

## 1 Purpose

The purpose of this logo and certification policy is to instruct, control and enforce the proper use of issued certificate and marks in accordance with the ISO/IEC 17021 and ISO/IEC 17021-1 requirements.

## 2 Terms and Definitions

Abbreviation/Term	Definition
Logo	The symbol that 3Cert uses to promote its name.
Mark	A symbol used by 3Cert to indicate the certification status of the companies that it certifies. The mark is created under the logo by writing the certification scope and the corresponding standard number.

## 3 Rules of usage

3Cert audit team makes the necessary checks in terms of compliance with the IAF, Accreditation body guidelines and procedures related to the use of certificates, certification marks, and logos during audits and records the results in the relevant part of the audit report. For this purpose, the audit team applies sampling to check brochures, catalogues, business cards, and any advertising materials and products.

Upon successful completion of the 3cert certification process, a certificate is issued containing the application standard scope, place, and principal standard details. Then, the certificate and mark files are delivered to the certified client. The certificate remains valid for 3 years if surveillance audits are completed successfully. A certified client may use the issued certificate and selected mark(s), according to the rules stated in this document, as long as it holds a valid certificate.

In case clients use the logo and certificates in contradiction to this procedure, 3Cert will define and initiate any legal enforcement. The resulting activities can include requesting correction or corrective action, suspension, withdrawal of certification, publication of the transgression, and, if necessary, legal actions. The activities deemed necessary will be given to the client in writing.

If, for any reason, the cancellation of the certification agreement occurs, the client shall discontinue the use of the 3Cert certificates and logos and shall return the certificate to 3Cert. The latter applies also if the certificate expired or withdrawn for contractual reasons.

### 3.1 General rules

- 3.1.1 No logos, marks, nor reference to the management system certification shall be found [on the product or on the packaging of the product, or in any way that may be interpreted as denoting product or service conformity.](#)
- 3.1.2 No logos, marks, nor reference to the management system certification are to be used in any client test reports, calibration, and/or inspection reports or certificates.
- 3.1.3 [No logos, marks, nor reference to the management system certification shall be found in company vehicles, machinery, or equipment that are used to provide the company services, for instance, transportation, maintenance, cleaning services, or in any other way that may be interpreted as denoting service conformity.](#)
- 3.1.4 The certificate or certification mark must not be used in a way that may imply that the certification applies to activities and sites that are outside the scope of certification.
- 3.1.5 The client must show the auditors the places where the certificate marks, certificate and/or logos are used during surveillance audits.

## 3.2 Logos usage

Upon successful completion of the certification process, a certificate with IAS, IAF, and 3Cert logos and certification marks containing the 3Cert logo will be issued. The usage of the logos contained in the materials is subject to the following conditions:

- 3.2.1 The 3Cert logo can be used in advertising materials only if an agreement or written approval is issued by 3Cert's managing director.
- 3.2.2 The 3Cert logo can only be used under the explicit permit from the 3Cert certification body, and following the corporate identity manual provided.
- 3.2.3 In case third parties use the 3Cert logo without permission, legal sanctions may be withheld.
- 3.2.4 Any misuse will be enforced to correct, stop its divulgation, be taken down from any digital platform, and/or destroyed in case of physical advertising materials.
- 3.2.5 3Cert logo cannot be used in any external communications.
- 3.2.6 The IAS and/or IAF logo cannot be used in any way.

## 3.3 Certificates

Upon successful completion of the certification process, 3Cert will issue a certificate containing the application scope and standards of certification, organization locations, and denomination. The usage of certificates is subject to the following conditions.

