.industrial.insulation.keymark.eu)

The KEYMARK logo should be on the top right or left if possible.

The minimum spacing and size should be adhered to on all media.



## 02 Colors

# Primary colors

The basic colors of the corporate design are shown below. These colors and the associated color gradations may be used.

Keymark blue is used for headlines and intro text.  
The text is black.

Keymark Yellow is used exclusively for graphic elements.

Color gradations are allowed.

### KEYMARK Blue



### Pantone Reflex Blue

<b>C</b>	100	<b>R</b>	0
<b>M</b>	87	<b>G</b>	20
<b>Y</b>	0	<b>B</b>	137
<b>K</b>	20		#001489

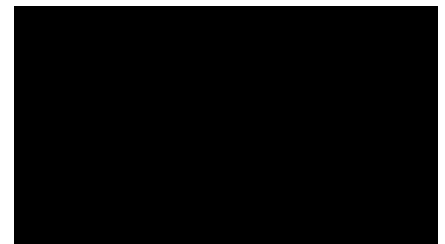
### KEYMARK Yellow



### Pantone Yellow C (2X)

<b>C</b>	0	<b>R</b>	254
<b>M</b>	1	<b>G</b>	221
<b>Y</b>	100	<b>B</b>	000
<b>K</b>	0		#FEDD00

### Black



### Black

<b>C</b>	000	<b>R</b>	0
<b>M</b>	000	<b>G</b>	0
<b>Y</b>	000	<b>B</b>	0
<b>K</b>	100		#000000



Example: Color gradations (20 % and 30 % KEYMARK Blue, 80 % and 30 % KEYMARK Yellow)



## 03 Typography

# Corporate font

Calibri is the corporate font of KEYMARK's corporate design.

### Calibri Light

ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖÜ  
abcdefghijklmnopqrstuvwxyzäöü  
0123456789.,;:!"\$%&/()=?`#+\*-\_€@

### *Calibri Light Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖÜ  
abcdefghijklmnopqrstuvwxyzäöü  
0123456789.,;:!"\$%&/()=?`#+\*-\_€@*

### Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖÜ  
abcdefghijklmnopqrstuvwxyzäöü  
0123456789.,;:!"\$%&/()=?`#+\*-\_€@

### *Calibri Regular Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖÜ  
abcdefghijklmnopqrstuvwxyzäöü  
0123456789.,;:!"\$%&/()=?`#+\*-\_€@*

### Calibri Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖÜ  
abcdefghijklmnopqrstuvwxyzäöü  
0123456789.,;:!"\$%&/()=?`#+\*-\_€@**

### ***Calibri Bold Italic***

***ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖÜ  
abcdefghijklmnopqrstuvwxyzäöü  
0123456789.,;:!"\$%&/()=?`#+\*-\_€@***

## 03 Typography

# Font usage

INSULATION KEYMARK 



**KEYMARK Certification of thermal insulation products for industrial applications.**

„Insulation VDI/KEYMARK“ – quality for Europe. In today’s environment, insulating materials for technical plant systems make a significant contribution towards preserving energy resources. Given the need for consistent product quality and reliable product performance, the insulating materials industry decided over 30 years ago to establish its own voluntary quality assurance system on the basis of VDI 2055, which was widened to incorporate the European quality mark KEYMARK.

**The marks highlight the difference.**

When it comes to product choice, suppliers of insulation products and insulation companies focus not only on the performance capability of the insulation material, but also on its reliability. Certificates and marks from an independent Certification Body aid the purchasing decision and give the buyer the reassurance that they have acquired a quality product.

Europe is also coming together on product markings. The KEYMARK, which is the European quality mark for products and services, opens the door to the markets of Europe for international businesses. Combined with the VDI’s „Überwacht nach VDI 2055“ mark, which is widely recognised, the certified quality products offer you the competitive advantage of setting yourself apart amongst the ranks of suppliers. Market your product across Europe under a standardised quality mark.



**Basis for European certification.**

The European KEYMARK Schema for thermal insulation products was developed with the involvement of manufacturers, Testing Laboratories, Certification Bodies, the European Insulation product industry and end users. It is based on the European product standards EN 14303 to EN 14309, EN 14313, EN 14314, EN 15501, EN 14319-1, EN 14320-1, EN 15599-1 and EN 15600-1. These European standards specify harmonised quality requirements for the insulation products. The processes and requirements for assessing the conformity of the insulation products with the corresponding European product standard are also governed by EN 13172. Products which are tested, certified and supervised in accordance with the standards

(internal and external surveillance) may display the internationally recognised „Überwacht nach VDI 2055“ mark together with the KEYMARK.

