

STAUNCHLY MANAGEMENT & SYSTEM SERVICES PVT. LTD.		Procedure Manual	
Section Name	Procedure for Use of Logos and Certificate		
Section No.: PM-20	Issue No. 01	Issue Date 01-11-2015	
Page 1 of 5	Rev. No. 03	Rev. Date: 01-10-2016	

Procedure for Use of Logos and Certificate

1.0. Purpose:

To document, establish, implement and maintain the system for the correct use of logos and certification mark as per requirements of ISO/IEC 17021-1:2015

2.0. Scope:

This procedure gives requirements for the certification mark including their issue and use and shall be applicable to the mark of conformity issue against the management system standard certified

3.0. Responsibility:

Technical Manager

4.0. Procedure:

4.1 Issue of certificate

SMS shall issue the certificate as described in the procedure **PM-11**

4.2 Ownership

The certificates issued by SMS remain the property of SMS and must be returned when requested.

4.3 General conditions for use of logo

4.3.1. The client is authorized to use the certification mark or its logo in advertising matter and while using this mark or logo the client shall ensure that it,

- (a) Conforms to requirements of SMS when making reference to its certification status in communication media such as Internet, brochures or advertising or other documents.
- (b) Does not make or permit any misleading statement regarding its certification,
- (c) Does not use or permit the use of the certification document or any part thereof in a misleading manner,
- (d) Upon suspension or withdrawal of its certification, discontinues its use of all advertising matter that contains a reference to certification, as directed by SMS

STAUNCHLY MANAGEMENT & SYSTEM SERVICES PVT. LTD.		Procedure Manual	
Section Name	Procedure for Use of Logos and Certificate		
Section No.: PM-20	Issue No. 01	Issue Date 01-11-2015	
Page 2 of 5	Rev. No. 03	Rev. Date: 01-10-2016	

- (e) Amends all advertising matter when the scope of certification has been reduced,
- (f) Shall not use the certification information in a manner to imply that the product or service is certified. The certification mark or logo shall not be used on a product or product packaging as this could be interpreted as denoting product conformity.
- (g) The logos shall also not be applied to laboratory test, calibration or inspection reports or any form of certificates issued by educational institutions as such reports/ certificates are deemed to be products in this context.
- (h) Does not imply that certification applies to activities that are outside the scope of its certification,
- (i) Shall not use the certification in such a manner that would bring SMS and /or the certification system into disrepute and lose public trust.
- (j) Logos shall also not to be applied on visiting cards

4.3.2. Whenever the Accreditation Mark is to be used by SMS certified clients, it is to be accompanied by the SMS logo, & both marks are to be proportioned so that neither has obvious precedence or more prominence over the other and its use is limited to stationery, literature and other written promotional materials

4.3.3. The Certification Body / Accreditation Body Logo may be uniformly reduced or enlarged but shall not be less than 15 mm in height and not less than 12mm in width (minimum size 15x12mm.), but both the symbols should be legible.

4.3.4. The symbols may be reproduced electronically, provided that the requirements of the respective accreditations bodies, as described in this procedure, are met and distortion and /or degradation do not occur.

4.3.5. Whenever a subsidiary belonging to a group has been certified there shall not be any confusion as to which part of the group holds the certification and it shall not imply that the other subsidiaries have been certified

4.3.6 Where the organization (the client) wishes to make reference to its certification instead of using the symbols of the certification & accreditation bodies, the organization shall use without variation the phrase "An ISO XXXXX: XXXX Certified Company "(identify the applicable ISO standard namely ISO 9001: 2015 etc.).

STAUNCHLY MANAGEMENT & SYSTEM SERVICES PVT. LTD.		Procedure Manual	
Section Name	Procedure for Use of Logos and Certificate		
Section No.: PM-20	Issue No. 01	Issue Date 01-11-2015	
Page 3 of 5	Rev. No. 03	Rev. Date: 01-10-2016	

4.4. Certification body logo

4.4.1. The SMS certification mark for AB/IAS accredited certificates may only be reproduced as shown in annexure-1, PM/20-1

4.5. Accreditation body logo

4.5.1. AB/IAS Accreditation Logo: The accreditation mark shall be reproduced as shown in annexure-1. The logo shall only be printed in the colour combination or in the gray black combination as shown in the annexure.

4.6. Misuse

The misuse of marks or certificate shall result in the following actions

4.6.1. Innocent Misuse

- Immediate withdrawal of the offending literature by the client, or
- Suspension of approval (certification) until misuse is rectified.

If action is not taken to rectify the misuse within a reasonable time, the approval will be withdrawn

4.6.2 Negligent / Fraudulent misuse

- Withdrawal of approval together with publication of the reason for withdrawal.

Misuse is deemed negligent / fraudulent where the mark is knowingly or carelessly misused. Repeated "innocent" misuse would be deemed negligent.

4.6.2 Legal Action

- *SMS shall exercise proper control of ownership and shall take action to deal with incorrect reference to certification status or misleading use of certification document, mark or audit report.*
- *If necessary, Legal Action shall be taken against the client by way of Lodging First Information Report with the competent authority.*

STAUNCHLY MANAGEMENT & SYSTEM SERVICES PVT. LTD.		Procedure Manual	
Section Name	Procedure for Use of Logos and Certificate		
Section No.: PM-20	Issue No. 01	Issue Date 01-11-2015	
Page 4 of 5	Rev. No. 03	Rev. Date: 01-10-2016	

4.7 Withdrawal of certification

In the event that approval is withdrawn, the client shall immediately cease use and distribution of any literature, stationary etc bearing the mark. The artwork supplied and all the original approval certificates are to be returned to SMS.

4.8. Contractual obligation

4.8.1 Correct use of SMS certification and the accreditation body mark is a contractual obligation that the client undertakes to comply with as per agreement signed with SMS.

4.8.2 Where the SMS certification and accreditation body mark s have been used by the client, their use is to be reviewed at all surveillance and re-certification audits to ensure that their use is correct and in accordance with the document, PID-03, issued by SMS.

4.8.3 Any misuse of logo shall be brought to the attention of the client and included in the surveillance or the re-certification audit reports.

4.8.4 It is likely that in some cases the client may have to update the logos and they still may have stationery and brochures showing the previously issued SMS certification and the accreditation body logos. Under such circumstance, it is permissible for the client to continue use of the previously issued logo on the understanding that the new logos must be used in the next printing.

5.0 Records: NIL

6.0. Reference

- (a) PM-11-Procedure for Granting, Maintaining, Renewing, Extending, Reducing, Suspending and withdrawing Of Certification
- (b) PID-03, Conditions for use of logo & certification

STAUNCHLY MANAGEMENT & SYSTEM SERVICES PVT. LTD.		Procedure Manual	
Section Name	Procedure for Use of Logos and Certificate		
Section No.: PM-20	Issue No. 01	Issue Date 01-11-2015	
Page 5 of 5	Rev. No. 03	Rev. Date: 01-10-2016	

Annexure - 01 (PM-20/01)

SMS & AB/IAS LOGOS

Shall be reproduced as below



Certified ISO XXXX: XXXX