


Use of Certificate and Logos Procedure			
005	Authority: CQAL Process Manager	Effective: 08/04/2020	

USE OF CERTIFICATE AND LOGOS PROCEDURE

Version History

Version Number	Date	Description of Changes	Author	Reviewer	Approver
1	5-July-2013	First Release	Reddy GN	Prasad D	Satish Kumar Tumu
2	10-Dec-2013	Second Release with minor updates on storage	Reddy GN	Prasad D	Satish Kumar Tumu
3	24-July-2017	Updated based on I7021:2015	Reddy GN	Prasad D	Satish Kumar Tumu
4	3-March-2018	Updated information based on ANAB comments	Reddy GN	Prasad D	Satish Kumar Tumu
5	10-Jan-2020	Reviewed for completeness	Reddy GN	Prasad D	Satish Kumar Tumu
6	4-Aug-2020	Updated based on ANAB Accreditation Symbol policy and IAF ML2	Reddy GN	Prasad D	Satish Kumar Tumu


Use of Certificate and Logos Procedure		
005	Authority: CQAL Process Manager Effective: 08/04/2020	

Table of Contents


1. PURPOSE.....3

2. SCOPE.....3

3. RESPONSIBILITY.....3

4. PROCEDURE.....3

5. RECORDS.....9

Use of Certificate and Logos Procedure		
005	Authority: CQAL Process Manager	Effective: 08/04/2020

1. PURPOSE

To define the procedure for the use of management system assessment certificates and CQAL and accreditation organization’s registered logos and marks.

This procedure is in accordance with ISO/IEC – 17021-1:2015.

2. SCOPE


Applies to all CQAL registered clients.

3. RESPONSIBILITY

- 3.1 The CMS Management Committee has overall responsibility for the proper use of certificates, marks and logos both by CQAL and its clients.
- 3.2 CQAL Management is responsible for initiating suitable action for client actions in conflict with this procedure.
- 3.3 Program Coordinators are responsible for providing clients with the certificate and logos.
- 3.4 The client shall be responsible for adhering to this procedure.
- 3.5 The Lead Auditor is responsible to ensure, during each on-site assessment, proper use of logos

4. PROCEDURE

- 4.1 Upon successful completion of the CQAL registration process, clients are entitled to publish and display the Certificate of System Assessment and CQAL/accreditation body logo(s) on promotional materials, correspondence and advertising with strict adherence to the fields of application, scope, and location specified in the Certificate of System Assessment. Clients are prohibited from any use of the accreditation body logo other than complete copy of the certificate with the logo on it
 - a) The published documents shall describe the approval of the client's management system and shall not imply registration of the client's product or service, therefore not misrepresenting the registration awarded.
 - b) The CQAL and/or accreditation body logos shall not be used on the actual product, or on the product’s individual packaging
 - c) In case of the product testing/analysis, the test analysis/report is considered a

Use of Certificate and Logos Procedure		
005	Authority: CQAL Process Manager	Effective: 08/04/2020

product. Therefore, the CQAL and/or accreditation logs must not appear on the report or certificate.

- d) The Certificate of System Assessment does not exempt the client from legal obligations.
- e) The client will make available to CQAL promotional materials, correspondence and advertising examples.

4.2 Use of ANAB Accreditation Logo

Policy on use of ANAB accreditation symbols and claims of accreditation status is outlined below.

<https://anab.qualtraxcloud.com/ShowDocument.aspx?ID=12436>

For Concept QA Labs Inc:

- CQAL shall not use ANAB accreditation in such a manner as to bring ANAB into disrepute and shall not make any statement regarding its accreditation that ANAB may consider inaccurate, misleading, or unauthorized.
- CQAL may use ANAB accreditation symbol only in conjunction with its own symbol on its certificates, advertising, stationery, and literature (in any medium including electronic media and websites) associated with its accredited certification subject to the conditions stated in ANAB Accreditation Rule.
- CQAL shall not use ANAB accreditation symbol on any document unless the document relates in whole or in part to certification activities of the CQAL. This would not preclude CQAL from including the accreditation symbol on its pre-printed Letterhead paper.

For Concept QA Labs Clients

- All CQAL certified organization may use the ANSI-NAB accreditation symbol only in conjunction with the CQAL Logo symbol on the organization’s stationery and literature, and in its advertising, subject to the conditions as per ANSI-NAB Accreditation Rule 2 (PR 1018) and to the CQAL conditions for use of its symbol.
- The ANAB accreditation symbol shall be reproduced on a background that will not impede readability:
 - a. In black or in blue (PMS 286 or equivalent) and red (PMS 485 or equivalent) on a white or light-colored background.
 - b. In a size that makes all features of the symbol clearly distinguishable, and
 - c. Without distortion of its dimensions.
- When using the ANAB accreditation symbol, its size must not exceed the size of the CQAL symbol.

