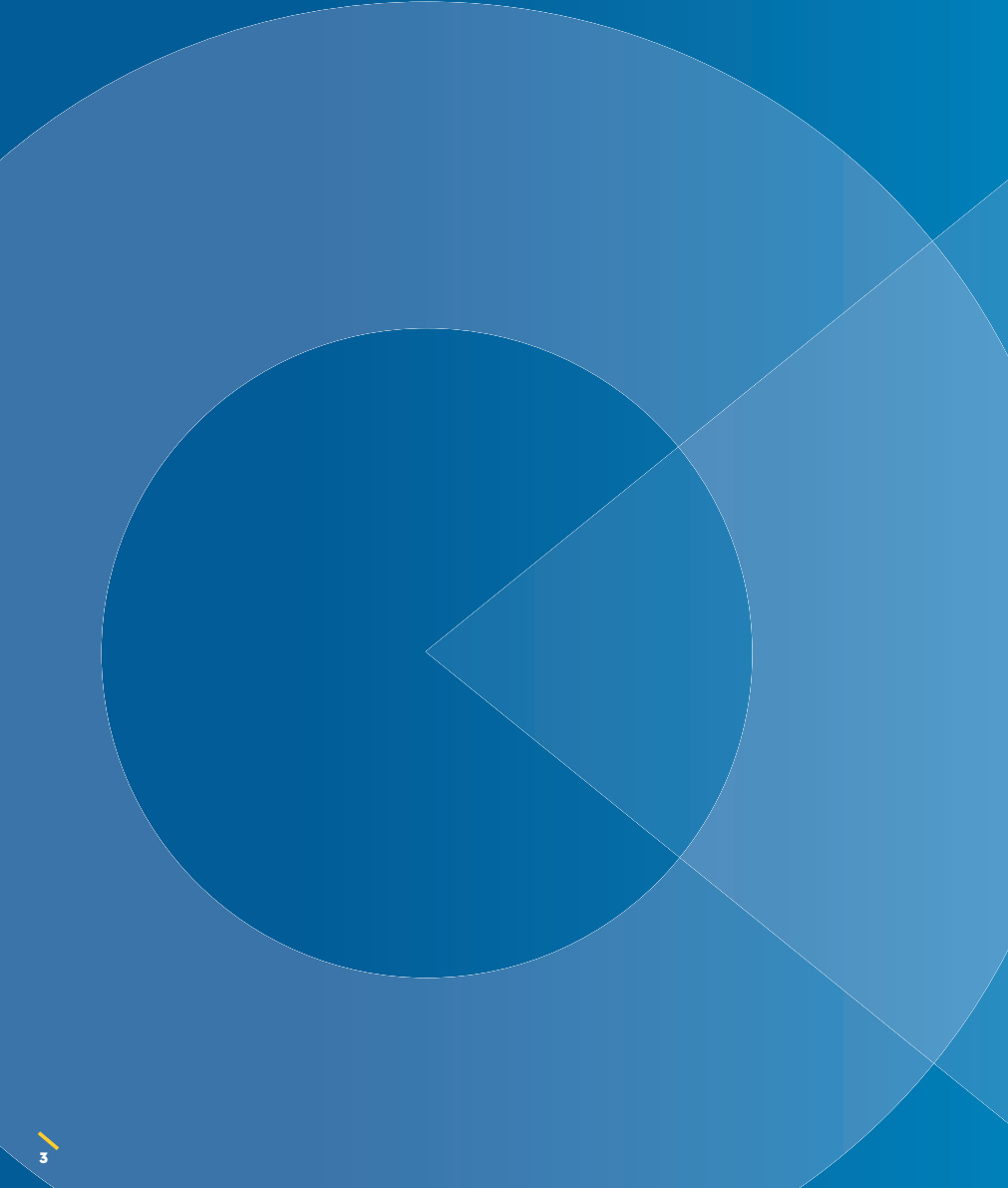


# **MANAGEMENT SYSTEM CERTIFICATION**

## COMMUNICATION GUIDELINES - USE OF THE COLLECTIVE CERTIFICATION MARK

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Congratulations, your management system has received certification. You can now communicate on this success, which is a compelling symbol of your company's performance. Having fully met the requirements to obtain certification, it is now equally essential to comply with the terms set out in this document when communicating on this event. Compliance is important for the credibility of your company. It will ensure you avoid making unclear or imprecise statements in your various communication materials. These guidelines are designed to help you with your communications.

