

BUREAU VERITASCERTIFICATION

USER MANUAL OF MANAGEMENT SYSTEMS CERTIFICATION BRANDS

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Certification Brands

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Let them know that you are excellent!

Only the best companies can obtain certifications through Bureau Veritas Certification, which is a reference of competence and excellence in delivering added value to your organization. Bureau Veritas Certification brand represents reliability, sustainability and trust.

Congratulations! Now that you are certified you are free to use this worldwide respected and recognized brand through the advertising on your organization website and materials.

More than just a tool to show that you have been approved in the certification process with Bureau Veritas Certification, we customize the brand to promote each obtained certification.



1. Introduction

The certification is a valuable resource because it demonstrates the organizations commitment to conducting business in a professional and consistent manner.

Bureau Veritas Certification brand is recognized and respected worldwide as a symbol of reliability, sustainability and trust. By including the Bureau Veritas Certification brand in your communication/marketing strategy, you will clearly demonstrate your success and continuous search for excellence, which is immediately translated into trust for your partners, customers and suppliers.

The Certification Brand of Bureau Veritas Certification can be widely used for external disclosure purposes, in brochures, company vehicles, frames, flags, banners, billboards, invoices, various marketing articles, etc.

According to the accreditation bodies and the IAF (*) criteria, the Certification/Compliance Brand of certifying bodies should not be used in such a way that it can cause any kind of confusion or illusion to organizations and individuals who purchase goods and services from certified organizations.

This manual was designed to ensure that the rules for using the Certification Brand are communicated to your customers, allowing them to make the most of the Certification Brand of Bureau Veritas Certification without violating the accreditation rules.



We believe that this document answers most of the possible questions concerning the use of the Certification Brand of Bureau Veritas Certification, however, if you have other questions, it is essential that you contact the Marketing Department of Bureau Veritas Certification through the e-mail keila-cristina.santos@bureauveritas.com or the local office of Bureau Veritas Group in your region, which will be happy to assist you.

	ISO	International Organization for Standardization
(*)	IEC	International Electrician Commission
	IAF	International Accreditation Forum

2. Bureau Veritas Certification Policy

2.1 Certificates of approval and certification brands are properties of Bureau Veritas Certification, and therefore, customers can use them only as long as the certificate is valid.

2.2 Definitions:

2.2.1 The General Certification Brand, which is printed on the certificates, is for the exclusive use of Bureau Veritas Certification.



2.2.2 Specific Certification Brands are those that contain the standard in which the organization is certified, and can be used by certified customers for marketing purposes.



2.3 Customers certified by Bureau Veritas Certification are allowed to disclose the Specific Certification Brand applicable to the certified regulatory standard, but this disclosure is not an obligation.

2.4 The Specific Certification brand artwork is available in electronic file in the following formats: jpeg (image) and cdr (Corel Draw). Files can be obtained by a formal request to the e-mail:

keila-cristina.santos@bureauveritas.com

2.5 The Certification Brand of Bureau Veritas Certification must be reproduced exactly as in the electronic file. No layout modifications are allowed, except modifications in its size (*) or color (see chapters 5 and 6 of this manual), provided that all details are kept legible, and also the proportionality between the dimensions of the original drawing.

(*) The Certification Brands of the Certification Body must be smaller than the certified organization Logo, as provided for in item 6 of this manual.

2.6 Organizations certified by Bureau Veritas Certification can promote their certification through the use of the Specific Certification Brand, composed of the Bureau Veritas Certification logo containing the standard in which the company is certified. The criteria for using the Specific Certification Brands are defined in item 4 of this manual.

2.6.1 Both the local accreditation body (Cgcre), and international accreditation bodies have several of restrictions regarding the use of their accreditation brands by certified companies. Therefore, Bureau Veritas Certification recommends that its clients use the Specific Certification Brands according to the guidelines of this Manual, since the Certification Brand of Bureau Veritas Certification is recognized worldwide and has more than 35 national and international accreditations. Companies that want to use the Accreditation Brands must refer to the relevant rules in the “Accreditation Brand User Manual”, available at https://certification.bureauveritas.com.br/clientes/como-divulgar-sua-certificacao/.

2.6.2 The reproduction of Certificates issued by Bureau Veritas Certification is allowed for disclosure purposes in advertising material (brochures, banners, advertisements, metal certificates and websites), provided that it is fully reproduced.

Color reproduction of certificates (color copy) is also allowed, as long as they are identified as copies (on the front or back).

