

# **Reference Guide to Certification and Use of Marks**



## Scope

This guidance document is provided to all **QMS Certification** customers who have been through a Certification Process.

## Objective

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

## Disclaimer

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.



**QMS Certification  
does not allow any  
statement or use of  
the certification  
document, or any  
part thereof, that is  
misleading 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- If an Organization's certification is **withdrawn**, it must immediately **discontinue** use of all advertising material that references certification.



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- **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 is misleading 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-conformity.



## Use of the “Certified” seals & Company logo



QMS CERTIFICATION



QMS CERTIFICATION



QMS CERTIFICATION

Examples of “Certified Company” seals

- After the approval of the certification, **QMS Certification** will send to the certified Organization a package of “Certified Company” logos and seals. Colors and content must not be altered in any way without 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 & Company logo



- 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

- **QMS Certification** will verify, in 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** applicable Standard
  - The **Certification Body** certificate issuer.

**Application suggestion:**







## Use of seals & logo on product packaging

### APPLICATION EXAMPLES



QUALITY  
MANAGEMENT SYSTEM



SECURITY  
INFORMATION  
MANAGEMENT SYSTEM



ANTI-BRIBERY  
MANAGEMENT SYSTEM

Application of the seal on packaging and information accompanying the product **must** include the type of certified management system, as shown in the examples above.

- 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.
- Information accompanying the product is deemed to be available separately or easily detached .

NOTE: 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.**

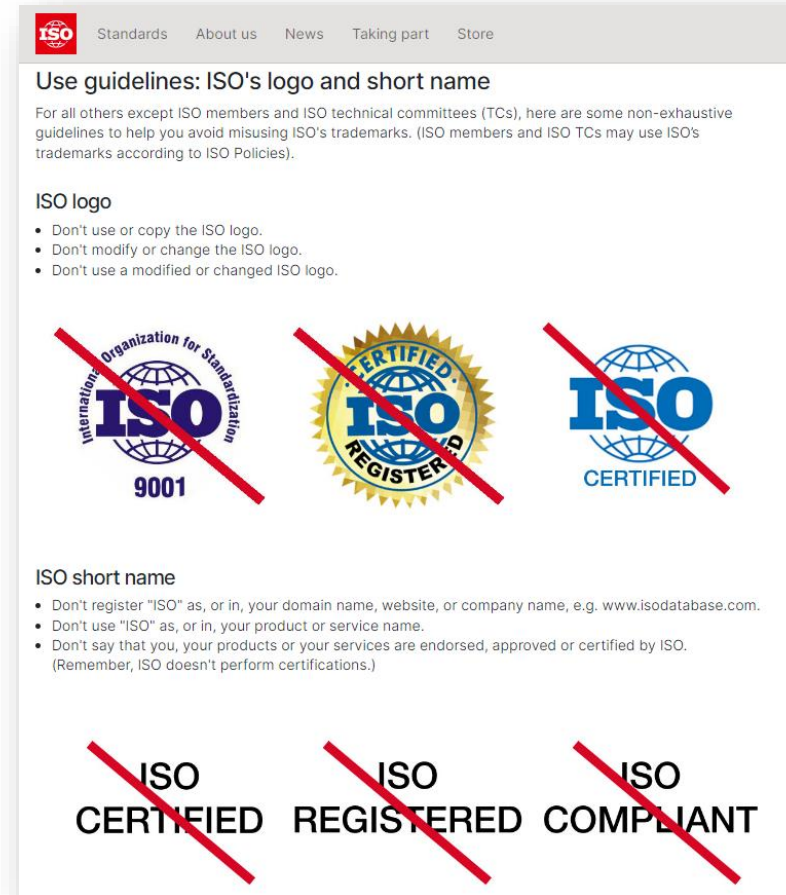
## **IAS**

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

The use of the Logo or name of the ISO Organization by certified clients in any management system standard is **not allowed**.



For more information, 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>



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