



# Accordia Certification Mark and Logos Rules

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## RULES GOVERNING THE USE OF ACCORDIA SYSTEM CERTIFICATION MARK AND LOGOS

### 1. Introduction

Accordia has established these rules for use of the system certification mark ("Certificate Logo") and logos owned by Accordia Global Compliance Group.

Accordia's Certificate Logo, as shown in Appendix A is a sample not intended for use by any client in its present form. Accordia shall provide certification clients with the appropriate Certificate Logo for use within our guidelines.

Accordia may change the Certification Logo and reserves the right to do so at any point in time.

A certification client whose management system has successfully been certified by Accordia shall be entitled to use of the Certification Logo for a period of three years from the date of their system certification as shown in their Certificate of Certification.

### 2. Definitions

The following are definitions of certain terms found in the Rules Governing the Use of Accordia System Certification Mark and Logos

- a) "Accreditation Body" shall mean the organization that has accredited Accordia as a Certification Body to themselves certify management systems of their clients.
- b) "Certification Logo" shall mean i) the Accreditation Body's logo or mark that is licensed to Accordia that may also be sub-licensed to the Clients, as well as ii) the Accordia Certification Logo, attesting that a client's management system has been certified by Accordia. Accreditation Body's logo is also subject to the permission of the Accreditation Body for sub-licensing.
- c) "Certificate" shall mean the certificate of system conformity issued by Accordia that specifies the term of certification and scope of certification.
- d) "Client" shall mean the company to which Accordia has issued a Certificate.
- e) "Certification Terms and Conditions" means the Accordia document that describes the conditions that can affect whether the Certificate and Certification Logo may be delivered, suspended, canceled or renewed.
- f) "Communication" shall mean the various media or advertisement where the Client uses the Certification Logo that can include sales and marketing brochures, web sites, television advertising, Client products that are promotional (key chains, letter openers, t-shirts, etc.), and any other display for communicating the Client's management system Certification to other parties.
- g) "Improper Use" shall mean Use of the Certification Logo which is not in compliance with these Rules Governing Use of Certification Logo.



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- h) "Rules" shall mean these Rules Governing Use of Certification Logo
- i) "Standard" shall mean the requirements of the Accreditation Body on management systems that controls compliance of the management system to these requirements.
- j) "Use" shall mean the right to use the Certification Logo lawfully and within restrictions of these Rules Governing Use of Certificate Logo that is authorized by Accordia and the Accreditation Body

### 3. USE OF THE CERTIFICATION LOGO

3.1 Client agrees to the following terms and conditions:

- a) Client shall use the Certification Logo based on the limitations prescribed herein on these Rules and on the Certificate.
- b) Client shall use the Certification Logo only in relation to its scope of certification.
- c) Client shall use the Certification Logo on its Communication in such a way as to not create any confusion or ambiguity between matters related to the scope and other matters. The client will amend all advertising matter when the scope of certification has been reduced. Further, the client will not imply that the certification applies to activities and sites that are outside the scope of the certificate.
- d) Client shall not use the Certification Logo on products that it manufactures and on their primary packaging where persons may confuse it with product certification. Clients may use the Certification Logo on paper, plastic or corrugated packing materials as long as the packing materials are not reaching the end-user/consumer. Use of the Certification Logo shall only be used on outer container packaging in association with a statement that the products contained were made in a facility whose management system has been certified to the Standard.
- e) A client may use the Certification Logo on certain documents such as letterhead, business cards, posters, sales and marketing brochures and materials, displays, television and web advertising, videos used in sales, marketing and promotion, outdoor media including signs, billboards and flags, promotional goods and window appliques and stickers.

In the case where the client wishes to use the Certification Logo on flags, vehicles, large product over-packaging, and boxes that do not reach end-user/consumers, window appliques and stickers or on promotional products the Accordia Certificate Logo shall only be used without the Accreditation Body Logo.

