

# HOW TO PROMOTE YOUR CERTIFICATION

PRACTICAL GUIDELINES FOR  
USING CERTIFICATION MARKS



**BUREAU  
VERITAS**

# LET THEM KNOW **YOU'RE EXCELLENT**



CERTIFICATION  
DEMONSTRATES YOUR  
ORGANIZATION'S  
COMMITMENT TO EFFECTIVE  
IMPLEMENTATION OF  
**MANAGEMENT SYSTEM AND  
CONTINUOUS IMPROVEMENT**

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.

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.

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?

Your certification demonstrates the conformity of your management systems to relevant standards: it does not certify attributes of a specific product or service. 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 product or service certification or would imply that the certification applies to activities and sites that are outside the scope of certification.

### BUREAU VERITAS CERTIFICATION MARK



Mandatory disclaimer only as per below case 3.



### HOW AND WHERE TO USE IT?

1. On brochures, website, in advertising...



2. On vehicles or permanent structures such as building for advertisement



3. On larger boxes or packaging (secondary or transit) used for transportation of products



Disclaimer to be added below the certification mark: this product has been designed, developed or manufactured under a management system certified by Bureau Veritas against ISO 9001:2015



Except to ISO 22000 (Food), which is not allowed

4. On products or primary packaging (display or retail)



**Note: This certification mark can be supported by the logo of the accreditation body under which the certificate is issued.**

# DESCRIPTION OF THE VARIOUS CERTIFICATION MARKS

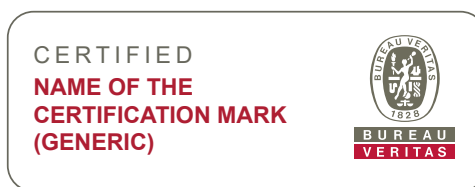
## WITH OR WITHOUT QR CODE

Two versions of the certification mark are possible: with and without QR code. For print use, certification marks files are available in EPS format. When you're replacing the QR code, please make sure to respect the colours and structure according to the file used, as the colours are in CMYK or Pantone format depending on the files. Pantone colours should be used only at the request of the printer. The use of Pantone colours incurs an additional cost.

With QR Code



Without QR Code



## SUSTAINABILITY OR NOT SUSTAINABILITY

There are two categories of certification marks: GENERIC certification marks and SUSTAINABILITY - related certification marks. The color of the generic certification mark is **RED** and the color of the sustainability certification mark is **GREEN**. The **GREY** color used for the other elements is the BV logo.

Generic certification mark



Only these three colors can be used when creating certification marks:

Colors for generic certification marks

Colors for sustainability-related certification marks

RED	GREY	GREEN
PANTONE 200 C	PANTONE 404 C	PANTONE 361 C
C10 M100 Y75 K15	C0 M0 Y20 K70	C75 M0 Y100 K0
R176 G0 B45	R104 G102 B92	R104 G166 B65
HEX/HTML #B0002D	HEX/HTML #68655C	HEX/HTML #68A641

Sustainability certification mark



## WITH OR WITHOUT EXPLANATORY TEXT

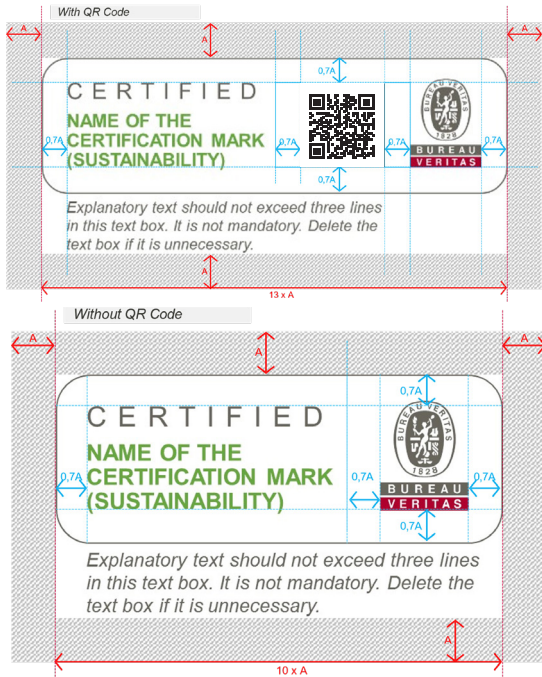


*Explanatory text should not exceed three lines in this text box. It is not mandatory. Delete the text box if it is unnecessary.*

- You can add a short explanatory text to your certificate.
- This text should not exceed three lines in the space provided
- If you delete it, do not move the other elements.

