Always a good sign.

The TÜV Rheinland test mark.

Safety
Quality
Functionality

TÜVRheinland ®
CERTIFIED

www.tuv.com
ID 0000000888

TÜVRheinland®

Precisely Right.

Well said.
With the TÜV Rheinland test mark.

Congratulations! You've decided to make your mark – with the help of the TÜV Rheinland test mark. From now on, our test mark will communicate the quality of your products and services: rapidly, transparently and reliably. To take full advantage of our test mark in your corporate communications, the following examples show how to display it effectively and use it to achieve the greatest impact on

- backgrounds
- advertisements
- webshops and web banners
- packaging
- hang tags
- products
- manuals
- catalogs
- flags
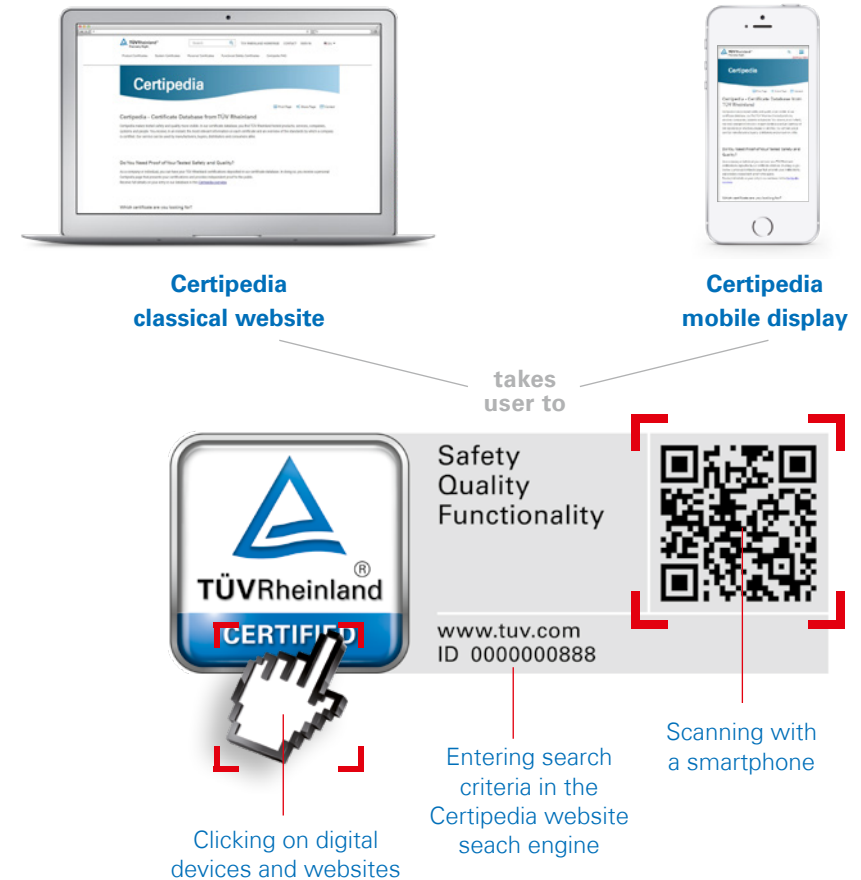- correspondence
- company information
- websites

Here's wishing you much success.

MÜLLER

**Washing with a passion.
With Müller.**

Well designed.
One system, many applications.

Consumers and business associates alike study advertising claims and search the Internet for independent sources of information relative to the quality of products and services or environmental protection efforts. As a successfully certified TÜV Rheinland customer, you benefit from this trend – with your listing in our online certification database Certipedia.

