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|--|--|------------------------------------|------------------|
|  | <b>RULES FOR THE USE OF THE ESQCERT<br/>CERTIFICATION LOGO</b> | RG_01                              | Page 1 of 6      |
|  |  | Ref: Standard ISO/IEC 17021-1:2015 |                  |
|  |  | Rev. 2                             | Dated 30-07-2019 |

## Index


|   |   |
|---|---|
| 1 AIM AND FIELD OF APPLICATION .....  | 2 |
| 2 DEFINITIONS AND ABBREVIATIONS .....   | 2 |
| 3 REQUIREMENTS FOR USE OF THE LOGO BY CERTIFIED ORGANIZATIONS.....  | 2 |
| 4 PARTICULAR RULES FOR LOGOS RELATED TO SYSTEM CERTIFICATION .....  | 3 |
| 5 SUSPENSION OR WITHDRAWAL OF THE CERTIFICATE .....   | 3 |
| 6 SANCTIONS.....  | 3 |
| 7 FORMAT AND COLOUR OF THE LOGOS.....   | 4 |
| 8.CRITERIA FOR USE OF THE MARK OF ACCREDITATION BODIES BY USERS OF ACCREDITED CERTIFICATION SERVICES..... | 5 |

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|  |  |                                    |                  |
|--|--|------------------------------------|------------------|
|  | <b>RULES FOR THE USE OF THE ESQCERT<br/>CERTIFICATION LOGO</b> | RG_01                              | Page 2 of 6      |
|  |  | Ref: Standard ISO/IEC 17021-1:2015 |                  |
|  |  | Rev. 2                             | Dated 30-07-2019 |

## 1 AIM AND FIELD OF APPLICATION

This document defines the rules which certified organizations are required to follow in order to be authorized to use the ESQ CERT certification logo or to make reference to the certificate issued.

These rules apply to all organizations certified (see point 2 below) by ESQ certification Assurance and, by signing the certification contract, the certified organization is bound to comply with the applicable requirements of these rules.

The certification logo allows organizations certified by ESQ certification Assurance to demonstrate to the market, and not only, that they have been certified.

## 2 DEFINITIONS AND ABBREVIATIONS

**Certificate:** the document issued by, following the positive outcome of the verification activities, which can be defined in different ways, for example “statement”, “declaration”, etc.

**Certificate of compliance and certification:** the positive verification by ESQ certification Assurance of compliance of the system/product/personnel with the reference standard which allows the “certificate” in the above sense to be issued.

**Organization:** client, the subject which stipulates the contract with ESQ certification Assurance and to which the requirements of these rules apply.

**System:** the system, product or personnel subject to verification by ESQ certification Assurance, as specified in the contractual documents.

## 3 REQUIREMENTS FOR USE OF THE LOGO BY CERTIFIED ORGANIZATIONS

### 3.1

Authorization to use the ESQ certification Assurance certification logo, in accordance with the criteria of these rules, is granted to organizations which have positively completed the certification process.

### 3.2


An organization which has successfully completed the certification process is authorized to use the certification logo on documents/other materials such as: stationery, advertising material, publications, presentations, headed paper, business cards, web sites, invoices, transport documents, posters and signs of the organization, company vehicles, in accordance with the conditions given below (except for any changes to be agreed in advance with ESQ certification Assurance). The certification logo is to be used together with the mark and/or business name of the certified organization.

### 3.3

Any use not expressly covered by the ESQ certification Assurance rules related to individual services, by contracts or by other applicable legislation, is to be previously authorized in writing by ESQ certification Assurance.

### 3.4

An organization may not, under any circumstances, transfer the right to use the ESQ certification Assurance certification logos to third parties.

|  |  |                                    |                  |
|--|--|------------------------------------|------------------|
|  | <b>RULES FOR THE USE OF THE ESQCERT<br/>CERTIFICATION LOGO</b> | RG_01                              | Page 3 of 6      |
|  |  | Ref: Standard ISO/IEC 17021-1:2015 |                  |
|  |  | Rev. 2                             | Dated 30-07-2019 |

### 3.5

On request, an organization may be provided with a certification logo which combines the different system/product certificates obtained from ESQ certification Assurance.

