

# Registered logo, Rules of use



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ASSESSING PERFORMANCE // IMPROVING QUALITY // CREATING CONFIDENCE

## **Covers Management Systems Certifications only.**

From billboards to business cards these guidelines are intended to be a tool to answer most general questions associated with publicising your certification. It's important that publication of your certification be precise and clear

## **Maximise the Benefits of Certification.**

Prominent display of the certification marks on your stationery, signage, transport and other promotional material helps reinforce your organisation's commitment to improvement, and maximises the competitive advantage you've achieved through certification.

## **Great Ways to Publicise Your Certification**

- Letterhead
- Press Releases
- Business Cards
- Collateral Materials
- Web Sites
- Tradeshow Booths
- TV/Radio Advertising
- Catalogues
- Apparel
- Flags and Banners
- Brochures
- Video/Slide Presentations

## **Need Help?**

If you ever have any doubt or query about the use of the logos, then contact us for guidance.

Telarc Registered logos were updated in March 2010. Telarc asks that you utilise the updated logo when convenient for your organisation. For example, when re-ordering material where the old mark is used, it is appropriate to phase in Telarc's new certification mark as you replace material on which it appears. See our website to answer any of your queries about the changes.

## **How to Display the Telarc Registered logo**

The following example shows how the Telarc Registered symbol and text should be displayed. It is important that you follow these guidelines, since your customers will recognize your achievement through a strong and faithful representation of the Telarc brand.


The Telarc Registered logos can be downloaded from our web site [www.telarc.co.nz](http://www.telarc.co.nz). They are available in several print ready formats, some of which have transparent backgrounds which may better suit how you intend to use the logo.

## **Standard Numbers and Wording**

Check your certificate to ensure you select the right standard number and wording, and follow the example below. Remember you can only use the logo that corresponds with the scope of your certification.



**Quality  
ISO 9001**

 *For any questions you may have, please contact our Customer Service Centre on 0800 004 004 or email us [admin@telarc.co.nz](mailto:admin@telarc.co.nz)*

## Registered logo, Rules of use (*Continued*)

### General Information

A company with a Certified System is licensed to use the Telarc Registered logo in its corporate literature, and in its marketing and promotional activities. It can be used on letterhead, business cards and in all advertising. It is important to note the following rules of use whenever displaying the Telarc Registered logo

- The Telarc Registered logo must always be presented with the words of the standard against which certification has been granted (e.g. "Quality") and the standard number (eg. ISO 9001) positioned beneath or to the right of the symbol as illustrated.
- The typeface is Helvetica Medium (or similar) for the Standard Number and Standard Name and Helvetica (or similar) for other text. The colour for the symbol is Pantone 032 (red).
- The mark may not be altered in any way, such as changing proportions or writing on or within the logo.
- Certified (certification) and registered (registration) are equivalent in meaning and may be used interchangeably. Do not say that your organisation has been accredited.
- Use of a Telarc Registered logo and/or a certification statement is a privilege extended only to companies whose certification is in good standing. You are only permitted to use or display the mark in association with a valid Telarc certification and not for any other purpose, and according to our Terms & Conditions, available at [www.telarc.co.nz](http://www.telarc.co.nz).
- It must be noted that certification under a "Certified System" scheme is site-specific, so that multi-site businesses should be careful NOT TO IMPLY that other sites are certified if that is not the case. Be accurate and precise about the scope of your certification. If only certain portions of your organisation are certified - such as specific geographies, divisions, scopes, activities, etc. - then promotion of your certification must reflect this.
- If you are displaying a Telarc Registered logo on your organisation's web site, ensure the mark is only associated specifically with text about your certification.
- Do not make statements suggesting that your organisation's management system has been directly registered by the International Organization for Standardization. ISO is a standards development organisation; it does not provide certification services.
- Where Telarc has certified your company's management system, it is important to properly promote your certification so that there is no confusion with product certification or endorsement. Therefore the mark:
  - (a) MAY BE USED on stationery, literature and publicity material;
  - (b) shall NOT be used on a product (including test certificates, reports and drawings), or in any way that may be interpreted as denoting product conformity;
  - (c) may NOT be placed on packaging materials for product.

### NOTES:

- I. There will be borderline cases where there is reasonable doubt as to what activities would understand by the word "manufactured". In such cases, rather than use the word "manufactured", a more explicit term, appropriate to the product, should be used to describe the activities covered by the certification e.g. assembled, packaged, bottled, blended etc.
- II. In some cases it may be appropriate to add words to the effect that the certification does not relate to any safety or technical requirements.
- III. For more information refer to JAS-ANZ procedure 10.

### Certification Statements

When referring to your certification in statements, such as on your web page, press releases, presentations and the like, you should consider the following example statements.

#### Sample press release or marketing collateral statements may read:

*"Dynamic Company's management system has been certified to ISO 9001"*

#### If your organisation's certification is site-specific, you must list the sites included. For example:

*"As a leader in protecting the environment, the management system of Dynamic Company's Southport division has been registered to ISO 14001"*

#### An approved abbreviated phrase would be:

*"Management Systems Registered to ISO 9001"*

### Your Telarc Certificate

Black and white or color photocopies of your certification certificate may be made. Posting an electronic copy of your organization's certificate on your web site is permitted without alteration of content.



*For any questions you may have, please contact our Customer Service Centre on 0800 004 004 or email us [admin@telarc.co.nz](mailto:admin@telarc.co.nz)*