- 3.3.1 The client has the right to use certificates in promotional materials, marketing campaigns, correspondence, and advertisements, with the condition to guarantee that the use is free of ambiguity as to what has been certified ([see 3.5 Certification Statements](#)).
- 3.3.2 Upon condition that surveillance audits are completed, and the client has received the issued management system certification, this certificate will be valid for three years. The certification mark can be used only if the certificate is valid. If the company's certificate expires, is cancelled, or the accreditation of 3Cert is revoked, the company has the legal obligation to stop using either certification marks or certificates in its communication efforts.
- 3.3.3 Printed documents should only be prepared based on the company's certified management system. It should not misrepresent the certification process by evoking product and/or service certification.
- 3.3.4 The use of the certification document or any part thereof in a misleading manner is prohibited.
- 3.3.5 All advertising matters are to be amended when the scope of certification has been reduced.
- 3.3.6 The management system certificate does not withhold the client from complying with legal requirements.
- 3.3.7 The client cannot use its certification in such a manner that would bring the certification body and/or certification system into disrepute and lose public trust.
- 3.3.8 The certificate holder can only use the certificate and related certification logos in the certification scope and according to accreditation rules. If the certificate is used outside the specified scope, the certificate holder will be notified, and corrective action will be required to address this nonconformity. This process can be as extensive as making a legal appeal. These include modifying various documents, promotional materials with the certification mark printed on them if they are placed on the market, recalling them, informing clients and sellers, and, if they cannot be corrected, taking further destruction actions.

## 3.4 Certification mark

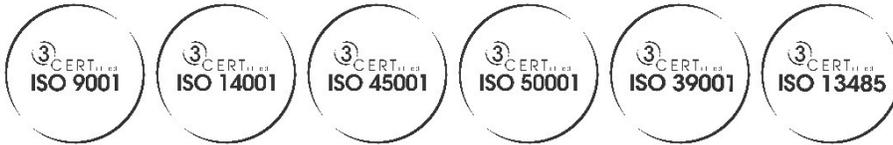
- 3.4.1 The client has the right to use the certification mark on promotional materials, marketing campaigns, correspondence, and advertisements with the condition that the use is free of ambiguity as to what has been certified.
- 3.4.2 Marks shall not be used on products, product packaging, or in any other way that may be interpreted as denoting product conformity.
- 3.4.3 The certification marks are to be used only in conjunction with client information, [ensuring traceability back to the certification body](#).
- 3.4.4 The certification marks must be of a size so that all features are visible in detail.
- 3.4.5 The certification mark picked for the advertising material must be completely visible in all its parts.

## POL Logo and Certification Mark Usage

3.4.6 To use the certification in full color the background must be completely white.



3.4.7 In case of any background of any color other than solid white is to be used, two different certification marks can be chosen (positive or negative). The one picked must be visible in all its parts.



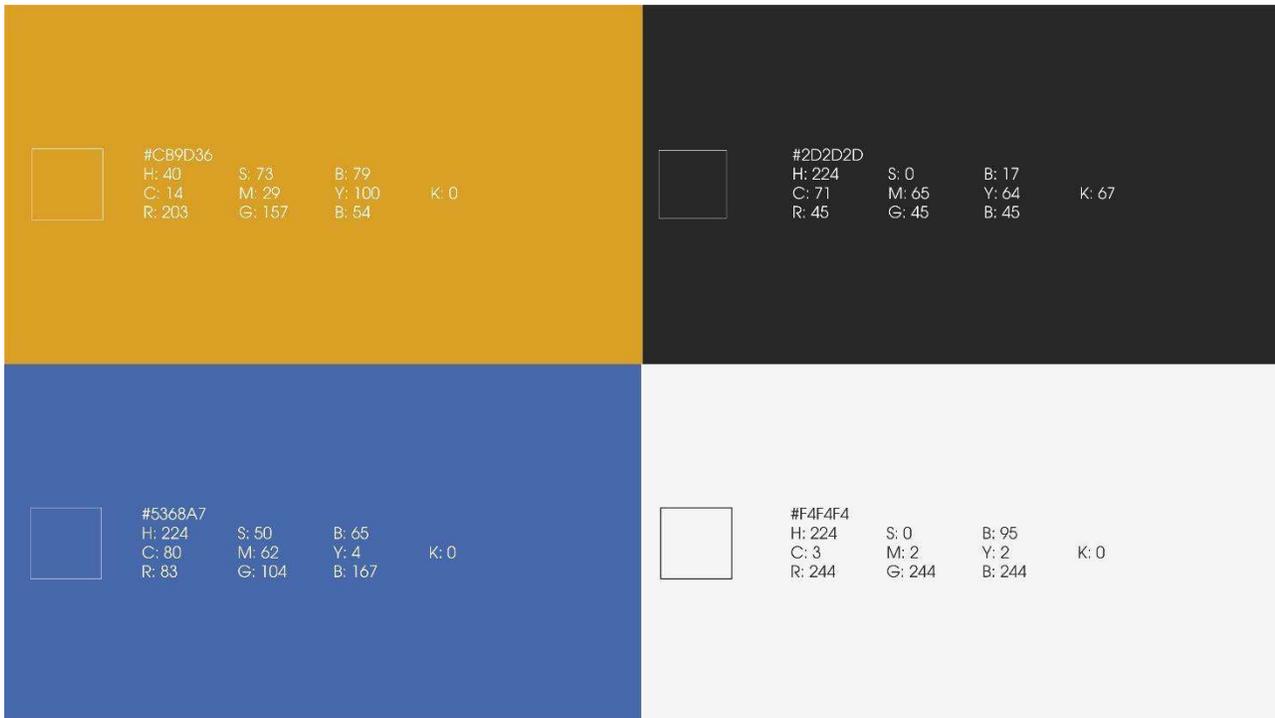
3.4.8 The usage of the Certification Mark can be used over images or photographs only if the previous clauses are followed. Here are some examples of the correct usage.

