



Management Service

Choose certainty.
Add value.

Set yourself apart. With the right mark.

How to use the certification marks of
TÜV SÜD Management Service GmbH
correctly.



2016
edition



Testing and verification are good – but they are better with a certification mark.

Use the certification marks of TÜV SÜD Management Service GmbH – but use them correctly.

Eight sides to trust and quality

The TÜV SÜD certification marks are well-known at international level. Surveys have shown that people associate the blue octagon with reliability. Our excellent reputation is a direct result of our high standards and our “quality first” culture in certification. This philosophy is embedded in our corporate policy – and thus forms the basis of all our services.



Is your company certified? Then there are many different ways in which you can use, and benefit from, our certification mark in your corporate communication. However, there are some rules set forth in the Testing and Certification Regulations of TÜV SÜD that need to be observed. To help you to comply with these rules, we have summarized the most important requirements for using the certification marks of TÜV SÜD Management Service GmbH correctly. This brochure will provide you with information about our certification marks and their correct use and about our download center for certification marks.





The TÜV SÜD brand

TÜV is one of the best-known German brands, not only in its home country but throughout the world. TÜV SÜD, the other German testing and inspection (“TÜV”) organizations and the TÜV brand association (TÜV Markenverbund e. V.) thus make every effort to protect this brand – worldwide. Around the globe, TÜV SÜD and its blue octagon stand for greater certainty and added economic value.

TÜV SÜD Management Service GmbH

TÜV SÜD Management Service GmbH provides auditing, assessment, validation and certification of a range of management systems for companies in all sectors of the manufacturing and service industries.

Criteria for obtaining a certification mark of TÜV SÜD Management Service GmbH

Customers of TÜV SÜD Management Service GmbH who have successfully completed the relevant certification process receive a certification mark. You can use the certification mark as soon as the valid certificate has been issued. The auditor’s confirmation that the audit has been passed is not sufficient authorization for use of the certification mark.

Good rules for good certification marks.

Binding certification mark guidelines.



Rules on how to use the certification mark of TÜV SÜD Management Service GmbH in advertising

Please ensure you use the TÜV SÜD certification mark correctly at all times – as set forth in the clauses on the use of certification marks in TÜV SÜD's Testing and Certification Regulations. The following aspects are particularly critical:

- No certificate, no certification mark. The TÜV SÜD certification mark can only be used in combination with a corresponding valid certificate.
- In case of certificate suspension, expiry, revocation or withdrawal, use of the certification mark in advertising must be discontinued immediately.
- Use of the certification marks of TÜV SÜD Management Service GmbH is restricted to the currently valid certificate scope. If this scope changes, use of the mark in advertising may have to be adjusted accordingly.
- As a matter of principle, the TÜV SÜD certification mark may only be used in connection with the relevant organization and standard. Use on personalized items of communication such as business cards or email signatures is not permitted.
- If the certification standard is in the non-regulated sector, any advertising featuring the certification must point out that certification is voluntary. This applies to certification standards that are not ISO standards but, for example, ISO-based certification procedures or standards developed by TÜV SÜD Management Service GmbH.

As the certificate holder, you are responsible for the correct use of your TÜV SÜD certification mark and certificate. Transfer of rights of use or certificates to third parties is not permitted. Please note that TÜV SÜD Management Service GmbH cannot provide legal review or approval of your design, specifically not in terms of competition law. Such evaluation should be carried out by your legal department or external legal consultants. The certification mark of TÜV SÜD Management Service GmbH refers to processes and/or systems established in the certified organization. Given this, the certification mark may only be used in connection with a company or its management systems.

No product-related or otherwise misleading use

Please ensure that the certification mark is not used for judgmental or product-related advertising or gives the impression of product certification. TÜV SÜD certification marks for management systems must not be used in a misleading manner, nor may this type of use be tolerated.

Please note:

- In this context, services shall be treated like products. Consequently, it is not permitted to affix the certification mark to laboratory reports, calibration certificates or certificates of attendance that confirm or promise certain characteristics of a product or service.
- Use of the TÜV SÜD certification mark in advertising is only permitted if there is clear and unmistakable reference to the subject matter of certification.
- Any possibility that the TÜV SÜD certification mark of TÜV SÜD Management Service GmbH could be misinterpreted as a product or service quality label must be avoided by all means.
- It must be made very clear that the certified organization and its personnel are not part of TÜV SÜD.

Additional legal note

Please be aware that in the event of misuse of a certification mark in advertising, you also run the risk of your competitors issuing a “warning notice” under competition law, which may incur considerable costs. The responsibility of the users of certification marks may even extend to responsibility under criminal law in cases involving misuse. Given this, it is in your own interests to make sure that you only use the certification marks you are authorized to use in the correct and permitted manner.

The Download Center for Certification Marks of TÜV SÜD Management Service GmbH.

Your online access to the certification mark matching your certificate.

