



# Promoting your certification

**Client instructions  
for use of the  
Bureau Veritas Certification  
certification marks**



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VERITAS**

For the benefit of business and people



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## SUMMARY

- 1 Introduction
- 2 Introducing the certification marks
- 3 Using the certification marks





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# 1



## > INTRODUCTION

- 1.1 CONGRATULATIONS p4
- 1.2 BUREAU VERITAS CERTIFICATION POLICY p5

▶ □ **Congratulations!**

- Your Bureau Veritas Certification certificate is a valuable asset. Not only does your certification demonstrate your achievement and continued commitment to conduct your business in a thoroughly professional and consistent manner, but your Bureau Veritas Certification certification is recognized as a symbol of excellence worldwide.
- Bureau Veritas Certification strongly supports you in promoting this achievement to the full extent through the use of the Bureau Veritas Certification certification mark on your brochures, company vehicles, signs and flags, stationery, etc.
- These guidelines have been developed to help you promote your certification while ensuring that the rules for use of certification marks are communicated to our clients. This allows Bureau Veritas Certification's clients to take full advantage of using the Bureau Veritas Certification certification mark to promote their worldclass management system.
- As with any issues having to do with your certification, if you have any questions, please feel free to discuss these with your account manager.
- Our entire organization is dedicated to providing our clients with firstclass service and world-class recognition of their management systems.

▶ □ **With best regards,**



**Laurent Dahmani**  
Managing Director, Bureau Veritas Certification UK Ltd



- ▶ □ 1.1
  - All certified clients are provided with the appropriate certification mark relevant to their certification status and standard. The certification marks are available in four formats: Jpeg, GIF, EPS and Illustrator.
- ▶ □ 1.2
  - Clients certified by Bureau Veritas Certification (I.E. who have obtained a Bureau Veritas Certification certificate) are free to use Bureau Veritas Certification certification marks for communication purposes.
- ▶ □ 1.3
  - These certification marks are associated only with Bureau Veritas Certification certification services, and not with other services of the Bureau Veritas Group such as product testing or training etc.
- ▶ □ 1.4
  - Where the word “certification mark” is used in this document, it also covers the certificate reports and other associated documentation which must not be used in a misleading manner or bring Bureau Veritas Certification into disrepute. Any promotion of the management system must be clear as it is not acceptable to imply that it is the product that is certified.
- ▶ □ 1.5
  - The certification mark can be used with or without reference to the certificate number. The value of adding the certificate number is that this adds credibility and traceability to the certification mark.
- ▶ □ 1.6
  - The Bureau Veritas Certification logo may not be displayed on certificates of conformity or certificates of analysis.
- ▶ □ 1.7
  - Bureau Veritas Certification certification marks may not be applied to products or primary packaging materials intended for consumer communication or use. However, for those organizations wishing to demonstrate that products have been manufactured under their certified ISO 9001 or ISO 14001 management system, the marks may be used on secondary or transit packaging (i.e. not normally viewed by the consumer) with an appropriate product statement(s) (as illustrated on page 5). Please note that it is allowable to make a generic statement on primary packaging, but the use of the Bureau Veritas Certification logo is not allowed.
- ▶ □ 1.8
  - Bureau Veritas Certification is required to ensure that certified clients use the Bureau Veritas Certification certification mark in accordance with relevant national and international criteria. These criteria ensure that the mark is not used in a way that may cause confusion or be misleading to the organizations and individuals that purchase goods and services from certified companies.





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# 2



## > INTRODUCING THE CERTIFICATION MARKS

- |     |  |      |
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GENERAL LAYOUT**1** STANDARD REFERENCE

- It will be adapted to name the standard on which the client is certified. This is the ONLY part of the certification mark that is modifiable with the certificate number.
- Font: Univers Bold Condensed

**2** CERTIFICATE NUMBER

- To be personalized by the client with its certificate number
- Font: Univers Condensed

SPECIFIC LAYOUT: more than one standard reference

- When there is more than one standard reference, they are displayed one below the other in the red band.
- Alternative presentation: an alternative is to display the necessary number of separate certification mark, side by side, each displaying one standard reference.

**1** ISO 9001

**BUREAU VERITAS**  
Certification

**2** N° 00000

ISO 9001  
ISO 14001  
OHSAS 18001  
BUREAU VERITAS  
certification



N° 12345 / N° 12345 / N° 12345



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## INTRODUCING THE CERTIFICATION MARKS

# PROTECTION ZONE & MINIMUM SIZE

### PROTECTION ZONE

In order to maintain the visual integrity of the logo, a minimum amount of free space (blank surround) must always be respected.

The protection zone, as shown on this page, must never include any other text, graphic element or visual and be **left blank** (containing no external items).

The strip for the protection zone is the same width (b) as the distance between the bottom of the seal and the bottom of the red band.

### MINIMUM SIZE

The **minimum** height of the logo is **12 mm** (c).

If the logo were any smaller it would be illegible, and our visual identity would become indistinct.



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# 2

## INTRODUCING THE CERTIFICATION MARKS

# CERTIFICATION MARK COLORS

### COLOR PRINTING

The Bureau Veritas certification mark is printed in two colors:

- Pantone 404 C grey,
- Pantone 200 C red.

These references, which apply to printing on coated paper, **should be taken as the model for all types, including mat paper**. Each printer needs to adapt his inks to suit the type of surface, in order to find the nearest shades.

These two reference colours **must be respected exactly**, unless technical constraints or printing on coloured backgrounds make this impossible.

