

## Use of TÜV NORD mark

This procedure describes the use of the TÜV NORD CERT mark and the use of the TÜV NORD CERT certificate for those customers who have obtained certification, fulfilling the requirements of the reference standard or scheme and according to the conditions established in the Management System Certification Agreement between the company and **TÜV NORD CERT GmbH**.

**The TÜV NORD Certification Mark is a valuable marketing tool for organisations to use to promote your organisation and we encourage you to use it.**

### ✓ What can you do with the TÜV NORD CERT mark?

- The approval of the use of the mark shall only apply to the **certified business activity of the Client's company**.
- The usual conformity mark is printed in four colours (printing: 4c, CMYK) or five colours for more professional printing (5c, CMYK + Pantone 293 C for electric blue).
- For printing conformity marks (square), we recommend a minimum size of 25 x 25 mm.
- The mark must be easily legible and visible. Therefore, **ALL advertising designs/compositions created by the client must be approved by the Marketing Coordinator of TÜV NORD Mexico via email**.
- If you wish to display explanatory information about the certification in addition to the declaration of conformity mark, you can do so in the form of bullets or continuous text next to/below/above the TÜV NORD conformity mark. Use a different font and colour for your own statements.
- It is possible to place the compliance mark on background images. Make sure that the compliance mark remains easily recognizable and can be distinguished from other elements.
- Use the mark on correspondence, advertising or promotional material, internal walls and doors and in exhibition stands always related to its certification, electronic media (e.g. Internet or email addresses), ensuring that such material will not be used incorrectly.



RGB – Color space for digital use



CMYK – Color space for print

Dark Blue	
HEX	#00003C
RGB	0, 0, 60
CMYK	100, 72, 0, 73
RAL	5004
PMS	282 C
HKS	38

Electric Blue	
HEX	#001ED2
RGB	0, 30, 210
CMYK	100, 75, 0, 0
RAL	5002
PMS	293 C
HKS	43K

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TÜV NORD MÉXICO

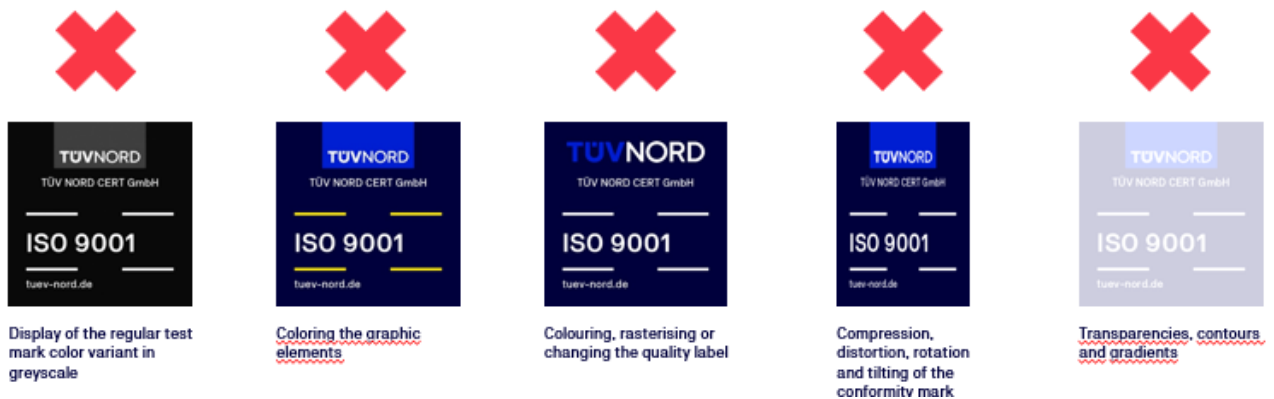
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## What can you NOT do with the TÜV NORD CERT mark?

- The use of the mark for any other of the Client's business activities shall not be allowed as well as the [DAkKS](#) accreditation mark, **TÜV NORD Mexico**, [ISO logo](#).
- The Client may not make any changes to either the certificate or the **TÜV NORD CERT**, [DAkKS](#) accreditation, **TÜV NORD Mexico**, [ISO logo](#).
- The certificate and the mark may not be used in a misleading or confusing manner for advertising purposes.
- Use the mark associated with any product or service outside the scope of certification.
- Use the mark on product certificates (e.g. certificates of analysis, conformity, calibration or testing).
- Must not be affixed to Customer's products or packaging (see page 2).

The use of the mark and the certificate is limited to the Client, who may not assign such use to third parties or legal successors without the express authorization of the Certification Body. If an assignment is desired, it is necessary to submit a request to that effect. If necessary, in this case, a new audit will be carried out.



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### ? Where can the TÜV NORD CERT mark be used?

