
Conditions for Promoting Certification and Using the Registrar Trade Mark and the Accreditation Marks

Purpose

The purpose of this procedure is to describe the applicability and conditions of use of the Registrar Trademarks, Accreditation Marks and promotion of certification by organizations certified / registered with TUV Rheinland of North America, Inc.

Application

The requirements herein are applicable only to organizations certified by TUV Rheinland of North America, Inc.

References

ISO 17021: 2015 - *Conformity assessment – Requirements for bodies providing audit and certification of management systems*

ANAB Accreditation Rule 2: *Conditions for Use of the ANAB Name and Accreditation Symbol* (1 Jan 2015)

ANAB Accreditation Rule 19: *Transition to the New ANAB Accreditation Symbol* (1 Jan 2015)

ANAB Heads Up 34: *Licensing Agreement for CBs to Use the IAF MLA Mark* (21 Sep 2004)

Definitions

Certification Body (CB): A registrar organization that has been accredited by an Accreditation Body to certify an organization's management system and implementation/maintenance thereof as being in conformity to a specific standard (e.g., ISO 14001:2015).

Accreditation Body (AB): An organization that accredits Certification Bodies to certify an organization's management system and implementation/maintenance thereof as being in conformity to a specific standard.

Trademark and Mark: The logo, symbol, or other graphic representation that identifies the CB and AB, respectively.

ANAB: ANSI-ASQ National Accreditation Board is a non-governmental organization that provides accreditation services to CBs (this is the AB that accredits TUV Rheinland of North America, Inc.). ANAB is jointly owned by the American National Standards Institute (ANSI) and the American Society for Quality (ASQ).

IAF: The International Accreditation Forum, Inc. – a global association of ABs and others who develop and maintain a single worldwide program of conformity assessment to ensure that accredited certificates may be relied upon.

ISO: The International Organization for Standardization - develops and publishes international standards.

Responsibilities

The certified organization is responsible for implementing the requirements of this procedure when using certification and accreditation marks and/or promoting its certification.

Procedure

1) General Requirements

- a) This procedure describes the proper use by a certified company of the TUV Rheinland of North America, Inc. (hereinafter referred to as TRNA) trademark and the accreditation marks. Publicizing certification to one of the ISO standards is the right and option of each organization gaining certification (herein referred to as a certificate holder)
- b) Certification indicates conformity to the standards for documented management systems and the effective implementation of such systems. It does not indicate an endorsement or approval by the International Organization for Standardization (ISO), nor a product / service certification of any kind. ISO develops and promulgates international standards but does not operate a scheme for verifying conformity to them. Using the ISO logo alone in advertisements would give the impression that ISO has "approved" such certification or even carried it out. Therefore, it is incorrect for the certificate holder to describe the company as "ISO registered" or "ISO certified". In fact, it is the CB, not ISO,

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who is the body giving its approval that the management system which has been certified / registered conforms to the applicable ISO standard(s).

The ABs stand behind TRNA to ensure that its qualifications, business practices and methods are proper and effective.

- c) When the Standard is specified in conjunction with promotion of its certification, the certificate holder should not use the generic term of the standard (e.g., ISO 9000 or ISO 14000). The certificate holder should indicate the specific Standard, including the edition year, to which its certification applies (e.g., ISO 9001:2008, ISO 14001:2004 or ISO 14001:2015, etc., as appropriate). The certificate holder is also encouraged to monitor any promotion of its certification by others on its behalf over which it has control or influence (e.g., corporate headquarters) and provide guidance, as necessary, so that promotion of the certificate in advertising or other activities takes place in accordance with the conditions specified within this document and the guidance referenced in d) below.
- d) The International Organization for Standardization (ISO) publishes guidelines for a certified / registered organization to follow when publicizing the certification of its management system by an accredited CB in accordance with ISO standards. These rules and guidelines are published on the ISO website at www.iso.org [LINK to Guideline](#). These guidelines govern the use of the word "ISO" and other aspects of publicizing certification. Organizations that are certified / registered by TRNA are encouraged to follow these guidelines. During audit activities, TRNA will monitor the organization's promotion of its certification, as well as its use of registrar trademarks and accreditation marks.
- e) The marks below are provided as examples only. The marks that shall be used by TRNA certificate holders are found on the TRNA web site at www.us.tuv.com, or these marks may be provided to TRNA certificate holders by authorized TRNA staff. The use of any other version of these marks must be approved in writing by the TRNA.
- f) Marks are available by contacting your Audit Project Coordinator.

