




USE OF LOGO

LOGO RULES & REGULATIONS

EQCS Logo Color & Size Details

	<p>Minimum Size: Length X Breadth (16X12mm)</p> <p>CMYK- Color</p> <p> C-0 M-49 Y-98 K-0</p> <p> C-100 M-100 Y-17 K-59</p> <p>EQCS Font — Gotham Bold</p> <p>EUROPEAN QUALITY CERTIFICATION SERVICES Font — Helvetica Bold</p>
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Above EQCS logo is for those organization, who's management system is certified by EQCS.

Organizations can use EQCS logo on stationeries, publicity materials including brochure, business cards, letterhead pads, invoices, delivery notes, emails, pamphlets, profiles, advertisements, websites, videos advertising etc. in the following manner:

Do's

- Color combination & fonts shall be same as explained above or simply black & white.
- "European Quality Certification Services" in the logo shall be clearly visible.
- Accreditation body's logo needs to be used in combination with the EQCS logo, as applicable.
- Clients using logo shall ensure that traceability remains to EQCS.

Certified organizations **cannot** use EQCS logo in the following manner:

Dont's

- There shall be no ambiguity, in the mark or accompanying text.
- Shall not use on laboratory test reports, calibration and inspection certificates.
- Shall not use on the products.

- Shall not use on the primary or secondary packaging.
- Shall not use logo in small size (minimum size- Length X Breadth= (16X12mm))
- Logo shall not be used on any other company, which is not certified by EQCS.
- Clients shall not use the logo for the product or service which is outside the scope of certification by EQCS.
- Logos should not be used in such a manner that that it misleads to the scope of certification and would bring disrepute to EQCS or certification system.
- Statement accompanying the logo shall be separate and no way shall imply that the product/services/processes are certified by this means. The statement shall make reference to:
 - Identification (brand or name) of the certified client.
 - The type of management system certification
 - Certification body issuing the certificate.

EQCS certified client's (obligations)

- Certified clients are not allowed for any misleading statement regarding the certification.
- Upon withdrawal of its certification, client discontinues its use of all advertising matter that contains a reference to certification, as directed by the certification body.
- Clients shall amend all advertising matter when the scope of certification has been reduced.
- does not allow reference to its management system certification to be used in such a way as to imply that the certification body certifies a product (including service) or process;
- does not imply that the certification applies to activities and sites that are outside the scope of certification;
- does not use its certification in such a manner that would bring the certification body and/or certification system into disrepute and lose public trust.

ACCREDITATION LOGO:

The accreditation logo may only be used in combination with the EQCS logo. The accreditation logo along with EQCS logo may be uniformly enlarged or reduced but shall be sufficiently large for the symbol to be clearly legible. Color combination & fonts shall be same as explained or simply black & white. The accreditation logo along with EQCS logo may be used on stationeries, publicity materials including brochure, business cards, letterhead pads, invoices, delivery notes, emails, pamphlets, profiles, advertisements, websites, videos advertising etc. The accreditation logo & EQCS logo shall not be used in any way that it misleads about the accredited status of the EQCS certified organization.

The accreditation logo along with EQCS logo shall not be used on laboratory test reports, calibration and inspection certificates, products, primary or secondary packaging.

Where the organization (the client) wishes to use any statement instead of using the symbols of the certification & accreditation bodies, the statement shall in no way imply that the product, process or service is certified by this means. The statement shall include reference to:

— identification (e.g. brand or name) of the certified client;

- the type of management system (e.g. quality, environment) and the applicable standard;
- the certification body issuing the certificate.

The use of EIAC symbol is compulsory for EQCS, and shall be restricted to the accredited scopes only (for which Emirates International Accreditation Centre (EIAC) has accredited EQCS, where some specific circumstances required an exception from this condition. EQCS shall get approval from EIAC when an exception is acceptable for specific cases.

