



GERMAN CERTIFICATION BODY



## CERTIFICATION MARK USE GUIDELINE FOR MANAGEMENT SYSTEMS

# CERTIFICATION MARK USE GUIDELINE

ISO 9001

01

Use of Certification Mark



German Certification Body LLC grants to its clients a limited, non-exclusive, non-transferable and revocable right to use its Certification Mark(s) based on the Certification Mark Licensing Agreement concluded with each client (in the following "Licensee") during active certification. A Licensee may use the Certification Mark(s) only as mentioned in this Certification Mark Use Guideline for Management Systems declare or indicate that the Certification Body has certified one or more Management System(s).

**The Licensee shall use the Certification Mark(s) only in the form provided by the Certification Body which includes the individual Certification ID of the Licensee. Particular care must be taken to ensure that the Certification Mark is used only in connection with certified Management System(s), and not on or for products and/or services.**

Certification Mark(s) may be used, for example, on webpages, advertising displays, print or electronic media related to the Licensee (but not to its products or services).

Certification Mark(s) shall not be used in false or misleading advertising.

Certification Mark(s) shall not take up more space than the brand of the Licensee.

Combining Certification Mark(s) with the Certification Body's logo is prohibited. Certification Mark(s) must stand alone. It must not be associated with any other elements such as a logo, statement, or any other artwork.

Certification Mark(s) shall not be displayed in any manner that in Certification Body's sole opinion is misleading, unfair, defamatory, infringing, libellous, disparaging, obscene, or otherwise objectionable to Certification Body.

Certification Mark(s) shall not be displayed on a website or on material that violates any law or regulation.

Certification Mark(s) shall not be used or registered as or incorporated in social media account names, profiles, or aliases.

Permission to use the Certification Mark(s) is limited to the Licensee, and shall not be transferred to, assigned to or otherwise used by any other individual, organization, or entity.

02

# CERTIFICATION MARK USE GUIDELINE

## MISUSE AND CORRECTIVE ACTIONS

03

The Licensee shall desist of any action that would constitute a breach of Certification Mark Licensing Agreement or misuse of Certification Mark(s), and remedy any breach or misuse without undue delay.

At least the following actions constitute a misuse of Certification Mark(s):

- a) placement of the Certification Mark(s) on products or use to distinguish products, services and processes that are not certified and thus shall not bear the Certification Mark(s);
- b) any imitation or change of the Certification Mark(s);
- c) use of the Certification Mark(s) in a form that differs from the one provided;
- d) use of the Certification Mark(s) in a way that results in Certification Body's defamation or may harm its reputation.

In case of misuse the Certification Body may, in its sole discretion, choose between one or more of the following actions:

- a) suspend the use of the Certification Mark(s) in part or in full until compliance with Certification Mark Licensing Agreement is re-established; and/or
- b) make a public announcement of misuse; and/or
- c) inform the Supervisory Authority about the misuse of the Certification Mark(s), where the severity of the case imposes such action, and/or
- d) take other necessary measures suitable to remedy the breach, including but not limited to filing for temporary injunction with any court or arbitrator.

In case of any misuse of the Certification Mark(s), the Certification Body shall notify the Licensee to take corrective action.

