



Guidelines for the Use of ALS Certification Mark and Accreditation Symbol



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The purpose of this guideline is to define rules for the use of ALS certification mark by certified clients. This also covers the relevant accreditation requirements, as applicable, to be used as a guidance document for the use of accreditation symbol by the certified clients of ALS.

1. USE OF CERTIFICATES ISSUED BY ALS

- a) All Management System Certificates issued by ALS shall remain as the property of the ALS and are valid for three years from the date of the certificate issue, subject to satisfactory annual surveillance audits.
- b) Management System Certificates issued by ALS are not transferable.
- c) The certificate shall only be used for the location / site where it is issued / detailed on the certificate and is applicable only to the certificated scope of supply.
- d) Management System Certificates issued by ALS shall not be used in any way to imply product approval.
- e) Photocopies or electronic copies of original "paper" versions of the certificates may be in full colour and need to be watermarked or otherwise marked as being a copy of the original.
- f) Electronic versions of the certificates provided by ALS can be used by the certified client for promotion printing purposes marked as a copy of the original.
- g) The certificate shall be used as provided by ALS and cannot be altered or modified.
- h) The certificated client must advise ALS of any changes which may affect the scope of supply.
- i) If the client changes operating site, then the certification body shall conduct an audit to check the management system in accordance with requirements of the applicable standard(s).
- j) The client shall not use the certificate in such a manner that would bring ALS, and/or the Accreditation Body or, and/or the certification system into disrepute and lose public trust.

2. USE OF CERTIFICATION MARK OF ALS

- a) ALS shall provide its certified clients with the relevant ALS certification mark(s).
- b) The ALS certification mark(s) shall always be used in conjunction with the client's name.
- c) Certified clients of ALS may utilize the ALS certification mark in communication media such as the internet, organization website, brochures, letter head, envelopes, business cards and certain packaging [Refer below points (f) & (g)].
- d) The mark(s) cannot be altered or modified. However, the mark(s) may be reproduced in any size provided the configuration is strictly adhered to, including the surrounding frame, and in a manner, the proportions of the entire mark are maintained, and all features of the mark are clearly distinguishable. When the mark as provided includes an accreditation number, the number is part of the mark and cannot be removed from the mark.
- e) The mark shall not be used on flags, buildings, packaging, directly affixed to a product (with or without any statement in type labels or in identification plates which are part of product) or used in any way that might suggest product certification. The mark(s) applies only to management system certification.
- f) The mark shall be used along with any statement or information that the client has a certified management system on product packaging (packaging which can be removed without product disintegrating or being damaged) and or with an accompanying information such as user manuals (separately available or easily detachable).
- g) The statement shall no way imply that the product, processes, or services are certified by ALS.
- h) The client shall not use the certificate and/or the certification mark(s) provided by ALS in such a manner that would bring ALS, and/or the Accreditation Body or, and/or the certification system into disrepute and lose public trust.
- i) The right to use the certification mark by the client cannot be assigned to or acquired by any other person, entity, or corporation (including through a change of ownership of the organization) without ALS 's prior written consent.
- j) Upon a reduction of the scope of certification, the client shall amend all advertising material referring to its certification to properly reflect the reduced scope.
- k) Upon suspension or withdrawal of its certification, the client shall discontinue its use of all advertising material that contains a reference to certification, as directed by ALS.
- l) The certificated Client shall, upon reasonable notice, discontinue any use of the mark which is unacceptable to ALS.



m) Testing and Calibration Laboratories Specific Requirement: certified laboratories are not permitted to apply ALS's mark(s) with or without the Accreditation Symbols to their laboratory test and/or calibration reports, as such reports are deemed to be products in this context. The mark(s) shall not be used in any way to imply product approval.