		About the product <sup>2</sup>	Packing <sup>6</sup> large boxes, etc. Used to transport products <sup>2</sup>	In brochures, web pages or advertising
Uses of the Mark <sup>3</sup>	Without declaration	<b>NOT PERMITTED</b>	<b>NOT PERMITTED</b>	<b>PERMITTED<sup>5</sup></b> WITH PRIOR DESIGN AUTHORIZATION
Declaration without Mark <sup>4</sup>		<b>NOT PERMITTED</b>	<b>PERMITTED<sup>5</sup></b> WITH PRIOR DESIGN AUTHORIZATION	<b>PERMITTED<sup>5</sup></b> WITH PRIOR DESIGN AUTHORIZATION

1. This could be a tangible product or product in an individual package, container, etc.
2. This could be an over-packaging made of cardboard, etc., which can reasonably be considered as not reaching the end users.
3. This applies to marks that have a specific form that includes a basic description of their applicability. A statement in words alone does not constitute a mark in this sense. Such wording must be true and not misleading.
4. This could be a clear statement that "(this product was) manufactured in a plant whose management system is certified as conforming to (standard)". The statement shall include a reference to the identification (brand or name) of the certified client: The type of management systems and the applicable standard. The certifying body issuing the certificate.
5. The mark may only be used as specified herein with prior review and approval via email of design/layout created.

#### **Definition:**

6. Product packaging is considered to be that which can be disposed of without disintegration or damage to the product. Accompanying information is considered to be separately available or easily removable. The status shall in no way imply that the product, process or service is hereby certified.

The Client shall endeavour to ensure that the TÜV NORD Mark is only used in the competition in such a way as to claim the Client's facilities that are in accordance with the certification.

The Client shall also ensure that, in the context of the competition, the impression is not given that the Certification Body's certification is an official inspection.

The use of the Mark shall be restricted to the holder of the permission to do so and may not be transferred by the Client to third parties or successors without the express permission of TÜV NORD. If such a transfer is required, an application shall be submitted. If necessary, a new audit must be performed.

## Where can I find the TÜV NORD CERT mark?

Contacting directly with the Marketing coordination and to ensure good use of it, examples of its use should be sent for review and approval by mail.

Ana Cristina Páramo (Coordinador de Marketing)

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## CGCRE and ANAB Accreditation Specifications

### CGCRE – TÜV Brasil Accreditation:

This document can be found on the following web page: <https://www.tuv-nord.com/br/pt/tuev-nord-brasil-brtuev/arquivos-para-download/> under the "National" section, the file is called "Logo Brand Use Manual".

From page 51 for part of 37001 to request the logos, please contact us at this e-mail address: [DL-BR\\_qualidade@tuev-nord.de](mailto:DL-BR_qualidade@tuev-nord.de)

### ANAB- TÜV USA accreditation:

This document can be found on the following web page:

<https://www.tuv-nord.com/us/en/guidelines-and-policies/> within the "Quality General" section and is called "TUV USA Client Requirements for QMS Certification GOP02".

## Misuse of the TÜV NORD CERT Mark

In the event of any claim or claim against the Certification Body based on the principles of product liability as a result of use of the mark and/or certificate by the Client contrary to the contract, the Client shall be obliged to indemnify the Certification Body for all claims of third parties. The above shall also apply to all cases in which the Certification Body is subject to claims or complaints filed by third parties as a result of advertising claims or other behaviour of the Client.

In the event that the certificates are withdrawn, the client must immediately return them to the Certification Body, remove and destroy the existing copies of the certificates and cease to include the certificates in its advertising. At the request of the Certification Body, the Client shall confirm in writing to the Certification Body the complete return of the certificates, the destruction of the copies of these and the cessation of their inclusion in the advertising.

The Client undertakes to ensure that the use of the mark and the certificate **is only for advertising and competitive purposes in such a way that the advertising material only includes statements that are in accordance with the content of the certificate as it relates to the Client's business activity**. The Client must also ensure that no impression is created within the framework of business

competition that the certificate issued by the Certification Body is an inspection carried out by an official body.

The Customer shall have the non-transferable right, limited to the term of the contract, to use the mark and the certificate as contemplated hereinabove.

## Term of the right of use

The Client's right to use the mark and dispose of the certificate shall terminate with immediate effect, without the need for any notice of termination, if:

1. The Client shall immediately notify the Certification Body of any change in the situation or circumstances of his company that are decisive for the certification, as well as signs or indications that allow foreseeing such changes, or;
  - The mark and/or the certificate shall be used in any way that would contravene the provisions of the section Conditions for the use of the mark (TÜV NORD CERT) and the certificate (TÜV NORD CERT);
  - the results of the follow-up audit no longer justify the certificate, or;
  - insolvency proceedings are undertaken against the Client's assets or an application for insolvency proceedings is rejected based on lack of assets, or;
2. Follow-up audits could not be performed for reasons attributable to the Client, or;
3. Disputes arise in connection with the trademark within the framework of competition law or intellectual property rights law.

Furthermore, both TÜV NORD CERT GmbH and the Customer may terminate the contractual relationship with immediate effect if the Customer is subject to a legal prohibition on the use of the trademark. The latter provision shall also apply to the certificate.

The Certification Body may, if any of the above situations occur, withdraw the certificate, or declare it invalid.

**In case of termination of use, the Client shall return the certificate to the Certification Body.**



## Questions and clarifications

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