

# HOW TO PROMOTE YOUR CERTIFICATION

PRACTICAL GUIDELINES FOR USING  
CERTIFICATION MARKS



**BUREAU  
VERITAS**

# LET THEM KNOW YOU'RE EXCELLENT



Congratulations! Now you are certified, you are free to use this respected, globally recognized mark as advertising on your web and printed stationary, vehicles, office buildings, and more.

Only the best companies succeed in being certified by Bureau Veritas, which has a worldwide reputation for expertise and certification services. The Bureau Veritas Certification mark stands for reliability, sustainability and trust, adding value to your brand.

More than just a tool to show you passed the Bureau Veritas Certification process, the marks we provide are personalized to promote the certification you rightfully hold.

CERTIFICATION MARKS  
ARE AVAILABLE  
**FOR ALL TYPES  
OF CERTIFICATION**



**QUALITY**  
ISO 9001



**HEALTH & SAFETY**  
ISO 45001



**ENVIRONMENT**  
ISO 14001



**SOCIAL  
RESPONSIBILITY**  
SA 8000



**IT SECURITY**  
ISO 27001















**SECTOR-SPECIFIC  
STANDARDS**  
IATF 16949 (Automotive),  
AS/EN 9100 (Aerospace),  
ISO 22000 (Food),  
FSC (Forestry) etc.

## HOW AND WHERE CAN YOU USE YOUR CERTIFICATION MARK?

### Our proposal

Your certification demonstrates the conformity on a certification standard. For this reason, you must take care in your use of certification marks, never use a mark, or reference to your certification in a misleading way that suggests or would imply that activities and/or sites that are outside the scope of your certification.

# HOW AND WHERE TO USE IT?

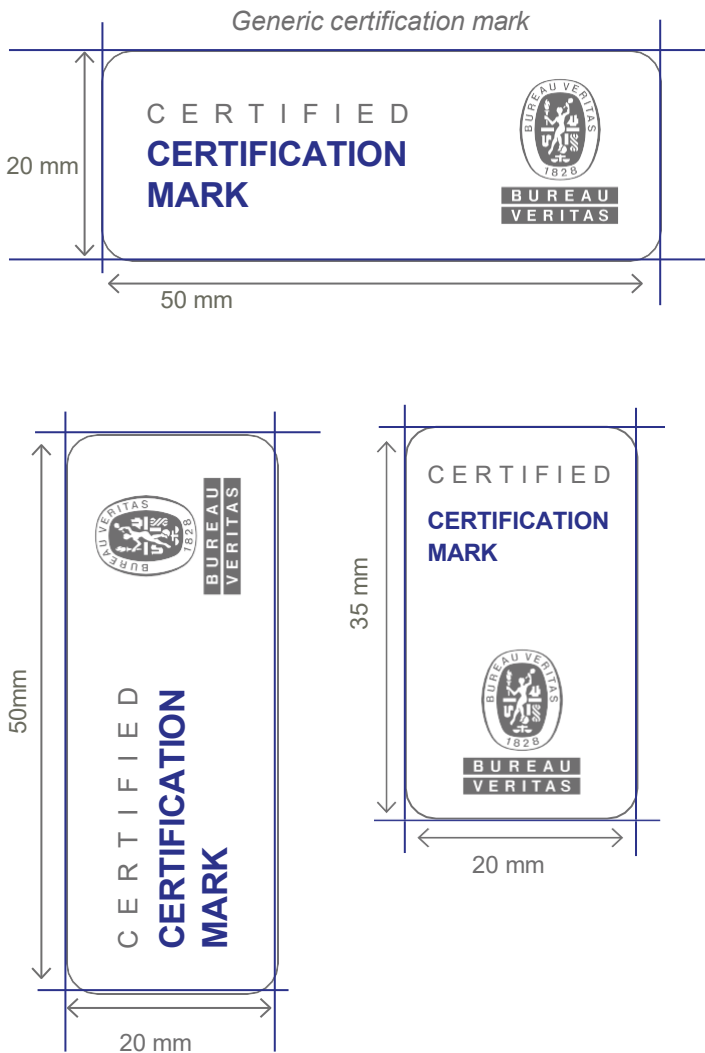
Type of usage	Certified against an ISO 17021 standard (ISO 9001, ISO 14001, ISO 45001, EN 91xx, ISO 22000, FSSC, ISO 27001, ...),	Certified against an ISO 17065 standard (BRC, product certification,...),	Certified against an ISO 17029 standard (verification or validation of report,..),
On brochures, website, in advertising...	 Permitted	 Permitted	 Permitted
On vehicles or permanent structures such as building for advertisement	 Permitted	 Permitted	 Permitted
On larger boxes or packaging (secondary or transit) used for transportation of products	 Permitted	 Permitted	 Permitted
On products or primary packaging (display or retail)	 Not Permitted	 Permitted	 Not Permitted
Additional information	<p>Disclaimer to be added below the certification mark.</p> <p>For example, “this product has been designed, developed or manufactured under a management system certified by Bureau Veritas against ISO 9001:2015”.</p> <p>Except to ISO 22000 (Food), which is not allowed</p> <p>Certification logo may not be applied to laboratory test, calibration or inspection reports or certificates.</p> <p>Please refer to additional specific rules usually designed by the designer of the scheme owner</p>	<p>Please refer to additional specific rules usually designed by the designer of the scheme owner</p>	<p>Not to be used in any way that the client organization may imply that the product, process, system or person is certified by the validation/ verification body.</p> <p>Not permitted to use the certification mark on or in relation to environmental information statements which contain information that has not been validated or verified.</p>

