



# Conditions for Promoting Certification and Using Certification Body/Auditing Organization Trade Marks and Accreditation Marks

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## Purpose

The purpose of this procedure is to describe the applicability and use of the Certification Body/Auditing Organization and Accreditation marks and promotion of certification by organizations certified by TUV Rheinland of North America, Inc.

## Application

The requirements herein are applicable only to organizations certified by TUV Rheinland of North America, Inc.

## References

[ISO/IEC 17021-1: 2015 - Conformity assessment – Requirements for bodies providing audit and certification of management systems](#)

## Definitions

*Mark*: the logo, symbol, or other graphic representation that identifies the Certification Body (CB), Auditing Organization (AO) or Accreditation Body (AB).

*Product packaging* is considered as that which can be removed without the product disintegrating or being damaged.

*Accompanying information* is considered as separately available or easily detachable.

*Note*: Type labels or identification plates are considered as part of the product.

## Responsibilities

The certified organization is responsible for implementing the requirements of this procedure when using certification and accreditation marks and/or promoting its certification.

## Procedure

### 1) General Requirements

The certified client organization shall:

- a) conform to the requirements of TRNA when making reference to its certification status in communication media such as the internet, brochures or advertising, or other documents,
- b) not make or permit any misleading statement regarding its certification,
- c) not use or permit the use of a certification document or any part thereof in a misleading manner,
- d) upon suspension or withdrawal of its certification, discontinues its use of all advertising matter that contains a reference to certification, as directed by TRNA,
- e) amend all advertising matter when the scope of certification has been reduced,
- f) not allow reference to its management system certification to be used in such a way as to imply that the certification body certifies a product (including service) or process,
- g) not imply that the certification applies to activities that are outside the scope of certification, and
- h) not use its certification in such a manner that would bring the certification body and/or certification system into disrepute and lose public trust.

Publicizing certification to one of the ISO standards is the right and option of each organization gaining certification (herein referred to as a certificate holder).

Certification indicates conformance to the standards for documented management systems and the effective implementation of such systems. It does not indicate an endorsement or approval by the International Organization for Standardization (ISO), nor a product / service certification of any kind. ISO develops and promulgates international standards but does not operate a scheme for verifying conformance with them. Using

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the ISO logo alone in advertisements would give the impression that ISO has “approved” such certification or even carried it out. Therefore, it is incorrect for the certificate holder to describe the company as “ISO registered” or “ISO certified”. In fact, it is the CB, not ISO, who is the body giving its approval that the management system which has been certified conforms to the applicable ISO standard(s). The ABs stand behind TRNA Rheinland to ensure that its qualifications, business practices and methods are proper and effective.

If the Standard is to be specified in conjunction with promotion of its certification, the certificate holder shall not use the generic term of the standard (e.g., ISO 9000 or ISO 13485). The certificate holder shall indicate the specific Standard, including the year, to which their registration applies (e.g., ISO 9001:2008, ISO 13485:2003, as appropriate). The certificate holder is also responsible to TRNA for any promotion of its certificate by others on its behalf over which it has control or influence (e.g., corporate headquarters) by ensuring that promotion of the certificate in advertising or other activities takes place in accordance with the conditions specified within this document and those referenced in d) below.

The International Organization for Standardization (ISO) publishes rules and guidelines for a certified organization to follow when publicizing the certification of their management system by an accredited CB or AO in accordance with ISO standards. These rules and guidelines are published on the ISO website at [www.iso.org](http://www.iso.org) [LINK to Guideline](#). These rules and guidelines govern the use of the word "ISO", and other aspects of publicizing certification. Organizations that are certified by TRNA are responsible for following these rules and guidelines, and their correct use will be verified by TRNA during audit activities.

The marks below are provided as examples only. The marks that shall be used by TRNA certificate holders are found on the TRNA web site at [www.us.tuv.com](http://www.us.tuv.com), or these marks may be provided to TRNA certificate holders by authorized TRNA staff. The use of any other version of these marks must be approved in writing by the TRNA.

Marks are available by contacting your Client Representative.

## 2) Conditions for Using the TRNA Trade Mark

The underlying principle for using the TUV Rheinland and TRNA trade marks for marketing or advertising compliance to a particular ISO standard is to avoid using false, misleading, or confusing claims to the public and customers.

The TUV Rheinland trade mark may be used in the following representational forms:



Precisely Right.

The “Triangle” is a registered trade mark (No. 1,674,458) with the United States Patent and Trademark Office.

The trade mark shall be reproduced:

- i) The triangle and line in the color blue as specified in Graphic Code PMS 300 with TÜV in black or,
- ii) in black
- iii) On a clearly contrasting background
- iv) In a size where all features of the mark are clearly distinguishable, generally with the length of the triangle side being no less than 3/16 inch (4.8mm).

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The trade mark may be used only in the form shown above. Additional information, e.g., certificate number or full name of the applicable standard, is permitted in conjunction with the trade mark. The trade mark must be fully legible and clearly visible.

For multiple-site organizations, the trade mark shall only be used in conjunction with the organization's name and location that gained certification.

For a certificate holder that gained certification for only a portion of their manufacturing processes, products or services, claims of certification must be specific and not provide the impression of "organization-wide" certification.

The trade mark may not be used for the labeling of individual products or evidence of service provision, or in intimate association with the products or services in a manner that suggests that the products or services themselves are certified / registered or endorsed by TRNA. The trade mark shall not be used on test, calibration or inspection reports.

It is permitted to state on the *Product packaging* or in *Accompanying information* that the certified client has a certified management system. The statement shall in no way imply that the product, process or service is certified by this means. The statement shall include reference to:

- a) identification (e.g. brand or name) of the certified client;
- b) the type of management system (e.g. quality, environment) and the applicable standard;
- c) the certification body issuing the certificate.

The certificate holder is responsible to TRNA for trade mark use, ensuring that the trade mark use in advertising or other activities takes place within these conditions. In cases of doubt, the certificate holder shall contact TRNA for clarification of any issues relating to the use of the trade mark.

The certificate holder ensures that using the mark in advertising or for other measures takes place within these terms of reference. The use of the mark is limited to legal persons and must not, without the express permission of TRNA, be transferred to third parties or successors or be the subject of an assignment or a sale or of any sort of enforced measure.

If necessary, other requirements with regard to the use of trademarks will be developed between the individual certificate holders and TRNA. Such requirements will be part of the certification agreement and the certificate holder will immediately be subject to such requirements.

### 3) Conditions for Accreditation Mark Use

At this time, there are no approvals for the use of any accreditation marks.

### 4) Using the SCC Accreditation Mark

At this time, there is no approval for the use of the Standards Council of Canada's accreditation mark.

### 5) Certification Mark