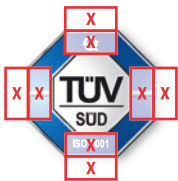
As soon as you hold your certificate in your hands, you can download the certification mark from our download center. To log in, you need your contact details, the audit report number and your certificate number. You will find both numbers on your certificate. Simply download the correct certification mark and use it to communicate your successful certification to customers, business partners and others.

www.tuev-sued.de/management_systems/our_company/certification_marks



Clear menu navigation for easy downloading of your certification mark

When you download the TÜV SÜD certification mark, you will receive a data package that includes several image file formats, such as JPG, EPS, TIF, PNG etc. These file formats support both printing and electronic media. They must not be altered or otherwise imitated – please use only the original files to ensure that proportions, colors and contents are correct at all times.



A minimum clear space equivalent to the width of the octagon frame = X must be left around the TÜV SÜD certification mark.



The TÜV SÜD certification mark must stand alone and may not be associated with any other elements (TÜV SÜD logo, judgmental statement or graphics). Nor may it be combined with the “corporate area” (the gray background area used for the company logo).



The statement of conformity inside the TÜV SÜD certification mark must not be changed in content or design.



Combination of the certification mark with the slogan of the organization using the certification mark or other distorting or misleading statements is not permitted.



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



The colors of the certification mark must not be altered.

Correct use, greater impact.

Possible uses of the certification mark of TÜV SÜD Management Service GmbH.

How and where to use the TÜV SÜD certification mark

Use your certification mark in a host of different ways in internal and external corporate communications.

For example, use of the certification mark is permitted:

- in outdoor advertising/advertising in the reception area
- in corporate videos
- in corporate presentations
- in company brochures
- on business stationery
- in advertisements and catalogs
- on posters
- at trade-fair stands
- within the scope of marketing campaigns
- at events
- on your website
- on the Internet and Intranet
- in newsletters to clients and staff

Use of the certification mark is not permitted:

- on business cards or in email signatures
- on products or product packaging
- on laboratory reports, inspection reports or certificates of attendance

Scale of the certification mark

When you use the certification mark, please ensure its use does not give the impression that the certified organization or its personnel are part of TÜV SÜD. **When used in media (correspondence, Internet etc.), the certification mark should thus be significantly smaller than your company logo.** However, the information inside the certification mark should still be clearly legible. We recommend ensuring the legibility of the certification mark in Internet use by incorporating it in a pop-up window which is opened by hovering the cursor over the certification mark.

Textual presentation

You can also use text to advertise your successful certification. In this case, please make sure that the certification statements of TÜV SÜD Management Service GmbH are reproduced correctly and not distorted. You must not add any statements that go beyond the actual contents of the certification mark. In particular, you must not add 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 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”

Frequent mistakes

Please remember the certification mark may only be used for organizations listed on the certificate. In organizations with multiple sites, the certification mark may only be used for the site actually certified. In catalogs and advertising, too, strict attention must be paid to avoid giving the impression of certification relating to a product or service.

Special case – graded certification marks

Some certification marks, for example in the field of service certifications, include grades. Under competition law, if you wish to use such a certification mark in advertising or for other purposes, you must publish more detailed information on these grades. We provide our clients with an audit report for this purpose. A reference must be provided next to the certification mark (asterisk with link to a website or similar) where consumers can look up the respective audit report. Important: This information must be presented in a clear and easy-to-understand form and must be available without requiring significant research efforts.

Our tip

Plan any marketing measures using your certification mark at an early stage to ensure you can comply with the contractual terms of use and build the best possible form of communication with staff, suppliers, business partners and customers. To achieve this, work with your marketing departments and the relevant suppliers right from the start and involve them in the process.

The current and complete version of our **Testing and Certification Regulations** is available at: www.tuev-sued.de/management_systems/our_company



Strong brand, perfect presentation.

Style guide to using the certification mark.

The certification mark of TÜV SÜD Management Service GmbH

A certification mark is the short form of a certificate, and represents an addition to it for use in advertising. It must not be mistaken for the company logo of TÜV SÜD Management Service GmbH. Use of the certification mark is only possible in combination with a valid certificate.

In all TÜV SÜD certification marks, the name "TÜV SÜD" is written inside the octagon. The certification mark has a graphic 3D effect with shading. It is available in color and in black-and-white. In addition to the most common single octagon, some standards use certification marks in the shape of double octagons, e.g. service certifications. The certification mark must always allow clear identification of the type of certification (service, system, process, organization).

Differences between the logo and the certification mark

At first glance, the certification mark and the logo of TÜV SÜD Management Service GmbH do indeed look similar. Given this, it is all the more important to note the differences between the certification mark and the logo. Only the certification mark of TÜV SÜD Management Service GmbH may be used in advertising and is available for downloading. The logo, by contrast, may only be used by TÜV SÜD companies.

Combination of the certification mark with the logo of TÜV SÜD or TÜV SÜD Management Service GmbH is not permitted, nor may certified companies use the TÜV SÜD logo. Use of the TÜV SÜD slogan "Choose certainty. Add value." is also not permitted.



Logo and certification mark

Characteristics of the TÜV SÜD certification mark

- The frame of the octagon is divided by two silver bars
- Text inside the octagon frame, e.g. the name of the standard, pictogram, information etc.
- **May be used by customers**



Example of a single certification mark and a double octagon



Example of a certification mark for new standards

Characteristics of the TÜV SÜD logo

- Undivided octagon frame
- No text inside the octagon frame
- The logo may only be used by TÜV SÜD companies
- **Must not be used by customers**





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