Use of Logos

1.0 Marketing Your Registration

Achieving ISO systems approval still places you amongst an elite group of companies who can demonstrate that they have an effective management system. This is good news and is worth shouting about. So how can you leverage our brand and your registration?

1) Place banners on your building
2) Use the logo on your letter heads
3) Use the logo on your business cards
4) Advertise your approval on a web site. Include a statement on your system approval in your marketing materials, if you state clearly that the system is approved (not the product) you can also use our logo (see page 2).

Certech is always ready to help and advise you on how to maximize your registration.

1.0 Misuse of Certech, ANAB, or IAF logos intentional or otherwise is a breach of contract conditions (CD08 clause 2.1.2) and will result in the raising of a non-conformance

2.0 Certech Brand

2.1 The Certech brand logo is for the exclusive use of Certech Registration Inc. and its contracted partners. Certech certified customers are not permitted to use this logo:

CERTECH

2.2 Use of the Certech brand logo by certified customers will lead to a major corrective action or/and legal action.

3.0 Certech Registration Marks:

3.1 Certech's Certification Marks indicate conformance of the organization's management system with the requirements of the applicable ISO standard.

3.2 In line with the requirements specified in ISO 17021-1 and ANAB Accreditation Rules, logos are not an indication of product conformity, and as such are not to be used on a product, or in a way that may be interpreted as denoting product or performance conformity.

ISO 9001 2015 CERTECH

ISO 14001 2015 CERTECH

ISO 45001 2018 CERTECH

3.3 Guidance for use of registration marks:

Use	Certech Mark
Marketing materials – Such as brochures, advertisements, web sites, videos, etc.	Yes – Certech logo must be accompanied by your company name/logo, and location.
Stationary – such as business cards, labels, envelopes, letter heads, invoices, etc.	Yes – you may use the Certech Mark if marketing materials are related to your approved scope/location. Mark should be of a size such that all features are clear. Laboratory and Testing facilities test reports and related documents are considered to be product and shall not be permitted to carry the Certech or ANAB logo.
On product In the case of Laboratory and Testing facilities test reports and related documents are considered to be product.	No
Type labels or identification plates	No - These are considered as part of the product.
On vehicles	Yes – Certech logo must be accompanied by your company name/logo, and location.
On flags and banners	Yes
Greeting cards and calendars	Yes
On packaging (Product packaging is considered as that which can be removed without the product disintegrating or being damaged.)	No – But you can make a statement like “Manufactured under an approved ISO 9001 quality system”
Accompanying information is considered as separately available or easily detachable.	No
Billboards	Yes
On Certificates of compliance	Yes- Must be accompanied by a disclaimer indicating that registration only applies to the quality system
Promotional materials	Yes

Logo Format	
Logo	Certech
Authorization	For the duration of certification
Logo format	Must not be altered in shape, form, content or proportion
Color	Vine-leaves – Pantone 130 Text – Pantone Black CVC
Only the registered/certificated customers as identified on the registration/certification certificate is allowed to use the logo	

4.0 ANAB Mark:

4.1 Certech alone may use the ANAB mark. Clients may use logos shown in 4.1 as applicable to their certification with Certech.

4.1 ANAB Mark Rules

4.1.1 A registered/certificated client shall not use the IAF logo – see rules in section 5

4.1.2 A certified organization may use an ANAB accreditation mark only in conjunction with the Certech’s mark on the organization’s stationery and literature, and in its advertising, in the following format (available in .JPG and .EPS formats from Certech), and subject to the following conditions:

4.1.3 Only the ANAB accreditation marks in the format shown above shall be used

4.1.4 An organization may not place the ANAB accreditation mark in isolation from Certech’s mark

4.1.5 ANAB's accreditation mark shall not be used on a product (Product includes test certificates and alike issue by Laboratories and testing facilities) or in such a way as to suggest that Certech or ANAB have certified or approved any product, process, or service of a certified organization, or in any other misleading manner.

4.1.6 If larger boxes, etc., used for transportation include the mark(s), a clear statement must be included to the effect that the product contained therein was manufactured in a facility with [quality or environmental] management systems certificated/registered as being in conformity with [specific standard such as ISO 9001, ISO 14001 or ISO 45001].

5.0 IAF Mark

5.1 IAF-ML 2:2011 governs the use of the IAF mark (See www.iaf.nu)
5.2 The IAF Mark shown here is for the exclusive use of Certech Registration Inc.
5.3 The ownership of the IAF MLA Mark belongs to the International Accreditation Forum, Inc. (IAF), and IAF is responsible for the worldwide protection of the IAF MLA Mark.

5.3.2 Certech alone may use the combined mark together with an indication as to which activity (Standard) the accreditation is related.

5.4 Loss of Certification

5.5 On cessation of certification (for whatever reason) use of any of above logos must cease with immediate effect. All of the above logos used are subject to copyright laws.