
Brand Use Manual Products and Mobility

Summary

1	OBJECTIVE	1
2	TERMS AND ABBREVIATIONS.....	2
3	SCOPE OF APPLICATION	2
4	USE OF THE INSTITUTIONAL BRAND.....	2
5	GENERAL RULES FOR THE USE OF THE CERTIFICATION MARK.....	2
6	USE OF SEAL AND BRAND FOR PRODUCT CERTIFICATION.....	3
6.1	Examples of Traditional Conformity Seals	5
6.2	Examples of Traditional Black and White Seals.....	5
6.3	Examples of Compact Seals for Products.....	5
6.4	Use of the Seal and the Product Certification Mark for Advertising Purposes.....	6
6.5	Denied Permissions to Use the Seal and the Product Certification Mark	7
7	PENALTIES FOR IMPROPER USE OF THE CERTIFICATION MARK	7
8	REVISION HISTORY.....	8
9	RELATED DOCUMENTS	8
10	EXTERNAL REFERENCE DOCUMENTS	8

1 OBJECTIVE

People and companies around the world have put their trust in TÜV Rheinland Group since 1872. For years, our brand has inspired confidence and is recognized around the world as a symbol of safety and quality.

We value new ideas, knowledge and use a strong global network to contribute to the development of products, services, systems and people. We are working for a sustainable future for humanity and the environment.

This manual aims to ensure that the rules of use of accreditation marks are communicated to all interested parties, defining the guidelines and procedures to be followed by companies wishing to publicize their certifications and use the TÜV Rheinland marks.

Brand Use Manual Products and Mobility

2 TERMS AND ABBREVIATIONS

CGCRE	General Accreditation Coordination
Dconf	Conformity Assessment Division
SBAC	Brazilian System of Conformity Assessment
CE	European Certification

3 SCOPE OF APPLICATION

This rule applies to products certified by TÜV Rheinland do Brasil.

4 USE OF THE INSTITUTIONAL BRAND

The institutional brand may not be used on any type of material (products, packaging, websites, advertising materials, etc.) other than TÜV Rheinland's own or formally authorized by it.



5 GENERAL RULES FOR THE USE OF THE CERTIFICATION MARK

Certificates of conformity issued by TÜV Rheinland are the property of TÜV Rheinland to indicate the conformity of a product and entitle the certificate holder to use the marks as described in this manual, in applicable laws, ordinances and in the service contract signed between the parties.

Use of the Certification Mark during the term of the certification contract and as established in the rules and its complements is strictly limited to the scope of certification of the Client whose Product has been certified by TÜV Rheinland.

Brand Use Manual Products and Mobility

The Product Certification Rules of TÜV Rheinland do Brasil Ltda. are general, but the Certification Rule Complement are specific for each product and these are available on the TÜV Rheinland website via the [link](#).

Below, we will address the cases of certification rules most requested by companies. If your needs are not clarified here, please contact us by e-mail qualidade@br.tuv.com.

6 USE OF SEAL AND BRAND FOR PRODUCT CERTIFICATION

According to the rules of product certification, the use of seals of conformity identification is required, which define the type of certification being attested, as well as the logos of TÜV Rheinland and the regulatory body, when applicable. That way, the seal of conformity identification and the TÜV Rheinland mark must be used under the following conditions:

The certification mark has the principle of identifying that the object of certification was submitted to the conformity assessment process and meets the requirements contained in the Product Certification Rules. The use of the certification brand is permitted only for certified products. It is not permitted to use the mark on any other product that has not been evaluated.

The certification marks and identification seals may only be used while the certificate remains valid. During the period of suspension, or upon cancellation of certification, the applicant shall ensure that the use of the mark is discontinued immediately;

Modifications of the layout and color of seals are not allowed. Modifications as to size are permitted provided that they comply with the specific conditions of each conformity assessment or certification program. In case of changes to the size of the image, these must be proportional, respecting the original design, and keep all details (including text) legible.

The model, characteristics, traceability and forms of position of the conformity mark are defined in the specific certification rules of each object, obeying the provisions of Inmetro Ordinance No. 274/2014;

Brand Use Manual Products and Mobility

The certification mark may be printed on the certificate of conformity, marked or affixed to the product and/or printed or affixed to the packaging, following the definitions of each object-specific rule. If the seal does not fit on the primary packaging of the product, the mark may be printed on the product manual;

The order of use of seals shall be respected. Compact seals shall be used only on products where there is not sufficient space for traditional seals. Compact stamps shall not be used for advertising purposes.

The traditional black and white seal shall only be used if the color of the material to be printed is the same or similar to that of the colored seal.

