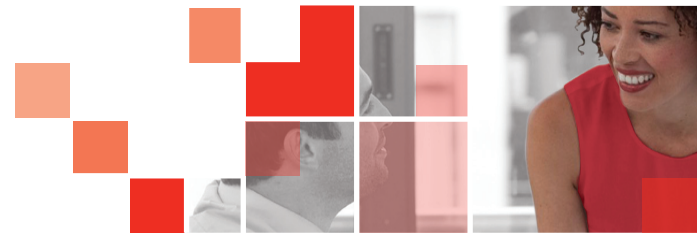


Registered logo FAQ's



22/01/2010

ASSESSING PERFORMANCE // IMPROVING QUALITY // CREATING CONFIDENCE

Do I need to replace the sign with the old logo on my buildings or my trucks?

No you don't need to change from the old logo to the new one, though over time it would be best to change if you can. If you are moving to new premises and have a new sign produced, this would be a great time to change to the new Telarc Registered logo.

Do I need to throw out existing printed material, brochures etc that show the old mark?

No, you can keep using your existing brochures, letterhead, business cards etc. However, as your stocks draw down, or you have a need for other artwork design changes, we'd like you to also use this opportunity to change to the new Telarc Registered logo

Which logos are changing?

All of the Management System Certification Programmes run by Telarc will be changing to the new format.

Where do I go to get the new logo?

Go to: www.telarc.co.nz. The logo is available in several formats, depending on what type of graphics software you use. Just choose the logo that reflects the management system for which you have been certified.

Can I still download the old logo?

No, the older versions of the logo are no longer available for download.

What are the rules governing the use of the new logo?

Go to: www.telarc.co.nz. Make sure you read the "Rules of Use" to be sure you will be using the logo correctly. These include where you can, as well as where you cannot use the logo, the proper colours and fonts, and some suggestions of how best to use the logo.

Can I use the logo in different colours?

Telarc is building on the strength of recognition of the Telarc Registered logo by providing most logos to the Red colour. Many organisations have been certified for Occupational Safety and Health and Environmental Management as well as Quality Management and may prefer to use the coloured versions of the Registered logo. We have prepared coloured versions of the Occupational Safety and Health, Food Safety, Environment and Health and Disability logos, with the option to use these or the Red Telarc Registered logo if your prefer.

How does this benefit my organisation?

Telarc is continuing to build the strength in the brand, which allows your customers to more quickly recognize your achievements. The recognition of the mark will be growing in international markets where the 5 tick StandardsMark™ has established significant global presence. Once again, our growth ensures recognition of your achievements locally and internationally.

Can I use the logo on my products?

No, the Telarc Registered logo cannot be used on a product or product packaging seen by the consumer, or in any other way that can be interpreted as denoting product conformity.



For any questions you may have, please contact our Customer Service Centre on 0800 004 004 or email us admin@telarc.co.nz

