
Brand Use Manual Products and Mobility

Legal Scope:

TÜV Rheinland do Brasil Ltda.

Business Scope:

P.03 Electrical
P.04 Commercial Products
P.05 Medical
M.04 Engineering / Type Approval

Process Scope:

6.3 Service Delivery : 6.3.3 Certification

1. Objectives

This manual sets out the guidelines to be followed by companies wishing to disclose their certifications and use the TÜV Rheinland marks. It also aims to ensure that the rules for using the TÜV Rheinland certification mark are fully communicated in order to ensure correct use.

2. Terms and Abbreviations

Terms/Abbreviations	Description
CGCRE	General Accreditation Coordination
Dconf	Conformity Assessment Division
SBAC	Brazilian System of Conformity Assessment
CE	European Certification

3. Scope of Application

This rule applies to products certified by TÜV Rheinland do Brasil.

4. Activities

People and companies around the world have placed their trust in the TÜV Rheinland Group since 1872. For years, our brand has inspired trust and is recognised around the world as a symbol of safety and quality. We value new ideas, knowledge and use a strong worldwide network to contribute to the development of products, services, systems and people. We are working for a sustainable future for humanity and the environment.

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4.1 Institutional Brand

The institutional brand may not be used on any type of material (products, packaging, websites, advertising materials, etc.) other than TÜV Rheinland's own or formally authorised by it.



4.2 General Rules for the Use of the Certification Mark

Certificates of conformity issued by TÜV Rheinland are the property of TÜV Rheinland to indicate the conformity of a product and entitle the certificate holder to use the marks as described in this manual, in applicable laws, ordinances and in the service contract signed between the parties.

Use of the Certification Mark during the term of the certification contract and as established in the rules and its complements is strictly limited to the scope of certification of the Client whose Product has been certified by TÜV Rheinland.

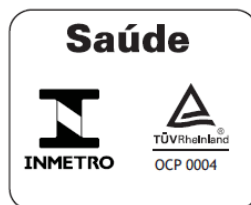
4.3 Use of the Certification Mark

- Certification marks and identification labels may only be used as long as the certificate remains valid. During the suspension period, or upon cancellation of the certification, the applicant shall ensure that the use of the mark is immediately discontinued;
- The reproduction of the mark must be exactly as received in the electronic file;
- No changes to the layout and colour of the labels are permitted;
- Changes in size are authorised provided they respect the specific conditions of each conformity assessment or certification programme;
- In case of changes in image size, these should be proportional, respecting the original design, minimum size, and keeping all details (including texts) legible;

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- The principle of the certification mark is to identify that the object of the certification has been submitted to the conformity assessment process and meets the requirements contained in the Rules for Product Certification;
- The model, characteristics, traceability and position forms of the conformity mark are defined in the specific certification rules of each object, obeying the provisions of Inmetro Ordinance nº 274/2014;
- The certification mark may be printed on the certificate of conformity, marked or affixed to the product and/or printed or affixed to the packaging, following the definitions of each specific rule for each object. If the seal does not fit on the primary packaging of the product, the mark can be printed on the product manual;
- The order in which the labels are used must be respected. Compact labels should only be used on products which do not contain sufficient space for traditional labels. Compact labels may not be used for advertising purposes.
- The traditional black and white label should only be used if the colour of the material to be printed is the same or similar to the colour of the coloured label;
- The use of the certification mark is allowed only for certified products. The use of the seal is not allowed on any other product that has not been assessed;
- No advertising material shall be permitted which suggests that another product is certified;
- The mark may be used only after the certificate has been issued and is in force;
- When references are made to the certifier or its accrediting body, the terms should be used correctly so as not to confuse the general public. The TÜV Rheinland certifier is accredited by the General Accreditation Coordination of Inmetro or (CGCRE/Inmetro).
- The obligations defined in contract in relation to the use of the mark must be followed.

4.4 Use of the Mark for Product Certification**4.1.1 Examples of Traditional Conformity Labels for Products**

Brand Use Manual Products and Mobility**4.2.2 Examples of Traditional Black and White Product Labels****4.4.3 Examples of Product Compact Labels****4.4.4 Use of the Label and Product Certification Mark for Advertising Purposes**

The following criteria must be met for use of the label in advertising:

- The seal can be included in advertisements in any form of media, for example, but not limited to the magazine, newspaper, catalog, banner, e-mail marketing, website, etc;
- The seal must be applied unambiguously to the item to which it refers, making it clear which products actually have their conformity assessed, so that there is no erroneous understanding of the product that is actually certified;
- The authorisation shall be by material submitted and;
- The validity of the authorisation shall be linked to the validity of the certificate of conformity;

NOTE: For the use of product certification labels in advertising, the approval of SEAPO do Inmetro must always be requested. The client must elaborate a model/sketch of the advertising in question and send it to the e-

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mail: seapo@inmetro.gov.br requesting approval. Only after its approval, it is possible to publish the seal on the website.

For all art, advertising, publicity, or other media, where the certification mark is used, the client must send a new e-mail to Cgcre/Inmetro's technical team requesting prior approval for the use of the mark.

4.4.5 Permissions Denied for Use of Label and Product Certification Mark

- For disclosure of the company and product group, inducing the consumer to understand that the company, a group or all products are certified, when this is not the reality;
- When the certified product/service condition is lost, including cases of suspension and/or cancellation
- In email signatures;
- On walls, facades or vehicles;
- In any situation (including standards that are not assured by SBAC certification, such as CE and GS, for example) that may give rise to an incorrect interpretation of the activity performed by the certified company, TÜV Rheinland and Cgcre-Inmetro, inducing the consumer to misunderstand.

4.5 Penalties for improper use of the certification mark

- Any other forms of identification not authorized in this Manual and in Ordinance Inmetro no. 274/2014;
- The violation of any of the provisions defined in Inmetro Ordinance No. 274, of June 13, 2014, may result in the infractor, in addition to the prerogative of suspension and/or cancellation of the Certificate of Approval, the initiation of administrative proceedings for assessment and application of the penalties provided for in article 8 of Law No. 9,933, of December 20, 1999, without prejudice to the civil and criminal lawsuits and in accordance with article 189 of Law No. 9,279, of May 14, 1996;
- Failure to comply with any of the provisions defined in this Manual in relation to the Mark of Conformity of TÜV Rheinland do Brasil LTDA, in addition to the prerogative to suspend and/or cancel the Certificate of Approval, may also subject the offender to the applicable administrative and judicial penalties;

5. Roles & Responsibilities

Process Roles	Responsibilities
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Inform rules and analyze customer labels	Technical Area of Products
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6. Specifications*N/A***7. Attachments***N/A***8. Related Documents***MS-0028642 - INMETRO Mark Certification Scheme***9. External Reference Documents***Portaria 274 de 2014**<http://www.inmetro.gov.br/legislacao/rtac/pdf/rtac002120.pdf>*