**There are lot of good reasons for a VDI/KEYMARK certification.**

- Reduction in administration and testing costs
- Smoothening access to the markets of Europe
- Setting yourself apart in the competitive environment
- Gaining the trust of markets and people through quality marks which make the difference visible
- A guide and an aid for your customers in the decision-making process through certified product and process quality
- Increased customer satisfaction
- Enhanced image for the company and for the insulation product industry.
- As an independent third party, empowered Certification Bodies confirm your quality statement with the internationally recognised „Insulation VDI/KEYMARK“.

[www.industrial.insulation.keymark.eu](http://www.industrial.insulation.keymark.eu)

Headline

The **Calibri Regular** is used for headlines, intro text and body text in appropriated font sizes.

Intro text

**Calibri Bold** is used for markups in the text or callouts.

Body text

The word “KEYMARK” must be written in capital letters – in headlines as well as in body text.

If possible, bullet points in body text should be set with yellow circles and a black border (based on the yellow circle element of the logo).

Example: Flyer



## 04 Graphic elements

# The colored bar



The colored bars are color gradations of the KEYMARK colors.  
The height of the bars is determined by the medium size.

**Medium size / 36**

## Callouts



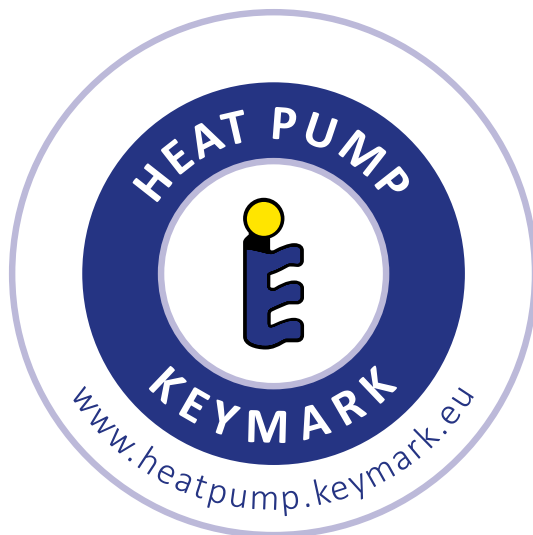
Callouts serves as a design element for highlighting information.



## 04 Graphic elements

# Examples of usage

Email signature



KEYMARK sticker  
(Sticker round)



# 04 Graphic elements

## Examples of usage



### Dashboard



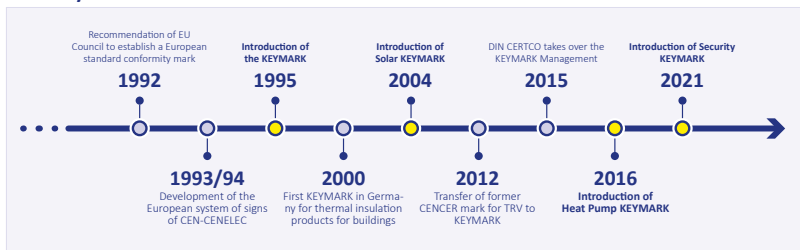
### KEYMARK: Facts And Figures at a Glance.

#### KEYMARK – Tested and certified once, accepted everywhere!

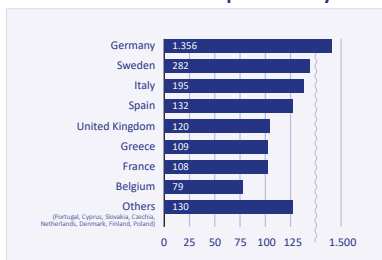
The KEYMARK is a voluntary European quality mark for products and services, that demonstrates compliance with European Standards. It is owned by the European standardization organizations CEN and CENELEC and is issued by empowered Certification Bodies. KEYMARK certification offers manufacturers and service providers new sales opportunities and opens new paths into the ever-expanding European market.