- f) Notwithstanding the requirements and limitations set forth in paragraph (e) of this section and where the Accreditation Body permits the use of its logo by a Client, the Accreditation Logo may only be used in combination with the Accordia Certification Logo on the same document (e.g. business cards, letterhead, invoices, advertising and marketing materials, etc.)
- g) clients shall not use its certification in such a manner that would bring the certification body and/or certification system into disrepute and lose public trust



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h) Clients are prohibited to use the Accreditation Logo on inspection and testing reports related to certification of calibration, analysis, financial reports, or through reproduction on official government and regulatory reports and correspondence.

i) The client may use the Accordia Certification Logo on its own website with the condition that it is used as a hypertext link from its webpage to the URL of Accordia at [www.accordiausa.com/certification](http://www.accordiausa.com/certification)

j) Client shall not, during the valid term of the certification, register or attempt to register the Accreditation Logo or Certificate Logo or any imitation or image thereof, make or assert any claim of ownership to either Accreditation Logo or Certificate Logo and dispute the right of Accordia, its successors or assigns, to authorize the use of the Accreditation Logo or Certificate Logo as provided herein.

k) Client shall discontinue the use of the Accreditation Logo and Certification Logo upon the suspension, withdrawal or cancellation of the Certificate. And shall immediately discontinue any reference thereto of either and shall not thereafter use any copy or imitation thereof.

l) Client shall obtain written permission from Accordia to transfer the right to use the Accreditation Logo in the case where the client merges, combines or takes over or is taken over by another company.

#### 4. MONITORING

At any time during the certification period, Accordia may make any checks or visits necessary using all methods allowed by the Accreditation Body to ensure that the management system standard is applied and that conformity to these Rules is maintained by the Client.

The use of Accordia certification mark and accreditation marks will be checked during all surveillance and recertification audits. Any non-conformance associated with the use of the mark will result in the issuance of corrective action request requiring remedial action to correct the use of the mark on issued documents as well as corrective action for future use.

#### 5. SUSPENSION, WITHDRAWAL, AND APPEAL

Where improper use of the Accreditation Logo has occurred by the Client, Accordia may suspend or withdraw the Client's certification as well as the right to use the Accreditation Logo in accordance with Accordia's procedures for suspension, withdrawal, and appeal. These procedures will be provided by Accordia upon request by the Client.

Clients may appeal Accordia's decision through the appeal procedure that also will be provided by Accordia upon request.

#### 6. SURRENDER

Where a Client desires to suspend or surrender the use of the Accreditation Logo for a certain period of time, the Client will give written notification to Accordia. Upon receipt of such notification by Accordia, the Client shall be informed of the terms and conditions to temporary or permanent termination of the use of the Accreditation Logo.

#### 7. CONFIDENTIALITY



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Client shall keep and hold all documents received from Accordia as confidential, unless otherwise agreed, between Accordia and the Client with the exception of the Certificate issued by Accordia to the Client and these Rules.

## 8. LEGAL AND REGULATORY CHANGES

Accordia complies with all national and international laws, regulations, standards and accreditation body requirements with respect to the right to use the Certification Logo and Accreditation Body Logo. Where changes to the law or the Standard occur, Accordia shall give notice to the Client in writing and the Client will be obligated to apply any and all changes resulting from said changes.

## 9. CHANGE TO THE RULES

Accordia reserves the right to modify and change these Rules at any time with notice provided to the Client, in writing, regarding said changes. The client is obligated to apply said changes.

## 10. OTHER DETAILS

a) The Accordia Certificate Logo is shown in Appendix A and is a sample or example. Accordia shall provide the client with the exact logo to be used.

b) Accordia logo can be used in color or in black & white, the detail of design and color details (Pantone code) are provided in Accordia's Brand Guidelines – Logo Style Guide that is issued to the client along with the certificate awarded.

c) On documents printed in one color, the Client shall use the Certificate Logo either in blue (Pantone color PMS 315 or 100% black), details are given in Brand Guidelines – Logo Style Guide.

d) On documents printed in more than one color or in one color exclusively, the Certificate Logo may also appear on colored backgrounds only when it remains clearly visible.

e) The client may create and use a transparent version of the Accordia Certificate Logo for use however the transparent version may only be used on the Client website.

f) The Certificate Logo can be enlarged as well as reduced as long as all text is legible and not distorted or loses aesthetic quality (pixilation)

g) When used in combination with the Certification Logo, the Accreditation Logo shall be in equal size only.

## 11. SAAS ACCREDITATION MARK FOR SA 8000

The sample of SAAS accreditation mark for SA 8000 is given below:

1. 'Social Accountability Accreditation Services' – Light Grey - Pantone 416U
2. People sitting around the inner circle (table) – Medium Blue - Pantone 301U
3. Inner circle (table) – Dark Blue - Pantone 268U
4. 'SA8000' inside of banner – Red - Pantone 200U



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5. Banner at the bottom – Dark Blue - Pantone 268U



Above logo is a sample or example, Accordia shall provide the client with the exact logo to be used.

## APPENDIX A

Accordia's Certification Logo for SA 8000

