



LOGO USAGE GUIDELINES

1. Purpose

This document provides guidance to ensure that Sancert-issued certification logos are used correctly and responsibly by certified clients. The logo represents certification status and must never be misused or misrepresented.

2. General Rules of Use

- Any documentation containing the Sancert certification logo or referencing Sancert certification must clearly indicate which activities are not covered by certification.
- The logo may be displayed on stationery (e.g., letterheads, quotations, brochures), digital platforms (websites, email signatures), and other items relevant to certified activities.
- Logos may be reproduced by professional printers to enhance definition but must remain unaltered in design.
- The logo must not imply that Sancert approves or certifies specific products or services. Certification applies to management systems, not outputs.
- Upon termination, suspension, or withdrawal of certification, organizations must immediately cease use of the logo and remove it from all materials.

3. Enforcement

Sancert actively monitors logo usage. Misuse may result in a finding and requests for corrective action.

4. Logo Format Requirements

- Only original logos issued by Sancert may be used.
- The official Sancert brand logo is not permitted for certification claims.
- Colours must remain unchanged; only original colours or greyscale versions are allowed.
- Logos may be resized proportionally, but distortion or alteration is prohibited.
- Logos must not appear on laboratory test reports, calibration reports, or inspection reports.

5. Accreditation Logos

Clients are prohibited from using IAF, Global ACI or accreditation body logos or symbols. Only Sancert-issued certification logos may be used on documents, advertising, or marketing materials.

6. ISO Logo

ISO is not a certification body and does not authorize use of its logo. Clients must not use any official ISO logos. For more information, refer to: [ISO Name and Logo Guidelines](#).

7. Contact

For clarification or approval of logo usage, please contact Sancert directly.

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