

bmcertification

GUIDELINES FOR
THE USE OF
BM CERTIFICATION
CERTIFICATION MARKS



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Congratulations on achieving certification with *BM Certification*!

Your *BM Certification* certificate and certification marks are valuable tools to help you show your organization's commitment to certain standards.

The certificate issued by *BM Certification* is an important confirmation of your company's international management practice and is considered to be an element that increases the company's value. By certifying the management system, you have obtained a certificate of business practice based on the principles of continuous improvement.

The *BM Certification* certification marks are for customers, who have been assessed and certified as meeting the requirements of a given scheme. As recognized signs of achievement, we encourage you to use the mark(s) you have earned as widely as possible to promote your certification.

By following these guidelines you will be able to successfully promote your certification on brochures, stationery, websites, vehicles and other materials.

Our certification marks and symbols are associated with *BM Certification* certification services only. They are not associated with services such as inspection, testing or training, that you may have received as a service from *BM Certification*.



BM CERTIFICATION CERTIFICATION MARKS

The certification marks of the management system standards is a “C” form mark.

The certification mark circle contains information about the certification group, such as *System Certification* at the top and about the specific standard by which the company is certified, at the bottom, e.g. *ISO 9001*; *ISO 14001*.

- Certification marks are used for each certified management system standard separately.



COLORS

BM Certification certification marks are allowed in the following color combinations:

- C - blue color (1);
- C - black color (2);
- C - transparent (*outline*) with text in blue on a dark background (3);
- C - transparent (*outline*) with white text on a dark background (4).

Version 1 and 2 are used on a white or light color background so that all lines are clearly visible.

Version 3 and 4 are used on a black or dark background.

1



C95 M1 Y5 K5
R0 G165 B216

2



C100 M70 Y7 K30
R0 G66 B123

3



4



DIMENSIONS OF CERTIFICATION MARKS

You can use the *BM Certification* mark in a smaller size and narrower than originally intended. In order to place the certification marks as appropriately as possible in the intended design, please follow the instructions below on the minimum size in which the mark can be used for both printing and digital use.

X - Areas of the certification mark that cannot be adjacent other design (exclusion zones)



Certification mark minimum size for printing:
20 mm height



Certification mark minimum size for use online:
40 pix height



CONDITIONS FOR THE USE OF *BM CERTIFICATION* CERTIFICATION MARKS

Certification marks may only be used by certified *BM Certification* customers.

In Table 1 is shown the formats of the certification mark, how it is allowed to be used, dividing it into two categories / versions - A1, A2.

CERTIFICATION MARKS ON PRODUCTS AND PACKAGING

Certification marks may not be used on the product and primary packaging.

SECONDARY PACKAGING, DELIVERY PACKAGING BOXES

Certification marks may be used on secondary packaging and delivery packaging boxes, such as those that have not reached the final consumer, with a clear statement next to the certification mark.

The statement must be as follows: This product was manufactured in a company that is certified according to the xxx (*quality, environmental, etc.*) management system and meets the requirements of xxx (*ISO 9001: 2015, ISO 14001: 2015, etc.*). Example: "This product was manufactured in a company whose quality management system is certified in accordance with the requirements of ISO 9001: 2015."

Allowed format: A2.

CERTIFICATION MARKS ON OTHER MATERIALS

You may use certification marks on various types of representative materials. They should never give the impression that the certification falls outside the scope of the certification. The certified scope is indicated on the certificate issued by the company.

- **STATIONERY**

Certification marks can be placed on form headers / footers, envelopes, business cards, compliment forms, invoices if they are used in conjunction with the client's own logo or trademark. Allowed version: A1.

When marks are applied to objects, the size of the mark must not exceed 75% of the size of the customer's logo (the certification mark must be smaller). The restrictions on the minimum size of the certification mark must also be taken into account.

- **ADVERTISING MATERIALS**

Certification marks may be used in advertisements, articles, brochures, websites, exhibition visual materials, as well as exhibition banners, if they are used together with the client's own logo or trademark. Allowed version: A1.

When marks are applied to objects, the size of the mark must not exceed 75% of the size of the customer's logo (the certification mark must be smaller). The restrictions on the minimum size of the certification mark must also be taken into account.

- **SIGNS**

Certification marks may be used on building signs, flags, vehicles if they are used in conjunction with the customer's own logo or trademark. Allowed version: A1.

When marks are applied to objects, the size of the mark must not exceed 75% of the size of the customer's logo (the certification mark must be smaller). The restrictions on the minimum size of the certification mark must also be taken into account.

SIZE

The size of the certification mark can be adjusted according to the items on which it is placed. They must always retain their original proportions and must not be less than the minimum size (20 mm high).

In addition to the minimum size limit requirements, the user must comply with the conditions regarding his own company logo next to the certification marks.

MODIFICATIONS

It is forbidden to make any corrections to the design of the certification mark.

TABLE No. 1

VERSION	USES	CERTIFICATION MARK
A1	Office stationery Promotional materials Buildings, vehicles and flags	
A2	Secondary packaging	 <p data-bbox="1209 757 1453 936">This product was manufactured in a company whose quality management system is certified in accordance with the requirements of ISO 9001: 2015.</p>

ADDITIONAL TERMS OF USE

- Certification marks can only be used when *BM Certification* has issued a management system certificate.
- Certification marks may only be used in accordance with the guidelines and their annexes or appendices.
- Marks must not be used in a misleading manner or to give the impression that they relate to anything other than the scheme and scope for which certification has been obtained. For example, if you place certification marks on a company website where only one company is certified, then the marks should have an indication next to them explaining which company in the group is certified.
- At the request of *BM Certification*, users of certification marks must stop using the marks if *BM Certification* considers that the use of the mark is incorrect (stipulated in the contract).
- In case of suspension or expiration of the certificate (stipulated in the contract), the user of the certification marks must immediately stop their use and distribution, as well as remove them from the sites where they were located.
- By using certification marks, the user agrees to comply with the above conditions. Failure to comply with the conditions may result in suspension of the certificate and legal action (stipulated in the contract).

IF YOU HAVE ANY QUESTIONS, PLEASE CONTACT US:

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ISO 50001

ISO 22000