The more comprehensively and clearly you present your certified services there, the better and more informed your customer or business partner feels.
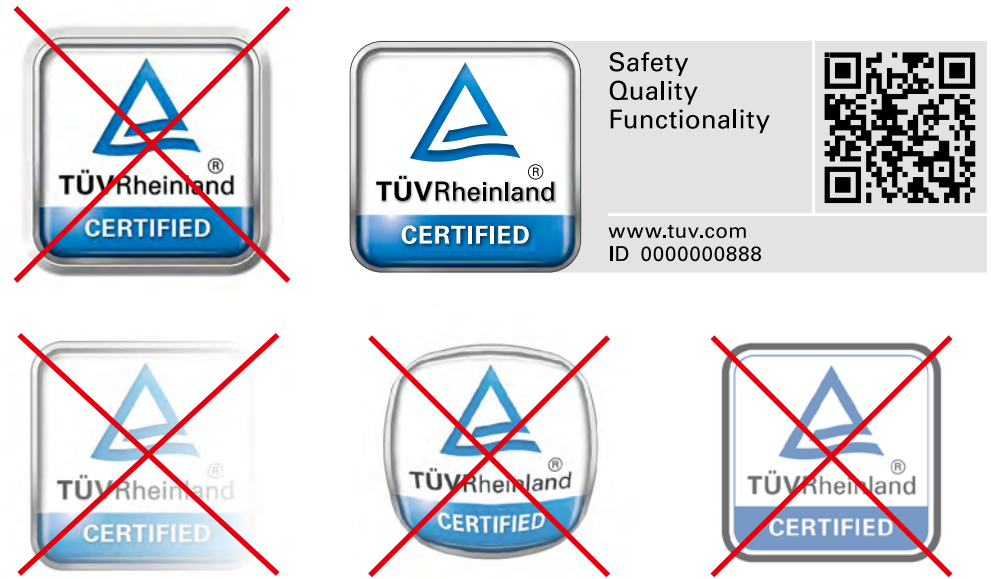
**Certipedia
classical website**

**Certipedia
mobile display**

takes
user to

Safety
Quality
Functionality

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Scanning with
a smartphone

Entering search
criteria in the
Certipedia website
seach engine

Clicking on digital
devices and websites

Click on the corresponding symbol to select a topic.

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Well made.
Accept no substitutes.

The TÜV Rheinland test mark comprises a basic symbol and an additional information field which always appears to the right of the basic symbol (figure top right). Widely available image editing software programs now make it very easy to modify existing logos and test marks. For TÜV Rheinland, however, let there be no mistake about it: neither the basic symbol nor the information field may be altered in any way. Modifications of form or content qualify as test mark counterfeiting!

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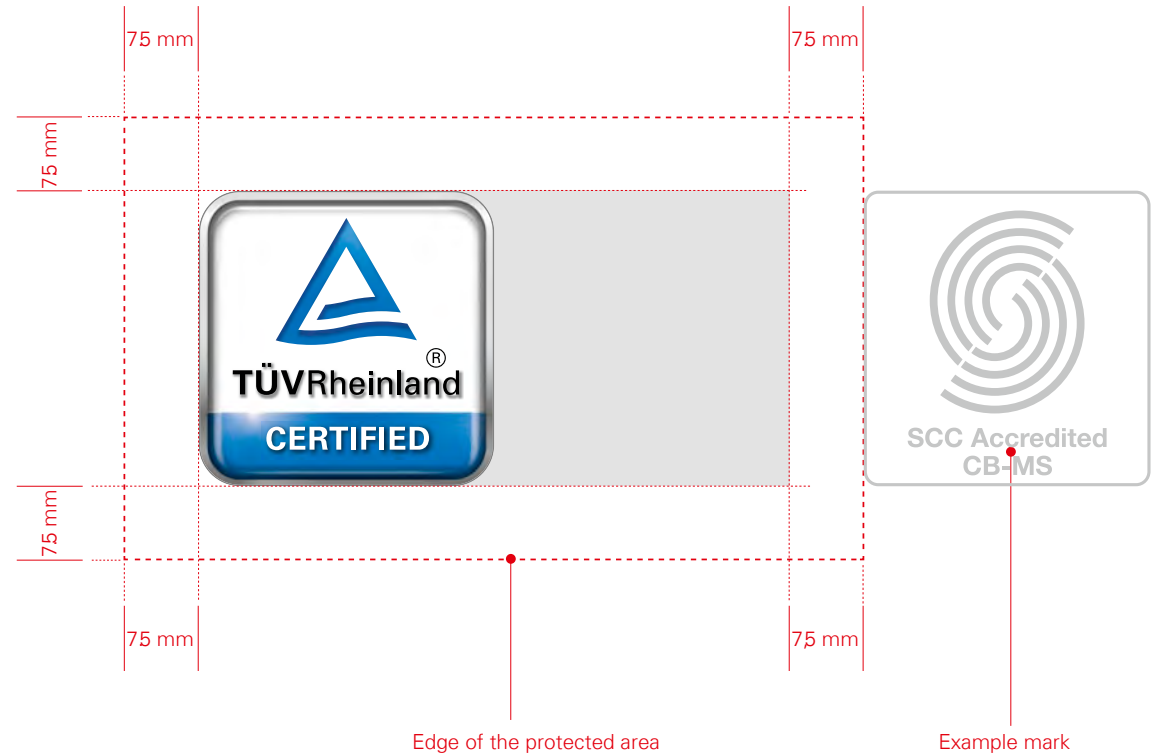Catalogs