However if the size of the logo or printing limitations make it too difficult to identify the colours properly, **it is preferable to print the whole logo in black** (see here-after).

### SINGLE-COLOR PRINTING

In some cases, **it can be necessary to print the Bureau Veritas certification mark in one single-color**.

The indiscriminate choice of a colour would detract seriously from the consistency of our image.

The choice therefore has to be limited to:

- black,
- or white.

The choice of color will depend on the background color (see next page).



<b>Pantone</b>	200 C	404 C
<b>CMYK</b>	0 / 100 / 75 / 15	0 / 0 / 20 / 70
<b>RAL Farbfinder</b>	030 / 40 / 60	075 / 50 / 10
<b>RGB</b>	176 / 0 / 45	104 / 102 / 92
<b>TSL</b>	345 / 100 / 69	50 / 12 / 41
<b>Lab</b>	44 / 69 / 41	43 / 0 / 7
<b>HTML (websafe)</b>	B0002D	68665C



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## INTRODUCING THE CERTIFICATION MARKS

# COLOR REFERENCES ON VARIOUS BACKGROUND

### PRINTING ON A WHITE BACKGROUND

The colours of red and grey for the certification mark are shown to best advantage when printed on a white background; This is **always** to be given preference.

### PRINTING ON A CORPORATE COLORS BACKGROUND

On backgrounds in Corporate colors (grey or red), the certification mark must always be in white.

### PRINTING ON OTHER COLORED BACKGROUND

However, **technical constraints** (e.g. press publications, or printing on objects) may require recourse to **different approaches**.

When using colored backgrounds, the choice of the certification mark color must be decided case by case. The objective is to **maximize visibility** in relation to the background.

However, the corporate color version **should be the first choice**, especially on very light background. In that case, the background of the seal and the letters in the 2 bars of the logo are white (and not transparent).

On light background, the whole logo should be printed in colors or in Black

On dark background, the whole logo should be printed in white.



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# 3

## > USING THE CERTIFICATION MARKS

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- ▶ The certification mark can be applied in the following ways:
  - On literature, brochures, company leaflets and reports
  - In corporate advertising and website
  - On company vehicles such as trucks and vans
  - On company signs and flags
  - On exhibition equipment and company displays
- ▶ The table below summarizes the allowable limits for use of certification marks on product packaging.

	On product or primary (display or retail) packaging	On larger boxes, etc. used for transportation of products (secondary or transit packaging)	On vehicles or permanent structures such as buildings for advertisement	In pamphlets, website, etc. for advertisement
<b>Bureau Veritas Certification Certification Mark</b>	Not allowed	Not allowed	Allowed	Allowed
<b>Bureau Veritas Certification Certification Mark, with a Product Statement (see section 1.3)</b>	Not allowed	Allowed	Allowed	Allowed

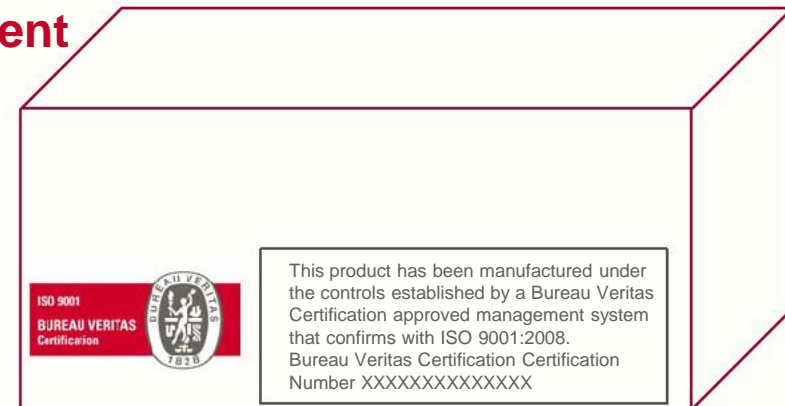


- ▶ **Specific certification marks are available for all systems. Some examples are detailed below.**
  - » **Quality Management Systems - ISO 9001**
  - » **Automotive Quality Management Systems - ISO/TS 16949**
  - » **Environmental Management Systems - ISO14001**
  - » **Safety Management Systems - OHSAS 18001**
  - » **Food Safety Management Systems – ISO 22000**



▶ **Certification mark with a product statement**

“This product has been manufactured under the controls established by a Bureau Veritas Certification approved management system that conforms with ISO 9001:2008.  
Bureau Veritas Certification Certificate Number XXXXXXXXXXXX”



**ETOILE**

Lorem Ipsum dolor sit amet

Paris, 01.12.05

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321, Belle Avenue  
75018 Paris

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Roger Waters  
Président-directeur général



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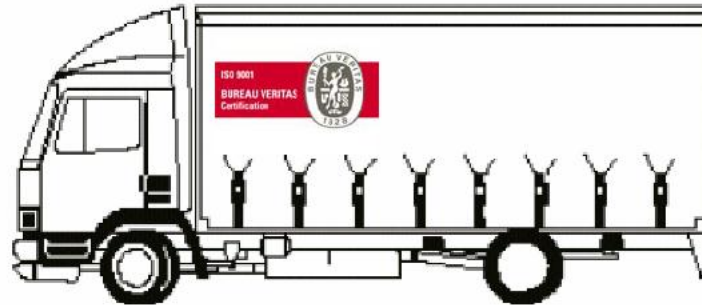


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# 3

## USING THE CERTIFICATION MARKS

# EXAMPLE ON VEHICLES



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