



Rules for use of Certification Mark and Logo Guidelines

The certification logo may only be used for management system promotion and documentation—never on products or primary packaging.

✓ Allowed uses (examples)

- Company website (certificate page, footer, “About us”)
- Marketing materials: brochures, flyers, ads, banners, exhibition booths
- Official stationery: letterhead, envelopes, business cards, invoices
- Office signage & plaques: reception, meeting rooms, production areas (within scope)
- Digital channels: social media profiles, email signatures, presentations
- Internal & external documents: manuals, procedures, reports (linked to certified scope)

✗ Prohibited uses

- On products or primary packaging (misleads that the product is certified)
- In any way implying the certification body endorses a product/service
- Altered, distorted, or redesigned logos (must use original artwork)
- Outside the exact scope of certification (e.g., for non-certified sites/activities)

Key rule

The logo attests to a certified management system, not product conformity. Always pair it with the correct standard (e.g., ISO 9001).