2.6.3 Where the promotional material also involves other certified scopes/ processes that are not covered by the certification scope, the use of the

Certification/Compliance Brand of Bureau Veritas Certification must be clear that it applies only to the scope of certified activities.

2.7 Specific Certification Brands of Bureau Veritas Certification, within the scope of the management system certification, shall not be used on products or in any other manner that may induce the buyer or potential purchaser to believe that the product has been approved by Bureau Veritas Certification, which includes compliance certificates, calibration certificates, reports or technical reports, test reports, training certificates, certificates and related. Their use must be compliant with the descriptions in the sub-items below:

2.7.1 Organizations are not allowed to use the Specific Certification Brand of Bureau Veritas Certification on the product itself or on its packaging (see 4.1 and 4.2). On packaging, only a statement is allowed referring to the certification of the relevant management system, but with no use of the Brand, as follows: "<reference system> Management System certified according to the reference Standard by Bureau Veritas Certification", as shown in the examples below:

E.g. 1: "Quality Management System certified according to ISO 9001:2015 Standard by Bureau Veritas Certification".

E.g. 2: "Environmental Management System certified according to ISO 14001:2015 Standard by Bureau Veritas Certification".

E.g. 3: "Occupational Safety and Health Management System certified according to ISO 45001:2018 Standard by Bureau Veritas Certification".

E.g. 4: "Integrated Management System certified according to ISO 9001:2015, ISO 14001:2015 and ISO 45001:2018 by Bureau Veritas Certification".

This statement, under no circumstances, may be inferred as if the product, process or service was certified, but rather the management system.

2.7.2 The above statement shall be amended according to the certification obtained by the Organization.

2.7.3 No disclosure of the Accreditation is allowed (e.g.: Cgcre), for the situations described above.

2.8 The original Certificates and the final artwork of the Certification Brands are documents of the management system and customers must demonstrate the control of their distribution.

2.9 Organizations certified by Bureau Veritas Certification may only use the Certification Brands regarding their certification and the units of the organization that have been certified.

2.10 The certification disclosure in vehicles, allowed to the certified organization, should be made with the statement "<reference system> Management System certified according to the reference Standard by Bureau Veritas Certification", as shown in sub-item 2.7.1.

Note: If the statement is required in other languages, it must be requested to Bureau Veritas Certification.

2.11 The disclosure of Certification Brands of General and Specific types related to standards in which the organization is not certified, or which certificates are expired, suspended or cancelled is prohibited.

2.12 The non-compliance with the clauses described in this procedure may imply violations of laws in force, such as the Code of Consumer Defense and Protection.

3. Certification Brands

Specific Certification Brands are available for all management systems.

Examples of Specific Certification Brands:

ISO 9001 Quality Management System



IATF 16949 Automotive Quality Management System



ISO 14001 Environmental Management System



ISO 22000 Food Safety Management System



ISO 27001 Information Security Management System





4. Use of Certification Brands

4.1 First, it is important to learn Bureau Veritas Certification understanding of possible situations of Specific Certification Brands use. Therefore, below are some definitions, with examples and/or explanatory notes, in order to guide organizations that choose to use the Certification Brands:

- √ Promotional Materials: literatures, brochures, leaflets of the organization, newsletters, posters, billboards, panels, banners, signs, paintings on facades, magazines, newspapers, Internet, direct mail, videos (institutional and promotional), institutional advertisements, TV commercials, flags associated with the organization and frames, portfolio and related.
- √ Gifts: keychains, caps, pens, agendas, calendars, mugs, t-shirts, greeting cards, watches, flash drives, backpacks, bags and related.
- √ Miscellaneous Materials of the Organization: letterhead, envelopes, invoices, business cards, internal documents, uniforms and related.
- √ Vehicles of the Organization: transport and technical assistance vehicles, among others used by the organization.
- √ Packaging: those that can be removed without disintegrating or damaging the product. Labels or identification plates are not included in this definition as they are considered a part of the product itself.
- √ Specific Technical Documents: are those documents that may induce the buyer or potential buyer to believe that the product has been approved by Bureau Veritas Certification, such as quality and/or compliance certificates, calibration certificates, certificates of guarantee regarding defects, training certificates, certificates of analysis (biological, chemical, etc.), reports, measurement bulletins (water, sewage and/or electricity bills, etc.) test reports and declarations.