The dissemination of any advertising material that implies that another product is certified is not allowed.

When references are made to the certifier or its accrediting body, the terms should be used correctly so as not to confuse the general public. The certifier TÜV Rheinland is accredited by Inmetro's General Coordination of Accreditation or (CGCRE of Inmetro).

The obligations set out in the contract regarding the use of the brand must be followed.

The reproduction of the brand must be exactly as received in the electronic file.

It is important to note that the customer must send to the technical area of the product and/or quality, evidence of how the seal and brand will be affixed to the product and packaging in question. Only after formal approval of the quality and/or technical area involved, the artwork may be reproduced.

In cases of certifications in progress, the use of the seal and brand shall be restricted only to the sketch/final artwork. The product with the mark may only be available for sale in the market after approval of the certification process and issuance of the certificate, and that this is in force.

Brand Use Manual Products and Mobility

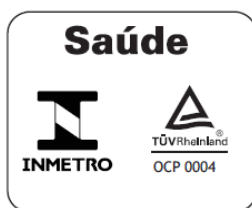
6.1 Examples of Traditional Conformity Seals



6.2 Examples of Traditional Black and White Seals



6.3 Examples of Compact Seals for Products



Brand Use Manual Products and Mobility

6.4 Use of the Seal and the Product Certification Mark for Advertising Purposes

INMETRO Ordinance No. 333 of June 2012 in Articles 2 and 3 defines that products subject to compulsory conformity assessment shall bear at the point of sale, in a manner clearly visible to the consumer, the INMETRO conformity identification seal, in accordance with the respective regulations. The requirements of the regulations are also defined in the TÜV rules and supplements, as mentioned above. This requirement also extends to information contained in virtual commerce, by catalogue sales, or where information is available to the consumer. Such information must have the seal affixed clearly and unambiguously next to the image or information of the certified product.

INMETRO Ordinance No. 274 of June 2014, defines the use of identification seals and conformity marks on products and advertising materials of certified products subject to a regulation. According to article 6 of the referred Ordinance, the authorization for the use of the conformity identification seals shall be obtained from Dconf - Inmetro's Conformity Assessment Board.

Thus, after requesting the seal from TÜV Rheinland and after preparing the artwork for advertising, upon presentation of the material to be published and the valid Certificate of Compliance, TÜV Rheinland's clients should follow the note below.

NOTE: To obtain authorization for the use of the seal of certification of products in advertising, the request must be through the [Portal GOV.BR](#). This link contains all the information and documentation required for the request. Only after approval, it is possible to publish the seal in the media for which it was requested.

The following rules must be observed:

1. The seal must be included in advertisements in any form of media, such as but not limited to magazine, newspaper, catalog, banner, email marketing, website, etc.;

Brand Use Manual Products and Mobility

2. The seal must be applied univocally next to the item to which it refers, making it clear which products actually have their conformity assessed, so that there is no misunderstanding of the product that is actually certified;
3. The authorization must be per material presented and
4. The validity of the authorization is linked to the validity of the Certificate of Conformity.

6.5 Denied Permissions to Use the Seal and the Product Certification Mark

- To advertise the company and product group, inducing the consumer to understand that the company, a group or all the products are certified, when this is not the case;
- When loss of the condition of certified product/service, including cases of suspension and/or cancellation;
- In third-party e-mail signatures;
- On walls, facades or vehicles;
- In any situation (including standards which are not ensured by SBAC certification, such as CE and GS, for example) which may give rise to incorrect interpretation of the activity performed by the certified company, TÜV Rheinland and Cgcre-Inmetro, misleading the consumer.

7 PENALTIES FOR IMPROPER USE OF THE CERTIFICATION MARK

The violation of any of the provisions defined in this Manual and in Inmetro Ordinance No. 274, dated June 13, 2014, shall entail to the violator, in addition to the prerogative of suspension and/or cancellation of the Certificate of Approval, the initiation of an administrative proceeding of assessment and the application of the penalties provided in Art. 8 of Law No. 9.933, dated December 20, 1999, without prejudice to the applicable actions in the civil and criminal sphere and in accordance with Art. 189 of Law No. 9.279, dated May 14, 1996.

Brand Use Manual Products and Mobility

8 REVISION HISTORY

Revision	Change	Date	Responsible
0	English translation of document MUM-001 Rev.1.	08.06.2021	Débora Reis

9 RELATED DOCUMENTS

- RC-001 – Products and Mobility Certification Rule

10 EXTERNAL REFERENCE DOCUMENTS

- [Ordinance No. 274 of June 13, 2014](#)
- [Ordinance No. 333 of June, 2012](#)