

## Use of the certification mark and logo rules

### Rules governing the use of the certification mark

These Regulations define the rules that certified Organizations must comply with in order to be authorized to use the certification logo/mark or the reference to the certification issued of SV Certification.

These Regulations apply to all subjects certified by the SV Certification and, by signing the certification contract, the certified subject undertakes to comply with the requirements of this applicable regulation.

The certification mark allows organizations certified by SV Certification to demonstrate certification and obtaining certification to the marketplace and the community.

#### **A. REGULATION OBJECT**

A.1 These Regulations establish the rules for the use of the SV Certification mark.

The SV Certification logo is an official symbol, which represents the CAB and can only be used by those who own the right.

#### **B. PRINCIPLES OF USE OF THE MARK**

B.1 The authorization for the use of the SV Certification mark is issued to companies that have obtained the certification.

B.2 The certification mark issued and used must correspond to the standard against which the company has been verified and for which it has obtained certification (e.g. ISO 9001 or ISO 14001 or ISO 45001 or ISO/IEC 27001). The organization certified by SV Certification can use the brand only if it refers to activities that fall within the scope of the certification.

B.2.1. On the other hand, when the certified company has only a few certified activities, the brand can refer only to these activities; when a documentation common to all activities is used, the trademark may appear on it but the activities that fall within the scope of certification must be specified and listed.

B.2.2. The certified organization has the right to use the certification mark in accordance with the requirements expressed in these Regulations.

B.2.3. When the use of the trademark does not fall within one of the cases envisaged by these Regulations, the certified Company is required to contact SV Certification to confirm the correctness of the reproduction

B.3. The organization certified by SV Certification can use the brand only if it refers to the certified company and/or certified sites.

B.3.1. In the event that the certified company has only a few certified offices, only these can use the brand. In particular, in the event that some operating unit/production lines of the Organization, set out in the document in which the SV Certification logo will be placed, are not under certification, it will be necessary to place the number of the certificate and the list of operating unit/production lines covered by the certification.

B.3.2. Certification marks/logos must not be used in any way that can mislead the reader about the status of a certified organization, about activities that go beyond the scope and imply that the product, process or

## Use of the certification mark and logo rules

service is certified. Certificate holders cannot issue, use or allow misleading certification statements and documents.

B.4. Trademarks should only be displayed in the appropriate shape, size and color specified in this section.

B.5. The organization's certificate number is printed under the brand name. The organization's certificate number must be printed centrally under the accreditation mark. All other conditions for the use of certification marks apply to these versions.

B.6. The certification mark can be reproduced on: letterhead, stationery, general advertising material. A copy or sample of each document/object bearing the trademark must be kept available for SV Certification.

B.7. When the mark is printed on an unfolded part of A4-sized stationery, it must be displayed in a format not exceeding 30 mm in height. On larger portions of unfolded letter paper the dimensions can be proportionally increased.

B.8 The letterhead of the certified company may bear the SV Certification mark but, if used for commercial purposes, it must clearly be indicated if it concerns activities not covered by certification.

B.8.1 If granted by the accreditation body, organizations that have a valid certificate issued by SV Certification can also use the mark of that specific Body (e.g. SNAS, etc.).

B.8.2 The use of the accreditation mark combined with the certification mark is voluntary by certified companies. The holders of accredited certificates, if they wish, can use the SV Certification logo without the logo of the accreditation body.

B.8.3. The use of the SNAS Mark (or other accreditation body) is permitted, only in conjunction with that of SV Certification, on headed paper and documents in general (with the exception of any technical documentation concerning the products made) or on goods and instrumental means used for the realization of the processes falling within the scope of the certified management system with the exclusion of objects that are configured as products subject to specific certification, especially if it is mandatory or regulated.

B.8.4 The holder of a certain type of certification, relating to a certain accredited scheme, therefore, must never use the accreditation mark separately from the SV Certification mark/logo.

B.8.5 The mark of an accreditation body must not be used in such a way as to imply that the accreditation body has certified or approved the company management system, or the product or personnel of an accredited certification holder, or in any other way in any case misleading.

B.9 Embossed or stamped versions can be used. Trademarks can be reproduced as water marks.

B.9.1. Electronic reproduction of trademarks is permitted (including websites) provided that the requirements are met and that

1. the organization's certificate number is printed under the brand name
2. the trademark is reproduced so that a filling does not occur
3. the degradation and / or distortion of the brand's graphics is avoided

## Use of the certification mark and logo rules

B.9.2. The trademark computer files must be prepared from the trademark masters. Redrawn approximations cannot be used.

B.10 The certification mark cannot be shown on products and their packaging as it could cause confusion with product certifications.

