

MANAGEMENT SYSTEM / PRODUCT CERTIFICATION

Communication guide

Use of the SOCOTEC Certification
mark

“ Congratulations, your management system has received certification. You can now communicate on this success, which is a compelling symbol of your company’s performance. Having fully met the requirements to obtain certification, it is now equally essential to comply with the terms set out in this document when communicating on this event. Compliance is important for the credibility of your company. It will ensure you avoid making unclear or imprecise statements in your various communication materials. These guidelines are designed to help you with your communications. ”



Xavier Daniel

SOCOTEC Certification International - General Manager

The certification mark, corresponding to the standard(s) according to which you obtained your certification, has been communicated to you by your local contact. This is the only mark you can use to refer to your certification. Only the certification holder, your company or organisation, is authorized to use the certification mark. The holder must be clearly and unambiguously identified.

You will receive the certification mark in the graphic formats PNG and EPS (vector format):

- **PNG** : ideal for screens and printing. You can reduce it without any problem, but if you enlarge it too much, the image may become blurred or pixelated, as its quality is limited.
- **EPS** : perfect for very large-format printing, as this file does not lose quality, regardless of size.

These files can be opened using Microsoft Office or graphic design software, and are intended for use on your office media, digital print jobs and web applications. In certain cases, such as the production of kakemonos or any other application requiring large-format reproduction of the certification mark, your service provider (communications agency, printer, etc.) may ask you for a “high-resolution vectorized” file. In this case, you'll need to provide them with the EPS format.

If you'd like help setting up your communication and/or validating the use of our certification marks, please don't hesitate to contact your local correspondent.

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COMMUNICATION GUIDE # PART 1

GRAPHIC PRINCIPLES

- › Composition of the mark block
- › Rules for use
- › Vertical version
- › Black & White version
- › Special case: Green Trust

Graphic principles

1.1 Composition of the mark block

The certification mark comprises the following inseparable elements:

- the SOCOTEC Certification International logo, your certification body
- the standard(s) for which your company is certified (maximum 5 standards).

This is also known as the mark block.

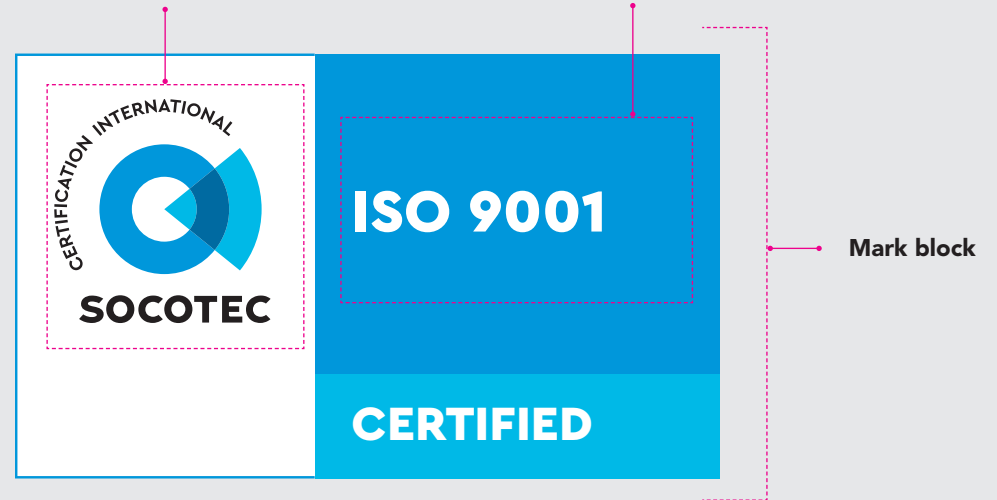
For more than 5 standards, you must use 2 mark blocks.

Each element is immutable and cannot be modified, neither in its dimensions (e.g.: font size, logo size...), location, colors and text.

See examples of certification marks.

SOCOTEC-Certification Logo

Type of certification



a) Example of a certification mark with a single standard



b) Example of a certification mark with 2 standards



c) Example of a certification mark with 3 standards



d) Example of a certification mark with 4 standards



e) Example of a certification mark with 5 standards

Only when there are 5 standards, font size is reduced. The font size is fixed and cannot be changed.