# DESCRIPTION OF THE VARIOUS CERTIFICATION MARKS

When you are certified, you will receive certification marks with your certificate; you shall not change the proportion, the colour, the text, the size of any element.

## PRINT SIZE

For print, the minimum size of the certification mark is indicated below:



## DIGITAL SIZE

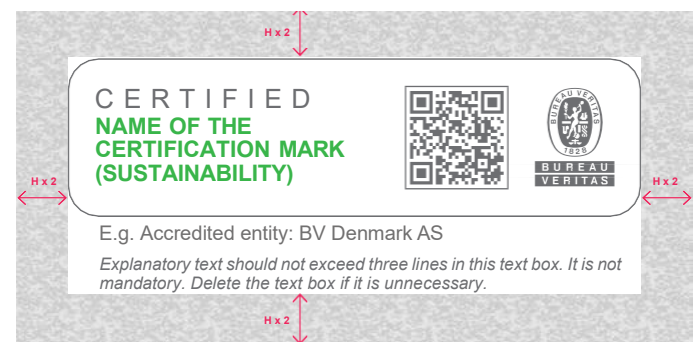
For digital, the default size is (protection zone included):

- 1024 x 510 pixels for certificates with QR code
- 820 x 510 pixels for certificates without QR code.

For desktop web use, the certification mark should be displayed at 200 px wide. The maximum allowable width is 250 px to maintain visual consistency

## PROTECTION ZONE INSTRUCTIONS

To preserve the visual integrity of the certification mark, apply the following values for the inner and outer protection zones.



Measure **H** as the vertical height of the BV logo bottom for the basis of protection zone.