EQCS logo & EIAC Accreditation symbol shall not appear in a size that makes the EIAC name unreadable, except on business cards. The minimum size for reproducing the EIAC logo in print shall be at 25mm wide and 11mm height; while for web as 100 pixels.

EQCS shall print accreditation number Eg:(CB-QMS-084) centrally under the EIAC logo as follows:



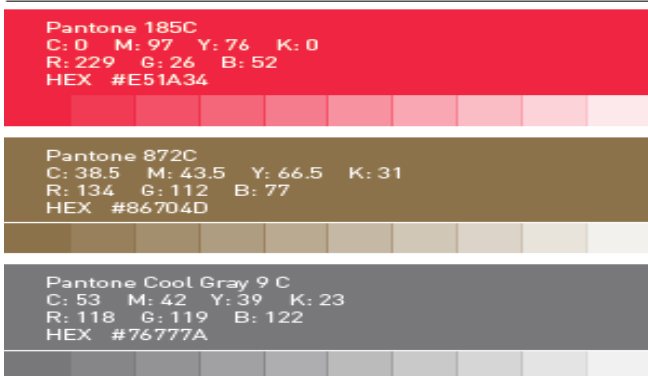
Following is the color scheme of EIAC accreditation symbol:

For Blue color: Red: 0, Green: 11, Blue: 140

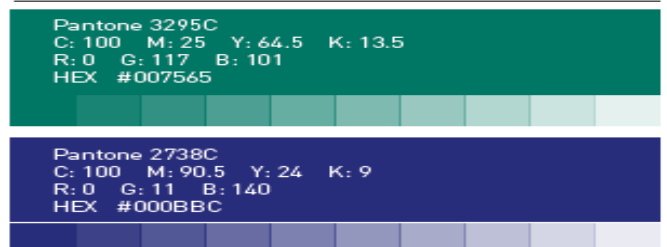
For Gold color: Red: 134, Green: 112, Blue: 77

For Grey color (font color): Red: 118, Green: 119, Blue: 122

Primary colors



Secondary colors



The embossed or die-stamped versions of Accreditation Symbol are allowed by respecting the color scheme. The EIAC Accreditation Symbol shall only be used in its normal horizontal orientation. The Symbol shall not be rotated, distorted, compressed or stretched in any way.

The EIAC Accreditation Symbol shall not be used on a background that will impede readability. The EIAC Accredited Symbol shall not be used in such a way as to state, imply or suggest that EIAC accepts responsibility of any of the statement of conformity/approval.

The EIAC Accreditation Symbol shall not be used on any certification/approval of the products tested, inspected, or certified.

During the period of suspension of accreditation or withdrawal of accreditation, the EQCS shall immediately discontinue the use of the accreditation symbols and any references to its accreditation status within the affected scope; in all reports, certificates, marketing and promotional materials, stationeries, internet websites, social programs etc.

ACCREDITED CAB COMBINED IAF MLA MARK:

Accredited CAB Combined IAF MLA Mark is the combination of IAF MLA Mark and EIAC's accreditation symbol that the accredited certification bodies are entitled to use.

The Accredited CAB Combined IAF MLA Mark can only be used by the accredited certification bodies after signing "EIAC Agreement with Certification Bodies for the use of IAF MLA MARK". EIAC only allows the use of this mark for the programs/schemes for which it has signed the relevant IAF MLA.

Note: The certified clients of certification bodies are not allowed to use Accredited CAB Combined IAF MLA Mark.

Eg:



EQCS OWNERSHIP

Certificates issued by EQCS remain the property of EQCS and must be returned when requested.

Certified clients must ensure that no incorrect references to EQCS certification or misleading use of certificates or logos occur.

If in case EQCS certified client uses the EQCS logo not conforming to the above-mentioned do's, don't's and obligations, then EQCS shall take suitable actions and requests the organization for correction, corrective action, suspension, withdrawal & if necessary, take required legal action.