



MARKS AND LOGOS

	17021-1:2015	8.3
ISO	17065:2012	4.1.3
	14065:2013	NA

Reference documents FSC Verification of local Website

Revision	Comment on the changes	Review	Approval	Date
5.12	Updated to include Accredia accreditation	G. Lanzafame	CER MS Committee	December 15th, 2024
5.11	Updated on the basis of the CER Mark Brochure v10	F. Joly de Brésillon	CER MS Committee	October 24th, 2023
5.10	Removed reference to APMG	M. Picouleau	F. Joly de Brésillon	June 28 th , 2023
5.9	Termination of Bureau Veritas Inspection & Certification the Netherlands Licence to Operate for GMP+	F. Joly de Brésillon	CER MS Committee	August 23, 2022
5.8	Updated link for schemes in § "appendices - Specific additional instructions per product" referring to the "Accreditation and Certification Standards" section on CER MS.	R Rangel	F. Joly de Brésillon	January 14, 2022
5.7	Information updated for links to ANAB, UKAS, IATF 16949, IRIS ISO TS 22163, FSC, MSC Ecolabel, ASC, IFS, FSSC 22000, ISO/IEC 20000-1 (APMG); Information about EFISC and EMAS removed	Accreditation managers	F. Joly de Brésillon	November 17, 2021
5.6	Link updated for FSSC in Appendices - Specific additional instructions per product	R Gomez	F. Jly de Brésillon	October 22, 2021
5.5	Instructions about the use of the IAF MLS Mark	F. Gomes	CER MS Committee	September 8, 2021
5.4	Correction of reference to document on BV website	F. Gomes	CER MS ommittee	July 15, 2021
5.3	Updated link for UKAS	F. Gomes	CER MS Committee	June 24, 2021
5.2	New version of table containing schemes with additional instructions	M. Picouleau	CER MS Committee	November 27, 2020
5.1	Updated link for SA 8000	R. Sharma	S ter-Horst	October 16, 2020
5.0	IRIS standard updated as ISO TS 22163	S. Sawant	S ter-Horst	October 9, 2020
4.9	Link to SAAS website on use of logo updated	R. Sharma	S. Ter Horst	February 14, 2020
4.8	ISO/TS standard replaced by IATF 16949 + provided clarification on IATF OEM logos	R. Jha	S ter-Horst	November 4, 2019
4.7	Update of RSPO link in section Appendices – Specific additional instructions per product	J. An	S ter-Horst	October 29, 2019
4.6	New procedure for the control of FSC Website at level office	E. Gruber	S ter-Horst	September 2, 2019
4.5	Updated link to Bureau Veritas website and document "Rules and advice for use of certification marks" (§3)	M. Picouleau	S ter-Horst	August 9, 2019
4.4	Update of pictures in § 3.1 Management system certification (duplicate logo removed)	M. Picouleau	F. Joly de Bresillon	November 21, 2018
4.3	Update of ANAB url (hyperlink),	F. Gomes	F. Joly de Bresillon	November 2, 2018
4.2	Update of ANAB url (hyperlink), in Appendices - Specific additional instructions per product + added specific rules on use of the Accreditation Body logo in § 3.	F. Gomes	CER MS Committee	September 26, 2018
4.1	Specific additional instructions per product updated for scheme FSC + 2 new procedures dedicated to the process of trademark approval	E Gruber	F. Joly de Bresillon	May 31, 2018
4.0	Appendices - Specific additional instructions per product updated for scheme ISO/IEC 20000-1 (APMG)	R. Zaveri	F. Joly de Bresillon	January 18, 2018
3.0	Additional instructions for MSC Fishery	M. Garcia	E. Gruber	February 23, 2017
2.2	Renaming of previous document "Certification Mark & Accreditation Body Logo" rev 1.3 Complete revision for simplification and clarification	S. Reemers	P. Jeanmart	August 4, 2016
1.3	Removed clients' names	S. Reemers	P. Jeanmart	April 14, 2016
1.2	Added Appendix 7 for IFS	S. Reemers	P. Jeanmart	February 8, 2016



ISO 17021-1:2015, 8.3.3
"Product packaging is considered as that which can be removed without the product disintegrating or being damaged."



FSC Trademark Use Management System

FSC Trademark Use Management System Application Form

Certification Mark & AB Logo

This procedure is complemented by specific procedures as per table below.

