



Client instructions for use of the certification marks



**BUREAU
VERITAS**

Move forward with confidence



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SUMMARY

- 1 Introduction
- 2 Introducing the certification marks
- 3 Using the certification marks





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1

> INTRODUCTION

1.1 CONGRATULATIONS

p 4

1.2 BUREAU VERITAS CERTIFICATION POLICY

p 5



▶ **Congratulations!**

- Your Bureau Veritas Certification certificate is a valuable asset. Not only does your certification demonstrate your achievement and continued commitment to conduct your business in a thoroughly professional and consistent manner, but your Bureau Veritas Certification certificate is recognized as a symbol of excellence worldwide.
- Bureau Veritas Certification strongly supports you in promoting this achievement to the full extent through the use of the Bureau Veritas Certification certificate mark on your brochures, company vehicles, signs and flags, stationery, etc.
- These guidelines have been developed to help you promote your certification while ensuring that the rules for use of certification marks are communicated to our clients. This allows Bureau Veritas Certification's clients to take full advantage of using the Bureau Veritas Certification certificate mark to promote their worldclass management system.
- As with any issues having to do with your certification, if you have any questions, please feel free to discuss these with Bureau Veritas Eesti OÜ.
- Our entire organization is dedicated to providing our clients with firstclass service and world-class recognition of their management systems.

▶ **With best regards,**

Bureau Veritas Eesti OÜ

- ▶ 1.1
 - To all certified clients will be sent with electronic certificates also certification marks. You are allowed to use only these certification marks, for which standard(s) you have signed the contract and you have valid certificate. If you have any questions regarding certification marks, please contact us: tallinn@bureauveritas.com
- ▶ 1.2
 - Clients certified by Bureau Veritas Certification (I.E. who have obtained a Bureau Veritas Certification certificate) are free to use Bureau Veritas Certification certification marks for communication purposes.
- ▶ 1.3
 - These certification marks are associated only with Bureau Veritas Certification certification services, and not with other services of the Bureau Veritas Group such as product testing or training etc.
- ▶ 1.4
 - Where the word “certification mark” is used in this document, it also covers the certificate reports and other associated documentation which must not be used in a misleading manner or bring Bureau Veritas Certification into disrepute. Any promotion of the management system must be clear as it is not acceptable to imply that it is the product that is certified.
- ▶ 1.5
 - The certification mark can be used with or without reference to the certificate number. The value of adding the certificate number is that this adds credibility and traceability to the certification mark.
- ▶ 1.6
 - The Bureau Veritas Certification logo may not be displayed on laboratory test, calibration or inspection reports or certificates.
- ▶ 1.7
 - Bureau Veritas Certification certification marks may not be applied to products or primary packaging materials intended for consumer communication or use. However, for those organizations wishing to demonstrate that products have been manufactured under their certified ISO 9001 or ISO 14001 management system, the marks may be used on secondary or transit packaging (i.e. not normally viewed by the consumer) with an appropriate product statement(s) (as illustrated on page 13). Please note that it is allowable to make a generic statement on primary packaging, but the use of the Bureau Veritas Certification logo is not allowed.
- ▶ 1.8
 - Bureau Veritas Certification is required to ensure that certified clients use the Bureau Veritas Certification certification mark in accordance with relevant national and international criteria. These criteria ensure that the mark is not used in a way that may cause confusion or be misleading to the organizations and individuals that purchase goods and services from certified companies.





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➤ INTRODUCING THE CERTIFICATION MARKS

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- 2.2 CERTIFICATION MARKS COLORS p 9
- 2.2 COLOUR REFERENCES ON VARIOUS BACKGROUND p 10



GENERAL LAYOUT**1** STANDARD REFERENCE

- It will be adapted to name the standard on which the client is certified. This is the **ONLY** part of the certification mark that is modifiable with the certificate number.
- Font: Univers Bold Condensed (or other similar font)

2**CERTIFICATE NUMBER**

- To be personalized by the client with its certificate number
- Font: Univers Condensed (or other similar font)

SPECIFIC LAYOUT: more than one standard reference

- When there are two standard references, they are displayed one below the other in the red band.
In case of three standard references, there have been used two different versions in the course of time:
 - 1) standards are displayed one below the other
 - 2) standards are separated with hyphen
 Both versions are valid and allowed.
- Alternative presentation: an alternative is to display the necessary number of separate certification mark, side by side, each displaying one standard reference.

1 ISO 9001

BUREAU VERITAS
Certification

**2** N° 00000

PROTECTION ZONE

In order to maintain the visual integrity of the logo, a minimum amount of free space (blank surround) must always be respected.

The protection zone, as shown on this page, must never include any other text, graphic element or visual and be **left blank** (containing no external items).

The strip for the protection zone is the same width (a) as the distance between the bottom of the seal and the bottom of the red band.

MINIMUM SIZE

The **minimum** height of the logo is **12 mm** (b).



COLOUR PRINTING

The Bureau Veritas certification mark is printed in two colours:

- Pantone 404 C grey,
- Pantone 200 C red.

These two reference colours must be respected exactly, unless technical constraints or printing on coloured backgrounds make this impossible.