B.10.1 In the above cases, it is possible to use, as an alternative, the words such as "This product has been manufactured in a plant whose quality management system is certified/registered as conforming to ISO 9001" or "This product has been produced in the compliance with the rules established by the management system compliant with ISO 9001 requirements "or" Organization with quality / environmental management system/... certified by SV Certification ISO 9001/ISO 14001/"or the wording may simply be indicated "Company with ISO or ISO/IEC XXXXXX management system certified by SV Certification".

B.10.2. The Organization must avoid that the certification can be considered extended to other types or production lines or to production units not included among those covered by the certification. In the case of only partially certified services, the diction must be integrated with the necessary limitations ("... limited to" ...).

B.11. The trademark cannot be displayed on vehicles, except for advertising purposes, provided that the trademark is used in the advertising material in accordance with the conditions specified in this procedure.

B.11.1. The mark cannot be affixed to buildings and flags.

B.11.2. The brand cannot be displayed on internal walls, on doors and on exhibition stands.

B.11.3 The logo cannot be used on business cards.

B.12. The certified company can reproduce the certification mark either in its original colors (see models attached) or in a monochromatic version in a color of its choice. Dimensions or other colors other than those established must be approved by SV Certification.

B.13. The brand logo may appear alongside other certification logos of other Certification Bodies, according to the methods agreed with these bodies and transmitted to the licensee.

B.14. The certificate issued to companies can be displayed, advertised and reproduced in any format under the conditions set out in the contract between SV Certification and the company. The ways of using the trademark are summarized in this procedure.

B.14.1 The term "advertising material" does not include notices, labels, documents or written announcements affixed to goods or products, unless the goods or products have been manufactured under an accredited product compliance regime. This restriction also applies to primary packaging (e.g. blister packs), promotional products and test certificates/certificate of analysis.

B.15. The Company may advertise the certification by SV Certification in the ways it deems most appropriate. However, it must clearly indicate any limitations and conditions placed upon the issue of the Certificate.

## Use of the certification mark and logo rules

B.16. The certified company can reproduce the Certificate in full, enlarging or reducing it, provided that it remains legible and in no way altered.

B.17. Certificate holders must not use the mark relating to their certification in such a way as to lead to loss of public trust.

B.18. Certification is not transferable and therefore also the use of the trademark, except in the event of transfer or transformation of the Company. In this case, timely notification must be given to SV Certification, which takes note of the change after having ascertained that the System still complies with regulatory requirements.

SV Certification prohibits the use of its trademark on laboratory test reports.

B.19. In the event of a reduction in the scope, advertising must be changed

B.20. Logos other than test and calibration marks cannot be used on test and calibration reports and certificates respectively.

### C – TRADEMARK ILLUSTRATIONS

C.1. Reference is made to the models at the bottom of this document which contain the dimensions, colors and image of the certification mark. The image to be used is the one shown in the applicable figure according to the reference standard against which the company has been certified.

C.2. The marks must be displayed only in the appropriate shape, size and color specified in this section (see attachments at the bottom of the procedure).

C.2.1. The SV Certification mark can be reproduced in real or larger or smaller dimensions than they are, provided that the proportions are respected and legibility is ensured. Partial reproduction of the logos is not allowed.

C.3. Trademarks usually have a minimum height (excluding the certificate number) of 20 mm. The certification mark and the certificate number are considered as a single entity for the purpose of enlargement or reduction.

C.4. In exceptional circumstances, usually dictated by space or cost limits, trademarks can be reproduced at a reduced height, provided that, regardless of the reproduction height, the trademark is legible, without filling.

### D– SUSPENSION, WITHDRAWAL OR TERMINATION OF THE CERTIFICATION

D.1. In the event of suspension, withdrawal or termination of the certification, the use of the SV Certification brand or logo must be interrupted by any advertising material, stationery, etc. that contains a reference to the certification. The use of the logo on all advertising and stationery material must be modified in the event of a reduction in the scope of the certification.

D.2. In the event that the certification is withdrawn limited to an element of the purpose of the certification or to one or more certified offices, the company must immediately suspend the use of the SV Certification

## Use of the certification mark and logo rules

mark and the distribution of the materials (documents, certificates, objects) that they reproduce it with the exception of what refers to the purposes and locations that remain certified.

### E – FRAUDULENT/INAPPOSITE USE OF THE TRADEMARK

E.1. The use of the Trademark is fraudulent when it can mislead the purchaser about the nature, quality or origin of the System or when it is not used in accordance with these Regulations.

E.2. Improper use of the trademark is prohibited, such as to discredit certification and the consequent loss of public trust.

E.3. When fraudulent use is reported, the SV Certification administration takes all appropriate measures to protect its injured and consumer interests.

E.4. Any use of the trademark which may contravene the conditions established in this procedure is prohibited.

### F – COMPLAINTS, APPEALS, AND DISPUTES

F.1. About this, reference is made to the Terms and Conditions for the certification of management systems in the latest approved revision.