**Xavier Daniel**

Certification - General Manager

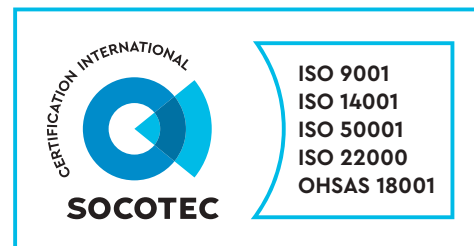
If you need further help and/or if you need us to approve your use of our certification marks, do not hesitate to get in touch with your local correspondent.

## Introduction

The certification mark corresponding to the certification(s) that you have obtained has been sent to you by your certification body. **It is the only mark that you may use** to refer to your certification.

You have received JPEG-format files in colour. These can be opened in Microsoft Office and can be used for all desktop and website applications, as well as digital publications.

In some cases, such as kakemonos and all other applications where the certification mark has to be reproduced in a large format, service providers such as communications agencies or printers may ask you to provide a “vector format” (high resolution) file. If this happens, contact your usual local correspondent to make the request.



# I. MAIN GRAPHIC PRINCIPLES

The certification mark includes the following elements, which cannot be separated:

- the SOCOTEC Certification International logo, your certification body
- the standard(s) that your company has received (maximum of five).

This can also be called the mark block.

For more than five standards, you will need to use two mark blocks.

Opposite are examples of the certification mark.

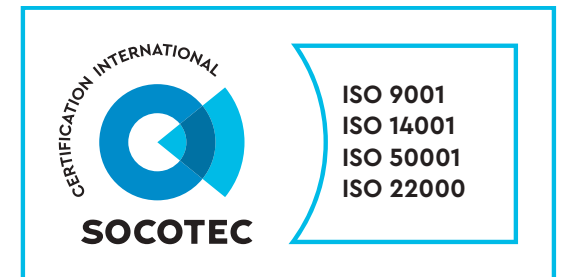
a) Example of certification mark with one standard



b) Example of certification mark with two standards



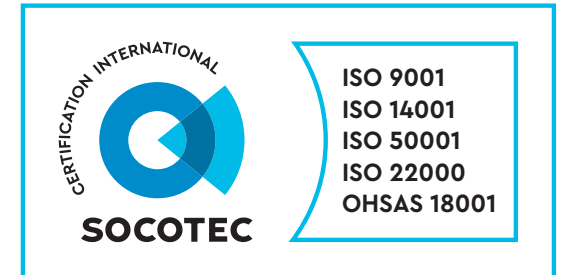
d) Example of certification mark with four standards



c) Example of certification mark with three standards



e) Example of certification mark with five standards



## II. TERMS OF USE

### 1. AREA OF ISOLATION

To ensure the visibility and unity of the certification mark, the mark block must be surrounded by an area of isolation that remains totally blank. The conditions shown opposite must be adhered to.

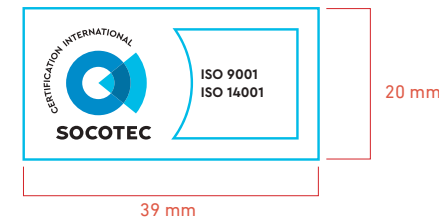


This rule also applies for the certification mark with one to five standards.

### 2. MINIMUM SIZE TO USE

To ensure the visibility and unity of the certification mark, the size of the mark block must not be smaller than the minimum size indicated. The height of the mark block must be at least 20 mm.

In all cases, the size of the mark block must be significantly smaller than that of the logo block of the certified company.



This rule also applies for the certification mark with one to five standards.