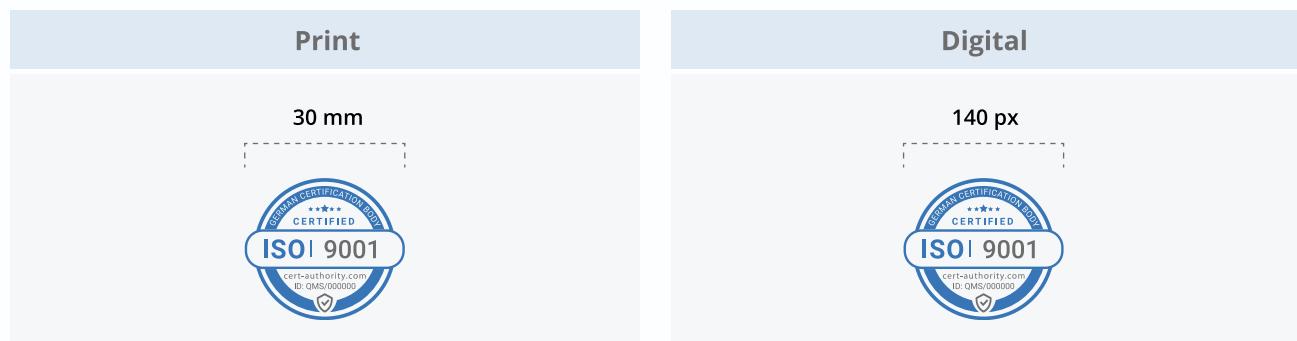
# CERTIFICATION MARK USE GUIDELINE

## TECHNICAL DETAILS

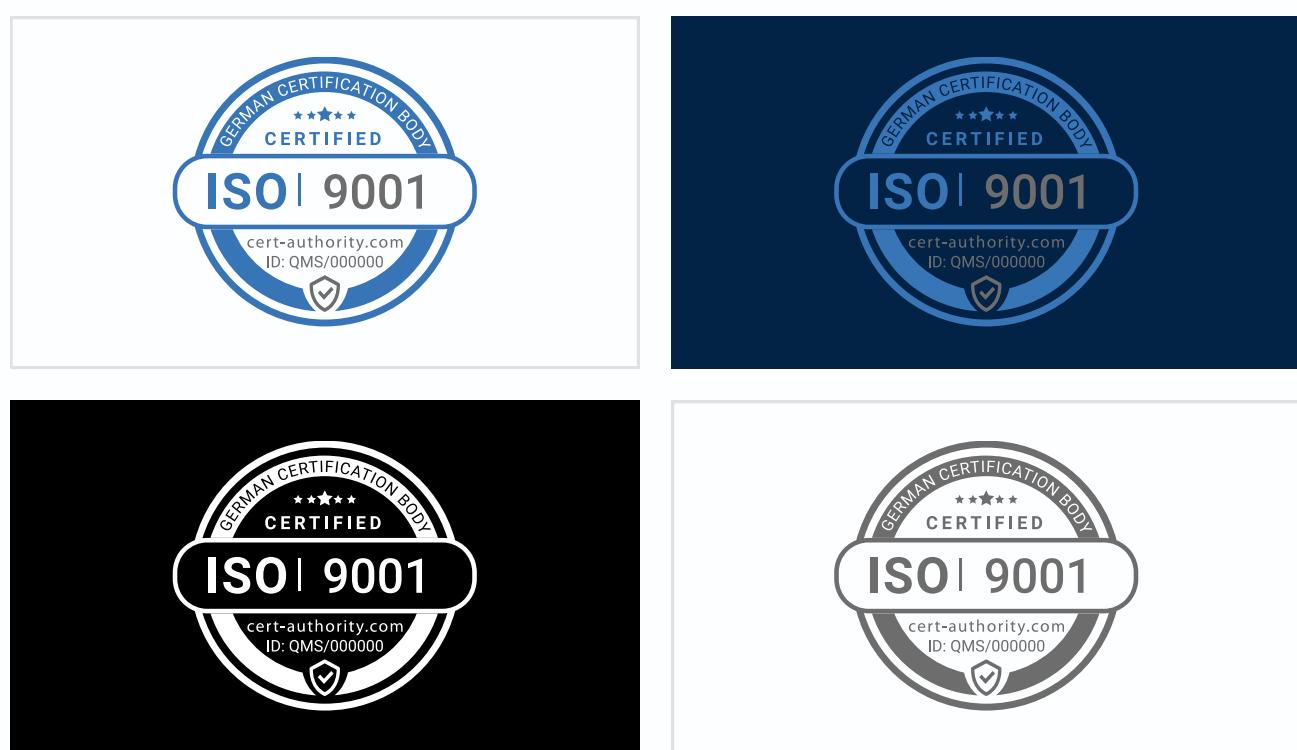
04

German Certification Body is providing the Licensee with AI, EPS, PNG and/or SVG file of Certification Mark(s) containing the individual Certification ID of the Licensee.

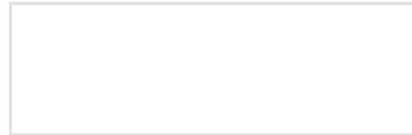
### Sign Minimum Sizes:



On printed material in more than one color, the Certification Mark(s) may be reproduced:



The Licensee may reproduce the Certification Mark(s) as indicated here:

		
CMYK 80% 51% 3% 0% RGB 56,117, 182 HEX #3875B6	CMYK 58% 49% 49% 16% RGB 109, 109, 109 HEX #6D6D6D	CMYK 0% 0% 0% 0% RGB 255, 255, 255 HEX #FFFFFF

# CERTIFICATION MARK USE GUIDELINE

Any change of the Certification Mark is prohibited. Licensee shall not remove, distort or alter any element of the Certification Mark(s). That includes modifying Certification Mark(s), for example, through hyphenation, combination or abbreviation. The Certification Mark(s) shall only be enlarged as well as reduced as long as the text remains legible.

## Forbidden to Use



- ✗ Do not rotate the Certification Mark.



- ✗ Do not stretch or wrap the Certification Mark.



- ✗ Do not crop the Certification Mark.



- ✗ Do not change the color of the Certification Mark.



- ✗ Do not add drop shadows to the Certification Mark.



- ✗ Do not add gradients to the Certification Mark.



- ✗ Do not change any text of the Certification Mark.



- ✗ Do not put background behind Certification Mark.

Combining Certification Mark(s) with the Certification Body's logo is prohibited. Certification Mark(s) must stand alone. It must not be associated with any other elements such as a logo, statement, or any other artwork.

## Certification Mark with other logo:



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HEX #FFFFFF

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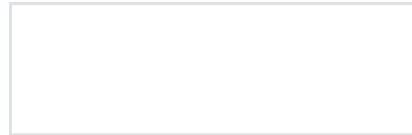
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- ✗ Do not change the color of the Certification Mark.



- ✗ Do not add drop shadows to the Certification Mark.



- ✗ Do not add gradients to the Certification Mark.



- ✗ Do not change any text or symbol of the mark



- ✗ Do not put background behind Certification Mark.

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