### Brand Applications

#### CERTIFICATION MARK



3.4.9 The colors of the certification mark can't be modified or recolored. The following colors are the ones approved by 3Cert:



### 3.5 Certification statement

- 3.5.1 No certification statement shall be used on the product, which may imply that the product, service, or process is certified. Type labels and identification plates are considered part of the product. Also considered misleading, and therefore forbidden, is the use of certification statements in vehicles, service machinery, calibration reports, or other **elements** considered part of the service or process.
- 3.5.2 A certification statement may be used on product packaging, which can be removed from the product without damaging or disintegrating the product. It may be used in accompanying information, which is considered separately available or easily detachable (e.g., user’s manual, instructions). It may also be used in vehicles, machinery, or reports that are not part of the service.
- 3.5.3 Any certification statement shall in no way imply that the product, process, or service is certified by this means. The statement shall include reference to:
  - Identification of the certified client, e.g., brand or name.
  - The type of management system, e.g., quality, environment, road traffic safety, energy, occupational health and safety.
  - The applicable standard with the version, e.g., ISO 45001:2018.
  - The certification body issuing the certificate, to ensure traceability.

### 3.6 Observation of this policy

- 3.6.1 All certified clients must conform to the requirements of this policy when referring to their certification in their communications, advertising, processes, and documentation, and avoid any misleading information regarding the scope of certification or implying that the product, process, person, or service is certified.
- 3.6.2 If there are any changes in the scope of certification, all communications, website information, documentation, and advertising must be adequately modified.
- 3.6.3 3Cert will perform random supervision of the use of certificates, logos, marks, and statements. Auditors will include this process in every audit as well. For any deviation, a non-conformity will be documented. Corrective actions will be required from the non-compliant client.

## POL Logo and Certification Mark Usage



- 3.6.4 Non-conformity to the rules in the policy that may bring 3Cert or the certification system into disrepute or loss of public trust may lead to the suspension or withdrawal of certification. 3Cert could also publish information about the transgression and take legal action if necessary.
- 3.6.5 Upon withdrawal of its certification, all certificates, marks, logos, and statements must be immediately removed from all advertising materials, websites, documentation, and communications. 3Cert may take legal actions against those who refrain from correcting any violation.

## 4 Change History

Version	Change description
2	Clarify requirements of use of marks and reference to certification, based on ISO 17021-1: 2015 8.3; especially when used in product packaging in 3.1. Add a section for rules for the use of certification statements in 3.5, and consequences for not following the rules in 3.6.
1	Initial version, replaces former work instruction.