## II. TERMS OF USE

### 3. DIFFERENT BACKGROUNDS

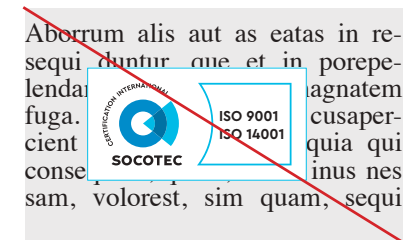
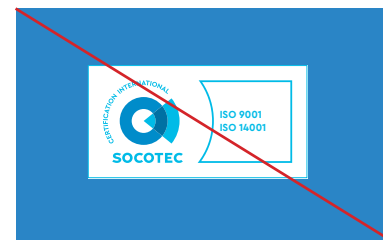
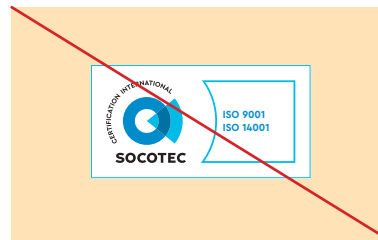
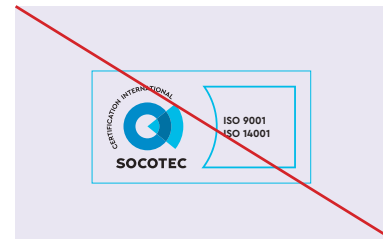
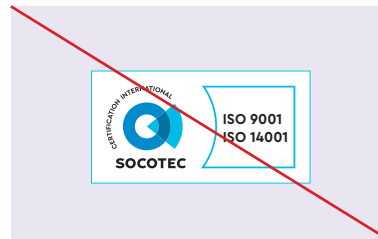
When being used on a coloured background it is not necessary to further outline the certification mark as the blue dividing line is sufficient.



### 4. THE NO-NOS

It is not allowed to:

- alter the ratio between the certification mark's different elements
- make the mark block transparent on a colour background or an image
- alter the colour separation
- use any other single ink than black
- disrespect the area of isolation.



## II. TERMS OF USE

### 5. THE SECONDARY VERSION

If the certification mark presented on the previous pages cannot be applied due to a lack of available space, you can use the secondary version shown opposite.

This version may be used with five standards at most.



AREA OF ISOLATION



#### Minimum size to use

The minimum width is 20 mm however many standards are shown (between one and five).

The height can vary from 26.4 mm for one standard to 36 mm for five standards.



## III. APPLICATIONS

### 1. GENERAL TERMS

You may use the certification marks on some documents but not on others. These issues are regulated by the accreditation standards (ISO 17021 and ISO 17030).

There must be no ambiguity in the use of the certification mark on your materials; in other words, do not make it seem that your products or your staff have received certification. It must always be clear that it is your company that has obtained certification.

The size of the certification mark must always be significantly smaller than that of the logo block of the certified company.

The materials on which **you can use** our certification mark are:

- headed paper
- website
- email signatures
- sales documentation
- vehicle fleet.

The items on which **you may not use** our certification mark are:

- products
- product wrappings and outer packaging
- labels attached to your products or packaging.

If your activities include providing reports from test laboratories, or standardisation or inspection reports, or any certificates, you must not display the certification mark on these documents.

### III. APPLICATIONS

#### 2. EXAMPLES: HEADED PAPER

We recommend you print the certification mark in the bottom right-hand corner of your letterhead. The recommended height for the mark block is 20 mm.

The size of the certification mark must always be significantly smaller than that of the logo block of the certified company.



18 rue Lécluse  
75017 Paris  
tel. : +33 (0) 1 00 00 00 00  
mobile : 06 00 00 00 00  
Fax : +33 (0) 1 00 00 00 00  
www.internationalfirm.com



20 mm

5 mm

5 mm

### III. APPLICATIONS

#### 3. EXAMPLES: EMAIL SIGNATURE

The certification mark must be positioned as far away as possible from the employee's name to avoid any confusion with a personal certification. Only employees working in the certified scope may refer to the certification.