Facts about KEYMARK	2020
Valid KEYMARK certificates	2.511
EN Standards with KEYMARK certificates	21
Countries with KEYMARK certificates	38
Empowered Certification Bodies	35
Active Scheme Groups	4
KEYMARK Licence Fees in EUR	340.620

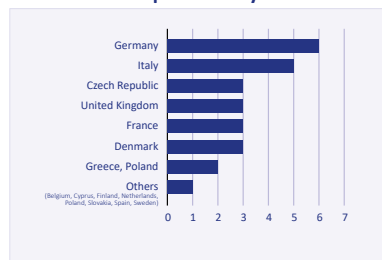
#### History of KEYMARK



#### Number of Certificates per Country



#### Number of CB per Country



#### Share of KEYMARK Licence Fees



© 2021, Version 4, 2021.08 | © Janis Wackerhausen, cert@keymark.com



# 04 Graphic elements Examples of usage

## Flyer

INSULATION KEYMARK



THE KEYMARK – Tested and certified once, accepted everywhere.

### KEYMARK Certification of thermal insulation products for industrial applications.

„Insulation VDI/KEYMARK“ – quality for Europe. In today’s environment, insulating materials for technical plant systems make a significant contribution towards preserving energy resources. Given the need for consistent product quality and reliable product performance, the insulating materials industry decided over 30 years ago to establish its own voluntary quality assurance system on the basis of VDI 2055, which was widened to incorporate the European quality mark KEYMARK.

#### The marks highlight the difference.

When it comes to product choice, suppliers of insulation products and insulation companies focus not only on the performance capability of the insulation material, but also on its reliability. Certificates and marks from an independent Certification Body aid the purchasing decision and give the buyer the reassurance that they have acquired a quality product.

Europe is also coming together on product markings. The KEYMARK, which is the European quality mark for products and services, opens the door to the markets of Europe for international businesses. Combined with the VDI’s „Überwacht nach VDI 2055“ mark, which is widely recognised, the certified quality products offer you the competitive advantage of setting yourself apart amongst the ranks of suppliers. Market your product across Europe under a standardised quality mark.



#### Basis for European certification.

The European KEYMARK Scheme for thermal insulation products was developed with the involvement of manufacturers, Testing Laboratories, Certification Bodies, the European insulation product industry and end users. It is based on the European product standards EN 14303 to EN 14309, EN 14313, EN 14314, EN 15501, EN 14319-1, EN 14320-1, EN 15599-1 and EN 15600-1. These European standards specify harmonised quality requirements for the insulation products. The processes and requirements for assessing the conformity of the insulation products with the corresponding European product standard are also governed by EN 13172. Products which are tested, certified and surveilled in accordance with the standards

(internal and external surveillance) may display the internationally recognised „Überwacht nach VDI 2055“ mark together with the KEYMARK.

#### There are lot of good reasons for a VDI/KEYMARK certification

- Reduction in administration and testing costs
- Smoothing access to the market in Europe
- Setting yourself apart in the competitive environment
- Gaining the trust of markets and people through quality marks make the difference visible
- A guide and an aid for your customers in the decision-making process through certified product and process quality
- Increased customer satisfaction
- Enhanced image for the company and for the insulation product industry
- As an independent third party, empowered Certification Body confirms your quality statement with the internationally recognised „Insulation VDI/KEYMARK“.

[www.industrial.insulation.keymark.eu](http://www.industrial.insulation.keymark.eu)

INSULATION KEYMARK



#### Content of the certification.

The „Insulation VDI/KEYMARK“ is awarded on the basis of the standardised European KEYMARK Scheme for technical insulation products. It is based on the harmonised process for KEYMARK certification for products and services, introduced by CEN and CENELEC for Europe, which are based on European standards, as well as the content of and experiences with the established certification mark in accordance with VDI 2055.

Checks are conducted within the scope of product testing to determine whether the values indicated by the manufacturer on the product data sheet (primary and special properties in accordance with the relevant product standard) match the insulation product properties; consequently, the product data sheet plays a pivotal role. The samples for initial testing and for the audit testing are taken from ongoing production or from the manufacturer’s warehouse. The following quality criteria are incorporated into insulation material testing, for example:

- Thermal conductivity
- Maximum Service Temperature
- Apparent density
- Dimensions
- Corrosive substances (AS quality)
- Water absorption
- Airflow resistivity
- Water vapour diffusion resistance
- Compressive behaviour
- Fire behaviour

In order to obtain the „Insulation VDI/KEYMARK“, the manufacturer also has to maintain a quality assurance system (product-related FPC) based on EN ISO 9001. The effectiveness of this FPC is assessed during routine factory inspections.