However if the size of the logo or printing limitations make it too difficult to identify the colours properly, **it is preferable to print the whole logo in black** (see here-after).

SINGLE-COLOUR PRINTING

In some cases, **it can be necessary to print the Bureau Veritas certification mark in one single-colour.**

The indiscriminate choice of a colour would detract seriously from the consistency of our image.

The choice therefore has to be limited to:

- black,
- or white.

The choice of colour will depend on the background colour (see next page).

**Pantone**

200 C

404 C

CMYK

0 / 100 / 75 / 15

0 / 0 / 20 / 70

RAL Farbfinder

030 / 40 / 60

075 / 50 / 10

RGB

176 / 0 / 45

104 / 102 / 92

TSL

345 / 100 / 69

50 / 12 / 41

Lab

44 / 69 / 41

43 / 0 / 7

HTML (websafe)

B0002D

68665C



PRINTING ON A WHITE BACKGROUND

The colours of red and grey for the certification mark are shown to best advantage when printed on a white background; This is always to be given preference.

PRINTING ON A CORPORATE COLOURS BACKGROUND

On backgrounds in Corporate colours (grey or red), the certification mark must always be in white.

PRINTING ON OTHER COLOURED BACKGROUND

However, technical constraints (e.g. press publications, or printing on objects) may require recourse to different approaches.

When using coloured backgrounds, the choice of the certification mark colour must be decided case by case. The objective is to maximize visibility in relation to the background.

However, the corporate colour version should be the first choice, especially on very light background. In that case, the background of the seal and the letters in the 2 bars of the logo are white (and not transparent).

On light background, the whole logo should be printed in colours or in Black

On dark background, the whole logo should be printed in white.





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> USING THE CERTIFICATION MARKS

- 3.1 RULES p 12
- 3.2 OVERVIEW p 13
- 3.2 EXAMPLE OF LETTERHEAD p 14
- 3.2 EXAMPLE ON VEHICLES p 15



- ▶ The certification mark can be applied in the following ways:
 - On literature, brochures, company leaflets and reports
 - In corporate advertising and website
 - On company vehicles such as trucks and vans
 - On company signs and flags
 - On exhibition equipment and company displays
 - On social media

- ▶ The table below summarizes the allowable limits for use of certification marks on product packaging.

| | On product or product packaging (display or retail) packaging | On larger boxes, etc. used for transportation of products (secondary or transit packaging) | On vehicles or permanent structures such as buildings for advertisement | In pamphlets, website, etc. for advertisement | Social media |
|---|--|---|---|---|--------------|
| Bureau Veritas Certification Certification Mark | Not allowed on product The statement is allowed on product packaging without Certification mark. The statement shall include reference to: - identification (e.g.brand or name) of the certified client; - the type of management system (e.g.quality) and the applicable standard; - the certification body issuing the certificate | Not allowed | Allowed | Allowed | Allowed |
| Bureau Veritas Certification Certification Mark, with a Product Statement (see section 1.7) | Not allowed | Allowed | Allowed | Allowed | Allowed |



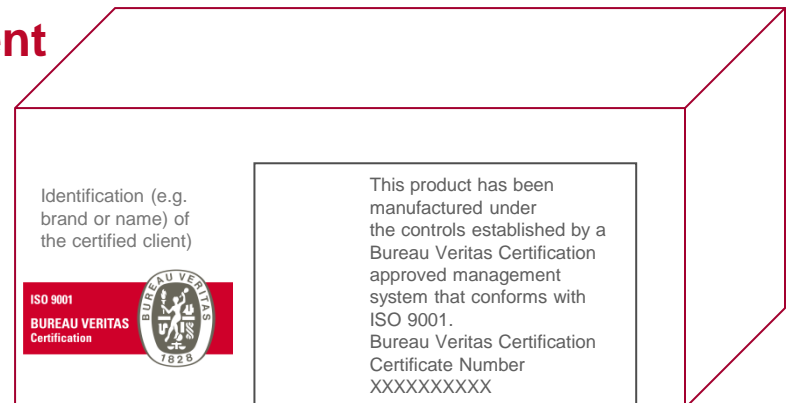
▶ **Specific certification marks are available for all systems. Some examples are detailed below.**

- » **Quality Management Systems - ISO 9001**
- » **Automotive Quality Management Systems - ISO/TS 16949**
- » **Environmental Management Systems – ISO 14001**
- » **Safety Management Systems – ISO 45001**
- » **Food Safety Management Systems – ISO 22000**



▶ **Certification mark with a product statement**

“This product has been manufactured under the controls established by a Bureau Veritas Certification approved management system that conforms with ISO 9001.
Bureau Veritas Certification Certificate Number XXXXXXXXXXXX”





- ▶ Our environmental management system is certified to ISO 14001 by Bureau Veritas!



- ▶ Bureau Veritas has given our products the green stamp of approval!

You must always refer to the specific management system standard and be precise.



ETOILE

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Paris, 01.12.05

M. Jacques Roberts
Lorem ipsum dolor
321, Belle Avenue
75018 Paris

M Roberts,

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Roger Waters
Président-directeur général



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