4.2 Based on the definitions presented above, the table below summarizes the acceptable limits for the use of Specific Certification Brands:



	Promotional Materials	Gifts	Miscellaneous Materials	Organization Vehicles	Packaging	Product	Specific technical documents
Specific Certification Brand	Allowed	Allowed	Allowed	Not Allowed	Not Allowed	Not Allowed	Not Allowed
Specific Certification Brand with Declaration	Allowed	Allowed	Allowed	Allowed	Not Allowed	Not Allowed	Not Allowed
Certification Brand with Accreditation (see 2.6.1.)	Allowed with restrictions	Not Allowed	Allowed with restrictions	Not Allowed	Not Allowed	Not Allowed	Not Allowed

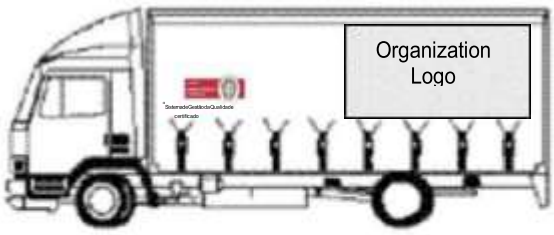
4.3 Use in vehicles:

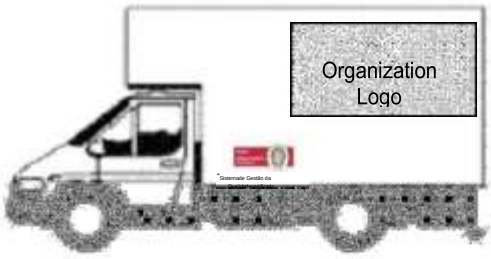
The use in vehicles must always be accompanied by the declarations applicable to the certification obtained by the organization, according to sub-item 2.8.1.

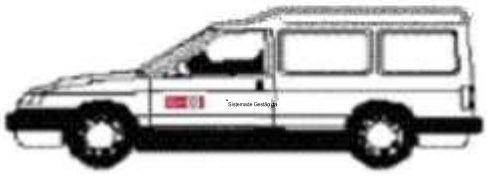
4.3.1 The use in vehicles must be made by positioning the Certification Brand with the declaration in the left or rear side, always at low height as exemplified in the figures below.

The use of Accreditation Brands (UKAS, ANAB, etc.) in vehicles is strictly prohibited.

The Specific Certification Brands used in vehicles must always be accompanied by the logos of the certified companies. In this case, the size of the certification brand of Bureau Veritas Certification should not be greater than 1/3 the size of the organization logo (the organization logo must be more relevant).







5. Printing of Certification Brands

5.1 PRINTING IN ONE COLOR

In some cases, the printing of Bureau Veritas Certification Brand may be required in one color only. The available options are:

- Black (positive)



- White (17negative)
-



The color option will depend on the background to be used.

5.2. PRINTING IN DIRECT COLORS

Application in printing with direct colors (offset technique).

Gray	Red
PANTONE 404 C	PANTONE 200 C





5.3 PRINTING IN RGB COLORS

Application in digital works, such as web pages.

Gray		Red	
Red	132%	Red	138%
Green	116%	Green	0%
Blue	97%	Blue	35%





5.4 PRINTING IN CMYK

Applications in offset and digital prints, using the percentages of four colors.

Gray		Red	
Cyan	0%	Cyan	4%
Magenta	9%	Magenta	100%
Yellow	23%	Yellow	70%
Black	56%	Black	27%





6. Sizes and Dimensions

6.1 GENERAL PROVISIONS

6) Reference to the standard
The standard in which the organization is certified should be placed.

b) Name of Bureau Veritas Certification
Cannot be changed or translated.

a)

b)



6.2 WHITE OUTLINE THAT SURROUNDS THE CERTIFICATION BRAND

The area around the Certification Brand must always have a white line of thickness equal to the distance (b) indicated in the figure below.