The „Insulation VDI/KEYMARK“ is only awarded to those products which have demonstrated their compliance with the product standard by passing tests in an accredited and registered Testing

Laboratory (bound by contract to CB) followed by an independent evaluation.

The „Insulation VDI/KEYMARK“ certificate is valid for 2 years. If the annual audit tests and the check of the FPC are successfully conducted it will be renewed.

#### Requirements for involved Third Parties.

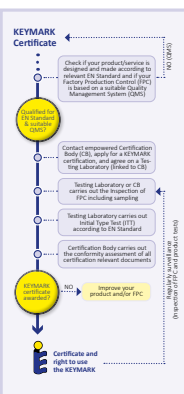
Within the scope of the harmonisation of the European market, testing, inspection and certification has to satisfy high requirements in terms of independence, neutrality, and organisation. The Third Parties have to demonstrate their competence and be accredited to perform testing, inspection and certification in compliance with EN ISO/IEC 17025 or EN ISO/IEC 17065. Certification bodies which seek to award the KEYMARK and the VDI mark must also undertake a formal empowerment process and receive authorisation to do this by KMO (KEYMARK Management Organization) on behalf of CEN.

The KEYMARK Scheme, including all the documentation of relevance to this, is developed further through the European Certification Committee QAC (Quality Assurance Committee) as well as through specific sub-committees in respect of the themes of

- Testing Laboratories
- Certification Bodies
- ...

#### Openness and transparency.

Details of all the companies which have been awarded certificates, including the technical data sheet for the certified product, can be viewed on the KEYMARK website, which is regularly updated. The documentation, which is of relevance to the certification, such as the KEYMARK Scheme, is available there.



#### CONTACT

Insulation KEYMARK Secretariat (SDG-5/QAC)

EIF Foundation  
Avenue du Mont-Blanc 33  
Gland  
1169  
Switzerland

<https://www.eif.org>

Mr. Luis López Brunner  
SDG5/QAC Secretariat  
+41 22 9950070  
mailto: info@insulation.keymark.eu

[www.industrial.insulation.keymark.eu](http://www.industrial.insulation.keymark.eu)



## 04 Graphic elements

# Examples of usage

KEYMARK Website

CEN KEYMARK

CONTACT US [info@keymark.eu](mailto:info@keymark.eu) Search

HOME ABOUT KEYMARK PRODUCTS THIRO PARTIES CERTIFICATES NEWS CONTACT

### THE KEY TO THE EUROPEAN MARKET

Home

#### Tested and Certified Once, Accepted Everywhere!

The KEYMARK is a voluntary European quality mark for products and services, that demonstrates compliance with European Standards. It is owned by the European standardization organisations CEN and CENELEC, and is issued by empowered Certification Bodies.

Especially for consumers the KEYMARK stands for real added value, representing as it does tested and certified compliance with harmonized European quality standards as confirmed by an independent third party. The KEYMARK also complements CE Marking in the case of those products for which this is a legal requirement, thus serving to boost consumer confidence throughout Europe.

#### Benefits for Manufacturers and Service Providers

- Lower costs for testing, inspection and certification
- Easier access to European market
- Increased consumer confidence
- Certified product quality
- Increased sales opportunities
- Improved company image

#### News and Related Topics

##### CEN KEYMARK DATABASE

Valid KEYMARK Certificates and Empowered Certification Bodies

##### EMPOWERED CERTIFICATION BODIES

Certification Bodies for granting the KEYMARK

##### NEW GENERAL CEN KEYMARK WEBSITE

Read more ...

Sitemap  
Data Protection Declaration  
Imprint

Contact us  
Share  
[f](#) [t](#) [g+](#) [in](#) [p](#)

Sign up for the KEYMARK Newsletter  
Subscribe

Customer Satisfaction Form

© KEYMARK 2016



## 05 Contact



Die KEYMARK – Tested and Certified  
Once, Accepted Everywhere!

