



**Certified System
StandardsMark™
Rules of Use**

Rules of Use

For Management Systems Certification only

Congratulations! Your organization’s management system has been certified by SAI Global, a leading global management systems Certification Body. You now possess an invaluable edge in the marketplace, and we want to help you promote that fact.

Promoting Your Management System’s Certification

From billboards to business cards these Guidelines are intended to be a tool to answer most general questions associated with publicizing your certification. It’s important that publication of your certification be precise and clear.

Maximize the Benefits of Certification.

Prominent display of the certification marks on your stationery, signage, transportation, packaging and other promotional material helps reinforce your organization’s commitment to improvement, and maximizes the competitive advantage you’ve achieved through certification.

How to Display the Certification StandardsMark™


When you download your logo, you will receive Color and Black and White versions of the logo in jpeg, pdf, eps and gif files. As a general rule, jpeg and gif files are useful for websites or email signatures; eps and pdf versions are higher resolution for printing brochures or letterhead.

The following example shows how the StandardsMark™ symbol and text should be displayed. It is important that you follow these guidelines, since your customers will recognize your achievement through a strong and faithful representation of the StandardsMark™ brand.



- Certified System** (with chevron symbol): You can use either the PMS version – PMS1797 red or CMYK: 200M, 100Y. There is also a Black and White version in your logo file
- SAI GLOBAL**: Use of SAI Global logo is optional
- ISO 9001**: Management System Standard Number – MUST ALWAYS be represented when using the StandardsMark™ logo
- Quality**: Management System Name – can be cropped off

Use of the SAI Global StandardsMark* and/or a Registration Statement

	Products	Packaging (individual product primary packaging)	Larger boxes, containers (secondary packaging)	Brochures, Web sites, business cards, etc.	Engineering, drawings, specifications, reports, certificates
Registration Statement alone	Not allowed	Allowed**	Allowed	Allowed	Allowed+
	Not allowed	Not allowed	Allowed only with a clear statement, and if it does not reach the end user	Allowed	Not allowed

*Note: This only applies to marks or logos. A statement in words alone does not constitute a mark in this sense, and guidance for “registration statement” would apply.
 **Note: Statement must be very specific, such as “This product was manufactured in a plant whose quality management system is registered to ISO 9001:2008”
 +Note: Abbreviated statements are not allowable; suggested statement would be “Environmental management system registered to ISO 14001.”

Customization of the mark per the following guidelines is encouraged:

- If you add your SAI Global file number to the mark to customize it to your certification, the suggested font is Arial or similar.
- Changing proportions or writing on or within the box is not allowed.
- It is preferred that text underneath the box be left-justified.
- If all of your organization’s sites/division are not certified, then use of the Standards Mark must incorporate which part(s) of your organization are certified. This can be achieved through the use of your SAI Global file number(s) on product packaging; in other mediums you should incorporate verbiage that explains which sites/divisions/ standards are applicable. Your file number can be found on your certificate of registration.
- If your organization is registered to more than one standard, you can include multiple standards underneath one StandardsMark.

Standard Numbers and Wording

Check your certificate to ensure you select the right standard number, file number and wording, and follow the example above. Remember you can only use the logo that corresponds with the scope of your certification.

Need Help?

If you ever have any doubt or question about the use of the Trademarks, then contact us for guidance. Specific questions are best addressed to your Lead Auditor who is most familiar with your business and industry. Or contact us directly at: marketing.services@saiglobal.com (800) 465-3717

Great Ways to Publicize your Certification

- | | |
|----------------|---------------------------|
| Email footers | Advertisements |
| Website | Video/Slide Presentations |
| Letterhead | Press Releases |
| Business Cards | Collateral Materials |
| Web Sites | Tradeshow Booths |
| Catalogs | Brochures |
| Apparel | Flags and Banners |

Logos may be downloaded from our website at www.saiglobal.com/assurance/standardsmark



Certified System StandardsMark™ - Rules of Use

General Information

A company with a SAI Global Certified System is licensed to use the Certified System StandardsMark™ in its corporate literature, and in its marketing and promotional activities. It is important to abide by the following rules of use whenever displaying the StandardsMark™.

- The StandardsMark™ should be presented with the number of the standard against which certification has been granted (e.g. “ISO 9001”) and the program name (eg. “Quality”). The program name can be cropped off by the client if so desired.
- The typeface is Arial (or similar) for any descriptor text beneath the StandardsMark. The primary color for the symbol is Pantone 1797 (red). We believe it is always best to use this color in order to benefit from the public recognition factor. To avoid misinterpretation of the nature of the certification, this Mark should NOT appear in any color other than red or black.
- The mark may not be altered in any way, such as changing proportions or writing on or within the logo.
- Certified (certification) and registered (registration) are equivalent in meaning and may be used interchangeably. Do not say that your organization has been accredited.
- Use of a SAI Global mark and/or a certification statement is a privilege extended only to companies whose certification is in good standing. You are only permitted to use or display the mark in association with a valid SAI Global certification and not for any other purpose, and according to the Terms & Conditions of your contract.
- It should be noted that certification under a “Certified System” scheme is site-specific, so that multi-site businesses should be careful NOT TO IMPLY that other sites are certified if that is not the case. Be accurate and precise about the scope of your certification. If only certain portions of your organization are certified -- such as specific geographies, divisions, scopes, activities, etc -- then promotion of your certification must reflect this.
- If you are displaying an SAI Global mark on your organization’s web site, ensure the mark is only associated specifically with text about your certification.

- Do not make statements suggesting that your organization’s management system has been directly registered by the International Organization for Standardization. ISO is a standards development organization; it does not provide certification services.
- Where SAI Global has certified your company’s management system, it is important to properly promote your certification so that there is no confusion with product certification or endorsement.

Certification Statements

When referring to your certification in statements, such as on your web page, press releases, presentations and the like, you should consider the following example statements.

Sample press release or marketing collateral statements may read:

“Dynamic Company’s management system has been certified to ISO 9001”

If your organization’s certification is site-specific, you must list the sites included. For example:

“As a leader in protecting the environment, the management system of Dynamic Company’s Southport division has been registered to ISO 14001”

An approved abbreviated phrase would be:

“Management Systems Registered to ISO 9001”

Certification statements may be made on primary product packaging, but must be very specific. For example:

“This product was manufactured in a plant whose quality management system is registered to ISO 9001”

Your SAI Global Certificate

Black and white or color photocopies of your certification certificate may be made. Additional printed certificates and frames may be purchased from SAI Global by contacting your local SAI Global office or for more information contact us at marketing.services@saiglobal.com

Contact Us

Phone: 1-800-247-0802

E-mail: marketing.services@saiglobal.com

Web: www.saiglobal.com/assurance/standardsmark