2) Conditions for Using the TRNA Trademark

- a) The underlying principle for using the TUV Rheinland and TRNA trademarks for marketing or advertising an organization's conformity to a particular ISO standard is to avoid making false, misleading or confusing claims to the public and customers.
- b) The TUV Rheinland trademark may be used in the following representational forms:



- c) The "Triangle" is a registered trademark (No. 1,674,458) with the United States Patent and Trademark Office.
- d) The trademark shall be reproduced:
 - i) The triangle and line in the color blue as specified in Graphic Code PMS 300 with TÜV in black or,
 - ii) in black
 - iii) On a clearly contrasting background
 - iv) In a size where all features of the mark are clearly distinguishable, generally with the length of the triangle side being no less than 3/16 inch (4.8mm)

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- e) The trademark may be used only in the form shown above. Additional information (e.g., certificate number or full name of the applicable standard) is permitted in conjunction with the trademark. The trademark must be fully legible and clearly visible.
- f) For multiple-site organizations, the trademark shall only be used in conjunction with the organization's specific name and location that gained certification.
- g) For a certificate holder that gained certification for only a portion of its manufacturing processes, products or services, the claim of certification must be specific and not provide the impression of "organization-wide" certification.
- h) The trademark may not be used for the labeling of individual products or evidence of service provision, or in intimate association with the products or services in a manner that suggests that the products or services themselves are certified / registered or endorsed by TRNA. The trademark shall not be used on test, calibration or inspection reports.
- i) The certificate holder is responsible to TRNA for trademark use, ensuring that the trademark use in advertising or other activities takes place only in accordance with these conditions. In cases of doubt, the certificate holder shall contact TRNA for clarification of any issues relating to the use of the trademark.
- j) The certificate holder ensures that using the trademark in advertising or for other uses takes place within these terms of reference. The use of the trademark is limited to legal persons and must not, without the express permission of TRNA, be transferred to third parties, successors or be the subject of an assignment or a sale or of any sort of enforced measure.
- k) If necessary, other requirements with regard to the use of trademarks will be developed between the individual certificate holders and TRNA. Such requirements will be part of the certification agreement and the certificate holder will immediately be subject to such requirements.

3) Conditions for Accreditation Mark Use

- a) The AB grants TRNA the right to apply the AB mark on all documents which relate to the accredited certification, subject to certain rules and regulations. The documents include certificates, stationery, and literature associated with the CB's accredited certification activities. The AB's have provided written rules to TRNA which include requirements for color, size, and location of the mark.
- b) A certificate holder may use the TRNA trademark by itself or in conjunction with the appropriate AB mark subject to the requirements stated in Sections 2.1 and to the specific requirements of each AB. Sample layouts using the various marks are shown in Section 3.
- c) The certificate holder may use the mark in accordance with the terms of the contract together with the associated documents and in particular with these stated terms.
- d) The certificate holder shall ensure that using the AB marks in advertising or for other measures takes place within these terms of reference. The use of the mark is limited to legal persons and must not, without the express permission of TRNA and the applicable AB, be transferred to third parties or successors or be the subject of an assignment or a sale or of any sort of enforced measure.
- e) Neither the TRNA trademark nor the accreditation mark shall be used on a product or evidence of service provision or in such a way as to suggest that TRNA and/or the AB have certified / registered or approved or endorsed any product, process, or service of a certified / registered organization, or in any misleading manner. Neither the TRNA trademark nor the accreditation mark shall be used on test, calibration or inspection reports.
- f) Use of the CB trademark or AB mark is limited to the scope as stated on the certificate. The accreditation mark may be used only for business purposes and only on documents for business correspondence and in an advertising context.
- g) Under suspension, the client's management system certificate is temporarily invalid. During the suspension the client shall refrain from any further promotion of its certification. TRNA shall make the suspension information publicly accessible. Failure to comply with this requirement may lead to suspension to withdrawal of the client's certification.