## 4 PARTICULAR RULES FOR LOGOS RELATED TO SYSTEM CERTIFICATION

**4.1** The system certification logo must not, in any way, be confused with a product certification mark.

**4.2** Except as regards what is specifically covered by the ESQ certification Assurance Rules for the certification of management systems related to individual services provided or in other applicable legislation, the ESQ certification Assurance logos related to system certification cannot be affixed to products, packaging visible to the consumer, adhesive tape, laboratory certificates, medical reports, test reports, calibration or inspection reports, planimetry or technical reports if they represent the final product/service.

In the above-mentioned cases, it is possible to use, as an alternative, wording such as "This product has been manufactured in a plant whose quality management system has been certified/registered as complying with ISO 9001" or "This product has been manufactured in compliance with the rules established by the management system conforming to the requirements of ISO 9001" or "Organization with quality/environmental/... management system certified by ESQ certification Assurance ISO 9001/ISO 14001/...".

The organization must ensure that certification may not be intended as covering other product types or lines or production units other than those covered by certification. Moreover, organizations are allowed to put the wording "Organization with management system certified by ESQ CERT in compliance with the standard XXXX" on products or packaging.

### 4.3

If certification refers to only a part of the company's facility, sites or processes, use of the logos must make it clear that certification does not refer to the whole organization. In particular, if some of the organization's operational units/production lines, mentioned in the document to which the ESQ certification Assurance certification logo will be affixed, are not undergoing certification, it will be necessary to put below the logo the certificate number and the list of operational units/production lines covered by certification.

It's forbidden the use of the logo on the products or on their packaging. Any statement attached to the packaging of a product or in the accompanying information to the product, alleging that the customer have a certified management system, should not be used so that the certification of Quality Management System is confused with a "product certification." Any statement affixed on the packaging or accompanying the product, relative to the holding of the certification by the certified client management system, must contain the following information:

- to. identification (eg brand or name) of the client certificate
- b. the type of operating system (for example, quality, environment) and the applicable standard;
- c. identification of ESQCERT (the CB that issued the certificate);


For example, can be reproduced with the following phrase: "The XXXX Organization has a Quality Management System for Quality Certificate from ESQCERT according XXXX: XXXX"

## 5 SUSPENSION OR WITHDRAWAL OF THE CERTIFICATE

### 5.1

Organizations may only use the logos during the validity of the Certificates of Conformity issued by ESQ certification Assurance.

### 5.2

|  |  |                                    |                  |
|--|--|------------------------------------|------------------|
|  | <b>RULES FOR THE USE OF THE ESQCERT<br/>CERTIFICATION LOGO</b> | RG_01                              | Page 4 of 6      |
|  |  | Ref: Standard ISO/IEC 17021-1:2015 |                  |
|  |  | Rev. 2                             | Dated 30-07-2019 |

An organization whose certificate has been suspended must cease immediately to use the ESQ certification Assurance certification logo on all documents/items to which it was affixed and throughout the suspension period of the certificate.

### 5.3

A certified organization whose certificate has been revoked in relation to a specific scheme must cease altogether to use the ESQ certification Assurance logo for the scheme in question, in any form and place.

### 5.4

If the certificate is suspended and/or revoked in relation to a particular scheme, ESQ certification Assurance informs the organization in writing that the certification logo can no longer be used in any form or place allowed by these Rules (products, wrapping, packaging, movable assets and real estate, headed letter paper, technical, commercial, advertising documentation, etc.).

## 6 SANCTIONS

### 6.1

Any breaches of these Rules by certified organizations, where applicable, will be sanctioned by ESQ certification Assurance through the adoption of the following measures, in increasing order of severity:

- written warning with a request to take the necessary steps and corrective action;
- if the above steps and corrective action are not taken or are inadequately taken or the error continues to be made: the certificate of the certified organization will be suspended for a period of time commensurate with the seriousness of the situation of non compliance;
- if non compliance persists and/or breaches continue beyond the end of the suspension period: the certificate is revoked.
- In above cases ESQ certification Assurance has the right to claim compensation for any further damage suffered, in whatsoever capacity, related to the improper use of the logos by organizations.