QHSE	Transportation	Enterprise Risk Management	Energy & Sustainability	Social Responsibility	Food
<ul style="list-style-type: none"> ▪ ANAB ▪ UKAS ▪ ACCREDIA 	<ul style="list-style-type: none"> ▪ IATF 16949 ▪ IRIS ▪ TAPA 	<ul style="list-style-type: none"> ▪ UKAS ▪ ACCREDIA 	<ul style="list-style-type: none"> ▪ FSC ▪ RSPO 	<ul style="list-style-type: none"> ▪ SA 8000 	<ul style="list-style-type: none"> ▪ ASC ▪ FSSC 22000 ▪ FAMI-QS ▪ ISO 22000 ▪ IFS ▪ MSC ▪ MSC ASC ▪ MSC Fishery ▪ MSC Fishery ▪ UKAS ▪ ACCREDIA

1 Generic rules

This procedure describes generic rules for the use of:

- Mark and logo of Accreditation Body (AB)
- Mark and logo of Certification Body (CB) and Scheme Owner
- BV mark
- Client’s logo

This procedure is complemented by additional rules specific per product and defined in appendices.

Marks and logos are the propriety of the Accreditation Body or scheme owner.

2 Mark and logo of Accreditation Body

Local certification entity can use the AB mark and logo following the rules defined by each AB (see appendices for global accreditations). BVC can advertise and promote services or activities that are within the scope of its accreditation.

The client cannot use the AB mark and logo, unless otherwise specified by the Accreditation Body.

3 Mark and logo of Certification Body and Scheme Owner

BVC can include the mark and logo of CB or scheme owner, in:

- BVC marketing documentation
- The certificate provided to the client,
- Documents transmitted to the client for advertising purpose.

Local certification entity shall provide to the client

- The certification mark, specific to certification standard
- Specific rules applicable for the use of the Accreditation Body logo as listed in the appendix of this document
- The document “How to Promote Your Certification – Practical Guidelines for Using Certification Marks”, also available on Bureau Veritas website.

<https://certification.bureauveritas.com/promoting-your-certification>

Local certification entity shall not combine the reference of the standard with the CB mark or logo, in the certificate; because it is detailed in the certificate.

The client can use the CB mark in compliance with its certification, either for management system certification or product certification. In case of a change in the scope, suspension or withdrawal, the Client shall amend references to its certification.

Local certification entity shall check and ensure that its certification marks:

- Are not used in a misleading way. Promotion of a certified management system shall not imply that it is the product that is certified, and not the management system,
- Do not bring BVC into disrepute
- Are used in full compliance with its scope
- Are not used anymore in case of suspension or withdrawal.

This is done during each surveillance audit.

Incorrect references to certification or misleading use of marks, shall be addressed by actions such as but not limited to:

- Corrective actions,
- Withdrawal of certificate,
- Publication of the transgression,
- Legal action.

3.1 Management system certification

In the case of management system certification, the Client can use the information that he's certified:

- On stationary (brochures, company leaflets and reports)
- In corporate advertising and website
- On company vehicles such as trucks and vans
- On company signs and flags
- On exhibition equipment and company displays,

On product packaging (only for those which can be removed without the product disintegrating or being damaged). The statement shall in no way imply that the product, process or service is certified by this means and include reference to:

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

The Client cannot use the information that he's certified on:

- Laboratory test,
- Calibration reports,
- Inspection reports,
- Certificates

Because they are considered as products in this context.

4 BV mark in case of system certification

4.1. How and where can certification marks be used?

1. On brochures, website, in advertising...



2. On vehicles or permanent structures such as building for advertisement



3. On larger boxes or packaging (secondary or transit) used for transportation of products



Disclaimer to be added below the certification mark: this product has been designed, developed or manufactured under a management system certified by Bureau Veritas against ISO 9001:2015

4. On products or primary packaging (display or retail)



4.2. Graphical guidelines and description of the various BV certification marks

- Graphical guidelines of the BV Certification Mark can be found in the document "How to Promote Your Certification – Practical Guidelines for Using Certification Marks", available on Bureau Veritas website.

<https://certification.bureauveritas.com/promoting-your-certification>

Two versions of the certification mark are possible: with and without QR code.

With QR Code



Without QR Code



Sustainability or not sustainability

There are two categories of certification marks: GENERIC certification marks and SUSTAINABILITY - related certification marks. The color of the generic certification mark is **RED** and the color of the sustainability certification mark is **GREEN**. The **GREY** color used for the other elements is the BV logo.

Generic certification mark



Sustainability certification mark



With or without explanatory text



5 Client's logo

BVC shall not include the client's logo in the certificate, unless it is requested by the client and duly documented in a contract, including client's formal request and scope of use. BVC shall in such case obtain from the client its graphic guidelines (minimum size, protection zone and colours to be used (if no black & white version exists)).

