

# 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, packaging,  
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 MARKS?

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.

**THIS TABLE SUMMARIZES THE PERMITTED USES  
OF BUREAU VERITAS CERTIFICATION MARKS**



On product or primary (display or retail) packaging		
On larger boxes, etc. used for transportation of products (secondary or transit packaging)		
On vehicles or permanent structures such as buildings for advertisement		
On brochures, website, in advertising...		

\*This product has been designed, developed  
or manufactured under a management system  
certified by Bureau Veritas against ISO 9001:2015.

Bureau Veritas Certification certificate number  
XXXXXXXXXX

**Note:** The Bureau Veritas Certification logo may not be applied to laboratory test, calibration or inspection reports or certificates.

# PRACTICAL GUIDELINES

## FOR USING THE CERTIFICATION MARK

### COLORS

#### ORIGINAL COLOR

The Bureau Veritas Certification mark is printed in two colors:

■ Pantone 404 C grey ■ Pantone 200 C red



#### BLACK AND WHITE



### WHAT INFORMATION IS SHOWN?

The certification mark is adapted to show the standard to which you are certified (i.e. ISO 9001, ISO 14001). This is the ONLY part of the certification mark which is modifiable. The certification mark can be used with or without reference to your certificate number (i.e. the number that appears on your Bureau Veritas certificate that uniquely references your organization).

#### FOR A SINGLE CERTIFICATION



**Note:** Certificate marks are available in four formats: jpeg, GIF, EPS and Illustrator.

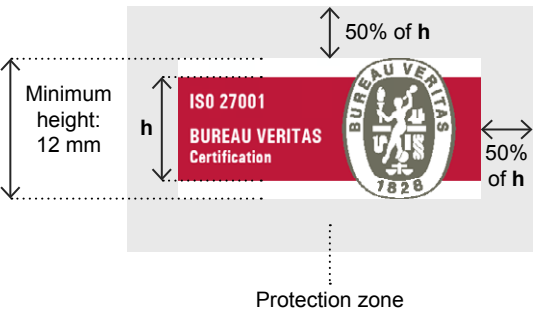
### DIMENSIONS

#### SIZE

The minimum height of the logo is 12 mm.

#### PROTECTION ZONE

To maintain the visual integrity of the logo, a minimum space (protection zone) equivalent to 50% of the height of the red block in the logo (h) must be respected.

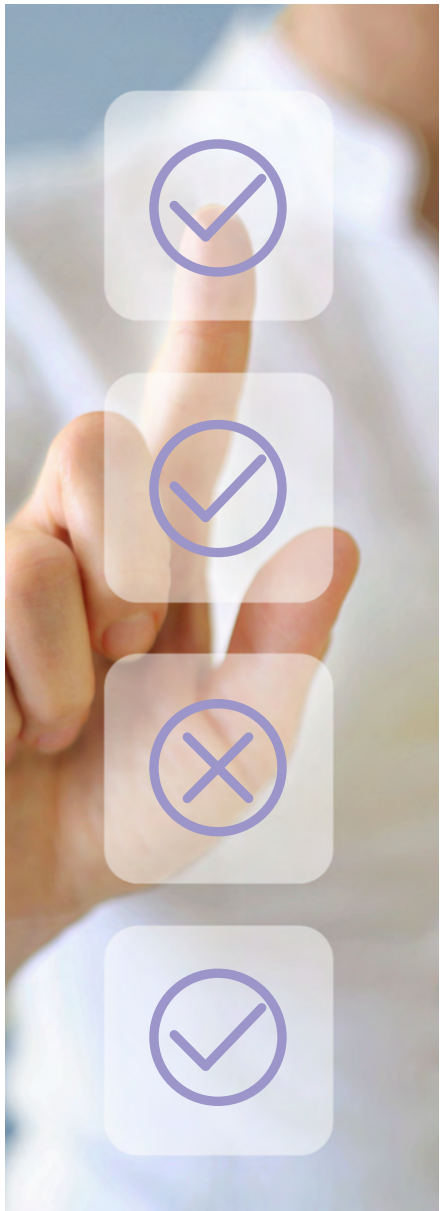


#### FOR A MULTIPLE CERTIFICATION



# 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 VERITA 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**

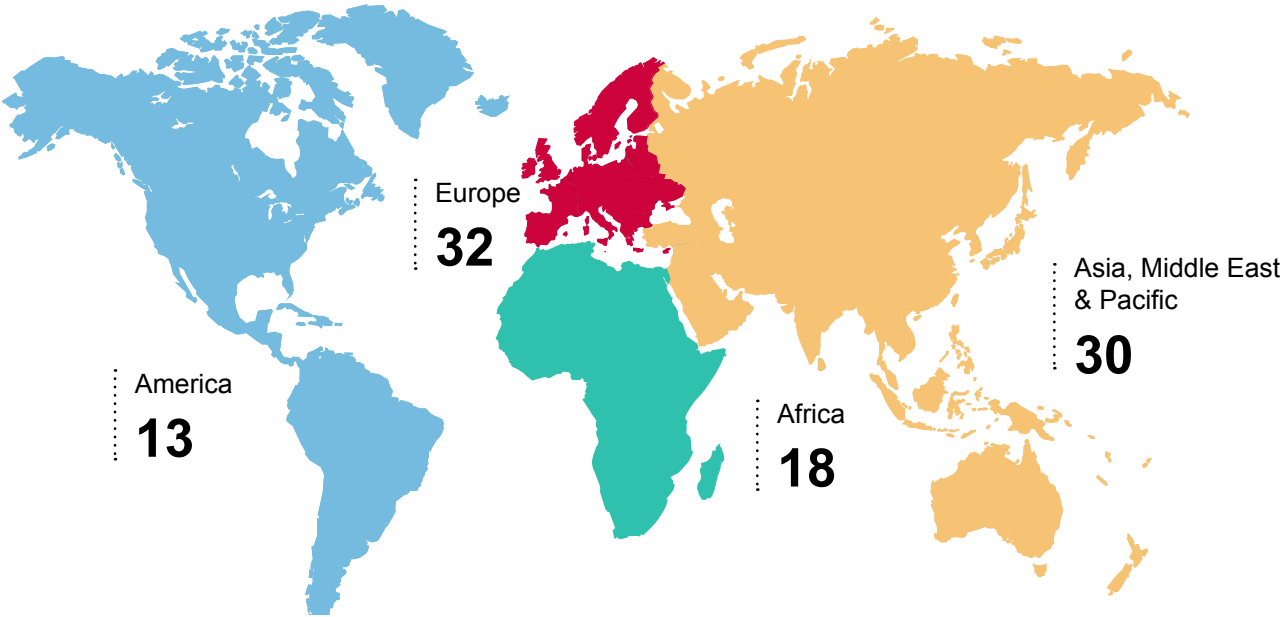
Accreditation/certification standards and the terms and conditions take precedence over the information provided in this document. Use of the certification mark is a right conferred by the certification body. If your certification is withdrawn or terminated, you must discontinue use of all advertising 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.

*Note: The Bureau Veritas Certification mark may not be applied to laboratory test, calibration or inspection reports or certificates.*

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**



**certification.contact@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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**BUREAU  
VERITAS**

Shaping a World of Trust