

MSECB

MANAGEMENT SYSTEM

Certification Marks
Guidelines



Certification Marks Usage

MSECB Certification is an internationally recognized concept in the business world of standards, a synonym of proudness, excellence and success. MSECB Certification is the highest level of an organization's accomplishment, exemplifying the commitment towards continual improvement and sustainable business continuity.

MSECB Certification Marks and logos are powerful marketing tools that can support your organization to emphasize its valuable services to end-users, while attaining competitive advantages. Additionally, MSECB Certification Marks and logos can assist your organization achieve brand strength and recognition that inspires trust and professionalism in the global market.

MSECB Certification Marks reassure clients that your organization operates with integrity, expertise, and fairness.

This guideline for the usage of Certification Marks has been developed to ensure that the requirements for use of marks and logos are communicated appropriately to all MSECB respected clients. This allows MSECB clients to take comprehensive advantage of utilizing the MSECB Certification Marks and Accreditation body logos without compromising the Accreditation rules.

Congratulations on attaining your MSECB Certificate!

Certification Marks Usage

Content

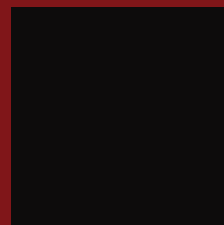
The MSECB Certification Marks will be modified for each of the standards that your organization is certified against. Every organization that obtains a MSECB Certification is entitled to display the Certification Marks to show their achievement and conformance to certain standards. The Certification Mark is presented in vertical rectangle form, top-sided at the bottom where the MSECB Logo together with the symbol of quality is embedded (Fig. 1). Additionally, the standard is placed at the top of the Certification Mark.

Colors

The MSECB Certification Mark is available in two colors:



CMYK 29, 99, 96, 36
RGB 128, 22, 25



CMYK 73, 68, 66, 85
RGB 12, 11, 11



Fig.1. Certification Mark



MSECB Design – Content, Color and Dimensions

Dimensions

- To ensure that the Certification Mark is easily readable and clearly visible, the minimum size allowed for the Certification Mark is 2.5 cm on paper, and 100 pixels on-screen.
- There is not any limit on how large a MSECB Certification Mark can be. This depends on the clients needs.
- There must be an isolation zone for the MSECB Certification Mark. The aim of the isolation zone is to put emphasis on the Certification Mark that your organization has already obtained.

Multiple Certifications

For organizations that have achieved certification in more than one standard regardless of how many, the Certification Marks should be placed side by side (Fig.3).

The distance between Certification Marks shall be $\frac{1}{4}$ of the Certification Mark width.

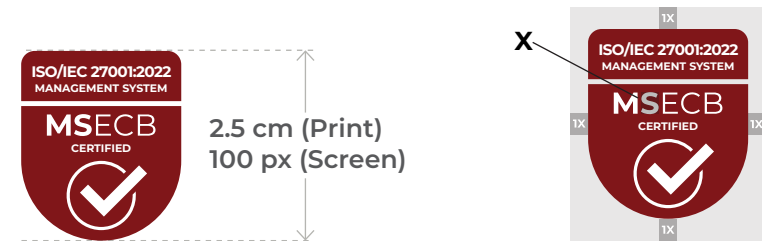


Fig.2. Certification Marks sizes on screen and print

Note: Always resize the Certification Mark proportionally, while avoiding stretching and squeezing



Fig.3. Multiple Certification Marks

Improper use of Certification Marks and Logos

In order to maintain brand strength and worldwide recognition, MSEC B believes that it is essential to use Certification Marks and logos in a consistent manner. MSEC B Certification Marks shall be used appropriately in a way that preserves the authenticity of the Certification Mark.

Moreover, MSEC B requires from certified clients to use the Certification Mark and the relevant accreditation logo in accordance with the requirements presented in this document.

Some of these requirements ensure that the marks and logos:

- are not used in such a manner that may be misleading to the organizations and individuals that purchase goods and services from certified organizations.
- are not used to promote products or services that are produced or offered under a certified management system.

Here we have illustrated some aspects of the improper use of Certification Marks, but not limited to any modification that may lead to the inappropriate representation of the Certification Marks.



Fig.4. Do not alter the font or color of the text



Fig.5. Do not flip or rotate the Certification Mark



Fig.6. Do not stretch, compress or extend the Certification Mark



Fig.7. Do not use any color other than the original Certification Mark



Fig.8. Do not modify or separate any element of the Certification Mark



Fig.9. Do not place the logotype over busy backgrounds

Note: The words 'mark' and 'logo' used throughout this document refer also to any MSEC B certificate, report and other associated information which must not be used in a misleading manner or bring MSEC B into disrepute.

Use of MSEC B Certification Marks and Organization Logo

MSEC B Certification Mark can be used in conjunction with your organization's logo, while assuring compliance to the proper usage of MSEC B Certification Marks. The use of MSEC B Certification Marks and your organization's logo should be displayed in a way that it does not lead to any possible confusion for other clients.

