

## USE OF CERTIFICATION & ACCREDITATION LOGO GUIDELINES

Scope: This document is applicable to QMS ISO9001, EMS, ISO14001 OH&SMS ISO45001, ABMS ISO37001, HACCP MS1480, GMP MS1514 & ISMS ISO27001.

### 1.0 Form, Size and Colour of the CI International and Accreditation Mark

1.1 Where practicable, the accreditation mark of Department of Standards Malaysia (DSM) shall be reproduced in the form and size as detailed in the logo master as stipulated in the relevant figures.

1.1.1 It shall be reproduced and shall be reprinted according to the following specifications;

- a. in colours coding as shown in Figure 9; or
- b. in black and white as shown in Figure 10

1.2 The Accreditation Mark shall be displayed in the appropriate form and size.

1.3 Any enlargement or reductions shall retain the same proportions as in the Accreditation Mark master but shall be sufficient large for the wording to be clearly distinguishable.

1.4 When used on paper, it may also be embossed or stamped.

### 2.0 Use of the CI International and DSM Accreditation Mark

2.1 Under no circumstances can a certified/ registered organization by CI International Certification Sdn Bhd (thereafter called "CI International") use the Accreditation Mark in isolation of the Certification mark to which it relates.

2.2 DSM Accreditation Mark or reference to DSM accreditation shall not be misused, including false claims as the DSM accreditation and false use of DSM accreditation mark by a certified/ registered organization by CI International.

2.3 DSM & CI International has the right to take action in terms of misuse, false claims and false use of DSM accreditation mark or reference to DSM accreditation.

2.3.1 Such actions include corrective action, withdrawal of certificate, publication of the transgression for certified/ registered organizations and immediate discontinuation of their applications for applicants.

2.4 The DSM Accreditation Mark or reference to DSM accreditation shall not be used in such a way to suggest or imply that the CI International has certified or approved the activities of certified/ registered organization any misleading manner.

2.5 DSM & CI International reserves the right to impose other requirements with regards to the use of the Accreditation Mark. Such requirements shall be formally documented.

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- 2.6 On any individual unfolded portion of the sheet of stationery the Accreditation Mark may be displayed:
- a. Only of the Mark or title of the certification body concerned is also shown;
  - b. With no more prominence than the Mark or title of the certification body concerned;
  - c. And should be positioned in a manner that ensures the relationship between the accreditation mark and the certification mark is obvious.
  - d. No more than once for each DSM accreditation for quality system certification or product certification.

- 2.7 A certified/ registered organization by CI International may make reference to DSM accreditation by virtue of its certification status granted by a DSM certification body subject to the requirements of this document and the following limitations or conditions.

- a. CI International undertakes the responsibilities to ensure this requirement is a element of the regulations and an element of regular surveillance audits or checks;
- b. Under no circumstances shall the DSM accreditation mark be used in a product, or in any way that be interpreted or implied as denoting product conformity within the framework of a quality system certification program; and the mark should not be applied to / printed on laboratory test, calibration or inspection reports, as such reports are deemed to be products in this context.

Note 1: Reference to labels include documents or attachment relating to the product that accompany or are attached to the product for either permanent or temporary in nature.

Note 2: Variation of the word “manufactured” such as “assembles”, “packaged”, “bottled”, “blended”, “services”, etc. should be used appropriately to denote in more explicit and factual way that would remove any reasonable doubt on an ordinary consumer.

- c. The certification mark in association with the accreditation mark, also include the name of the registered organization or its legally registered identification mark;
  - d. A certification mark in association with the accreditation mark may be used within the framework of a product certification programme.
- 2.8 The certified organization on any management system may represent clearly the management system certification status on products/ services offered by the organization by printing a statement on the product or product packaging as follow or equivalent: Example, “The product is manufactured under ISO 9001: 2015 quality management system certified by CI International Certification accredited by DSM”.

### 3.0 Restriction on Use of CI International and DSM Accreditation Mark

- 3.1 Publicity material shall not include notices, labels, documents or written announcements affixed to or otherwise appearing on goods or products have been manufactured under an accredited product certification scheme. This restriction shall also apply to primary (e.g. blister packs) packaging promotional products.