The size of the certification mark must always be significantly smaller than that of the logo block of the certified company.



Firstname Name

FUNCTION

18 rue Lécuse - 75017 Paris  
 mobile : 06 00 00 00 00  
 tel. : +33 (0) 1 00 00 00 00  
 Fax : +33 (0) 1 00 00 00 00  
 www.internationalfirm.com



### III. APPLICATIONS

#### 4. EXAMPLES: WEBSITE

The size of the certification mark must always be significantly smaller than that of the logo block of the certified company.



### III. APPLICATIONS

#### 5. EXAMPLES: SALES DOCUMENTATION

##### a) Sales brochures

On sales brochures, the certification mark may be placed on the front and back covers or on the inside pages.

##### b) PowerPoint presentations

On your PowerPoint presentations, the certification mark may be placed on the cover.

The size of the certification mark must always be significantly smaller than that of the logo block of the certified company.



Reduced-scale image

Sales brochures



Reduced-scale image

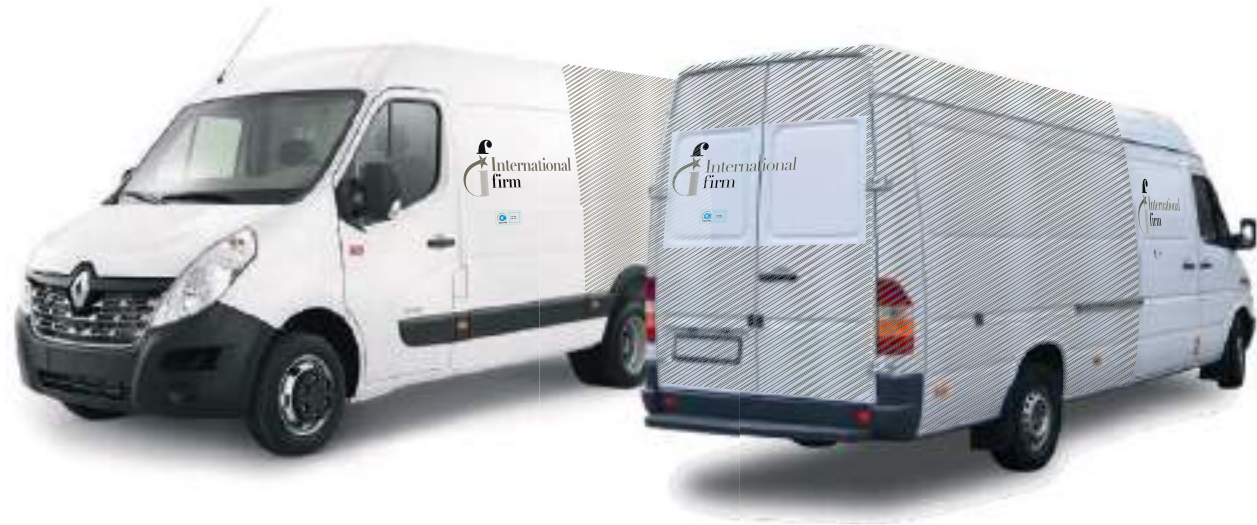
PowerPoint presentations

### III. APPLICATIONS

#### 6. EXAMPLES: VEHICLE FLEET

On both heavy and light vehicles, the certification mark has a maximum size equal to 30% of that of your company logo..

The size of the certification mark must always be significantly smaller than that of the logo block of the certified company.