Display of ALS Certification Mark(s)



a) The ALS Certification Mark shall be displayed only in the approved form and colour as demonstrated in Fig. 1. The approved colour for the Certification Mark, including the logo, wording, and surrounding frame, shall be ALS Blue using the following specifications:

- HEX: #004CAB
- RGB: 0, 76, 171
- CMYK: 100, 68, 4, 0
- PMS: 2935 C

b) The minimum size of the ALS logo (within the certification mark frame) shall not be less than 1.5 cm. Accordingly, when the Certification Mark is used, the overall dimensions shall be approximately 2.3 cm in width and 3 cm in height. The surrounding frame shall be displayed in ALS Blue with an approximate thickness of 1 pt to ensure that the logo, certification wording, and overall mark remain clearly visible and legible.

c) The Certification Mark may be enlarged proportionally as appropriate, provided that it is not distorted, degraded, recoloured, or modified in any way, in order to maintain the integrity and consistency of the ALS Certification Mark.

d) The approved typeface for the ALS Certification Mark is Figtree. The wording "Certified" shall be displayed in Figtree SemiBold Italic at approximately 7 pt, while the applicable certification standard, such as "ISO 9001", shall be displayed in Figtree ExtraBold at approximately 8 pt. All certification wording shall be displayed in ALS Blue and center aligned beneath the ALS logo, with spacing equal to the distance between the ALS triangle symbol and the edge of the blue circular logo. The standard wording may be adjusted depending on the client's certified standard, provided that the overall layout, legibility, and consistency of the Certification Mark are maintained.

3. USE OF ACCREDITATION & ISO SYMBOL

a) Accreditation Symbol, when permitted for the use by a certified client, shall always be used in conjunction with the relevant certification mark of ALS.

b) Accreditation Symbol(s) shall not be used in such a way to state, imply or suggest that the accreditation body accepts responsibility for the accuracy of test, calibration, inspection results or certification decisions covered by the scope of accreditation.

c) The ISO logo is a registered trademark and cannot be used by anyone outside of ISO, unless authorized. Hence, certified clients are not allowed to use ISO's trademarks. The client organization shall refer to <https://www.iso.org/iso-name-and-logo.html> - Use guidelines: ISO's logo and short name" for more details.



4. USE OF CERTIFICATION STATEMENT

The Client can also use a statement of certification referring to its certification. The statement can include the following:

- a. Name of the certified client,
- b. Type of management system (e.g., quality, environment) and the applicable standard and its version (e.g., ISO 9001:2015) and
- c. The certification body issuing the certificate.

This could be a clear statement that "(This product) was manufactured in a plant whose Management System (be specific: Quality, Environmental, etc.) is certified as being in conformity with (standard to be identified with version, e.g., ISO 9001:2015

When displaying a certification statement, the client shall ensure that the certification mark, or a logo of its own are not part of the certification statement. When displaying a certificate or indicating a management system as certified to an ISO standard:

Incorrect statement: "ISO certified" or "ISO certification"

Correct Statement: E.g., "ISO 9001:2015 certified" or "ISO 9001:2015 certification"

5. USE OF CERTIFICATION MARK, ACCREDITATION SYMBOL AND CERTIFICATION STATEMENT

Certified clients are not allowed to use ALS certification mark and accreditation symbol with / without the certification statement on the following:

- a) Product,
- b) Product packaging or accompanying information, pamphlets, etc.
- c) Letterhead, pamphlets, etc. for advertisement or any promotional activities.

However, a certification statement without certification mark, accreditation symbol can be used on product packaging or accompanying information, pamphlets, etc. and on letterhead, for advertisement purpose.

6. CONTRACTUAL RESPONSIBILITIES OF CERTIFIED CLIENTS

ALS certification agreement and the associated terms and conditions govern the use of certificate, certification mark, accreditation symbol and certification statement such that, these are when used by the certified client becomes a contractual obligation and will be monitored at surveillance and certificate renewal assessments.

Any misuse of the certificate, certification statements, certification mark or accreditation by the client shall be reported as a non-conformity and consequently may result in suspension or withdrawal of the certification by ALS.

The Accreditation Symbol(s) shall not be used in such a way to state, imply or suggest that the accreditation body accepts responsibility for the accuracy of test, calibration, inspection results or certification decisions covered by the scope of accreditation.