


UNIVERSAL – Certification Services	
USING of LOGO INSTRUCTION	Document No: UIN.01

1. *UNIVERSAL have rules governing the use of any statement on product packaging or in accompanying information that the certified client has a certified management system.*
2. *UNIVERSAL logo can be used by the organizations succesful in the certification assessments conducted by UNIVERSAL.*
3. The organizations certificated by *UNIVERSAL* use the appropriate logo in accordance with the accreditation rules. The organizations that had the right to use the certificates are also given the copies of the instructions of the related accreditor bodies for using the certificates and logos.
4. The *UNIVERSAL* logo or certificate can not be used by the suborganizations or the partners not included in the scope of the certificate.
5. The *UNIVERSAL* Logo;
 - ✓ *Can not be applied by certified clients to laboratory test, calibration or inspection reports or certificates.*
 - ✓ Can not be used as a product certificate
 - ✓ Can be used on the product **packing** (Product may be touchable directly or be inside of a package or pack. *Also type labels or identification plates are considered as part of the product. Product packaging is considered as that which can be removed without the product disintegrating or being damaged.) Accompanying information is considered as separately available or easily detachable.*
 - ✓ *The statement shall in no way imply that the product, process or service is certified. 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.*
 - ✓ May be used on the packages of the products with a statement indicating that the certificate does not belong to the product but the system (e.g. “This product (... *Branded Product*) has been produced in a site whose quality management system is certified *by UNIVERSAL* according to the standard ISO 9001:2015.”).
 - ✓ May be used on its advertising publications, official documents or introductory brochures.
6. The rules for the usage of the *UNIVERSAL* logo are given below:

Usage of the BK certificate mark	On the product (*a)	On the packages like big boxes for transportation of the products (*b)	On the advertisement materials, like brochures
Without explanation	Can not be used	Can be used	Can be used (*d)
With explanation (*c)	Can not be used	Can be used (*d)	Can be used (*d)

*a. Product; may be a physically available or may be inside of a pack or box. *Type labels or identification plates are considered as part of the product. Product packaging is considered as that which can be removed without the product disintegrating or being damaged*


*b. May be the outer package that is considered not to reach the end user.

*c. There should be a clear statement as: *“This product (... Branded Product) has been produced in a site whose quality management system is certified by UNIVERSAL according to the standard ISO 9001:2015.”*

*d. May be used, provided that the other requirements of these rules are fulfilled.

7. The *UNIVERSAL* logo can be used in the following shapes, colors, dimension (proportionally) and on white background:


Date: 04.01.2016	Revision No: 5	Page: 1/3
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UNIVERSAL – Certification Services	
USING of LOGO INSTRUCTION	Document No: UIN.01



8. The *UNIVERSAL* logo can be used by the approval of The Certification Manager about the shape of the logo to be used.
9. The certificated organizations by *UNIVERSAL* can use the *DAkKS* Accreditation Brand on stationery, advertisement, introduction and similar supplies if the certificate is within the context of accreditation. *DAkKS* Accreditation Brand can not be used alone without *UNIVERSAL* logo.
10. The term of “Introductory Materials” encloses attached notes, labels, documents or written communications on the products and materials excluding products and materials that are produced under the accreditate product certification activity. This limitation is also valid for packaging and promotion materials.
11. *DAkKS* Accreditation Brand can not be used on vehicles.
12. *DAkKS* Accreditation Brand can not be used on buildings and flags.
13. The *UNIVERSAL* logo will be send to the related organization on “CD”s, on request. Besides, the *UNIVERSAL* logo is accessible via the web site of *UNIVERSAL*.
14. The certificated organizations can only use the *UNIVERSAL* logo in their activities included in the scope of the certificate. The *UNIVERSAL* logo can not be used as product certificate or in the activities those are not included in the scope of the certificate.
15. The organization should stop using the logo in case of a termination, suspension or cancellation of the certification agreement.
16. The certificated organizations, starting from the granting of the certificate, are liable to obey the conditions of this instruction, as long as the certificate is valid. Legal actions are taken if any usage of logo is determined to be contradicting with this instruction.
17. The certificates of the organizations that do not fulfill the requirements of this instruction are suspended or cancelled.

REVISION INFORMATION		
Rev. No	Revision Date	Revision Explanation
0	23.06.2008	Instruction is reestablished because of passing ISO/IEC 17021 standard.
1	02.05.2012	Change of ISO 9001:2000 to ISO 9001:2008
2	09.11.2013	General grammatical and editorial amendments have been done. Instructions's fonts
Date: 04.01.2016		Revision No: 5
		Page: 2/3
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UNIVERSAL – Certification Services	
USING of LOGO INSTRUCTION	Document No: UIN.01

		have been changed from “Tahoma” to “Calibri”. TGA-DAR replaced by DAkKS
3	20.01.2014	The company name and the logo corrected as “UNIVERSAL”
4	05.06.2014	Changing of Universal Logo
5	<i>04.01.2016</i>	<i>Transition to ISO/IEC 17021-1:2015, ISO 900:2015 and ISO 14001:2015</i>

PREPARATION	APPROVAL
MANAGEMENT REPRESENTATIVE	MANAGING DIRECTOR

Date: 04.01.2016	Revision No: 5	Page: 3/3
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