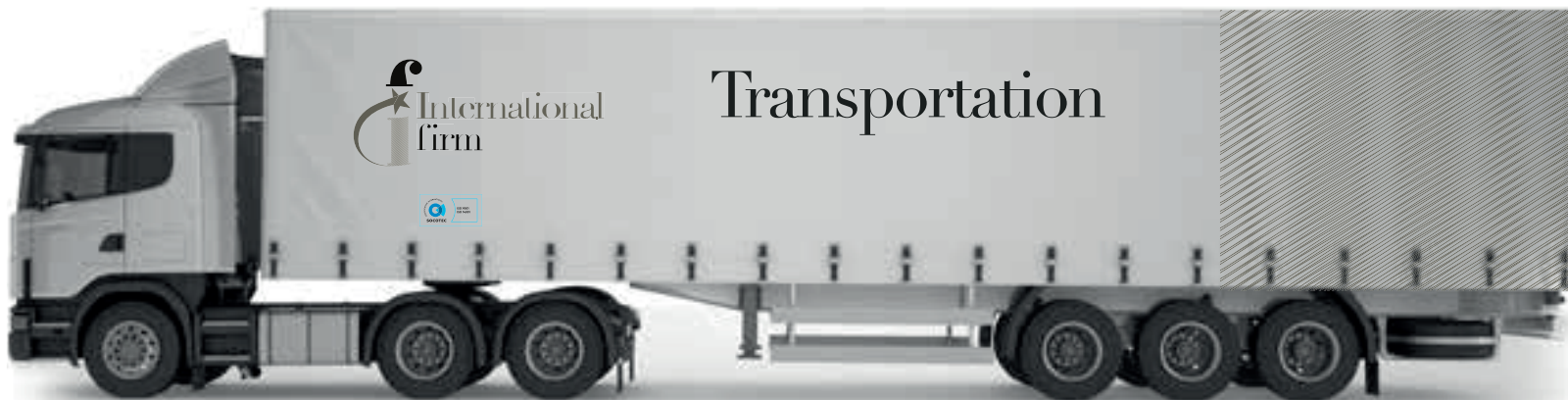


### III. APPLICATIONS

#### 6. EXAMPLES: VEHICLE FLEET

On both heavy and light vehicles, the certification mark has a maximum size equal to 30% of that of your company logo.

The size of the certification mark must always be significantly smaller than that of the logo block of the certified company.



## IV. SOME ADVICE ABOUT COMMUNICATING ON YOUR CERTIFICATIONS

### 1. GENERAL RECOMMENDATIONS

You must always be very clear about the scope covered by your certification in order to avoid any misunderstanding about the type of certification and also about what part of your company is certified (geographic site and/or activities).

- It is your management system for quality, environment and/or occupational health & safety that is certified and not your company. It is best to say "our quality management system has obtained ISO 9001 version 2015 certification". However, it is acceptable to say that the company has received certification.

- You must always say what type of certification you have obtained (9001, 14001, etc.): say "ISO 9001 version 2015 certification", never "ISO certification", or "certified".
- You must be particularly clear and careful when your certification scope covers only some of the sites where you operate and/or only a part of your company's activities. You must never give the impression that your certification covers all of your operations. For example: "Our company's quality management system has ISO 9001 certification for training activities at our Lyons site."

### Basic information

When you mention your certification, you must state the type of standard, its number and its version: ISO 9001 version 2015.

The word "version" can be replaced by a colon: ISO 9001: 2015.

Please be careful as the standards are constantly evolving!

Remember to update your documents when you move to a new version of a standard.

**Use of the ISO logo is strictly forbidden.**



## IV. SOME ADVICE ABOUT COMMUNICATING ON YOUR CERTIFICATION

### 2. ANNOUNCING YOUR INITIAL CERTIFICATION

The text below is intended to serve as an example. It can be tailored to the type of certification obtained and adapted to your business and communication requirements.

"ABC" is proud to announce that it has received "name year" certification from "name of your Certification Body" for the "quality/environmental/etc." management system covering its "XXX" activities and "XXXX sites". This recognition from an independent third party is a major step forward for our company and staff.

The audit that was conducted from "day/month" to "day/month/year" concluded that the requirements of the "name version" standard are being met and that a genuine continuous improvement process is in place for "quality/environment/energy/etc."

The impact of this certification and the introduction of a "quality/environment/ health & safety/energy/etc." process at "ABC" is essential. Over and above clarifying and setting out clear practices that enable "ABC" staff to work in a consistent, efficient manner, this certification answers the selection criteria that are increasingly being required by some customers. For prospective customers, investors, suppliers and all other interested parties, it also brings more credibility to "ABC's" projects and marks its commitment to "quality/environment/health & safety/etc."