Graphic principles

1.2 Rules of use

1. BREATHING SPACE

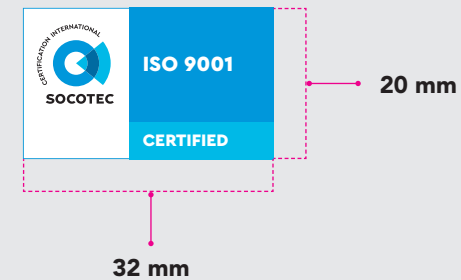
To ensure the legibility and integrity of the certification mark, a protective zone free of any wording must be preserved around the mark block, in accordance with the following principle.



This rule also applies to certification marks with 1 to 5 reference systems.

2. MINIMUM SIZE

To ensure the legibility and integrity of the certification mark, the size of the block mark must not fall below the minimum size indicated. The height of the block mark must be at least 20 mm. In all cases, the size of the block mark must be significantly smaller than that of the certified company logo.



Graphic principles

1.2 Rules of use

3. "CERTIFIED" WORDING

It is not possible to translate the words "Certified" yourself. Only SOCOTEC Certification can supply the certification mark in the desired language.



"Certified" endorsement



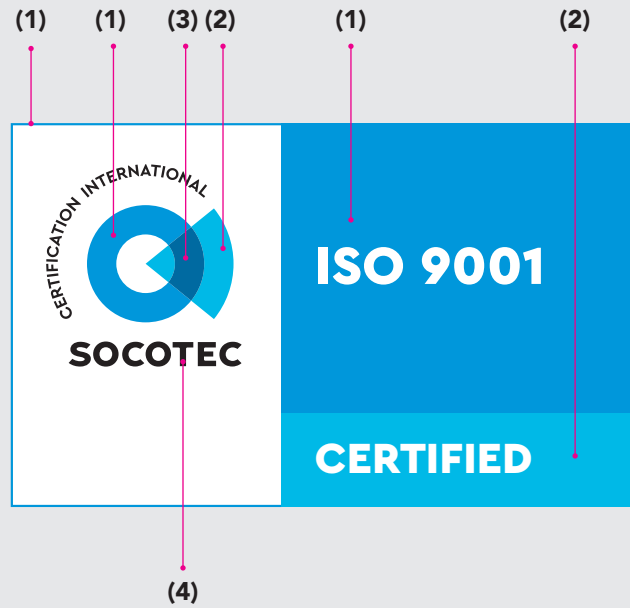
Examples in other languages.

Graphic principles

1.2 Graphic rules

4. COLORS

These are the colors used in the mark block.
These colors cannot be modified.



MEDIUM BLUE

Pantone® Process Blue C
CMJN : 100 . 18 . 0 . 0
RVB : 0 . 130 . 222
HEX #0082DE

(1)

LIGHT BLUE

Pantone® 306 C
CMJN : 80 . 0 . 5 . 0
RVB : 0 . 172 . 232
HEX #00ACE8

(2)

DARK BLUE

Pantone® 641 C
CMJN : 100 . 30 . 0 . 28
RVB : 0 . 84 . 153
HEX #005499

(3)

BLACK

Pantone® Black
CMJN : 0 . 0 . 0 . 100
RVB : 0 . 0 . 0
HEX #000000

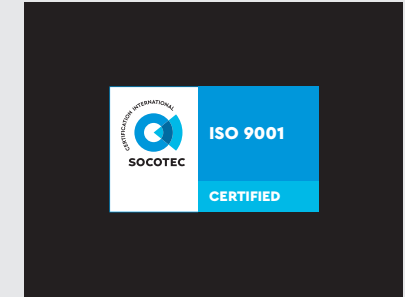
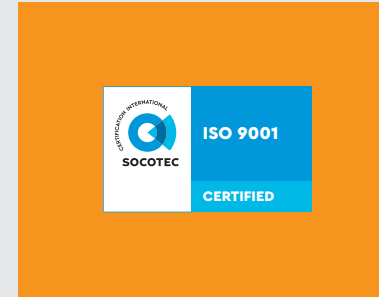
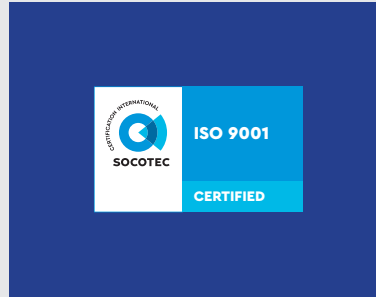
(4)

Graphic principles

1.2 Rules for use

5. COLORED BACKGROUNDS

It is not necessary to provide an outline, in addition to the existing blue net the certification mark, when it is integrated into a colored background. on a colored background. The blue net is sufficient to delimit the certification mark.



