

1. Use of Certification Mark, Accreditation Body Logo and IAF mark

Accreditation bodies require that Bureau Veritas Certification ensure that their certified clients use the Bureau Veritas Certification Certification Mark and the relevant Accreditation logo in accordance with national and in some cases international criteria. These criteria ensure that the marks and logos are not used in such a manner that may be misleading to the organisations and individuals that purchase goods and services from certified companies. Where the word mark and logo are used in this document this also covers the certificate, reports and other associated documentation which must not be used in a misleading manner or bring Bureau Veritas Certification into disrepute. Any promotion of the management system must be clear, it is not acceptable to imply that it is the product that is certified and not the management system.

These guidelines have been developed to ensure that the rules for use of marks and logos are communicated to all Bureau Veritas Certification clients. This allows Bureau Veritas Certification clients to take full advantage of using the Bureau Veritas Certification marks and Accreditation Body logos without breaching the accreditation rules.

For those Bureau Veritas Certification clients who have been certified against the requirements of either the ISO9000 family or ISO14001 of standards, the guidelines on the use of the marks and logo's stipulate that they must not be used in such a manner as to confuse purchasers. This means that the marks and logos must not be used to infer that the product or service has been certified. [The mark shall not be used on a product or product packaging seen by the consumer or in any other way that may be interpreted as denoting product conformity. There should be no ambiguity from public perception point of view.](#)

- **The certification mark can be applied in the following ways:**
 - On literature, brochures, company leaflets and reports
 - In corporate advertising and website
 - On company vehicles such as trucks and vans
 - On company signs and flags
 - On exhibition equipment and company displays

[It is prohibited to use marks on laboratory test, calibration or inspection reports, as such reports are deemed to be products in this context.](#)

[The table below summarizes the allowable limits for use of certification marks on product packaging :](#)

	On product or primary (display or retail) packaging (1)	On larger boxes, etc. used for transportation of products (secondary or transit packaging) (2)	On vehicles or permanent structures such as buildings for Advertisement	In pamphlets, website, etc. for advertisement
Bureau Veritas Certification Certification Mark (3)	Not allowed	Not allowed	Allowed (5)	Allowed (5)
Bureau Veritas Certification Certification Mark, with a Product Statement (4)	Not allowed	Allowed (5)	Allowed (5)	Allowed (5)

*1. This could be a tangible product itself or product in an individual package, container, etc. In the case of testing / analysing activities, the product could be a test/analysis report or certificate of conformity or certificate of training or achievement

*2. This could be over-packaging made of cardboard etc. that can be reasonably considered as not reaching end users

*3. This applies to marks that have a specific form including some basic description of its applicability. A statement in words alone does not constitute a mark in this sense. Any such wording should be true and not mislead

*4. This could be a clear statement that "(This product) was manufactured in a plant whose quality management system is certified / registered as being in conformity with ISO 9001.

*5. When using accreditation logos, the Bureau Veritas Certification client must pay adequate attention to avoid infringement of any specific accreditation body requirement. E.g. UKAS do not allow their logo to be displayed on vehicles or promotional items such as pens, place mats, diaries etc.

The Bureau Veritas Certification Certification Mark must be displayed as on the example below

Specific certification marks are available for all systems.
Some examples are detailed below

Quality Management Systems ISO 9001	Automotive Quality Management Systems ISO/TS 16949	Environmental Management Systems ISO14001
 <p>ISO 9001 BUREAU VERITAS Certification</p>	 <p>ISO/TS 16949 BUREAU VERITAS Certification</p>	 <p>ISO 14001 BUREAU VERITAS Certification</p>
Safety Management Systems OHSAS 18001	Food Safety Management Systems ISO 22000	
 <p>OHSAS 18001 BUREAU VERITAS Certification</p>	 <p>ISO 22000 BUREAU VERITAS Certification</p>	

The corresponding accreditation body logo must always be accompanied by the Bureau Veritas Certification mark in a combination logo. Accreditation body logo can not be used separately.

The combination Bureau Veritas Certification mark and accreditation logo can be produced in any size, provided that the legibility and the proportions are maintained. As guidance the normal height of the Bureau Veritas Certification mark and accreditation should be 20mm. The combination Bureau Veritas Certification mark and accreditation can be used on all stationary, promotional literature and business cards. Certain logos, such as UKAS, can only be produced in a single colour. This can be in red, brown or black, but may be in the pre-dominant colour of the corporate letterhead. Details of the colour restrictions for individual logos can be obtained from the local Bureau Veritas Certification office. The logo can also be embossed on corporate stationary, provided no additional colour is used.

IAF MLA mark can only be used in conjunction with Bureau Veritas Certification Mark and Accreditation Body mark. Bureau Veritas is allowed to use MLA mark only if it has signed an agreement with Accreditation Body to do so.

2. Use of client logo (on a certificate).

General conditions

The use of customer's logo in Bureau Veritas certificates is not recommended due to the risk of confusion and because some customers don't allow to see their brand used in a commercial way (eg: Mac Donalds, Coca Cola,...).

However, this can be requested by the customer and thus some guidelines have to be followed.

In any case, it is strictly forbidden to use customer's logo unless we get the customer approval.

This formal approval and the scope of use of their logo have to be written in the contractual form or independently.

General Guidelines

In case of using the customer's logo, the following steps have to be considered:

1/ Request client to provide the logo graphic guidelines and follow it especially in terms of minimum size, protection zone and colors to be used (if no black & white version existing).

2/ ask if possible for the native files (eg: Photoshop, Indesign, Coreldraw, Illustrator,...)

3/ it is recommended to get this work led under a professional graphic designer.

Graphic Guidelines – see besides example

1/ Customer's logo is centered under the customer name

2/ Baseline use is not allowed

3/ Use black and white version of the logo preferred

4/ Logo width size is minimum 60% smaller than the Certification Mark one

Further rules of client logo use on a BVC Certificate can be found on CenterStage in Communication & Marketing section.

3. Product Statement

For those customers wishing to demonstrate that products have been manufactured under their certified ISO 9001 or ISO14001 management system, without using the above logo's the following statements can be made on both the product and its respective packaging:

There shall be no ambiguity, in the mark or accompanying text, as to what has been certified and that BVC has granted the certification. This should not imply that the certification applies to activities that are outside the scope of certification

"This product/Service has been manufactured/delivered under the controls established by a Bureau Veritas Certification approved quality / environmental management system that conforms with ISO9001, ISO14001. Bureau Veritas Certification under certificate number: XXXXX (Organisation certified to ISO9001 who have permitted exclusions e.g. Design must make a positive statement to this effect).



4. Combined Certificate

There is no current accreditation or IAF guidance in this subject.

and Bureau Veritas Certification Policy is

- Combined certificates cover two or more certification schemes
- Combined certificates can only be issued where the schemes are compatible. E.g. All schemes are accredited or all schemes are unaccredited
- Combined certificates only detail the scheme standards and Scopes and do not detail any level of integration of the management system. This is dealt within the IMS procedure
- The policy for the use of Bureau Veritas Certification Certification Mark and Accreditation Logo applies
- If one or more of the standards are withdrawn or cancelled, the certificate must be reissued detailing only those standard(s) still certified by Bureau Veritas Certification

5. How changes in certification cycle affects use of certification mark

Change in scope of certification

When the scope of certification has been reduced, client shall amend all advertising matter

Suspension or withdrawal of certification

Upon suspension or withdrawal of certification, client should discontinues the use of all advertising matter that contains a reference to certification