The inclusion of the client's logo shall be done by a graphic designer, as per rules below:

- Client's logo is centred under the client name
- Baseline use is not allowed
- Preferable use black and white version of the client's logo
- Logo width size is minimum 60% smaller than the certification mark

Appendices - Specific additional instructions per product

Except for ISO/TS, documents are available on "Accreditation and Certification Standards" area.

<https://bureauveritas.sharepoint.com/teams/documentation-CER-MS/SitePages/Accreditation-%26-Certification-Standards.aspx>

Scheme	Reference Document	url	Instructions
GLOBAL ACCREDITATIONS			
ANAB		https://anab.qualtraxcloud.com/ShowDocument.aspx?ID=19880	
UKAS		https://www.ukas.com/customer-area/how-to-use-the-ukas-accreditation-symbols/	
ACCREDIA	RG-09 - Regolamento per l'utilizzo del Marchio ACCREDIA	https://www.accredia.it/accreditamento/marchio/	
IAF MLA	Agreement for use of the IAF MLA Mark Between a Licensed IAF MLA Accreditation Body Member and an Accredited Conformity Assessment Body (CAB)	https://iaf.nu/en/mla-mark/ https://www.ukas.com/customer-area/iaf-mla-mark/	
Transportation			
IATF 16949	5 th Rules		The only use of the IATF logo related to this certification scheme is as displayed on the certificate issued by Bureau Veritas Certification. Any other use of IATF logo (including OEM logos and oversight office logo), separately or not, is prohibited. Client Logo cannot be used on IATF 16949 certificates
TAPA	Promoting and protecting the TAPA brand	https://tapa.memberclicks.net/assets/docs/Marketing/promoting%20and%20protecting%20the%20tapa%20brand.pdf	"TAPA", registered trademark of the Transported Asset Protection Association, cannot be used without the written permission of the TAPA Board of Directors. TAPA controls the use of its brand. Guidance for use of the brand is available on TAPA website. Client's logo is not allowed on TAPA certificates. The Client shall submit written request for the use of the logo to TAPA regional office.
ISO TS 22 163 (IRIS)	Terms and conditions for use of logo by certified companies	http://www.iris-rail.org/index.php?content=global_logo_download&desc=global_logo_download	BVC can use IRIS logo in advertising, only with the statement "Approved Certification Body of IRIS Group". BVC shall not use IRIS logo for any other purpose than stipulated in the framework agreement. In case of documents containing IRIS logo, opinions and interpretations in reference to IRIS have to be clearly visible and identified. It is not allowed to use the IRIS logo in presentations which have no clear connection to IRIS. It is only allowed to use logo according to its scale drawing, form and colour. An IRIS approved CB has the allowance - subject to the provisions mentioned below - to present the logo on its documents. The logo can be used in printed form, in physical and electronic versions as well as in films, as long as the forms and formats are respected. The same conditions apply to stamp versions. The logo cannot be used in a way that gives one to suppose or to think that the IRIS Group takes the responsibility for compliance with certification requirements, as well as for the opinions and interpretations that are deduced.

