

AUVA

How to Use Our Logos

1 Terms of Use

When successfully certified by Auva, organisations shall be permitted to use logos issued by Auva for use on their stationery and associated literature. The following rules shall be applied; failure to comply with the requirements will result in non-conformances being raised against the organisation and can lead to suspension and even legal action.

The certification mark is used as part of a set, the UKAS mark shall not be separated from the Auva logo and used in isolation under any circumstances.

The certification mark shows that the firm has been certificated by Auva to ISO 9001, ISO 14001, OHSAS 18001 and ISO 45001.

The accreditation mark shows that the certification was accredited by UKAS.

The certification marks may be used on stationery including sales brochures; they shall not be used on products, product packaging, associated documentation, or certificates or in any other way that may be interpreted as denoting product conformity. They may be used in electronic form where the use is akin to that of stationery, but not where they may seem to be associated with a product.

The UKAS marks may not be used on vehicles. The marks may not be used on laboratory test and calibration reports.

The marks shall be not less than 20mm in height, and shall be a single colour only, which may be red, brown, black, dark blue, gold or the predominant colour of the letterhead in the case of pre-printed letterhead paper.

The marks shall comprise the marks appropriate to the issued certificate.

The marks available in soft-copy form, available on request.

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When using the issued logos, organisations shall:

- Conform to the requirements of Auva when making reference to its certification status in communication media such as the internet, brochures or advertising or other documents;
- Do not make or permit any misleading statement regarding its certification;
- Do not make or permit the use of a certification document or any part thereof in a misleading manner;
- Upon suspension or withdrawal of its certification, discontinue the use of all advertising matter that contains reference to certification, as directed by Auva;
- Amend all advertising matter when the scope of certification has been reduced;
- Do not allow reference to its management system certification to be used in such a way as to imply that the certification body certifies a product (including service) or process;
- Do not imply that the certification applies to activities that are outside the scope of certification;
- Do not use its certification in such a manner that would bring Auva or the certification system into disrepute and lose public trust;
- Do not use the marks on laboratory tests, calibration or inspection reports, as such reports are deemed to be products in this context.

Auva shall take any action necessary to deal with incorrect references to certification status or misleading use of certification documents, marks or audit reports. Such action may include publication of the transgression and, if necessary, legal action.

After suspension, withdrawal or cancellation of certification, any organisation found to be using the certification marks without authority shall be charged the equivalent to the fees that would have been paid to Auva from the period of suspension, withdrawal or cancellation to discovery. This money may be used to publicise the transgression and, if necessary, legal action.

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2 What to Use on Stationery



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3 What to Use on Vehicles



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4 Don't Forget Packaging Materials

A statement regarding the management system certification may be included on product packaging / accompanying information.

The statement shall in no way imply that the product, process or service is certified by this means, and shall include a reference to:

- Identification (i.e. brand or name of the certified client);
- The type of management system (e.g. quality, environment) and the applicable standard;
- The certification body issuing the certificate.

The logos above shall not be used on the product itself.

Product packaging is considered as that which can be removed without the product disintegrating or being damaged. Accompanying information is considered as separately available or easily detachable. Type labels or identification plates are considered as part of the product.