**Protection Zone = H × 2,**  
e.g.: H = 0.5 cm maximum 1 cm.

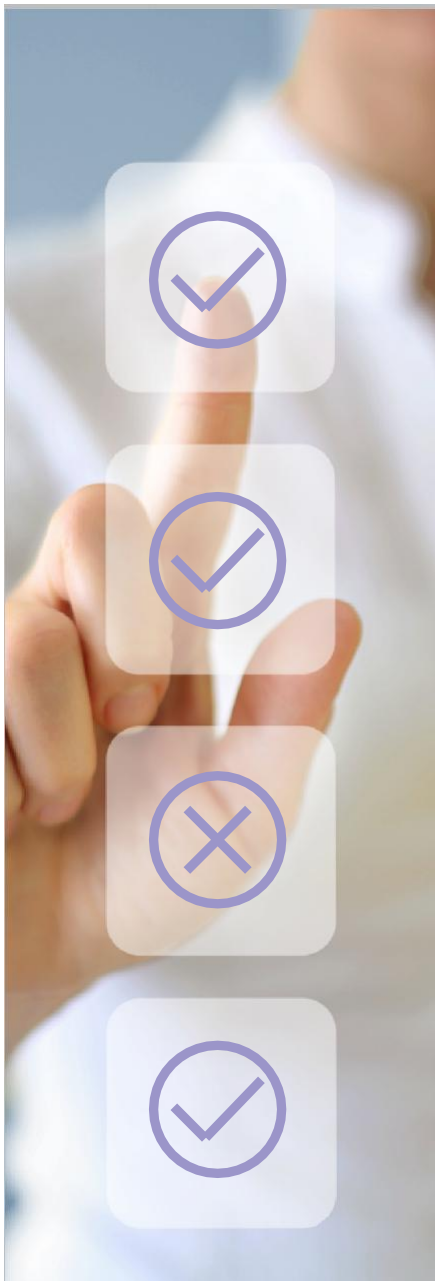
If H < 0.5 set H = 0.5 cm; compute outer = 2 × H;  
if outer > 10 set outer = 10 cm.

# DIGITAL COMMUNICATION

## DO'S AND DON'TS

DIGITAL COMMUNICATION PRESENTS ITS OWN SET OF CHALLENGES.

WE PROVIDE ADDITIONAL RULES AND GUIDELINES TO HELP YOU GET IT RIGHT



**If you are certified against an ISO 17021 standard (ISO 9001, ISO 14001, ISO 45001, EN 91xx, ISO 22000, FSSC, ISO 27001)**

Your certification mark covers your management system, not your products. You may show a certification mark on a website page that shows a product manufactured at a certified site, however you may be required to add a product statement. For web pages showing multiple products, you must take care that ALL products shown on the page are manufactured by sites within your certified management system. Responsive websites rearrange content on a page to aid readability. You must ensure that the responsive version of your website:

- Does not separate the logo from the product statement
- Ensures the certification mark retains its minimum height

**Recommended size:** on your website (desktop version) we recommend that the certification mark be 200 pixels wide (maximum 250 pixels).

**If you are certified against an ISO 17065 standard (BRCGS, product certification,...)**

You can add the certification mark on products covered by your certification. You must ensure that your communication will not lead a misleading way that suggests one product or service certification is

certified, while it is not on the scope of your certification

**Responsive websites rearrange content on a page to aid readability.**

Ensure that the responsive version of your website:

- ✓ Does not separate the logo from the product statement
- ✓ Ensures the certification mark retains its minimum height

**Recommended size:** on your website (desktop version) we recommend that the certification mark be 200 pixels wide (maximum 250 pixels).

### REFERENCING YOUR BUREAU VERITAS CERTIFICATION ON SOCIAL MEDIA

Social media posts often need to be short – but you still need to avoid being misleading. When talking about your certification from Bureau Veritas, you must always refer to the specific management system standard and be precise:

- ✓ Our environmental management system is certified to ISO 14001 by Bureau Veritas
- ✗ Bureau Veritas has given our products the green stamp of approval!



# HOW CAN BUREAU VERITAS HELP YOU PROMOTE YOUR CERTIFICATION?

IF YOU WISH TO ADVERTISE YOUR ACHIEVEMENT, **BUREAU VERITAS CAN HELP YOU EXECUTE YOUR ACTION PLAN**

- We can assist in the organization of an event celebrating the co-signing of the official certificate
- We can guide you in the optimal use of certification marks
- You may issue a press release that has been verified by Bureau Veritas

WE OFFER YOU WAYS TO COMMUNICATE AND **HIGHLIGHT YOUR CERTIFICATION:**

- You can share your achievements at one of our Bureau Veritas Certification seminars
- We can help you develop a case study or video and promote it via our social media channels



