

## 1.0. PURPOSE and SCOPE

This instruction has been prepared by Unicert within the scope of the Management Systems Standard within the framework of ISO 17021-1 and ISO 22003 standard rules, to specify the use of documents and logos for customers who have been entitled to receive the certificate in the ISO 9001: 2015, ISO 14001, ISO 45001 and/or ISO 22000:2018 standard Certification System. . This instruction defines the principles of using the Unicert logo (certificate symbol) for customers who are entitled to receive certificates from Unicert..

## 2.0. DEFINITIONS

-

## 3.0. IMPLEMENTATION

### 3.0.1. AUTHORIZATION OF LOGO USE AND RULES OF USE

- All customers certified by Unicert are entitled to use Unicert's logo of the relevant standard in accordance with this instruction to refer to the certification.
- Logos cannot be used in a way that will damage Unicert's reputation.
- The logo can only be used for activities covered by the certification. It cannot be used in a way to cause misunderstanding as if it covers the fields of activity outside the scope of the certification.
- Before the logos are printed or published on the certificate, the draft must be sent to Unicert and used after approval.
- Logos can be enlarged or reduced, provided that the (width x height) ratio remains constant. It should not be narrowed or expanded by changing the (width x height) ratio.
- While it is preferred to use the logos in their original colors, only the Accreditation Unbranded Unicert Logos (with and without Emblem) can be used in appropriate colors.
- Accreditation Body Accreditation Brand Unicert Logos can only be used in their original colors, their colors cannot be changed.
- Accreditation Body Accreditation Brand Unicert Logos may only be used on a white background.
- Accreditation Body Accreditation Mark can never be used alone.
- Logos cannot be used more dominant and larger than the customer's logo. The customer's logo must be in the foreground or even.
- Customers who have purchased more than one document can use the logos side by side or one after the other.

## 3.0.2. LOGO USAGE AREAS

- Logos cannot be used directly on the product and in a way that evokes product suitability/quality.
- It can be used with a statement on the product packaging to indicate that the document belongs to the management system, not the product. (Example: “This product is manufactured in our facilities certified according to the ISO 22000 quality management system standard.”)
- **Accreditation Unbranded Unicert Logos (With and Without Emblem):**
  - It can be used on stationery materials (letterhead paper, envelopes, invoices, etc.), advertising materials (catalogues, brochures, advertisements, fair promotion stands, etc.), flags, business cards, promotional materials, on vehicles, on the walls of buildings, personnel uniforms and product packaging.
  - It cannot be used directly on the product, on laboratory tests, calibration and inspection reports.
- **Unicert Logos with Accreditation Brands:**
  - It can be used in stationery materials (letterhead paper, envelope, invoice, etc.), advertising materials (catalogue, brochure, advertisement, fair promotion stand, etc.), interior walls and doors of the activity place.
  - It cannot be used on the product, on product packaging, on flags, on vehicles, on business cards, on promotional materials, on exterior walls of buildings and on laboratory tests, calibration or inspection reports.

## 3.0.3. MISUSE and SANCTIONS

- Logos cannot be used directly on the product and in a way that evokes product suitability/quality.
- If the customer who does not comply with this instruction uses an unfair / incorrect logo, the certificate is suspended. The customer is requested in writing to collect the material for which unfair / incorrect logo is used and to stop the use.
- Following the suspension period, the use of the logo is checked by inspection. In case of continuation of erroneous unfair use, the certificate is canceled and the contractual provisions are applied.
- The client's certificate is suspended when a detection of misuse of the logo is obtained. The customer is requested in writing to stop the use of the product/material containing abusive use. Legal action is initiated when necessary.

- Article 3.4 also applies to the abuse of the logo by parties that have not signed a contract with Unicert.
- In case the document loses its validity for any reason (suspension, cancellation, cancellation of the contract between Unicert and the customer, etc.), the customer must definitely stop using the logo. All material with the logo on it should be removed from use.
- The control of whether the logo is used correctly or not will be made during the audits or complaints / appeals to be received and the relevant records will be kept.

### **3.0.4. ACCREDITATION UNBRANDED Unicert LOGO**



**UNICERT**  
UNITED CERTIFICATION, INC.