Energy and sustainability			
FSC	FSC-STD-50-001 and Trademark Quick Guide for Certificate Holders	https://us.fsc.org/en-us/certification/logo-use/using-fsc-trademarks/certificate-holders-01	<p>FSC Trademark used by BVC The FSC trademark license code (FSC™-A000504 for BVC) shall be included in FSC certificate and BVC documentation relating to FSC.</p> <p>BVC affiliate office, hub or local certification entity can use FSC trademark or make reference to FSC in advertising, if it is combined with the following statement: "delivering FSC certification service in association with Bureau Veritas Certification Holding". Any FSC trademark use is approved by a FSC TM approver.</p> <p>Prior to each new use of the FSC trademark, internal trademark approver has to be requested for validation; this validation has to be registered and archived. A copy of this validation has to be sent on this address: FSCAccreditationSupport.IN@in.bureauveritas.com Every year (January), TQR checks the content of the Website of all the affiliate offices, in order to verify the logo use, and the records associated. This control is formalized on FSC Verification of local Website.</p> <p>FSC Trademark used by the client Prior to each new use of the FSC trademarks, the Certificate Holder shall ensure trademark use control</p> <ul style="list-style-type: none"> - By receiving external approval from Bureau Veritas Certification A trademark approver, at HO, hub or local certification entity, shall approve the request, and record documented approval given for trademark use. Artwork of new reproductions of trademarks shall be submitted for approval to trademark approver, at local certification entity level, or hub level if needed. - Or by implementing its own approved Trademark Use Management system Instead of submitting all intended uses of FSC trademarks to Bureau Veritas Certification for approval, the organization may implement its own trademark use management system with an internal control system. This system shall be approved by the Bureau Veritas Certification before the organization may start using it.
RSPO	Trade Mark Logo	https://www.rspo.org/resources/communications-claims	
Social responsibility			
SA 8000	SAAS Procedure 201A:2015. Annex-C. Page 50 SA8000® Guidelines for Corporate Communication and Graphic Standards	http://www.saasaccreditation.org/sites/default/files/u4/SAAS_Procedure201A_2015.pdf https://sa-intl.org/sai-registered-trademark-information/	
Food			
MSC / ASC	Rules for display of MSC ecolabel (Consumer facing use, Non-consumer facing use, menu use). Ecolabel use charges – costs for commercial use of MSC ecolabel. Other policies available	www.msc.org and www.ascworldwide.org	<p>The trademarks are MSC / ASC logo, the name "Marine Stewardship Council", the acronym MSC / ASC. BVC shall include the logo in the certificate. The Client shall submit its intent to use the logo to MSC International Ltd/ASC. BVC shall ensure that use of logo is compliant with the requirements and the agreement made between Client and MSC / ASC, by ICC or Accredited Office for MSC / ASC logo,.</p>
MSC Ecolabel	MSC Ecolabel User Guide	https://www.msc.org/for-business/use-the-blue-msc-label/guidelines	

MSC Fishery			<p>MSC logo, the name "Marine Stewardship Council" and the initials MSC are trademarks and the property of MSC. Any use of them shall be in agreement with documents delivered by the MSC.</p> <p>Any project of use of the MSC logo is subjected by the candidate directly to MSC/ Marine Stewardship Council International Ltd. BVC shall ensure during its assessment that the use of the logo is in accordance with the requirements specified in the quoted documents and with the agreements validated between the applicant and the MSC.</p>
ASC	ASC Logo User Guidelines	https://www.asc-aqua.org/what-we-do/our-logo/logo-rules-for-different-user-groups	a logo license is mandatory for Certification assessment bodies accredited to audit farms and/or companies against the ASC standards or Chain of custody requirements (contact logo@asc-aqua.org)
FAMI QS	Rules for Certification Bodies	http://www.fami-qs.org/famiqs/sites/default/files/files/sc-ope/P-RCB-01%20FAMI-QS%20Rules%20for%20Certification%20Bodies%20V7_08062015.pdf	
IFS	Terms and Conditions for using the IFS Logo	https://www.ifs-certification.com/index.php/en/tuc-ifs-logo/3745-logo-agb-en	<p>An IFS Food certified company, an IFS Food supporting company (broker, food, manufacturer, retailer, logistics provider or wholesaler) which accepts IFS certificates from their suppliers or services providers, or an IFS certification body may use the IFS logo for promotional reasons and publish information about IFS certification provided that it is not visible on final product packaging which are available to the end-consumer. Companies which provide products and/or services to IFS certified or supporting companies, but which are not themselves IFS certified (e.g. manufacturers of devices, clothing, cleaning materials or service providers which would like to promote that their products and/or services help to fulfil the IFS requirements) must ask for express written permission to IFS Management GmbH to use the IFS Food and/or any other IFS logo(s). The IFS Food logo and information about the certification may be used in correspondence with relevant IFS users. Presentations mentioning IFS on the internet are only permitted if they are in a direct link with product safety (e.g. within information about the safety/quality management system). The IFS Food logo may be displayed on any kind of general communication (e.g. exhibitions for business contacts, brochures, generic articles about food safety and quality management in general, vehicles). The IFS Food Standard was developed by the manufacturers, retailers and food service companies in order to assure the food safety and quality of their suppliers. It must be ensured that all information concerning certifications refers clearly to IFS. The IFS logo may not be used in presentations having no clear connection to IFS.</p>
FSSC 22000	How to use the FSSC 22000 logo	https://www.fssc22000.com/scheme/scheme-documents-version-5-1/Part 2, 2.5.5. Logo use	<p>Certified organizations, Certification Bodies and Training Organizations shall use the FSSC 22000 logo only for marketing activities such as organization's printed matter, website, and another promotional material.</p> <p>The certified organization is not allowed to use the FSSC 22000 logo, any statement or make reference to its certified status on:</p> <ol style="list-style-type: none"> 1. a product; 2. its labelling; 3. its packaging (primary, secondary or any other form); 4. in any other manner that implies FSSC 22000 approves a product, process, or service.