# GRAPHICAL GUIDELINES FOR USING THE CERTIFICATION MARK

## SIZES & COMPOSITION



### 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 print, the most suitable size is 115x45 mm. The minimum length of the certification mark is 60 mm in length.

These are recommendations, it can depend on the clients requests.

### FONTS USED

**Arial Regular:**  
Applies to the word CERTIFIED.  
In case of translation, adjust the space between the letters

**Arial Bold:**  
Applies to the name of the certification

*Arial italics:*  
Applies to the explanatory text

### COMPOSITION

All texts are editable. If they are replaced, they must be resized in the space reserved for them. Only the certification text must be colored (red or green). All other texts are grey.

### PROTECTION ZONE

To maintain the visual integrity of the certification mark, a minimum space (protection zone) is recommended.



# PRINTING GUIDELINES



## FOR STANDARD FORMAT

For printing in Pantone colors, open the file:  
**145x45mm Certification Mark Pantone.eps**

For printing in CMYK colors, open the file:  
**145x45mm Certification Mark CMYK.eps**

- For print use, certification marks files are available in EPS format, with and without QR code.
- When replacing the QR code, be sure to respect the colors and structure according to the file used.
- The colors are in CMYK or Pantone format depending on the files.
- Pantone colors should be used only at the request of the printer. The use of Pantone colors incurs an additional cost.

NB: If you use Illustrator for the modifications, the useful colors are already defined in the color chart.



## FOR SMALL FORMAT

For printing in Pantone colors, open the file:  
**25x10mm Certification Mark Pantone.eps**

For printing in CMYK colors, open the file:  
**25x10mm Certification Mark CMYK.eps**

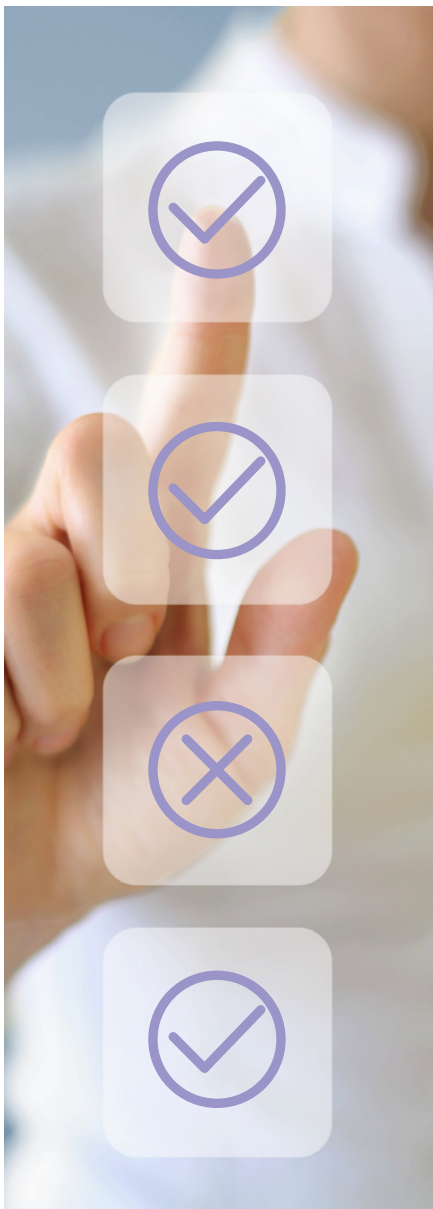
### RECOMMENDATION

- The small format must be used in very precise conditions in order to meet specific clients' expectations (size, orientation).
- Depending on the name of the standard and the clients' needs, select the more appropriate template (horizontal or vertical).
- If the name of the standard is long, opt for the version with the text written vertically, if possible.
- This format is very small in size. Therefore, it can only be used for a short title.
- Depending on the length of the title, adapt the font size. It is forbidden to go below 5 points.
- Whatever the use case (digital or print), the certification mark in small format must be created by a professional