6. FORBIDDEN

It is forbidden to:

- modify the relationship between the components of the certification mark,
- use the certification mark transparently on a colored background or image,
- change the colors,
- distort the mark block or alter its proportions,
- fail to respect the breathing space.



Graphic principles

1.3 Vertical version

In cases where the certification mark shown on the previous pages cannot be applied for reasons of available space, you can use the vertical version shown opposite.

This version can be used with up to 5 standards.



As with the standard version, only when there are 5 repositories is the font size reduced. The size is fixed and cannot be changed.



Breathing space



15 mm

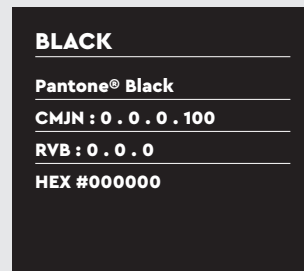
Minimum size

15 mm wide, regardless of the number of references (between 1 and 5).

Graphic principles

1.4 Black & White version

This version can only be used when it is **technically impossible** to use the standard color version.



The colors Black and Medium Gray be used for this version.

Graphic principles

1.5 Special case: Green Trust

A **GREEN TRUST** service is a SOCOTEC Certification International assignment involving the 6 environmental objectives of the European Taxonomy:

- Mitigation of climate change
- Adaptation to climate change
- Circular economy
- Sustainable use of water
- Pollution reduction
- Protecting biodiversity

With GREEN TRUST, you can help reduce the environmental impact of your projects.

When the certification concerns a GREEN TRUST assignment, the certification mark features an apple-green banner and the GREEN TRUST logo, as shown in the example opposite.

When the certification mark includes several certifications, some of which are linked to a GREEN TRUST mission while others are not, the Apple Green banner and GREEN TRUST logo must not be displayed. In this case, the standard configuration should be applied.

Using the GREEN TRUST logo enables the certified organization to demonstrate its commitment to reducing its environmental impact. This can be a key differentiator in tenders and commercial negotiations.



The size and placement of the GREEN TRUST logo may not be modified.

The certification mark supplied to you features an Apple Green band with the GREEN TRUST logo

APPLE GREEN

Pantone® 2299 C

CMJN : 50 . 0 . 100 . 0

RVB : 150 . 222 . 25

HEX #A9C409

Graphic principles

1.6 Combined mark: SAC Accreditation

The Combined Mark includes the SOCOTEC Certification Mark block and the SAC Accreditation Mark boxed together.

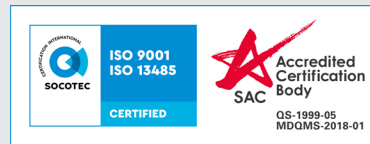
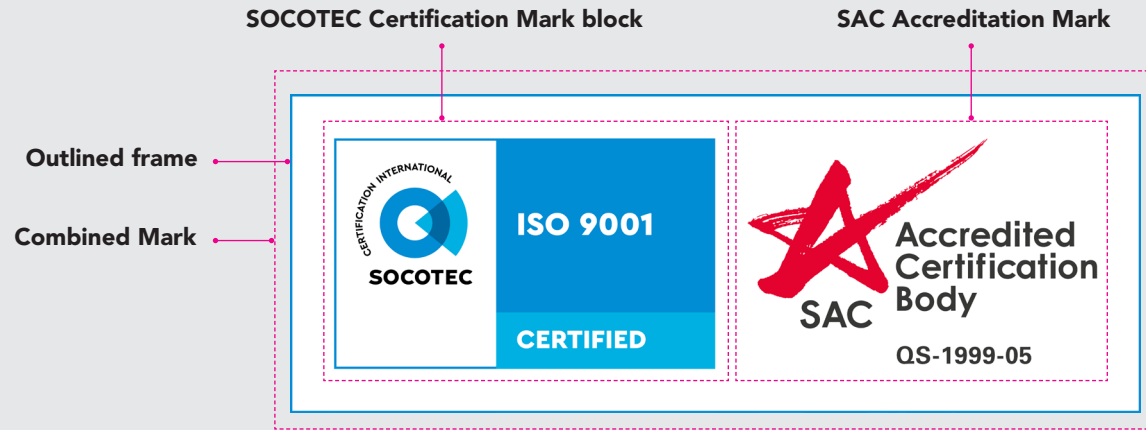
The use of the Combined Mark is not mandatory. However, the use of this Combined Mark is allowed only if the certification has been granted under accreditation. The use of the SAC symbol in any other way than as part of the Combined Mark layout shown opposite is strictly forbidden.