The size of the Certification Mark and your organization's logo should be proportionally reduced or enlarged.

The minimum size allowed to be used for conjunction of the Certification Mark and organization's logo is 25mm or 2.5 cm. The maximum size of the Certification Mark should not be larger than the organization's logo.



Fig.10. The height of the organization logo shall be adapted appropriately to the height of the Certification Mark.



Fig.11. The distance between the Certification Mark and organization logo shall be the same with the width of the Certification Mark.



Fig.12. When the organization logo is smaller, the Certification Mark cannot be reduced more than 25 mm or 2.5 cm, and the organization logo shall be one-half of the Certification Mark.

Use of MSECBC Certification Marks and Marketing Materials

Marketing Materials

Distinguish yourself from others by using the MSECBC Certification Marks in your organization promotional materials, including brochures, flyers, pamphlets and other available promotional materials.



Fig.13. Certification Mark on brochure cover and other pages



Fig.14. Certification Mark on a flyer



Fig.15. Certification Mark on pamphlet

Use of MSECB Certification Marks and Marketing Materials

Website

MSECB Certification Marks can be also placed in your organization's website. In this way, you will be able to share with others the success of your organization, increase brand awareness, and deliver trustworthiness to your customers about the products and services that your organization provides.

The MSECB Certification Marks shall be placed appropriately in the website, as emphasized in the previous sections. When it comes to the placement of Certification Marks and logos in the website, you shall consider the following issues:

- **Positioning** of Certification Marks and logo
- **Dimensions** of Certification Marks and logo
- **Color** of Certification Marks (available in red and black)



Fig.16. MSECB Certification Mark and organization logo

Use of MSECB Certification Marks and Marketing Materials

Letterhead

The MSECB Certification Marks are available to be used in your organization letterheads, while showing consistency, professionalism and credibility.

The MSECB Certification Marks must always be positioned along with the organization logo, at the header of the letterhead (Fig.17) or at the footer of the letterhead (Fig.18).

In cases when the organization logo is small, or more information related to the organization is placed at the header of the letterhead, the Certification Mark should be placed at the footer of the letterhead, to maintain design consistency (Fig.19).

Note: The MSECB Certification Marks cannot be used for the sites of the organization that are not covered under the certification scope.

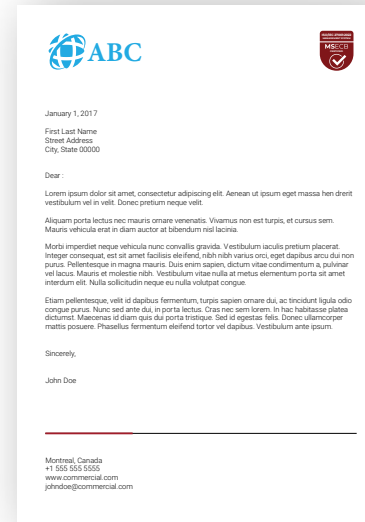


Fig.17. Header of the Letterhead



Fig.18. Footer of the Letterhead

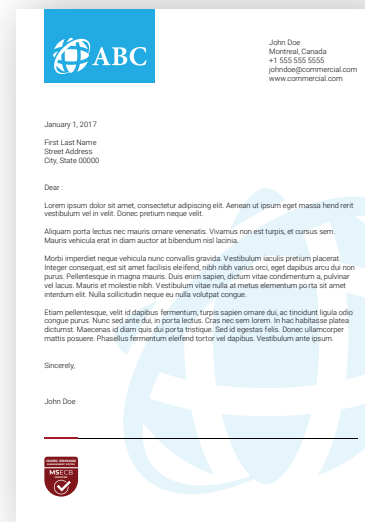


Fig.19. Footer of the Letterhead

Use of MSECBCertification Marks and Marketing Materials

Business Cards

Business card for years has been an attractive marketing tool that provides tangible information about an individual, or even an organization. They help you to share with others your organization's excellence and achievement in your daily business meetings.

MSECBC supports the idea of using Certification Marks in your own business card. The MSECBC Certification Mark can be placed either on the right or left side of the business card. The Certification Logo should not outweigh the company logo.



Fig.20. Certification Mark (left side)



Fig.21. Certification Mark (right side)



Fig.22. Certification Mark and organization logo

Use of MSECBCertification Marks and Marketing Materials

Email Signature

Email signature represents a significant feature of our everyday communication that conveys trust and professionalism to our customers.

By placing the MSECBCertification Mark along your own email signature, you will inform your clients and audience about the success of your organization.

- The Certification Mark can be placed along with your email signature while the distance between email signature and Certification Mark should be same with the width of the Certification Mark (Fig.23).
- You may also place the Certification Mark under your email signature while the distance should be one-half of the Certification Mark height (Fig.24).



