



Guidelines on using the TÜV SÜD Mark

1. PURPOSE and SCOPE

These are procedural guidelines and general conditions on using the TÜV SÜD Certification mark upon successful certification by TÜV SÜD PSB Philippines Inc. The guidelines should help certificate holders in using the mark correctly when producing printed materials, advertising, etc.

2. RESPONSIBILITY

The customer and/or certificate holder assumes complete and full responsibility in using the TÜV SÜD mark. The Sales & Marketing, Certification Admin and Auditors are responsible in monitoring and ensuring the correct use of TÜV SÜD mark by the customer.

All materials including but not limited to letterheads and advertisement brochures containing the mark/s shall be submitted for TÜV SÜD's written approval prior to their use and or release to the public.

3. TERMS OF VALIDITY

The mark is effective from the day the certificate is issued following the completion of the audit process and remains valid until the specified date of certificate expiry.

4. ACCEPTABLE USE OF MARK

TÜV SÜD mark may be used on letterheads of the organization, in advertisements and materials (i.e. brochures, pamphlets and letterheads) used for advertising and promotion of the organization.

The organization shall identify the processes to which the Certificate applies when using the Marks in a context where the scope of the certification is in doubt.

The Marks shall **not** be directly applied on the organization's product and its packaging or be associated with the organization's product in such a way as to imply that the product itself is certified by TÜV SÜD.

A certificate and/or mark referring to a management system may only be used to promote the system concerned. A product certificate (in as far as the mark is approved) or a product mark may only be used to promote the certified product.



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The certificate holder may use the TÜV SÜD mark and their company identifier in conjunction with one another in as long as they are clearly distinct.

The use text to advertise a successful certification, is allowed. There shall **not** be any additional statements that go beyond the actual contents of the certification mark nor shall there be any falsifying or misleading statements.

Examples of permitted statements:

- "Our quality management system is certified according to ISO 9001"
- "Our energy management is certified according to ISO 50001"
- "Our organization is certified according to ISO 9001"
- "Quality management system certified by TÜV SÜD PSB Philippines Inc. according to ISO 9001"

Examples of non-permitted statements:

- "Our quality is certified according to ISO 9001"
- "Excellent performance based on certification according to ISO 9001"
- "Top consulting based on our certification according to ISO 9001"

See below sample/correct certification mark:



5. UNACCEPTABLE USE OF MARK

A management system certificate holder cannot use the mark on products, product packaging, or product labeling. It also cannot be used in any way that could be misinterpreted as a TÜV SÜD product certification.

The certificate holder cannot use the mark on Certificates of Compliance or Calibration Reports, Laboratory Tests and Inspection Reports as such reports are deemed to be products in this context. It shall **not** be also applied to business cards, email signature and certificate attendance.



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The certification mark must not be compressed, stretched or otherwise altered in shape.



6. TERMS OF USAGE

TÜV SÜD Mark shall only be used by the certified organization and shall always be used in conjunction with the organization's name, certificate number and relating to the process(es) listed in the Certificate. A copy of the use of the TÜV SÜD Mark(s) shall be provided upon the release of the Certificate.

The organization shall discontinue immediately the use of the Marks upon expiry or revocation of the Certificate, or for whatever reason(s) as decided by TÜV SÜD PSB.

A certified organisation may use the given Accreditation Mark. However, the Accreditation Mark must be used together with the respective certification Mark. The Marks are to be positioned side-by-side and boxed up together.

7. SUSPENSION/AMENDMENT

In the event that the organization's certification has been suspended or withdrawn, the organization shall discontinue the use of all advertising material that contains reference to its certification.

In the event that the scope of certification of the organization has been reduced, it shall amend all its advertising material in reference to its current scope of certification.

8. FAILURE TO COMPLY BY THE CERTIFICATE HOLDER

In case that the organization failed to comply on the above conditions, TÜV SÜD PSB Philippines through its Certification Admin Manager shall do the following actions:

1. Request for immediate correction and corrective action from the organization.
2. If the organization fails to implement corrective actions, then TÜV SÜD PSB Philippines Inc. shall suspend or withdraw the certification. If necessary, legal actions shall be taken.



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9. LOGO OWNER

Name and location of the certification mark owner.

TÜV SÜD PSB Philippines Inc.
Unit 1808, The Orient Square Building, F.
Ortigas Jr. Rd., Ortigas Center, 1605 Pasig
City, Philippines