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- h) If certification is withdrawn in accordance with the certification requirements of TRNA, the certificate holder loses the right to use the TRNA trademark or AB mark.
- i) The right to use the mark ceases both on the expiration date of the certification and in the event of intentional or grossly negligent violation of the terms of these regulations. If the right to use the mark ceases, the certificate holder may continue to use existing documents, media, etc., which include the mark for not more than one month from the date of the expiration.

4) Using the ANAB Accreditation Mark

The following regulations apply only to certificate holders who have received a registration certificate from TRNA with an accreditation mark from ANAB. The conditions for use of the ANAB name and accreditation marks are defined in the current version of ANAB [PR 1018, Policy on Use of ANAB Accreditation Symbols and Claims of Accreditation Status](#), which may be found in complete form on the ANAB web site at www.anab.org.

- a) The ANAB accreditation mark may be used in the following representational form:



The above mark and all of the other marks in this procedure are provided as examples only

- b) A TRNA-certified organization that has been certified under ANAB accreditation may use the ANAB accreditation mark only in conjunction with TRNA's trademark for the appropriate management system standard(s) to which the organization is certified. ANAB accreditation is indicated by the presence of an ANAB accreditation mark on the organization's management system certification certificate from TRNA. These marks may be used on the organization's stationery and literature, and in its advertising, subject to the conditions defined in this procedure, or additionally defined by either TRNA or the ANAB.
- c) The ANAB accreditation mark shall be reproduced
 - i) In black on a white or light-colored background or in blue (PMS 286 or equivalent) and red (PMS 485 or equivalent) or light-colored background;.
 - ii) In a size which makes all features of the mark clearly distinguishable
 - iii) Without distortion of its dimensions
 - iv) When using the ANAB accreditation mark, its size must not exceed the size of TRNA's trademark
 - v) An organization may not place the ANAB accreditation mark in isolation from TRNA's trademark.\
- d) ANAB's accreditation mark shall not be used on a product or evidence of service provision or in such a way to imply that TRNA and/or ANAB have certified, approved, or endorsed any product, process, or service of a certified organization, or in any other misleading manner. If packaging, etc., used for transportation includes the approved accreditation and certification symbols, a clear statement must be included to the effect that the product contained therein was manufactured in a facility with [specify] management systems certified as being in conformity with [specific standard]. This could be a clear statement that "(This product) was manufactured in a plant whose quality/environmental management systems are certified as being in conformity to ISO 9001:2015 and ISO 14001:2015," or appropriate edition year of the specific standard(s) to which the organization is certified.
- e) Upon withdrawal of the ANAB-accredited certification or the certification body's ANAB accreditation, the organization shall immediately discontinue use of ANAB's accreditation symbol, ANAB's name, and claims of accredited certification in any medium, including letterhead, electronic media, etc., and return or destroy any ANAB-accredited certification documents as required by the certification body or ANAB

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- f) If an organization continues to use the ANAB accreditation symbol or reference to ANAB, ANAB will publish a notice on its website indicating that the organization is making false claim of ANAB-accredited certification, and ANAB may take legal action.
- g) If necessary other regulations will be laid down in writing with regard to the use of the marks in consultation with the certificate holder, the CB, and the AB. Such a regulation shall be part of the certification agreement.

5) Statements Regarding System Certification

- a) The company shall not make any statement on the product packaging or accompanying information that in any way implies that the product, process or service is certified by this means.
- b) Product packaging is considered as that which can be removed without the product disintegrating or being damaged. Accompanying information is considered as separately available or easily detachable. Type labels or identification plates are considered as part of the product.
- c) The statement shall include reference to:
 - i) — identification (e.g. brand or name) of the certified client;
 - ii) — the type of management system (e.g. quality, environment) and the applicable standard;
 - iii) — the certification body issuing the certificate.

6) Certification Marks:

Please contact your Audit Project Coordinator for high resolution images of the marks.