All the rules described in the main document regarding the use of the collective Certification Mark apply to the Combined Mark, with the exception of some specific materials on which you may use the Certification Mark but not the Combined Mark. You may not use the Combined Mark on:

- Vehicles
- Flags
- Buildings (except internal walls and doors and exhibition stands)
- Promotional products

In the event of withdrawal of accreditation, your local correspondent would inform you of the procedure and transition period to cease the use of the Combined Mark on your communication tools.

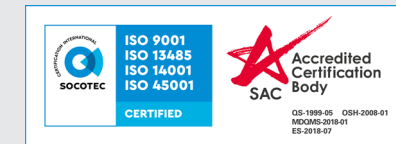
Source: <https://www.sac-accreditation.gov.sg/files/Documents/SAC-01-16-Feb-2020.pdf>
February 2020



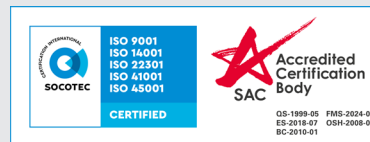
b) Example of a certification mark with 2 standards



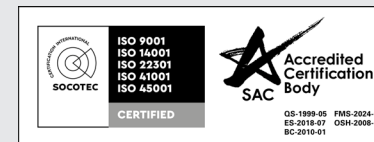
c) Example of a certification mark with 3 standards



d) Example of a certification mark with 4 standards



e) Example of a certification mark with 5 standards



f) Example of a certification mark in black and white

Only when there are 5 standards, font size is reduced. The font size is fixed and cannot be changed.

COMMUNICATION GUIDE # PART 2

APPLICATIONS

- › General rules
- › A few editorial tips
- › Example: letterhead
- › Example: email signature
- › Example: website
- › Example: sales material
- › Example: fleet vehicles
- › Example: buildings

Applications

2.1 General rules

You can use marks on some documents, but not on others. These issues are governed by accreditation standards (ISO/IEC 17021 and ISO/IEC 17030).

Use of the certification mark on your documents must be unambiguous, i.e. it must not give the impression that it is your products or members of your staff are certified. It must always be clear that it is your company that benefits from the certification.

The size of the certification mark should be significantly smaller than that of the certified company logo.

WARNING

When you mention your certification, you must state the type of standard, its number and its version: *ISO 9001 version 2015*. The word "version" can be replaced by a colon: *ISO 9001: 2015*.

Please be careful as the standards are constantly evolving! Remember to update your documents when you move to a new version of a standard. **Use of the ISO logo is strictly forbidden. It is not permitted to use any statement on product packaging (primary or secondary) that you have a certified FSMS (Food Safety Management System).**



The media on which **you can** use our certification mark:

- Stationery
- Website
- Email signature
- Sales brochures
- Fleet of vehicles



Materials on which you **may not use** our certification mark:

- Products
- Packaging or overwrapping of your products
- Labels affixed to your products or packaging

If your activities lead you to issue calibration test laboratory reports, inspection reports or certificates, you must not include the certification mark on these documents.

N.B.: Mentioning on a product or its packaging that the organization is certified for ISO 22000 (food safety management management systems) **is not authorized**.

Applications

2.2 A few editorial tips

1. GENERAL ADVICE

You must always be precise about the scope of your certification, to avoid any misunderstanding both about the certification reference system and about the part (geographical site and/or activities) of your company that has been certified.

- **Your quality, environmental and/or occupational health and safety management system has been certified, not your company.** It's better to say "our quality management system has been certified to ISO 9001 version 2015". However, it is acceptable to say that it is the company that has obtained certification.
- **You must always specify the standard (9001, 1400...)** for which you have obtained your certification: say "ISO 9001 version 2015 certification", not "ISO certification" or "certified".
- **You need to be particularly careful and precise when your certification scope covers only some of the sites where you operate and/or some of your company's activities,** so as not to suggest that your certification covers your entire field of activity. **For example:** "Our company's quality management system is ISO 9001 certified for its training activities at its Lyon site".

GOOD TO KNOW

When quoting the standard to which you have been certified, you need to specify the type of standard, its number and its version: ISO 9001 version 2015.

The term "version" can be replaced by the symbol ":", i.e. "ISO 9001: 2015".

Be vigilant: standards are constantly evolving!

Remember to update your documents when you migrate to a new version of a standard.

Use of the ISO logo is strictly prohibited.

Applications

2.2 A few editorial tips

The following text is an example. It should be customized according to the type of certification obtained, and adapted to your activity, your message and your communication media.

