







## RULES FOR USE OF LOGO / MARK

Now that you have gained certification you may wish to use the WCS certification logos / marks to promote your achievement and communicate your certification to customers and interested parties.

Copies of the logos / marks should have been provided with your Certificate of Registration. Please advise WCS if this is not the case. Do not download logos from websites as they may be the incorrect version for use.

The logos / marks can be used in a variety of ways but please note there are regulations and rules for their use. It is an accreditation requirement that WCS ensures the logos are used in the correct manner. UKAS and ANAB both have strict rules covering the use of their accreditation mark and will review WCS controls during accreditation audits.

Consequently, to ensure that clients fully understand how logos may be used, the following rules/requirements have been established. Please note that if you use the logo / mark then it becomes an auditable event and WCS will monitor usage during ongoing surveillance audits.

USING THE WCS LOGO INCORPORATING THE ACCREDITATION MARK			
ENVIRONMENTAL	QUALITY	OCCUPATIONAL HEALTH AND SAFETY	AEROSPACE
			
<p><b>WHERE CAN THE LOGO BE USED</b> </p> <ul style="list-style-type: none"> <li>- Websites</li> <li>- Stationery</li> <li>- Advertising</li> <li>- Corporate literature</li> </ul>		<p><b>WHERE CAN'T THE LOGO BE USED</b> </p> <ul style="list-style-type: none"> <li>- Products</li> <li>- Product packaging</li> <li>- Vehicles</li> <li>- Laboratory reports / certificates</li> <li>- Calibration certificates</li> <li>- Inspection certificates</li> <li>- Training certificates</li> <li>- Building, banners, and flags</li> </ul>	
OTHER CONSIDERATIONS			
<ul style="list-style-type: none"> <li>- Must not be modified, distorted and must be clearly distinguishable.</li> <li>- Must not be used to imply that your certification covers activities <b>outside of the scope of certification</b>.</li> <li>- Must not be used to imply or otherwise indicate that locations other than those on the certificate (or appendix) are covered by your certification.</li> <li>- Must only be used on stationery having the <b>business address covered by your certificate</b>.</li> <li>- Must include your certificate number.</li> <li>- If the scope of certification is changed then any use of logo / mark should be reviewed.</li> <li>- The UKAS accreditation mark must be printed in a single colour which is the predominant ink colour of the document.</li> <li>- ANAB accreditation marks can only be printed in black and white or blue and red (PMS 286 / 485).</li> </ul>			

## USING THE WCS LOGO WITHOUT THE ACCREDITATION MARK

### ENVIRONMENTAL



### QUALITY



### OCCUPATIONAL HEALTH AND SAFETY



### AEROSPACE



### WHERE CAN THE LOGO BE USED



- Websites
- Stationery
- Advertising
- Corporate literature
- Vehicles
- Sticker and signs
- Corporate clothing
- Buildings, banners, and flags

### WHERE CAN'T THE LOGO BE USED



- Products
- Product packaging
- Laboratory reports / certificates
- Calibration certificates
- Inspection certificates
- Training certificates

## OTHER CONSIDERATIONS

- The logo must only be used on stationery having the **business address covered by your certificate**.
- The logo must not be used to imply that your certification covers activities **outside of the scope of certification**.
- If the scope of certification is changed then any use of logo should be reviewed.
- The logo must not be modified, distorted and must be clearly distinguishable.
- The logo must not be used to imply or otherwise indicate that locations other than those on the certificate (or appendix) are covered by your certification.

## WITHDRAWAL OR RESIGNATION FROM THE CERTIFICATION SCHEME

- The logo must immediately be discontinued if the company voluntary resigns from the scheme.
- The logo must immediately be discontinued if certification is withdrawn by WCS.

## ENSURING THE CORRECT USE

- The WCS auditor will review the use of logo at surveillance and recertification audits.
- Accreditation Bodies will review the use of its logo when completing file reviews and witnessed assessments.
- WCS technical staff will also review websites and marketing material to ensure correct use.
- Any breach will result in a non-conformance being raised. Corrective action will be required.

## GENERAL CERTIFICATION STATEMENTS

If you are intending to include certification statements on sales / marketing material etc, the following guidance should be followed. Certification statements shall:

- Not imply that products, processes, or services are certified. The management system is certified.
- Not imply additional sites are certified if they are not included on the certificate.
- Not use misleading statements regarding certification (For example, imply that design is undertaken if this is not included in the scope of certification).
- Be linked to the name / brand of the company.
- Identify the type of management system certified. (ISO 9001, ISO 14001 etc).
- Identify that World Certification Services is the Certification Body.
- Be removed following withdrawal of certification.
- Not state that your organisation has gained/achieved "Accreditation" (see Note below).
- Not state that your organisation has gained/achieved "ISO9001/ISO14001/ISO45001 Accreditation" (as applicable)

## WEBSITES

If you are intending to include certification statements, logos / marks on the company website you should be aware that WCS and Accreditation Bodies will monitor the use of these mark and review website content to ensure that the company is not misleading interested parties with regard to the certified activities of the company. If a website is found to include misleading information, then a non-conformance will be raised, and correction will be required.

Websites in general have been known to broaden, amplify the activities of a company and in some cases these activities are not included in the scope of certification. To minimise the risk of potential issues, WCS recommend including the scope of certification on the website or an up to date copy of your certificate.

## CORRECT TERMINOLOGY

### CORRECT TERMINOLOGY



Your organisation has achieved "**Certification**" from WCS.

Your organisation has received an "Accredited Certificate" from WCS.

WCS is an "Accredited Certification Body".

### INCORRECT TERMINOLOGY



Your organisation has achieved "Accreditation" from WCS.

Your organisation is "Accredited".

## GENERAL QUERIES

If you have a query regarding the use of logo or certification statements, please contact.

### WORLD CERTIFICATION SERVICES LTD

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