

## ISSA – International Security Standards Authority

### CERTIFICATE & BRANDING POLICY

*Version 1.0 – Official Policy Document*

#### 1. Purpose of this Policy

This Certificate & Branding Policy defines the mandatory rules governing the issuance, format, wording, visual identity, and use of all certificates, attestations, logos, and brand references within the ISSA ecosystem.

The purpose of this policy is to:

- protect the institutional authority of ISSA;
- eliminate any ambiguity between training, assessment, certification, and licensing;
- ensure uniformity and consistency across all ISSA Approved Centres;
- prevent misleading or improper representations of ISSA certifications;
- ensure that all documentation issued within the ISSA framework is legally defensible, reputationally sound, and internationally credible.

Compliance with this policy is mandatory for ISSA, all ISSA Approved Centres, trainers, assessors, and any party authorised to operate within the ISSA framework.

#### 2. Fundamental Principles

ISSA operates on the core principle of a strict separation between the delivery of training and certification authority.

Accordingly:

- ISSA is the sole body authorised to issue ISSA certifications;
- Approved Centres are authorised exclusively to deliver training and to issue training-related documents;
- no document shall in any way suggest, imply, or simulate certification authority where such authority does not exist.

The clarity of this separation is essential to the credibility, scalability, and international recognition of ISSA.

#### 3. Official ISSA Certificate of Professional Competence (Document A)

##### 3.1 Authority

The ISSA Certificate of Professional Competence is the only document that formally attests professional competence in accordance with ISSA standards.

This certificate is issued exclusively by:

**International Security Standards Authority (ISSA)**

No Approved Centre, trainer, assessor, or partner is authorised to issue, reproduce, modify, or substitute this certificate.

### 3.2 Mandatory Characteristics

Each ISSA certificate shall:

- clearly indicate that the certification is issued by ISSA;
- reference the applicable ISSA standard and code;
- include a unique identification number;
- display the issue date, expiry date, and certification status;
- reference renewal and Continuing Professional Development (CPD) obligations;
- include a legal non-licensing disclaimer;
- be verifiable through ISSA systems.

### 3.3 Branding Rules

- The ISSA logo shall be dominant;
- the Approved Centre logo may appear only in a secondary and contextual form;
- the certificate must not appear co-branded;
- no external logos may be included without the explicit written authorisation of ISSA.

### 3.4 Signatures and Security Features

ISSA certificates may include:

- an institutional ISSA signature line;
- an ISSA holographic security seal;
- digital verification elements (QR code or registry reference).

The use of personal signatures is optional and subject to ISSA governance decisions.

## 4. Training Certificates Issued by ISSA Approved Centres (Document 2)

### 4.1 Nature of Training Certificates

Training certificates issued by Approved Centres attest exclusively to attendance and/or completion of a training programme.

They do not certify competence, do not confer professional status, and do not constitute ISSA certifications.

### 4.2 Permitted Titles

Approved Centres may use exclusively the following titles:

*Certificate of Training Completion*

*Certificate of Course Attendance*

The following terms are expressly prohibited:

- Certification
- Qualification
- Competence
- Licence

### 4.3 Mandatory Wording

Each training certificate shall:

- confirm attendance and completion;
- clearly identify the issuing Approved Centre;
- explicitly clarify that ISSA certification is separate and independent;
- reference alignment with ISSA standards where applicable.

The official wording provided by ISSA must not be altered.

### 4.4 Branding Rules for Training Certificates

- The Approved Centre logo shall be dominant;
- the ISSA logo may appear only in secondary form or as a textual reference;
- the ISSA logo must never appear as the issuing authority;
- no ISSA certification numbers or registry references may appear.

## 5. Use of Third-Party Logos and Symbols

The use of third-party logos, institutional symbols, or governmental emblems on certificates is prohibited unless expressly authorised in writing by ISSA.

This includes, by way of example:

- military or defence organisation logos;
- governmental or intergovernmental logos;
- marks relating to procurement systems or alliances.

Textual references may be permitted where factually accurate and free from any implication of endorsement, subject to ISSA approval.

## 6. Prohibited Practices

The following practices are expressly prohibited:

- issuing certificates that imitate ISSA certificates;
- using the ISSA brand to imply licensing or legal authorisation;
- unauthorised modification of approved wording;
- inclusion of unauthorised logos or seals;
- issuance of combined or hybrid certificates;

- presenting training attestations as professional qualifications.

Any violation constitutes a serious non-compliance.

## **7. Monitoring, Compliance and Corrective Actions**

ISSA reserves the right to:

- audit certificates issued by Approved Centres;
- require corrective actions;
- suspend or revoke Centre approval;
- withdraw authorisation to use ISSA standards;
- take actions to protect its reputation and institutional authority.

Compliance with this policy is a condition of continued participation in the ISSA system.

## **8. Updates and Version Control**

This policy may be updated by ISSA at any time.

Only the most recent officially published version is valid.

Approved Centres are responsible for ensuring ongoing compliance with the current version.

## **9. Final Statement**

The credibility of ISSA does not depend on the quantity of certificates issued, but on the clarity, discipline, and integrity with which certification authority is exercised.

This policy exists to protect that authority.

**Issued by the International Security Standards Authority (ISSA)**

**End of Document**