Use of Certificate and Logos Procedure



005

Authority: CQAL Process Manager

Effective: 08/04/2020

- The organization may not place the ANAB accreditation symbol in isolation from the CQAL symbol.
- ANAB's accreditation symbol shall not be used on a product or in such a way as to suggest that the CQAL and/or ANAB have certified or approved any product, process, or service of a certified organization, or in any other misleading manner.
- If packaging, etc., used for transportation includes the symbol, a clear statement must be included to the effect that the product contained therein was manufactured in a facility with [specify] management systems certified as being in conformity with [specific standard]".
- Upon voluntary or otherwise withdrawal of the CQAL ANAB-accredited certification, the organization shall immediately discontinue use of both CQAL & ANAB's accreditation symbol, CQAL & ANAB's name, and claims of accredited certification in any medium, including letterhead, electronic media, etc., and return to CQAL or submit the proof destruction.
- If an organization continues to use the ANAB accreditation symbol or reference to ANAB will publish a notice on its website indicating that the organization is making a false claim of ANAB-accredited certification, and CQAL/ANAB may take legal action.
- For any New Accreditation for any new scheme, the respective Accreditation Bodies Rules for Usage of logo shall be followed.

Use of IAF Mark as per agreement with ANAB.

The use of ANAB Accreditation Mark and the Combined IAF MLA Mark as relevant by CQAL, and the ANAB Accreditation Mark by the certified organizations of CQAL will be under the control and supervision of CQAL. CQAL has taken reasonable actions to ensure that the use of the ANAB with IAF MLA mark by itself or by the certified organizations of CQAL is within the conditions specified below. The IAF MLA Mark shall not be used by certified organizations of CQAL.

For Concept QA Labs:

- The IAF MLA mark shall be used only for QMS scheme for which the CQAL is holding the valid accreditation from ANAB.
- The CQAL shall only use the IAF MLA Mark in the manner set out in IAF ML 2 General Principles on Use of the IAF MLA Mark (as updated / modified from time to time)
- The IAF MLA Mark shall be reproduced using an authorized copy from ANAB and shall be reprinted according to the following specifications:
 - i) in black and white or in the colours Pantone 2747 (dark blue) and Pantone 299 (light blue)
 - ii) on a clearly contrasting background
 - iii) in a size which makes all the words of the IAF MLA Mark clearly distinguishable, with the width of the IAF MLA Mark no less than 20 milli meters

Use of Certificate and Logos Procedure



005

Authority: CQAL Process Manager

Effective: 08/04/2020

- The right of the CQAL to use the said IAF MLA Mark is non-transferable.
- The CQAL may use IAF MLA Mark on its pre-printed letter head, accredited certificates, quotations for work, advertisements, websites, and other documents.
- CQAL shall not use the IAF MLA Mark on any other documentation unless: CQAL's name or logo is included on the same sheet of paper and both are of approximately the same size,
 - it is clearly indicated that the reference is only to the schemes for which ANAB is the IAF MLA Member and
 - the documentation relates entirely to the certification activities of the CQAL for which it holds valid accreditation from ANAB.
- CQAL undertakes to use the IAF MLA Mark in strict accordance with the instructions, conditions, standards of quality and IAF MLA Mark specifications supplied by ANAB at any time and from time to time.
- CQAL shall supply to ANAB, specimens of its usage of the IAF MLA Mark; CQAL shall supply these specimens during any ANAB assessment or at another time, if requested by ANAB/ IAF.
- The Combined IAF MLA / ILAC MRA Mark when used under contract with ANAB shall be reproduced and used in accordance with the latest versions of IAF MLA Mark document (IAF ML 2) and the stipulations in the agreement signed with ANAB.
- CQAL shall not allow the fact of its accreditation to be used to imply that a product, process, system, or person is approved by ANAB.

For CQAL Clients:

- CQAL can permit use of the mark by their certified clients only when a ANAB accredited certificate is issued.
- CQAL may authorize, in writing, a certified organization issued with ANAB accredited certificate, to use the ANAB logo with unique accreditation number as granted to CQAL prescribed below the ANAB logo and combined IAF MLA Mark as applicable only in conjunction with the CQAL logo, on the certified organization's pre-printed letterhead, quotations for work, advertisements, websites and other documents subject to the certified organization entering into a written agreement with CQAL confirming compliance any rules established by IAF for the use of its MLA mark, rules of ANAB for use of its logo and CQAL rules for use of its mark.

- CQAL or its certified organization shall not use the IAF MLA Mark on a product, or in a way that may be interpreted as denoting product conformity.
- The IAF MLA Mark shall not be used by CQAL or its certified client in any way which

Use of Certificate and Logos Procedure




005

Authority: CQAL Process Manager

Effective: 08/04/2020

implies that IAF has approved a certified or registered a product, service or system certified by CQAL.