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Well protected.
The protection area.

The combination of the test mark and information area has a protected area that sets it sufficiently apart from other graphic elements, images or objects. This should always be respected. The minimum height of the protected area for all sizes should be the same as the blue field. The protected area around the test mark should be kept free of writing, further graphics etc.

75 mm

75 mm

75 mm

75 mm

75 mm

75 mm

75 mm

75 mm

TÜVRheinland®

IFIED

SCC Accredited
CB-MS

Edge of the protected area

Example mark

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Well placed to stand out.
The booster.

To make the certified facts more visually striking, it is possible to use a so-called "booster". This booster is neither an independent test mark nor a partial test mark. It must always appear directly next to the test mark, and may not be used as a stand-alone.

Design requirements:

For the combination of test mark and booster, the protection zone expands and surrounds the entire combination.

The booster is placed at a distance X (see figure on the right) from the test mark. The height of the booster must not be higher than that of the test mark.

For optimum display, we recommend a total height of at least 30 mm. If a smaller display is necessary, it is essential to ensure the legibility of the keywords.

Booster (on the left side) Testmark Edge of protection zone

4 X = Height test mark & Booster
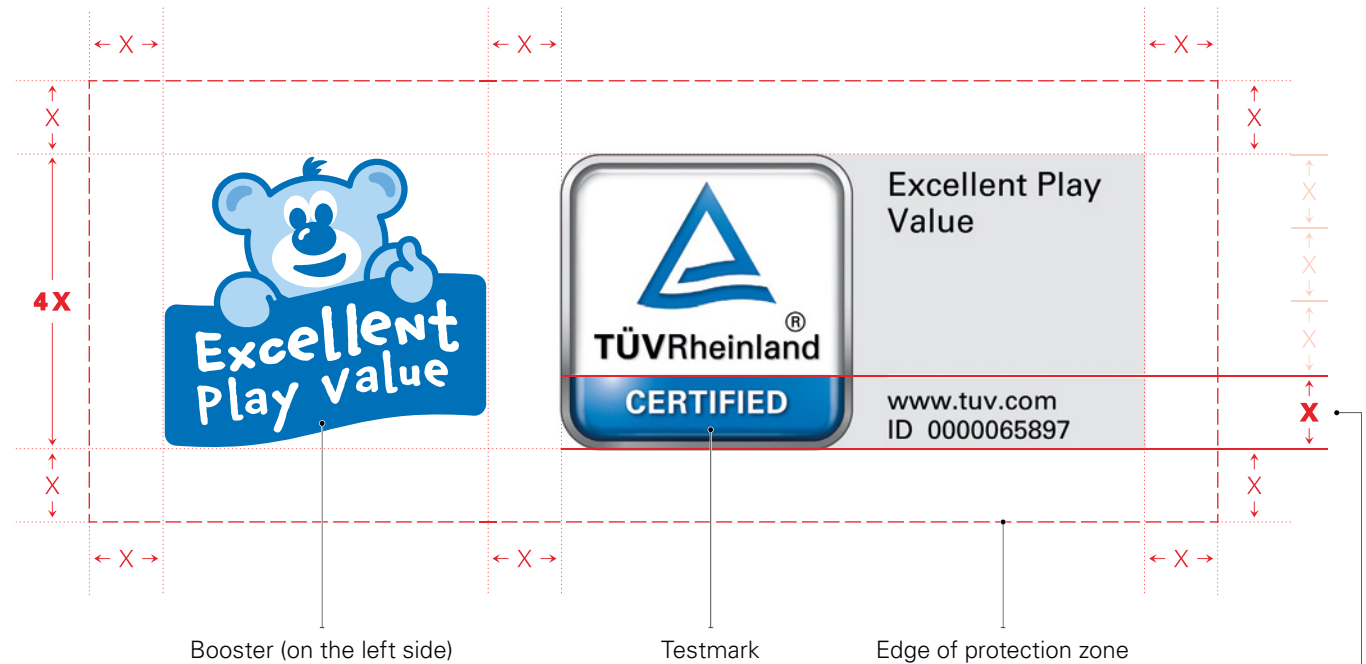
Booster (on the right side)

Height X = Strength of protection zone & Distance to booster

4 X = Height test mark & Booster

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The booster.
A good example.

The correct use of the booster in combination with the test mark can generate more attention for your certification, directly on your products.

The following always applies: The booster is not a test mark – not even a partial test mark. It must always appear next to the test mark and must never stand alone.

The booster may only be placed to the left or right of the test mark within a defined protection zone. Please pay attention to the image size of the booster, which must not be larger than the test mark itself.

For the correct placement and use of the booster, please refer to the specific instructions on the previous page.

Test mark with booster
(placed to the left of test mark)
incl. protection zone

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Well perceived.
The test mark on backgrounds.