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- a. DSM Accreditation Mark shall not be displayed on vehicles, except in publicity material containing the DSM Accreditation mark as part of a larger advertisement.
  - b. DSM Accreditation Mark shall not be displayed on buildings and flags.
  - c. DSM Accreditation mark may be displayed on internal walls and doors, and on exhibition stands.
- 3.2 Upon suspension of DSM accredited certification, a registered organization by CI International shall immediately cease to use and distribute any certificates, stationery and literature bearing the accreditation mark and/ or certification mark or making reference to DSM accreditation and/ or CI International.
- 3.3 Upon termination of DSM accredited certification, a registered organization by CI International shall immediately cease distribution of all items on which DSM accreditation mark and/ or CI International mark is displayed.
- 4.0 **Use of Certificate**
- 4.1 The certified organization by CI International shall
- a. conforms to the requirements of the CI International when making reference to its certification status in communication media such as the 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 a certificate issued by CI International 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 CI International;
  - e. amends all advertising matter when the scope of certification has been reduced;
  - f. does not allow reference to its management system certification to be used in such a way as to imply that CI International certified a product (including service) or process;
  - g. does not imply that the certification applies to activities that are outside the scope of certification; and
  - h. does not use the certification in such a manner that would bring CI International and/ or certification system into disrepute and lose public trust.

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### 5.0 Use of IAF Logo

- 5.1 The IAF logo on separate printed materials is not allowed to be used by a certified organization. The IAF logo can only be used on the certificate which is issued by CI International under the accreditation of DSM. The use of IAF logo is required permission to be applied with DSM.



Figure 1 - QMS



Figure 2 - EMS



Figure 3 - OHSAS



Figure 4 - ABMS

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Figure 5 - Integrated Management System



Figure 6 - HACCP



Figure 7 - GMP



Figure 8 - ISMS

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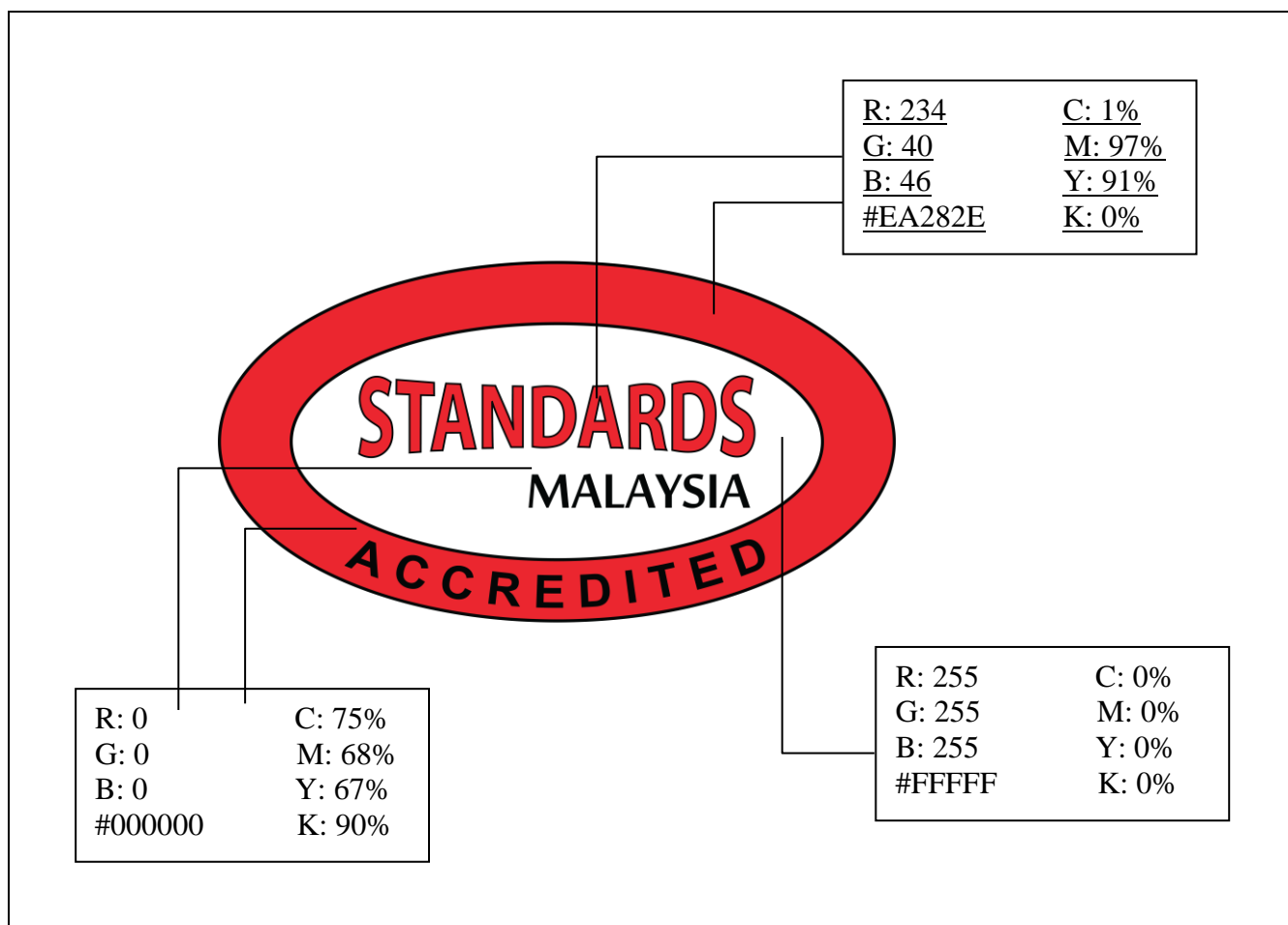


Figure 9: The Accreditation Mark in colour.