- The ANAB accreditation mark and combined IAF MLA mark cannot be printed on visiting cards.
- The ANAB Accreditation Mark shall not be reproduced by a certified organization in isolation of CQAL mark.
- The ANAB Accreditation Mark or the IAF MLA Mark as relevant shall be used to refer to the accredited status of CQAL, and where applicable in conjunction with mark of the CQAL to refer to the accredited certificates issued to the certified organization.
- The ANAB Accreditation mark or the IAF MLA / ILAC MRA Mark as relevant shall not be used in any way that it misleads the reader about the accredited status of the CQAL or the certified client of CQAL.
- For management system certification, neither the CQAL nor ANAB logo shall be used on the packaging of a product, labels, publicity material, written announcements etc. that in any way suggests that the CQAL or ANAB have certified or approved any product, process or service of the certified client of CQAL or in any other misleading manner.
- The ANAB Accreditation Mark or the IAF MLA Mark shall not be displayed on vehicles except in publicity material like part of a large advertisement.
- The CQAL Accreditation Mark or the IAF MLA Mark shall not be displayed on buildings and flags.
- All quotations and contracts by CQAL having the ANAB Accreditation Mark or the IAF MLA Mark shall clearly indicate the portion of activities that are not accredited by ANAB.
- CQAL upon suspension or withdrawal of its accreditation (however determined), shall discontinue use of ANAB Accreditation Mark or the IAF MLA Mark and all advertising matter that contains any reference to an accredited status.
- In case the ANAB Accreditation Mark or the IAF MLA Mark as relevant is being used by CQAL or by certified client of CQAL contrary to the conditions specified, then the concerned CQAL shall take reasonable action and where relevant advise the concerned organization for corrective action. In situations of repeated contraventions by certified organization, CQAL may withdraw the certification. In case, if CQAL does not take suitable action against the improper use of the ANAB Accreditation Mark or the IAF MLA Mark as relevant, ANAB may suspend / withdraw the accreditation of CQAL.
- In case the ANAB Accreditation mark or the IAF MLA Mark as relevant is being used contrary to the conditions by CQAL, ANAB shall take reasonable action and advise CQAL for corrective action. In situations of repeated contraventions by CQAL, ANAB may withdraw the accreditation of the defaulting body.
- Upon suspension of the accreditation by ANAB, CQAL shall immediately cease to use its stationery, certificates and other publicity material that has ANAB Accreditation Mark or the IAF MLA Mark on it. The use can be restarted only after the suspension is revoked by ANAB.
- Upon termination of the accreditation on account of non-renewal / withdrawal of the

Use of Certificate and Logos Procedure		
005	Authority: CQAL Process Manager	Effective: 08/04/2020

accreditation CQAL shall immediately cease to use its stationery, certificates and other publicity material that has ANAB Accreditation Mark or the IAF MLA Mark on it.

4.3 Accredited Registration


The client shall be provided with the CQAL and accreditation body logos upon registration

The following conditions apply:

- a) The CQAL logo may be used by itself; the accreditation body logo must be used in conjunction with the CQAL logo.
- b) The logos must be used in conjunction with the client's name and location.
- c) The logos must be reproduced on a clearly contrasting background, in its entirety, including all "border lines," in the predominant color of the letterhead or printing.
- d) The logos must be in a size which makes all features of the mark clearly distinguishable.
- e) The CQAL logo. The accreditation body logo shall be reproduced:
 - In black or in blue
 - In a size which makes all features clearly distinguishable
 - Without distortion of its dimensions
- f) CQAL encourages the use of logo, by client organization in their publicity and promotion. Use of logo shall be restricted to correspondence, advertisement and promotion relating to the certified organization
- g) CQAL ensures that information provided to any client or to the market place, including advertising, shall be accurate and not misleading
- h) Client does not make any misleading statements regarding its certification
- i) Client is not permitted to the use of certification document or any part there of in a misleading manner
- j) Client should amend all advertising matter when the scope of certification is reduced
- k) Client is not permitted to imply that the certification activities and sites that are out of scope of the certification
- l) Client is not permitted to use its certification in such a manner that would bring CQAL into disrepute and lose public trust

4.4 Statements regarding certification system:

- a. The certified client shall not make any statement on the product packaging or accompanying information that in any way implies that the product, process or service is certified by this means
- b. Product package is considered as that which can be removed with out the product dis integrating or being damaged. Accompanying information is considered as separately available or easily detachable. Type labels or identification plates as considered as part of the product.

Use of Certificate and Logos Procedure		
005	Authority: CQAL Process Manager	Effective: 08/04/2020

- c. The statement shall include reference to
 - a. - Identification (Brand Name) of the certified client
 - b. – Type of Management system (eg. Quality) and the applicable standard
 - c. – the certification body issuing the certificate

- 4.5 Upon withdraw of its certification, the client should discontinue its use of all advertising matter that contains a reference to its certification
- 4.6 Upon cancellation of the registration agreement the client shall refrain from any use of the Certificate of System Assessment and/or logos. The certificate(s) shall be returned to CQAL upon request.
- 4.7 CQAL shall determine and initiate suitable action against a client if the use of the Certificate of System Assessment and/or logo(s) is not in compliance with this procedure. **This action shall include client corrective actions, suspension, with drawl of certification, and may include withdrawal and potential legal action.** These actions shall be documented to the client.

5. RECORDS

- 5.1 Certificate of Quality System Assessment
- 5.2 Client correspondence regarding misuse of Certificate and/or logos