## IV. SOME ADVICE ABOUT COMMUNICATING ON YOUR CERTIFICATION

### 3. ANNOUNCING YOUR RECERTIFICATION

The text below is intended to serve as an example. It can be tailored to the type of certification obtained and adapted to your business and communication requirements.

"ABC" is proud to announce the renewal of "name year" certification by "name of your Certification Body" for the "quality/environmental/etc." management system covering its "XXX" activities and "XXXX sites".

The audit conducted from "dd/mm/yyyy" to "dd/mm/yyyy" confirmed that the management system remains in compliance with the "name year" standard and noted the progress made since initial certification was obtained.

This recognition from an independent third party for the "XX" year running is the result of a determined joint effort from everyone in the company. It confirms "ABC's" commitment to its current and prospective customers, investors, suppliers and other parties interested in "quality/environment/energy/etc.".

## 4. ANNOUNCING EXTENSION OF YOUR CERTIFICATION

The text below is intended to serve as an example. It can be tailored to the type of certification obtained and adapted to your business and communication requirements.

In support of its commitment to “quality/the environment/etc.”, which is a key priority for the company, “ABC” is proud to announce the extension of its “name year” certification from “name of your Certification Body”. This certification, which already covered part of its “activities/sites”, has now been extended to its “xx activities”/its “site in xx”.

With this recognition from an independent third party, “ABC” has taken a further step forward in its commitment to its current and prospective customers, investors, suppliers and other parties interested in “quality/environment/energy/etc.” and has confirmed the efficiency of its organisation in relation to these matters.

# APPENDIX

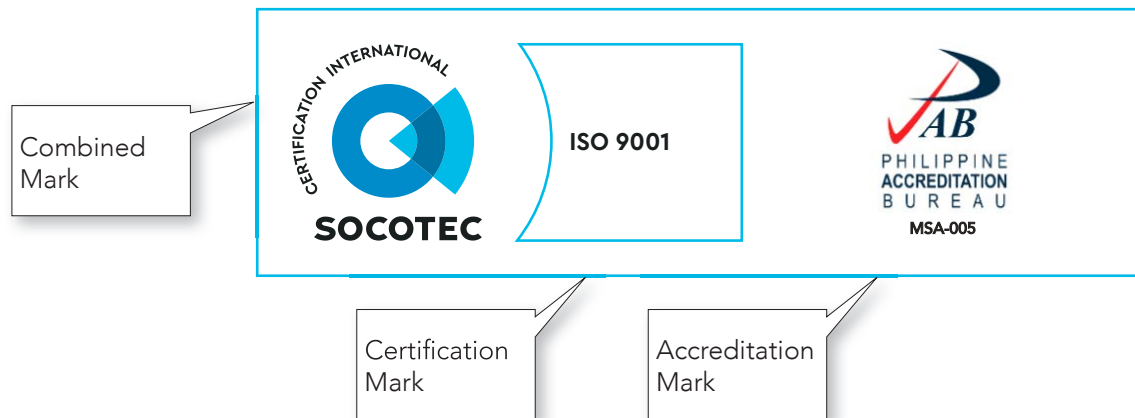
## APPENDIX TO COMMUNICATION GUIDELINES FOR USE OF THE COMBINED MARK (PAB ACCREDITATION)

The Combined Mark includes the SOCOTEC Certification Mark and the PAB Accreditation Mark boxed together.

The use of the Combined Mark is not mandatory. However, the use of this Combined Mark is allowed only if the certification has been granted under accreditation. Use of the PAB symbol in any other way than as part of the Combined Mark layout shown opposite is strictly forbidden.

All the rules described in the main document regarding the use of the collective Certification Mark apply to the Combined Mark. In the event of withdrawal of accreditation, your local correspondent would inform you of the procedure to cease the use of the Combined Mark on your communication tools.

Source : Guidelines for the Use of PAB MSA Symbol and Reference to Accreditation – March 2015



For any questions you may have on the use of our certification marks,  
please contact your local correspondent.