2. YOU ANNOUNCE YOUR INITIAL CERTIFICATION

"ABC" is proud to announce the certification of its 'quality/environmental...' management system according to the 'name year' standard, for its 'XXX' activities and 'its XXXX site(s)' by SOCOTEC Certification Country*. This recognition by an independent third-party organization marks a milestone for the company and its teams. The audit, dated "day month to day month year", concluded that the requirements of the "name, version" standard had been met, and that a genuine continuous improvement approach had been implemented in the field of "quality / environment / energy...".

The impact of this certification and the implementation of the "quality/environmental/safety/energy..." approach within "ABC" is essential. In addition to formalizing practices that enable "ABC" teams to work efficiently and consistently, certification meets the selection criteria increasingly demanded by certain customers. It also gives prospects, investors, suppliers and other interested parties greater credibility for the projects carried out by "ABC", and testifies to its commitment to "quality/environmental/employee safety issues...".

3. YOU ANNOUNCE THE RENEWAL OF YOUR CERTIFICATION

"ABC" is proud to announce the renewal of its 'quality / environment...' management system certification according to the 'name version' standard, for its activities at 'xxxx and/ or its site(s) at' by SOCOTEC Certification Country*.

The audit carried out from "DD/MM/YYYY" to "DD/MM/YYYY" confirmed compliance with the "name year" standard and noted the progress made since the initial certification was granted.

This recognition by a third-party organization obtained for the "nth consecutive year" is the result of a joint voluntary approach by the company's various stakeholders, and confirms "ABC's" commitment to its prospects, customers, investors, suppliers and other interested parties in terms of "quality / environment / energy...".

4. YOU ANNOUNCE THE EXTENSION OF YOUR CERTIFICATION

Faithful to its commitment to "quality / environment,..." at the heart of its concerns, the "ABC" company, which had already obtained certification for part of "its activities / sites", is proud to announce the extension of its "referential (Name year)" certification, "to its activities of..... / its site of....." by SOCOTEC Certification Country*.

With this recognition issued by an independent third-party organization, "ABC" has taken a further step in its commitment to its prospects, customers, investors, suppliers and other interested parties in terms of "quality / environment / energy..." and confirms the effectiveness of its organization on these issues.

*complete with the name of the certification body, that issued your certificate

Applications

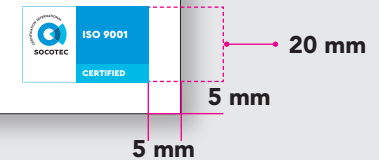
2.3 Example: letterhead

We recommend that you affix the certification mark to the bottom right-hand corner of your letterheads. The recommended size for the certification mark is 20 mm high.

The certification mark should always cover a smaller area than your logotype.

green
BOTANICAL

18 rue Léclosure
75017 Paris
tel. : +33 (0) 1 00 00 00 00
mobile : 06 00 00 00 00
Fax : +33 (0) 1 00 00 00 00
www.internationalfirm.com



Applications

2.4 Example: email signature

The certification mark should be as far away as possible from the employee's first and last name, to avoid confusion with the person's certification. Only employees working within the certified perimeter may refer to the certification.

