

Reference Guide to Certification and Use of Marks

QMS.SAO.GD.003 - September / 2023



Scope

This guidance document is provided to all QMS **Certification** customers who have passed their Certification Process .

goal

This procedure describes the **rules** for referring to certification and the use of its marks by certified customers .

Any malicious or unauthorized use of QMS Certification's name and logos may be subject to applicable sanctions. Such actions may include requests for correction and corrective action, suspension, decertification, publication of the transgression and, if necessary, legal action.

The name and brands of QMS Certification are the property of QMS DO BRASIL SERVICOS DE CERTIFICACOES and are publicly registered.

Disclaimer



QMS Certification does not allow any statement or use of the certification document, or any part thereof, that misleads in relation to its certification

- A certificate can be reproduced by the client (in **color or monochrome**), but the content must not be altered in any way.
- **It should not** be used by an Organization to infer that a particular **product** is or has been certified.
- The **improper use** of an approval certificate will result in a **Non-Conformity** (major or minor, depending on the case).
- If an organization's certification is **withdrawal**, it must immediately **discontinue** use of all advertising material that references certification.



QMS Certification does not allow any statement or use of the certification document, or any part thereof, that misleads in relation to its certification

- QMS Certification **does not allow** its mark to be applied by certified clients to laboratory reports referring to **testing, calibration or inspection** or certificates;
- QMS **Certification will**, where appropriate, **take action** to deal with **incorrect references** to certification status or misleading use of certification documents, marks or audit reports.
 - The certified client cannot refer to the certification of its management system, implying that **QMS Certification** certifies or has certified a product (including service) or process.



QMS Certification does not allow any statement or use of the certification document, or any part thereof, that misleads in relation to its certification

- The logo of “ Certified Company ” may be used by the customer in any way that does not imply the inclusion of **activities or entities outside the scope and approved locations**.
 - If the certified client reduces its scope, it must change all its advertising material;
- The assessment of compliance with the rules for the use of approval certificates, symbols and logos will form part of all certification, surveillance and recertification audits.
 - Instances of non-compliance with these requirements may also be identified by other means and may result in a non-compliance.



Use of the “ Certified” seals & logo Company”



Examples of “ Certified” seals Company ”

- After the approval of the certification , QMS Certification will send to the certified Organization a package of logos and seals " Certified Company ". Colors and content must not be altered in any way without the prior consent of QMS Certification .
- QMS Certification does not allow its name and brand to be used in a way that could compromise its reputation and cause it to lose public trust . Any malicious or unauthorized use of QMS Certification 's name and logos may be subject to applicable sanctions .



Use of the “ Certified” seals & logo Company”



- The certified company can use the “ Certified Company ” pertaining to the certified Management System(s), make reference to its certification condition in means of communication such as the internet, brochures, advertisements or other documents, provided that it follows all the rules in this document and other rules from QMS Certification.
- There can be no ambiguity in the mark or accompanying text as to what has been certified and which certification body has granted the certification.



Use of seals & logo on product packaging

- A QMS Certification will verify, on its certified customers, the use of any **statement on the packaging or in the information** accompanying the product, that it has a **certified management system**.
- When the **packaging of a product** mentions Management System Certification, this statement on the packaging **cannot imply that the product, process or service is certified.**

- The Declaration must include reference to:
 - **Identification** (for example, brand or name) of the certified client;
 - The **type** of management system (e.g. *quality, environmental*) and/or the applicable **Standard**
 - The **Certification Body** certificate issuer.

Application suggestion:





Use of seals & logo on product packaging



QMS CERTIFICATION

MANAGEMENT SYSTEM QUALITY



QMS CERTIFICATION

MANAGEMENT SYSTEM OF SECURITY INFORMATION



QMS CERTIFICATION

MANAGEMENT SYSTEM ANISBRIBERY

- The certified company **must request approval** from QMS Certification before proceeding with this labelling.
- Product **packaging is considered to be one that can be removed without the product being disintegrated or damaged.**
- Certificates covered by INMETRO/CGCRE accreditation **cannot refer** to system certification on products and/or product packaging, including accreditation identification.



Accreditation Logos

CGCRE

The CGCRE logo is for the exclusive use of QMS Certification and certified companies **cannot use it.**

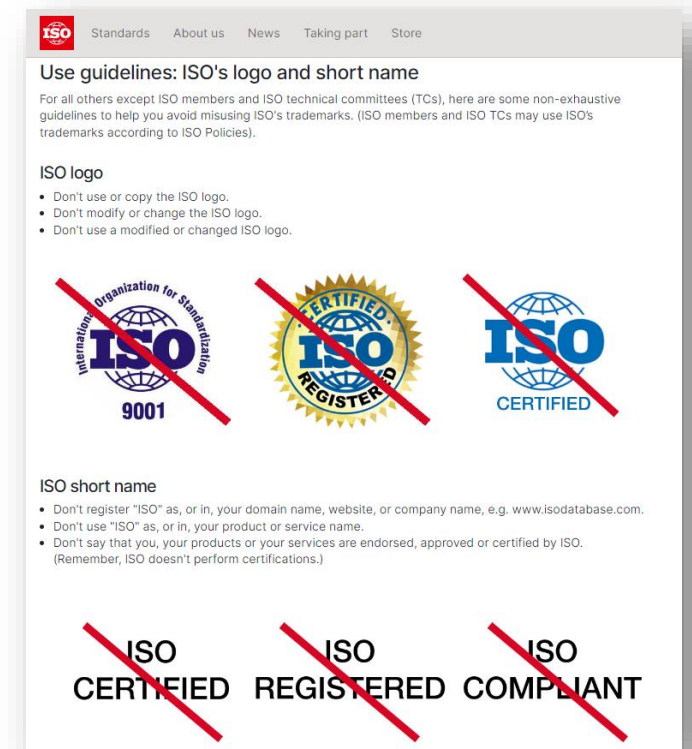
IAS

The IAS logo and the IAF-MLA / IAS combined brand are for the exclusive use of QMS Certification and certified companies **cannot use them.**



logos of ISO

- It is not allowed to use the Logo or name of the ISO organization per customer certified in any management system standards. Please consult the ISO website for guidelines on the use of the ISO logo and name:
<https://www.iso.org/iso-name-and-logo.html>



QMS CERTIFICATION



WWW.QMSBRASIL.COM.BR



CONTATO@QMSBRASIL.COM.BR



+55 11 2628-6095

Acompanhe a QMS
nas Redes Sociais



@QMSBRASIL