

bQb-Cert Trademark and Logo Usage Policy

Purpose

To manage and demonstrate compliance to relevant normative requirements of the Criteria for the Standards Certification and the conditions for use by ANAB and IAS accredited organizations.

Which Logos Can I Use?

Company registered by bQb-Cert may use the bQb-Cert logo applicable to the certified standard and the appropriate accreditation symbol as follows:

General Applicable Rules of Logos

Only sites with an active certification under bQb-Cert are allowed to use the following Trademarks and Logos.

Logos may be used in the company's literature, such as letter headings, business cards, brochures, advertising and marketing materials; and shall only be used within the scope of the Company's certification.

Using bQb-Cert logo shall state "(Standard) Registered by bQb-Cert"

Used logos:

- shall NOT be used on a product or product packaging (unless specified otherwise by each certification program);
- shall NOT imply certification of any product or service;
- shall NOT indicate product approval;
- shall NOT use ANAB or IAS accreditation mark or logo on anything other than on the certificate, which is issued by bQb-Cert;
- shall NOT use bQb-Cert logos in such a manner as to bring into disrepute;
- shall NOT make any statement regarding its accreditation that either ANAB and IAS or bQb-Cert may consider inaccurate, misleading, or unauthorized.

ANAB

Sites must not use ANAB trademark or logo other than in the certificate which is issued by bQb-Cert.

bQb-Cert must adhere to the "Policy on Use of ANAB Accreditation Symbols and Claims of Accreditation Status" document.

BRCGS

Certification Body Sub Brand Logo

Its intended use is for Certification Bodies to display the Logo on printed and digital collateral to advertise and promote the fact that they can undertake BRCGS certification schemes.



This is the principal Logo. This is the ONLY colour to be used except when used in monochrome (i.e. Black and White). The colour should not be reversed, the text for the name of the Logo to be white reversed out of the colour.

Approved Certification Body Certificate Logo

It's intended use is for our Certification Bodies to display the Approved Logo on the certificate.



Approved Standards Certificate Logo

It's intended use is for our Certification Bodies to display the relevant Standards Logo on the certificate.



IFS

The copyright of IFS and the registered trademark are fully owned by IFS Management GmbH. The IFS Logos shall be downloaded via the secured section of the IFS Database.

Furthermore, the terms and conditions below shall be communicated to the audited company by the certification body and checked by the auditor during the audit. The results of this check shall be described in the company profile of the audit report as a compulsory field. If the auditor identifies that the company does not fulfil those terms and conditions, IFS shall be informed accordingly.

Terms and conditions for using the IFS Logos and communication about the IFS Certification/Application

These terms and conditions apply for all IFS Logos.

Form, design and colour of the IFS Logos

Only the latest version of the IFS Logos shall be used. When used, the IFS Logo(s) shall comply with the form and colour of the scale drawing. If used in documents, black and white print is also permitted. Companies shall only use the logo of the standard(s) they are certified for. The respective logo can be used from the announcement of the achieved IFS Certification until the end of the certification validity.

The general IFS Logo can only be used to express that the certification body or the IFS Consultant supports IFS certified companies, or that the certification body offers certification for more than one IFS Standard. All other forms of use shall be agreed with IFS.

The IFS Logo can be used in print, electronic form and in films, as long as the form and format are fulfilled. The same conditions apply to the use of the logo as a stamp.

Restriction of comments and interpretations

When an IFS certified production site, an IFS supporting company or an IFS Certification Body publishes documents bearing the IFS Logo(s), comments and interpretations referring to IFS shall be clearly identifiable as such.

Use of the IFS Logo in promotional material

The IFS Logo shall not be displayed on the product itself, packaging of the product, or any kind of advertising document likely to reach the end-consumer (e.g. intercompany sales packaging, public exhibitions for end consumers, product specific brochures for end consumers, etc.). The logo can only appear on a website section related to quality management or to quality and safety in general. It shall not be used for any kind of business-to-consumer marketing. It shall be clear that all information concerning certification clearly refers to IFS.

The IFS Logos shall not be used in presentations that have no clear connection to IFS.

An IFS certified production site, which accepts IFS Certificates from its suppliers or service providers (brokers, logistics service providers or wholesalers) or an IFS Certification Body may use the general IFS Logo for promotional reasons and publish information about IFS Certification. If they have no certification of their own, it shall be clearly stated that the company supports or works with IFS certified companies. Any kind of use that gives the impression that the company itself is certified is not accepted.

Further restriction on the use of the IFS Logo

The IFS Logo shall not be used in any way that may imply that IFS Management GmbH is responsible for the certification decision. In case of suspension or withdrawal of the IFS Certificate, the audited production site and company have to immediately stop including the IFS Logos on their documents and/or website. In case of exclusion regarding the audit scope, the IFS Logo can be used, but the following claim shall be written at the bottom: “Some products are excluded from the scope of the IFS Audit. Exclusion details can be provided upon request.” It is also possible to list only those products that fall under the respective IFS Certification.

Communication of the IFS Certification

All the above-mentioned rules apply to any communication regarding IFS. This also means that the use of the wordmarks “IFS”, “International Featured Standards”, or “IFS” or similar is not allowed to be communicated on finished products which are available to the end consumer.

ILAC/IAF/IAS Combined Marks

Sites must not use ILAC/IAF/IAS trademark or logo other than the one in the certificate which is issued by bQb-Cert.

bQb-Cert must adhere to the “Policy on the use of the ILAC/IAF/IAS combined marks” document.

FSSC 22000

Certified organizations shall use the FSSC 22000 logo only for marketing activities such as the organization’s printed matter, website, and other promotional material.

In case of using the logo, the certified organization shall request a copy of the latest FSSC logo from their Certification Body, and comply with the following specifications:

Color	PMS	CMYK	RGB	#
Green	348 U	82/25/76/7	33/132/85	218455
Grey	60% black	0/0/0/60	135/136/138	87888a

Use of the logo in black and white is permitted when all other text and images are in black and white.

The certified organization is not allowed to use the FSSC 22000 logo, any statement or make reference to its certified status on:

- a product;
- its labelling;
- its packaging (primary, secondary or any other form);
- certificates of analysis or certificates of conformance (CoA’s or CoC’s);
- in any other manner that implies FSSC 22000 approves a product, process, or service and

- where exclusions to the scope of certification apply.