The test mark and its information field are always delineated from color backgrounds by a white border. Because the mark has to make a visual impact on an extremely wide range of backgrounds, often surrounded by a lot of different information and symbols. This includes both colored backgrounds and photos, illustrations and other marks, such as technical product labeling. The white border protects the mark from outside effects. The following pages present more examples of the proper use of the test mark on backgrounds – including special cases.

Click on the corresponding symbol to select a topic.

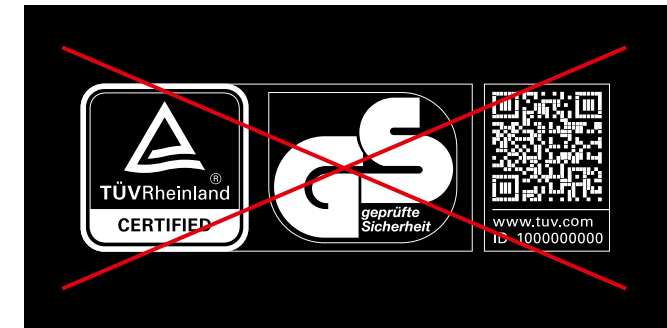| General Information			Product certification						System certification		
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Well prepared.
Even for special cases.

Certain TÜV Rheinland test marks display the Internet address and the ID number outside of the information field. In those cases, the entire test mark includes a white area with square corners. This provides good protection even in a very busy visual context, so the test mark information remains highly legible.

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Well done.
It says so right here in black and white.

Sometimes, of course, the test mark cannot be printed in color – for technical reasons, for example, or due to design considerations. For those situations, a black-and-white version is available. Like the color version, the black-and-white test mark is also delineated from a non-white background by a white border. The same rule applies here: If the Internet address and ID number appear outside of the test mark, they are all grouped together on an additional white space with square corners (see figure below).

Well accepted.
Special situations ...

In exceptional cases, e.g. with silkscreen printing or if the only available ink is black, the line art version without white background (left figure) or the negative image of the test mark (right figure) is used – also in the test mark variation where the Internet address and ID number appear outside of the information field. This is only allowed on backgrounds that ensure good legibility of the information, however.

...and well advised to keep in mind what's unacceptable.

Last but not least, please note: There are, of course, limits on the extent of adaptability. That limit is reached here when inverted representations of the test mark include a QR code – because white QR codes cannot be read by many standard devices. And that's why that style of presentation is simply out of the question.

