IMS Global Conformance Certification Process and Branding Guidelines

This document explains the IMS Global Conformance Certification Process and branding guidelines of the IMS conformance logo and trademarks.

*IMS Global’s brand strength is conveyed through the design and use of its logos. IMS Global Contributing, Affiliate, and Alliance Members also benefit from associating with the IMS Global brand. These guidelines describe how to display the logo in a consistent manner that strengthens brand recognition and identity for IMS Global and its members.*

The IMS Global conformance logo identifies systems and content that have achieved official IMS Global Conformance. Conformance is achieved through proper testing and authorization processes developed for specific versions and/or profiles of the IMS Global specifications. The logos should not be redesigned, embellished or combined with any other identifiers. If you have questions about the correct usage of the logo, contact IMS Global at conformance@imsglobal.org.

IMS Global Members who have achieved conformance are encouraged to display the logo and their registration number on their website and in printed materials. The logos remain the property of IMS Global Learning Consortium and permission to use the logos expires automatically with membership expiration.

**General Certification Logo**

IMS Global provides a general certification logo to those members who have achieved certification to display on their websites. The logo should link to the Certified Product Directory using the following HTML code:

```html
<a href="http://www.imscert.org"> <img src="https://www.imsglobal.org/sites/default/files/IMSconformancelogoREG.png" alt="IMS Global Certified" border="0"></a>
```

The Certified Product Directory identifies current implementation and certification status for IMS Global specifications and leads visitors to the IMS Global Conformance Directory, the only official source of IMS Global Conformance.

IMS also provides individual standard certification logos for use by organizations who have received certification for the particular standard.
Trademarks

After IMS has granted your product certification and issued a registration number, you may use the IMS Certification logo for a period of one year if your membership in IMS remains in force.

Any use of IMS trademarks, names of specifications or IMS copyrighted materials in connection with any claim that an implementation, product or service is compliant with any IMS standards or any press release or public communication requires prior written approval from IMS with the exception of the specific uses granted to IMS members in this document.

For information on IMS Copyrights and Trademarks, visit: https://www.imsglobal.org/copyright.html and https://www.imsglobal.org/legal.html

Please note that use of any IMS trademarked terms are reserved for members of IMS Global who are committed to the IMS community for ongoing support for achieving "plug and play" integration. Therefore, if your membership terminates you will be required to remove any references to any IMS trademarks in association with our product(s) or web site.
Press Releases
If you wish to issue a press release about your certification and would like a quote from IMS or have any questions about the press release process, please contact marketing@imsglobal.org

Obtaining Logos
The conformance logos in higher resolution or different formats are available. Please send requests to conformance@imsglobal.org

App Vetting
IMS Global has instituted a privacy and security App Vetting capability for members. Your certified product will be available to be vetted in the IMS Product Directory. You will be one of the individuals we contact to review any submissions (if necessary) unless you appoint someone else to fulfil that role. You can see the app vetting policies and procedures here. We highly encourage you to vet your own product. You can see details on how to conduct vetting here.

IMS Conformance Certification Policy and Process
IMS Global provides a series of tests to check both files and systems for conformance. These tests are based upon the requirements indicated in a specification. The Test Systems are periodically updated to add features, further enhance the current test framework, and correct any mistakes.

Conformance Certification Suite Updates
IMS will send a notification and/or post changes when any IMS conformance test is updated. The notification will include what test system has been changed or updated, the nature and extent of the change and the expectations of the conformance certified organizations impacted by the change.

Conformance Certification Yearly Re-Testing
All IMS Conformance Certifications will be active for a period of one year from certification testing. As both products and the certification suite evolves, good practice would dictate that organizations re-test their product yearly to ensure that they are accurately meeting the requirements set forth in the specification.

Notification will be sent to members one month prior to their one year certification expiration with a request to retest their product. Certifications that are not retested will be considered inactive and will be designated as such on the IMS Certification Directory (www.imscert.org). Exceptions to this policy will be considered if the product has not changed at all.
Conformance Certification Re-Testing Due to Errors/Omissions

While the tests are designed to be complete an occasion may arise that an error or omission in the test has occurred. If an error or omission has been found in an IMS conformance test, the following items will be taken under consideration on whether or not organizations must retest their systems/files to maintain their conformance designation.

1. The Product Steering Committees (PSC) are responsible for managing conformance on the specification will review the error and categorize the severity of the problem.

2. If the severity of the problem will not significantly hinder interoperability, notification will be sent to all conformant organizations, indicating the problem and suggesting they retest their systems/files. A retest will not be mandatory. The test system will be updated, fixing the problem and notification will be posted in the test details.

3. If the severity of the problem will significantly hinder interoperability, the PSC may deem it necessary for all systems/files to be retested. Notification will be sent to all conformant organizations with a timeframe to retest their systems/files. A retest will be mandatory to maintain a conformance designation.

4. A testing date will be added to the IMS conformance registry so that consumers will be aware of the time and test system version under which the conformance was issued.

Standards Deprecation and Certification

Occasionally standards are deprecated as new versions are released. Depreciation schedules are posted on the IMS website. Included in the deprecation schedules are the dates for which certification for an older version of a standard will be accepted. IMS will stop offering certification for deprecated standards as dictated by the schedules posted.