
Brand Use Manual for Product and Mobility Certification

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1 OBJECTIVE

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

We value new ideas, knowledge and use a strong worldwide 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 for the use of the accreditation mark are communicated to the entire interested public, defining the guidelines and procedures to be followed by companies that wish to disclose their certifications and use TÜV Rheinland's brands.

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2 TERMS AND ABBREVIATIONS

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

3 SCOPE OF APPLICATION

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

4 USE OF THE INSTITUTIONAL BRAND

TÜV Rheinland's corporate brand may only be used in TÜV Rheinland's own corporate communications and should not be used on products, websites, or any type of advertising material.



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 in accordance with what is described in this manual, applicable laws, ordinances and the trademark use agreement signed between the parties.

The use of the Certification Mark during the term of the certification agreement and as set out in the rules and their supplements is strictly limited to the scope of certification of the Customer, whose Product has been certified by TÜV Rheinland.

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

6 USE OF THE SEAL AND BRAND FOR PRODUCT CERTIFICATION

According to the rules of product certification, the use of conformity identification seals is required, which define the type of certification being attested, as well as the logos of TÜV Rheinland and the regulatory body, when applicable. Therefore, the conformity identification seal and the TÜV Rheinland mark should only be used on products that have undergone the conformity assessment process and meet the requirements contained in the Product Certification Rules.

Certification marks and identification seals may only be used as long as the certificate remains valid. During the period of suspension or cancellation of certification, the applicant must ensure that the use of the mark will be stopped immediately;

The general criteria for the Conformity Identification Seal, such as application, size, color and model of the seal, must be in accordance with the specific rules of each product. In case of changes in the size of the image, these must be proportional, respecting the original design, minimum size for application and legible all details (including texts).

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

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

When references are made to the certifier or accreditation body, the terms should be used correctly so that it does not confuse the general public. The certifier TÜV Rheinland do Brasil Ltda is accredited by the General Coordination of Accreditation of Inmetro (Cgcre) of Inmetro.

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6.1 Request and Submission of the Seal of Conformity for Approval

During the certification process, the customer must request the technical and/or quality area to send the seal for the preparation of the sketch. The customer must show how the seals will be affixed to the products and/or packaging, following the guidelines of each object. Only after formal approval of the quality and/or technical area involved, the final artwork can be reproduced.

The product with the brand available may be made available for sale in the market only after the approval of the certification process and issuance of the certificate.

6.2 Examples of Traditional Conformity Seals



6.3 Examples of Traditional Black and White Conformity Seals



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6.4 Examples of Compact Seals for Products



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

Products subject to compulsory conformity assessment must bear at the point of sale, in a way that is clearly visible to the consumer, the INMETRO conformity identification seal, in accordance with the respective regulations. The requirements of the regulation are also defined in the TÜV rules and supplements, as mentioned above. This obligation also extends to information contained in virtual commerce, by catalog sales, or where the information is available to the consumer. Such information must have the seal affixed in a clear and unambiguous way, next to the image or information of the certified product.

INMETRO Ordinance No. 274 of June 2014, defines the use of conformity identification seals in products, processes and services evaluated subject to a technical regulation. According to article 6 (IV) of the aforementioned ordinance, the authorization of the use of conformity identification seals is coordinated by Dconf - Inmetro's Conformity Assessment Board, and can be applied to products and/or packaging of products that have had their conformity evaluated.

Thus, the dissemination of any advertising material that implies that another product is certified is not allowed.

The TÜV Rheinland customer must follow the guidelines below to obtain authorization to disclose the seals.

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

The following rules must be respected:

1. The seal must be included in advertisements in any form of media, such as, but not limited to, magazine, newspaper, catalog, banner, e-mail marketing, website, etc.;
2. The seal must be applied univocally next to the item to which it refers, making it clear which products really have their conformity evaluated, so that there is no misunderstanding of the product that is really 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.

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

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

7 PENALTIES FOR IMPROPER USE OF THE CERTIFICATION MARK

Violation of any of the provisions defined in this Manual and in Inmetro Ordinance No. 274, of June 13, 2014, will result in the violator, in addition to the prerogative of suspension and/or cancellation

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of the Certificate of Approval, the initiation of an administrative proceeding of assessment and the application of the penalties provided for in article 8 of Law No. 9,933, of December 20, 1999, as amended by Law No. 12,545, of December 14, 2011, without prejudice to the applicable actions in the civil and criminal spheres and in accordance with article 189 of Law No. 9,279, of May 14, 1996.

8 REVISION HISTORY

Revision	Change	Date	Responsible
0	English translation of document MUM-001 Rev.1.	08.06.2021	Débora Reis
1	English translation of document MUM-001 Rev.2.	07.03.2025	Débora Reis

9 RELATED DOCUMENTS

- RC-001 – Product and Mobility Certification Rule

10 EXTERNAL REFERENCE DOCUMENTS

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

If your need is not clarified here, please consult us via e-mail qualidade@br.tuv.com.