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Well rounded.
The test mark for product and system certification.

Product safety and quality have become decisive sales arguments. With independent and neutral product certification and our test mark, displaying the test mark directly on your product makes a clear statement: My product is safe and its quality is good. But your test mark can do more than that. With our system certifications, you can also document your advisory and service processes efficiently and guarantee your company's high-quality qualification and workflow over the long term. With a system test mark – on your website, for example – you add measurable value to your corporate profile.

System test marks may not be used on products, however, i.e. they may not be displayed on them. All test marks may be used only as long as the certification remains valid.

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Well placed.
The test mark in your advertisements.

Placing the test mark in your advertisements communicates safety, quality and transparency. In an 8½ x 11 inch ad, the test mark should not be smaller than 20 mm (¾"). If the certified product appears in the ad, the test mark should always be placed near it. The reader should be able to recognize which product is certified. The large image here is a good example. If the test mark is placed near text and images, it must be surrounded by a neutral field without content. That field must be as wide as the height of the blue base in the basic mark.

In the small image, on the other hand, the TÜV Rheinland test mark is integrated into the other ad content by "framing" it with the "Müller corporate color" turquoise. That creates the impression that TÜV Rheinland has classified the product as "Very good". This is not true, and so it is also not permitted.

Click on the corresponding symbol to select a topic.

Well connected.
The test mark in your web shop.

It is no accident, of course, that the design of the TÜV Rheinland testmark resembles a digital button. It was created and designed with visual integration into digital communication channels very much in mind – such as websites, apps and mobile applications. Thanks to its web-oriented design, it can also be easily inserted into the layout and user interface of your online store.

On a website, the test mark should be at least 300 pixels wide and placed near the certified product. It should also be linked to the exact page of our online certification database "Certipedia" corresponding to the ID number of the text mark.

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Well recognized.
The test mark on web banners.

The test mark has been designed with optimal recognition in mind, so it also attracts a lot of attention on the Internet. But in order to achieve this on a web banner, the test mark should be at least 300 pixels high. And here, too, the allowable display options should be taken into account. The vertical format in the example at the bottom right is not allowed. It represents a modification of the test mark and will be considered as a counterfeit!

Well applied.
The test mark on your packaging.

Even before your product is purchased, test marks on the packaging already indicate that this is a safe, high-quality product. The TÜV Rheinland test mark is one of the few marks that provide the buyer with valuable guidance when making a purchase decision. In order to ensure optimal effect on a package, the height of the test mark should not be less than 30 mm (1 ¼"). As with other applications, we also recommend placing it near the image of the certified product.

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Well marked.
The test mark on your hang tags.

A hang tag is another way you can call your customers' attention to TÜV Rheinland-certified quality and safety, right on the product. The test mark can appear as described above on the front of the hang tag, while the back can list additional information about your product. That product information must match the content of the test mark statements, of course.

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Well suited all the way around.
The test mark on your products.

The use of the test mark on your products means direct communication with your customers. Regardless of whether you display the test mark on a toy, an electric drill, a refrigerator, or a flat screen TV – always make sure that it is prominently displayed and at least 15 mm (0.6") high. Good and clear: It's always a good sign to see the TÜV Rheinland test mark on your products.

Well integrated.
The test mark on product surfaces.

In some situations, the TÜV Rheinland test mark cannot be printed right on the product. When stickers and hang tags are also out of the question, it is recommended to turn to alternative processes, such as embossing the test mark on the product. The size of the mark should be adapted to the technical capabilities of the embossing tools. Keywords and the ID number must be clearly legible here as well.

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Well adapted.
For test marks on small products.

There are products whose surface area is too small for printing or embossing marks. In that case, the test mark should not be printed so small on the product itself that the information can no longer be read. It is very important here to carefully investigate and use suitable alternatives when applying the test mark, e.g. on additional blister packs, labels or hang tags.

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Well informed.
The test mark in instruction manuals.