### 6.2

ESQ certification Assurance reserves the right to make the checks it considers most appropriate to verify that the logos are used in compliance with these Rules and with any other applicable regulations, also asking the organization to show documentation such as catalogues, packaging, headed letter paper, etc. If the organization unjustifiably refuses to show ESQ certification Assurance what the latter requests, this will lead to implementation of what is stated in the next paragraph.

### 6.3

Notwithstanding the above, ESQ CERT reserves the right to report any misuse of its logos on its web site.


## 7 FORMAT AND COLOUR OF THE LOGOS

### 7.1

The ESQ certification Assurance certification logos can be reproduced in real size, bigger or smaller, provided the proportions are maintained and legibility is ensured. Rules for the use of the ESQ certification Assurance certification logo. The logos may not be partially reproduced.

### 7.2

The certification logo is available in .jpg format in black and white and in colour. The .jpg format should be used for Word documents (and web sites) and can be paged by following the standard extraction procedure "Insert/Image/From file". The image extracted in this way may be altered in size in relation to page layout requirements provided the width of the mark is not less than 3.5 cm and the resizing procedure does not change the proportions of the image, so as to avoid any "stretching" or distortion of the mark<sup>1</sup>.

|  |  |                                    |                  |
|--|--|------------------------------------|------------------|
|  | <b>RULES FOR THE USE OF THE ESQCERT<br/>CERTIFICATION LOGO</b> | RG_01                              | Page 5 of 6      |
|  |  | Ref: Standard ISO/IEC 17021-1:2015 |                  |
|  |  | Rev. 2                             | Dated 30-07-2019 |

### 7.3

The certification logo may be reproduced according to the following:.

|  |  |
|--|--|
| <b>Certification concerning Quality</b>    |    |
| <b>Certification concerning Enviroment</b> |   |
| <b>Certification concerning OHS System</b> |  |

## 8.CRITERIA FOR USE OF THE MARK OF ACCREDITATION BODIES BY USERS OF ACCREDITED CERTIFICATION SERVICES


**8.1** If authorized by the accreditation body, organizations which have a valid certificate issued by ESQ certification Assurance can also use the mark of that specific body (i.e. SA,etc..). In these case, the following rules apply:

8.1.1 Use of an accreditation body's mark is only allowed in combination with the ESQ certification Assurance certification logo and must be used in compliance with the Rules for the use of the accreditation mark, available on the site of the respective accreditation body. Therefore, the holder of a specific type of certificate, related to a particular accreditation scheme, must never use the accreditation mark without the ESQ certification Assurance mark/certification logo. The accreditation body's logo must not be confused with that of the certification body.

8.1.2The mark of an accreditation body must not be used in such a way as to suggest the accreditation body certified or approved the company management system or in any other misleading way.

### 8.2

In the case of company management system certification, neither the ESQ certification Assurance mark/logo nor the accreditation body's mark are ever to be affixed separately or together on the products manufactured or supplied by the holders of the certificate and on their packaging or wrapping (primary).

|  |  |                                    |                  |
|--|--|------------------------------------|------------------|
|  | <b>RULES FOR THE USE OF THE ESQCERT<br/>CERTIFICATION LOGO</b> | RG_01                              | Page 6 of 6      |
|  |  | Ref: Standard ISO/IEC 17021-1:2015 |                  |
|  |  | Rev. 2                             | Dated 30-07-2019 |

### 8.3

Except where specified otherwise in the Rules of the various accreditation bodies, use of the mark of these bodies is allowed, together with that of ESQ certification Assurance, on headed letter paper and documents in general (except all technical documentation concerning the manufactured products) or on goods and instrumental means used to develop the processes which come

under the certified management system (such as commercial vehicles, buildings, work clothes and similar), excluding items which are configured as products subject to specific certification, especially if mandatory or regulatory (machines, tools, personal protective equipment, etc.).

For use on goods and instrumental means, the combination of the two marks/logos must be accompanied by wording such as "Organization with certified management system, indicating the reference standard of the certified system (i.e. ISO 9001)" (more than one standard may be given for clients who have several system certificates).

Reviewed

Approved

  
 \_\_\_\_\_  
 Ing. Raimondo Romeo  
 Quality Manager

  
 \_\_\_\_\_  
 Ing. Raimondo Romeo  
 Director of ESQ certification Assurance