*** *The white outline should always be used in any background color.*

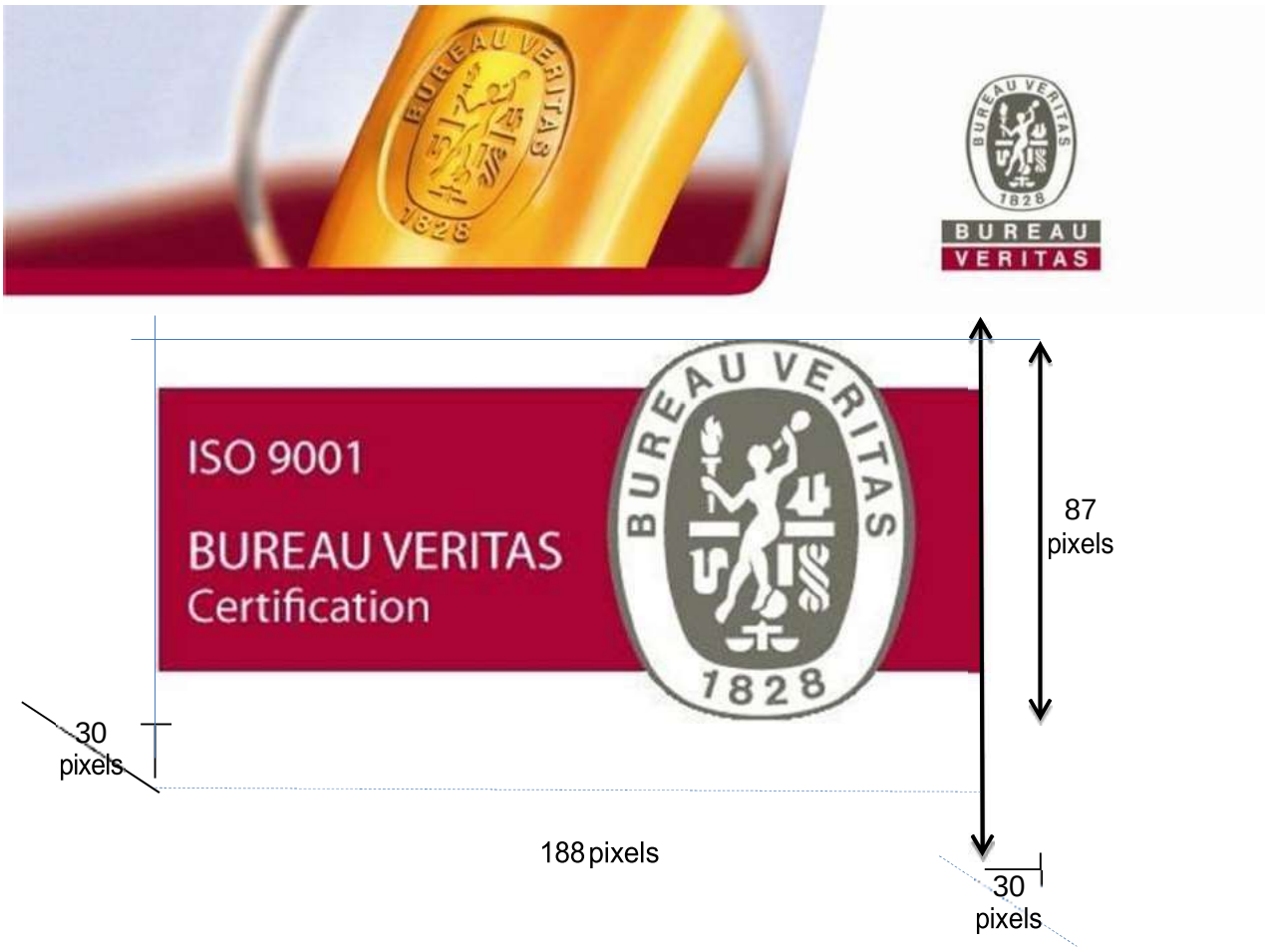


6.3 MINIMUM SIZE

The minimum height of the brand is 12 mm (c) and width 26 mm (d). In pixels, consider the minimum height of 87 pixels and width of 188 pixels.

Any lower measure becomes unreadable and the visual identity imperceptible.





6.4 SIZE RATIO BETWEEN THE ORGANIZATION LOGO AND THE CERTIFICATION BRAND OF BUREAU VERITAS CERTIFICATION

The dimensions of the Certification Brand of Bureau Veritas Certification should not be greater than 1/3 of the organization logo size, observing the minimum application size defined in item 6.3.

E.g.:







6.5 TYPOGRAPHY

a) UNIVERS 65 BOLD

For reference to the standard and name of Bureau Veritas Certification, use white color.

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz
1234567890

a)





7. Unacceptable uses of Certification Brands

No change in the construction of the Certification Brands is acceptable, as follows:

Placed diagonally or any kind of rotation in the image.





Vertical and horizontal deformations.





Space between the seal and the block.







Proportion between the seal and the block.



Typography and corporate colors.







8. Request for Certification Brands

Certification brands can be obtained by a formal request to the e-mail:

keila-cristina.santos@bureauveritas.com

9. Customer Service

For more information on the certification brand use, please contact the Marketing Area:

E-mail: keila-cristina.santos@bureauveritas.com

Visit our website: https://certification.bureauveritas.com.br/