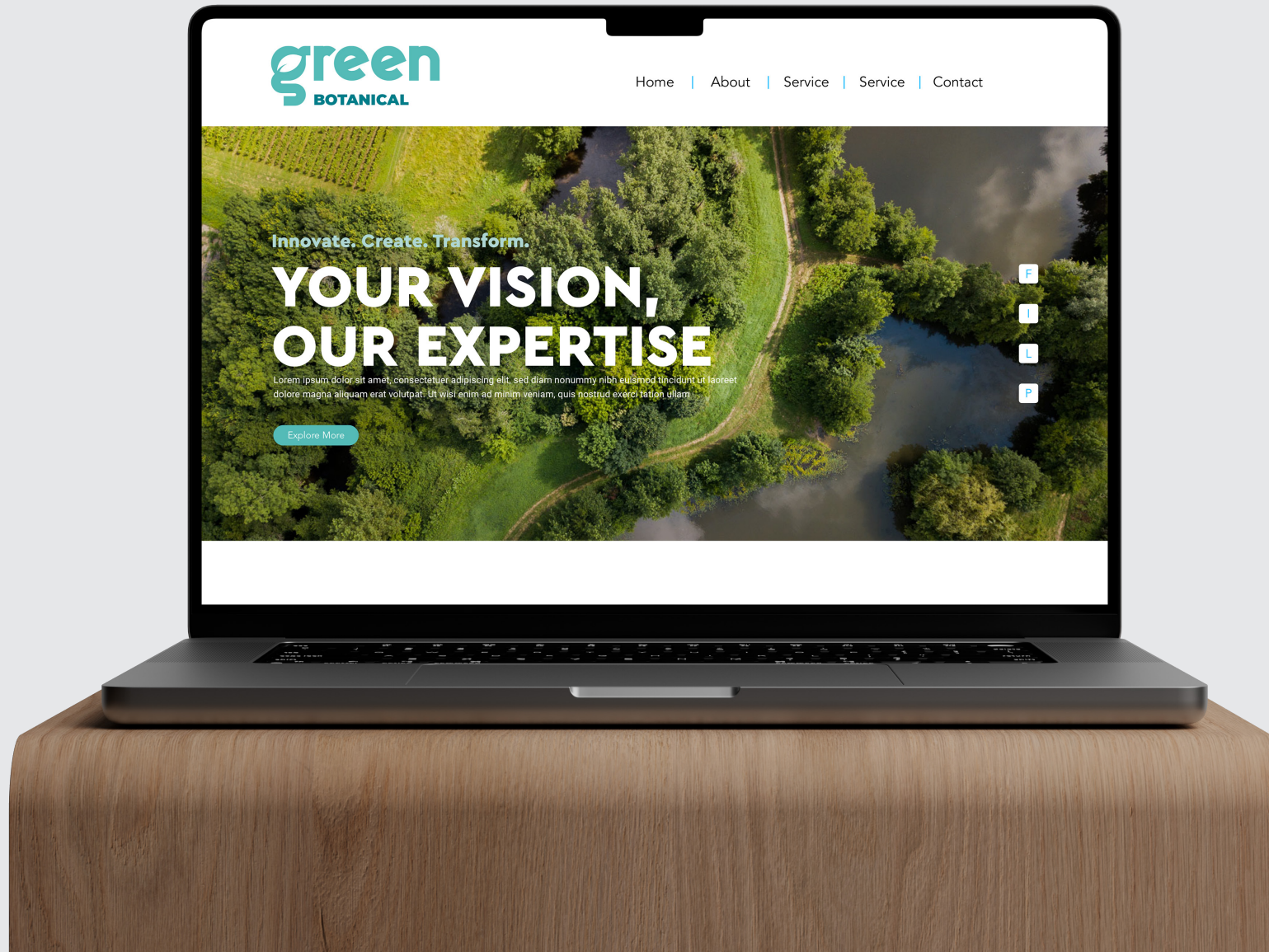
The certification mark should always cover an area smaller than that of your logo.



Applications

2.5 Example: website

The certification mark should always cover an area smaller than that of your logo.



Applications

2.6 Example: sales material

a) Sales brochures:

On brochures, the certification mark can be placed on the 1st or 4th cover, or on the inside pages.

b) PowerPoint presentations:

The certification mark can be placed on the cover.

The certification mark should always cover an area smaller than that of your logo.



BRAND PROPOSAL


PRESENTATION TEMPLATE

Quissus, unt, in rae ditatur maiorae officiam, cum qui con evelenduciet voluptatur moluptatum, sequidus voluptis el intur, sitendae. Et fuga. Apicatus ium quas erumqui dolupic leniscir? Quia sum numquam quam quod ut lia qui rerem res eici cum, consequo ostioreperum eturi con evelit, ute nost voluptatur sum esti tet quas

TITLE HERE

+00 000 0000 0000
+00 123 4567890

 **green BOTANICAL**



Evelit quae nus nobitunditi ut ad et audi res apiendi dit acceptas sequa nectibus mollestia


green BOTANICAL

COMPANY PROFILE

Pudam ad qui cone conemm vidinc re tiam qui tuamlo-remu itel denequusnumfac ficaesfur

Is sitas dolorestrum es sitae cum cum ipsa perepratia atqui ommoluptatas alitemque andam conseq

ODIS LOREMUSE ETQUIEND APALA IBEMERCE Tur ad ut optationseid quianit, ut es quidend nderro reictur, exceptate loremusemi dolor



Applications

2.7 Example: vehicle fleet

The certification mark should always cover an area smaller than that of your logo.



Applications

2.7 Example: vehicle fleet

The certification mark should always cover an area smaller than that of your logo.



Applications

2.8 Example: buildings

The certification mark should always cover an area smaller than that of your logotype.



Contact



If you have any questions about the use of our certification marks, please contact your local sales representative.