Fig.23. Certification Mark along email signature

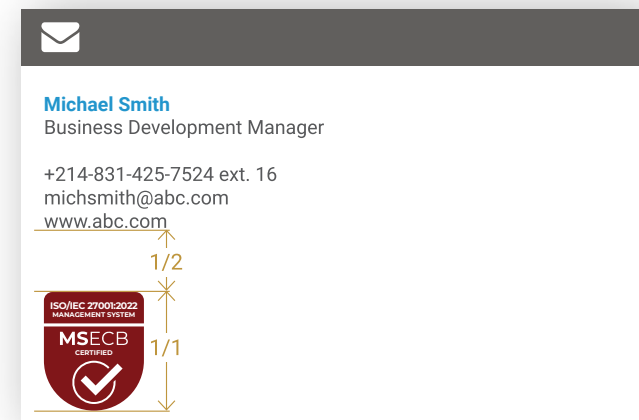


Fig.24. Certification Mark below the email signature

Where can you use the Certification Marks?

	On product ^{*1}	For transportation of products ^{*2} (larger boxes, etc.)	On vehicles or permanent structures (advertisement building, etc.)	In pamphlets (for advertisement, etc.)
Use of marks ^{*3} without statement ^{*3}	Not allowed	Not allowed	Not allowed	Allowed
Use of marks ^{*3} with a statement ^{*4}	Not allowed	Allowed	Allowed	Allowed

*1. This could be a tangible product itself or product in an individual package, container, etc. In case of testing/analyzing activities, the product could be a test/analysis report or certificate of conformity of training or achievement.

*2. This could be over-packaging made of cardboard or any other material that can be reasonably considered that will not reach the end users.

*3. This applies to marks that have a specific form including some basic description of its applicability. A statement in words alone does not constitute a mark in this sense. Any such wording should be true and not misleading.

*4. This could be a clear statement that "(This product) as manufactured in a plant whose quality management system is certified as being in conformity with ISO 9001".

Product statement

For those organizations seeking to demonstrate that product/services have been manufactured/delivered under their certified ISO 9001 or ISO 14001 management system without using the above logos, the following statements can be made on the product and its respective packaging:

"This product/service has been manufactured/delivered under the controls established by quality/environmental management systems that conforms to ISO 9001:2015/ISO 14001:2015 which has permitted exclusions (e.g., clause 8.3 Design and development of products and services) and has been certified by MSEC.B."

Certified Client Use of IAS Accreditation Symbol

The IAS Accreditation Symbol shall be used:

1. By certified clients in good standing with MSEC B.
2. On marketing/promotional material such as flyers, brochures, website advertisements, other physical advertising material, business cards and company letterhead.
3. The IAS symbol must be used in conjunction with the Certification Body Mark as shown in (Fig. 25 & 26).

The IAS Accreditation Symbol shall not be used:

1. On products or product packaging.
2. Without the corresponding Certification Body Mark.

MSEC B will ensure that its certified client remain in conformance with the above requirements and do not misuse the IAS Accreditation Symbol.



Fig.25. IAS Accreditation Symbol with MSEC B Certification Mark (Option 1)

OR

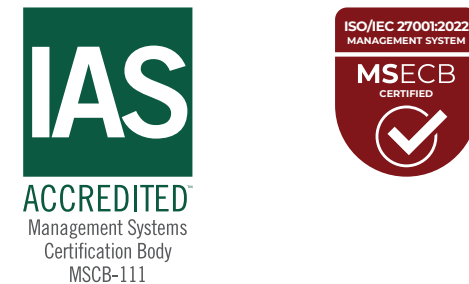


Fig.26. IAS Accreditation Symbol with MSEC B Certification Mark (Option 2)

What if Certification and Accreditation Marks are used inappropriately?

In case of inappropriate usage of Certification and Accreditation Mark, MSECB as a certification body reserves the right to instantly suspend or withdraw the Certification based on the factual evidence. MSECB, as the owner of the Certification Mark will take appropriate legal and regulatory actions against any organization which misuses the Certification and/or Accreditation Mark in any possible way.

We will be very thankful to you for reporting any inappropriate usage of Certification and Accreditation Mark.

If there is any complaint in the inadequate usage of Certification and Accreditation Mark, please contact us at **info@msecb.com**.

How can you promote your Certification?

It is time to celebrate your achievement!

Now that you have received a Management System Certification, it is crucial that this achievement is shared with your clients and the rest of the business world. By achieving a Management System Certification you demonstrate to your clients and others your dedication towards quality, something desirable from anyone and which can add value to your organization's products/services.

Promoting your Certification can be highly important due to the visibility and credibility that your organization can reach in the global market. Moreover, informing people about your organization's achievement can change their perceptions towards your products and services.

MSECB is here to accompany and assist your organization towards greater business success. So, take a full leverage out of your management system Certification and share this with your audience and other.

- Promote your Certification through the website.
- You will be able to share your achievements in the MSECB Social Media, while delivering your organization experience and telling how this achievement has assisted in improving your daily business processes.
- Your Certification experience can be used as a case study, powerful testimonial, referral point to address various issues in the MSECB Website, MSECB Social Media, Promotional Video Campaigns, etc.

For more information contact us at info@msecb.com or visit us at www.msecb.com

MSECB

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