# 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



## USING THE CERTIFICATION MARK ON YOUR WEBSITE

**Remember:** 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).

## 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**

**Accreditation/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 the certification body. If your certification is withdrawn or terminated, you must discontinue use of all advertising material that includes a reference to Bureau Veritas Certification. Correct use of the certification mark is a contractual obligation and may be monitored during audits.**

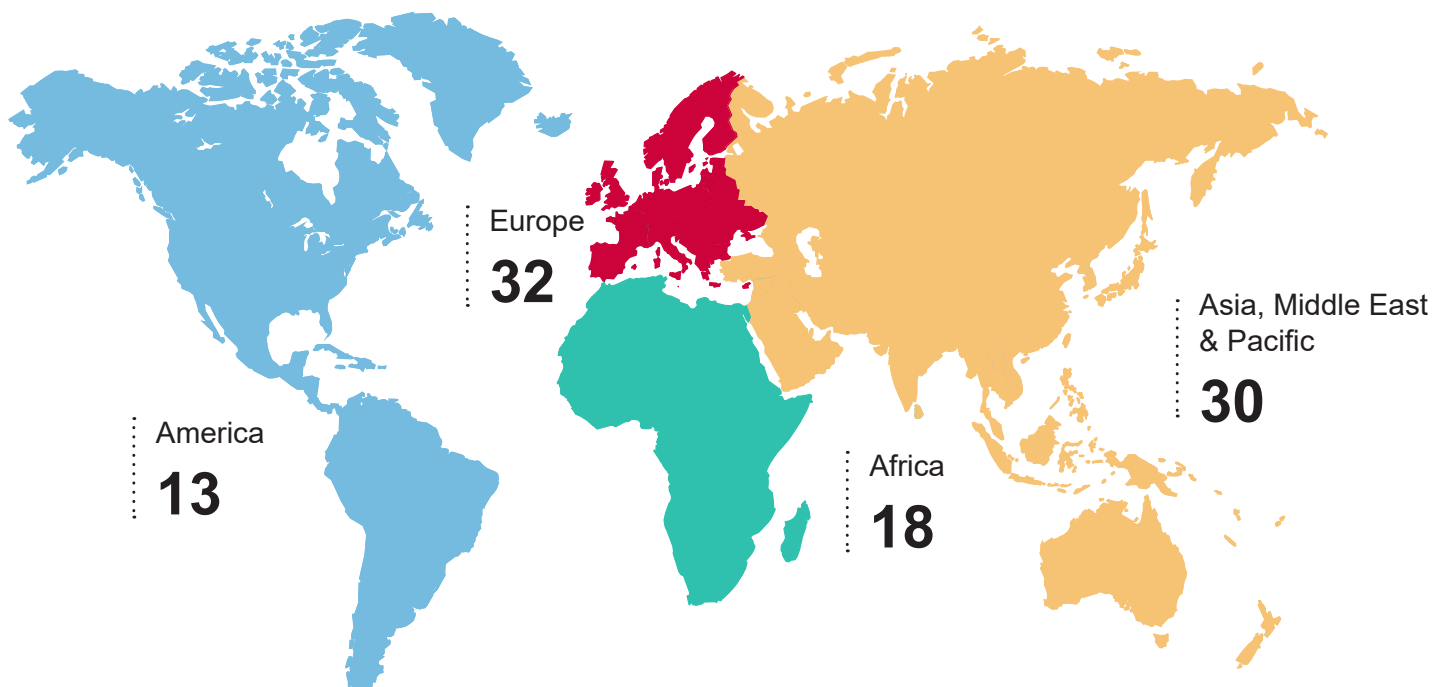


# BUREAU VERITAS

## 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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Shaping a World of Trust