The TÜV Rheinland test mark is a good sign for the safety and reliability of the content provided in operating or assembly instructions. Above all, make sure that you always position the test mark in instruction manuals exactly where TÜV Rheinland-tested and certified product characteristics appear. The test mark should appear in a way that allows keywords and QR codes to be read and scanned without any problem.

Operating instructions.

Your washing machine from Müller.

Click on the corresponding symbol to select a topic.

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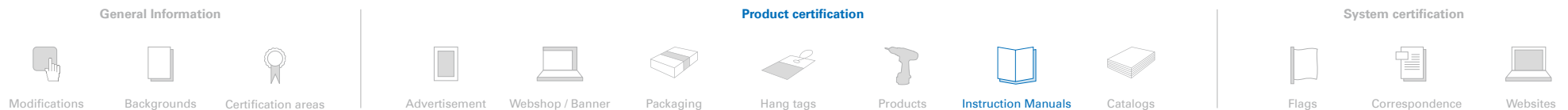
Works well with others.
The use of multiple test marks.

There are situations in which the TÜV Rheinland test mark appears more than once on the same page, e.g. in catalogs or in online stores. In that case, make sure that each test mark appears exactly where it belongs, i.e. right next to the certified product.

Power tools for craftsmen

MEIER

GRINDING   MEASURING   SAWING

Hand-held-grinder H-123

€ 159,90

Dies ist Emodio eium a doluptiatur, sinis venduntia ventio. Aspel eicati conem idit opta et latur, quos est volorio quunt fugia volluptate nonsendercit quodiorrum hic toDum audignihiti quasperspel imil in pratus seritaerio.

Product-No.: 1234-567-8
Article-No. 948756

Hand-held-grinder H-456

€ 39,90

Dies ist Emodio eium a doluptiatur, sinis venduntia ventio. Aspel eicati conem idit opta et latur, quos est volorio quunt fugia pratus seritaerio.

Product-No.: 1234-567-8
Article-No. 948756

Floor-grinder H-55

€ 219,95

Dies ist Emodio eium a doluptiatur, sinis venduntia ventio. Aspel eicati conem idit opta et latur, quos est volorio quunt fugia volluptate nonsendercit quodiorrum hic toDum audignihiti quasperspel imil in pratus seritaerio.

Product-No.: 1234-567-8
Article-No. 948756

Hand-held plane HH-100

€ 59,90

Dies ist Emodio eium a doluptiatur, sinis venduntia ventio. Aspel eicati conem idit opta et latur, quos volorio qvo-lluptate nonsendercit quo toDum audignihiti quasp pratus seritaerio.

Product-No.: 1234-567-8
Article-No. 948756

Top-offer

Floor-grinder H-20

€ 256,90

Dies ist Emodio eium a doluptiatur, sinis venduntia ventio. Aspel eicati conem idit opta et latur, quos est volorio quunt fugia

Hand-held-grinder H-99

€ 79,85

Dies ist Emodio eium a doluptiatur, sinis venduntia ventio. Aspel eicati conem idit opta et latur, quos est volorio quunt fugia

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Well seen.
The test mark on your flags.

Sometimes it's good when your customers can recognize certain things already from a distance, for example, when they enter your parking lot or drive past your company. One of these things is the statement: "Our company takes safety, quality and transparency seriously, and that's why our quality management system has been certified by the independent and neutral TÜV Rheinland". If you want to communicate that message with a flag or a banner, for example, the test mark should appear as large as possible on the flag in the form provided to you.

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Well received.
The test mark in your correspondence.

The TÜV Rheinland test mark for system certification can also be used where you communicate or correspond with your customer directly, e.g. in digital or traditional letters, on faxes, or on businesscards. The font size should ensure clear legibility of the keywords and easy, reliable QR code scanning.

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Well positioned.
The test mark on your company website.

Many companies present their services, qualifications and processes, their special work methods, and their quality management system on their website. The TÜV Rheinland test mark provides documentary proof of qualifications and certifications, and gives your customers the ability to check the veracity of your claims – anywhere, anytime. Always position your test mark on Internet pages exactly where the corresponding statements about your services and qualifications appear.

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www.tuv.com

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