## IMPORTANT NOTICE

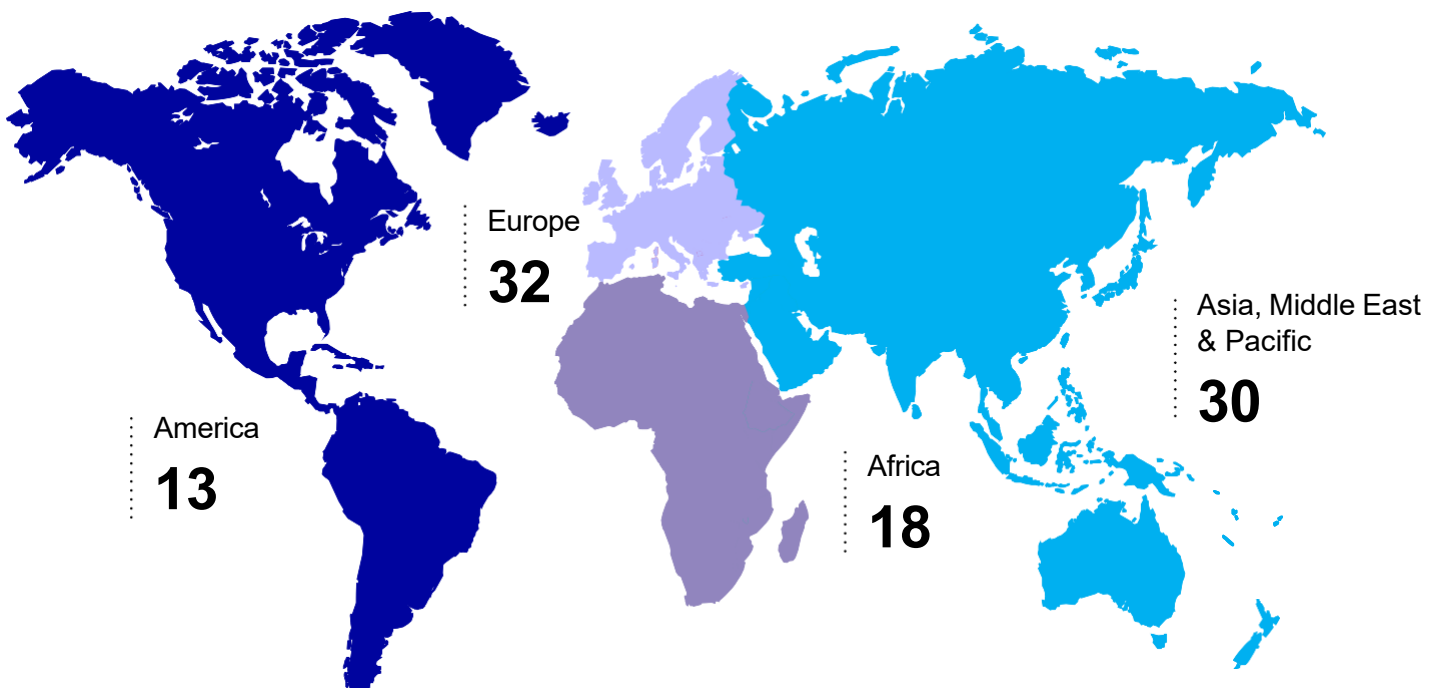
Certification standards and the terms and conditions take precedence over the information provided in this document. Use of the certification mark is a right conferred by Bureau Veritas. If your certification is suspended, withdrawn or terminated, you must discontinue use of all advertising material that includes a reference to Bureau Veritas. Correct use of the certification mark is a contractual obligation and will be monitored during audits.

# BUREAU VERITAS

## A GLOBAL LEADER IN CERTIFICATION

We partner with clients across all industries to address their quality, health & safety, environmental protection, enterprise risk and social responsibility challenges. Our global network of expert auditors and wide range of audit, training and certification solutions support them in optimizing performance through continuous improvement of their processes and management systems.

### CERTIFICATION OFFICES AROUND THE WORLD



[certification.bureauveritas.com](https://certification.bureauveritas.com)



## SHAPING A WORLD OF TRUST

Bureau Veritas is a Business to Business to Society company, contributing to transforming the world we live in. A world leader in testing, inspection, certification and technical services, we help clients across all industries address challenges in quality, health & safety, environmental protection and social responsibility.

## CERTIFICATION FOR CONTINUAL IMPROVEMENT

Bureau Veritas is one of the world's leading certification bodies. We support clients on every continent to continuously improve their management systems and organizational performance, in order to mitigate risk, achieve compliance, increase stakeholder confidence and achieve excellence.



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