### G – SANCTIONS

G.1. When the certified organization violates this Procedure, it is sanctioned by SV Certification adopting the following measures, in order of increasing severity:

- Written warning sent to PEC with request for implementation of the necessary corrections and corrective actions;
- In case of failure or inadequate implementation of the corrections and/or corrective actions and/or perseverance in the error: SV Certification will evaluate the possibility of suspending the certificate for a period whose duration will be commensurate with the seriousness of the default situation.
- In the event of persistent breach and/or recurrence of violations in addition to the end of any suspension period: revocation of the certificate as above.
- In case of serious non-fulfilment with consequent damages for third parties and for SV Certification, the same will act legally asking, if the conditions require it, for compensation for the damages suffered.

G.2. The SV Certification logo is protected by law and therefore the malicious or fraudulent use of the same by certified organization will be prosecuted within the terms provided by law.

G.3. For any violation of the rules on the use of the trademark contained in this document, in the contracts, in the SV Certification Regulations relating to the individual services provided or in the further applicable discipline, the Organization must pay SV Certification a penalty of € 10,000. This is without prejudice to the

### Use of the certification mark and logo rules

right for SV Certification to request compensation for any further damage whatsoever suffered, due to the improper use of the Trademark by the Organizations.

G.4. SV Certification reserves the right to carry out the checks deemed most appropriate in order to ascertain that the trademark is used in compliance with the provisions of these Regulations and any other applicable regulations, also by requesting the Organization to exhibit documentation such as catalogues, packaging, paper headed, etc. The unjustified refusal by the Organization to exhibit what is required by SV Certification entails the application of the provisions of the following point.

G.5. In case of violation of the provisions contained in the previous points, SV Certification will have the right to terminate the contract for the provision of services.



### H – HOW TO RECEIVE TRADEMARK/LOGOS

H.1. To obtain the SV Certification or accreditation body marks/logos, contact SV Certification; will be sent by email in jpeg format.



<b>SV Certification Mark</b>	
<b>EXAMPLE OF USING THE LOGO WITH CERTIFICATE NUMBER ADDED</b>	
 <b>SV Cert. Group</b> Certified Management System ISO/IEC 27001 Certificate n. XXX-XXX-XX	 <b>SV Cert. Group</b> Certified Management System ISO/IEC 27001 Certificate n. XXX-XXX-XX

### Use of the certification mark and logo rules

#### Quality Management System Certification – ISO 9001:2015



Logo combined	Reproduction Colors	Reproduction measures
 <b>SV Cert. Group</b> Certified Management System ISO 9001	White: trans. white Red: 1795 C Blue: 288 C Black: black C	33,6 x 26,8 mm
 <b>SV Cert. Group</b> Certified Management System ISO 9001	White: trans. white Black: black C	33,6 x 26,8 mm
In addition to the logo used, outside the box, it is possible to report, in a legible way, the writing applicable among those indicated below: <b>"Quality management systems certified by SV Certification"</b>		

#### Enviromental Management System Certification – ISO 14001:2015

Logo combined	Reproduction Colors	Reproduction measures
 <b>SV Cert. Group</b> Certified Management System ISO 14001	White: trans. white Red: 1795 C Blue: 288 C Black: black C	33,6 x 26,8 mm
 <b>SV Cert. Group</b> Certified Management System ISO 14001	White: trans. white Black: black C	33,6 x 26,8 mm
In addition to the logo used, outside the box, it is possible to report, in a legible way, the writing applicable among those indicated below: <b>"Enviromental management systems certified by SV Certification"</b>		

## Use of the certification mark and logo rules

## Occupational Health &amp; Safety Management System Certification – ISO 45001:2018

Logo combined	Reproduction Colors	Reproduction measures
	White: trans. white Red: 1795 C Blue: 288 C Black: black C	33,6 x 26,8 mm
	White: trans. white Black: black C	33,6 x 26,8 mm
In addition to the logo used, outside the box, it is possible to report, in a legible way, the writing applicable among those indicated below: <b>" Occupational Health &amp; Safety management systems certified by SV Certification"</b>		

 Information Security Management System Certification – ISO/IEC 27001:2013 or edition 2022

Logo combined	Reproduction Colors	Reproduction measures
	White: trans. white Red: 1795 C Blue: 288 C Black: black C	33,6 x 26,8 mm
	White: trans. white Black: black C	33,6 x 26,8 mm



**Use of the certification mark and logo rules**

In addition to the logo used, outside the box, it is possible to report, in a legible way, the writing applicable among those indicated below:  
**" information Security management systems certified by SV Certification"**

<b>SV – Certification</b>	Preparation	Sign	
		Name	Antonio Saponara
		Designation	Quality Manager
Copy status <b>CONTROLLED / <del>UNCONTROLLED</del></b>	Approved by	Sign	
		Name	Spera Gaetano
		Designation	Director
This manual is the property of <b>SV Certification</b> . No corrections / amendments are to be made except by the person authorized. The holder to return the manual when he leaves the organization or when he has no further use for it.			
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