Note:

C = Cyan  
Y = Yellow

M = Magenta  
K = Black

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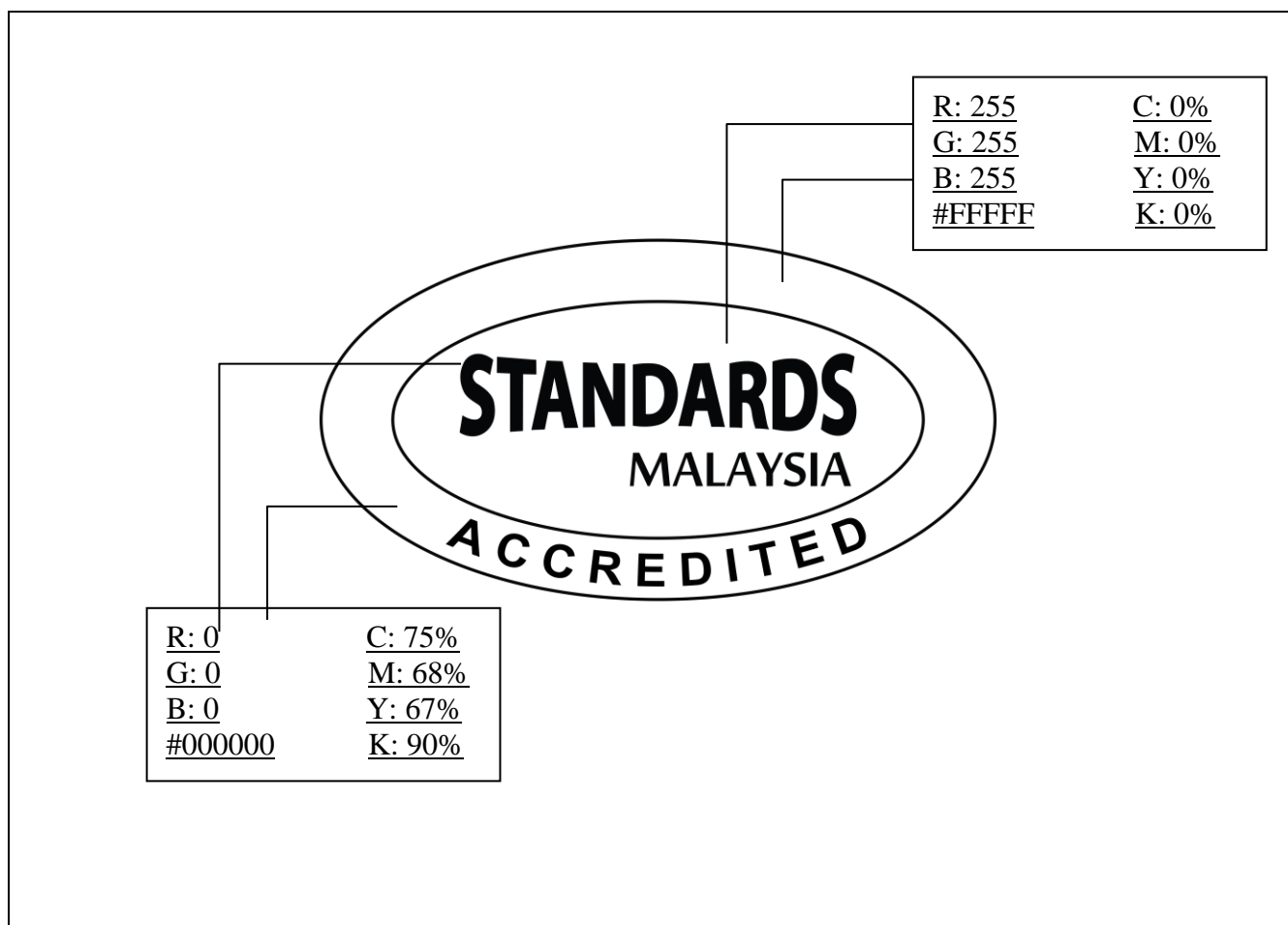


Figure 10: The Accreditation Mark in black

Note:

C = Cyan  
Y = Yellow

M = Magenta  
K = Black