


<b>UNIVERSAL GmbH</b>	
<b>USING of LOGO INSTRUCTION</b>	<b>Document No: UIN.01</b>

1. UNIVERSAL have rules governing *any management system certification mark that it authorizes certified clients to use*. The use of *certification mark*, any statement (*accompanying text*) on product packaging or accompanying information *provides information for the certified client has a certified management system*.
2. UNIVERSAL logo can be used by the organizations successful 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 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 will not use on ;
  - ✓ by certified clients to laboratory test, calibration or inspection reports or certificates.
  - ✓ *on a product nor product packaging nor in any other way that may be interpreted as denoting product conformity (in a way that reminds product certification or as product certificate). So the logo or statement shall not in a way imply that the product, process or service is certified.*
  - ✓ *for the activities those are not included in the scope of the certificate. (The certificated organizations can only use the UNIVERSAL logo in their activities included in the scope of the certificate.)*
6. *The organization may use UNIVERSAL logo at listed areas below:*
  - a) *On promotional materials like pens, daybooks, lighters, calendars, etc.*
  - b) *On documents like letterheads, business cards, waybills, invoices, introductory brochures, order forms, envelopes, advertising publications etc.*
  - c) *On organization signboards*
  - d) *On advertisements at newspapers and magazines*
  - e) *On brochures*
  - f) *On staff uniforms*
  - g) *On websites, other communication media*
7. *Product packaging is considered as that which can be removed without the product disintegrating or being damaged.* May be used on the packages of the products with a statement (*accompanying information*) 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 certificated by UNIVERSAL according to the standard ISO 9001:2015.>").
8. The statement used with UNIVERSAL logo 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.
9. The rules for the usage of the UNIVERSAL logo are given below:

Usage of the UNICERT 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 <i>not</i> be used	Can be used (*d)
With explanation (*c)	Can not be used	Can be used (*d)	Can be used (*d)

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\*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 (*external packaging like pasteboards*).

\*c. There should be a clear statement as: "This product (... Branded Product) has been produced in a site whose quality management system is certificated by UNIVERSAL GmbH according to the standard ISO 9001:2015 *with indicated certificate number.*"

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

UNIVERSAL Logo 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.

**10.** *The organization may use UNIVERSAL logo with the expression on secondary product packages used for only transportation or storage purposes (thus at normal conditions there is no possibility that marks are seen by final consumers) by indicating the standard and their certificate number. This expression and marks must be together and not used standalone.*

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




**12.** The UNIVERSAL logo can be used by the approval of Certification Manager about the shape of the logo to be used.

**13.** The certificated organizations by UNIVERSAL **can not use** the DAkkS-Symbol on stationery, advertisement, introduction and similar supplies, *vehicles, buildings - flags (with or without UNIVERSAL logo).*

**14.** The UNIVERSAL logo will be send to the related organization on "CD"s, *mail* on request. Besides, the UNIVERSAL logo *and logo instruction* is accessible via the web site of UNIVERSAL.

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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.
17. The certificates and *UNIVERSAL logo* of the organization that do not fulfill the requirements of this instruction *and used in a misleading and improper way, UNIVERSAL may request a correction and corrective action, short-notice audit, suspension, withdrawal depending on the level of misuse or cancellation of certificate. Legal actions are taken if any usage of logo is determined to be contradicting with this instruction.*

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 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	04.01.2016	Transition to ISO/IEC 17021-1:2015, ISO 900:2015 and ISO 14001:2015
6	03.07.2017	Adding ISO 27001, ISO 50001 logos
7	04.10.2017	Logo revision
8	15.03.2019	Logos edited, official title amended, font arrangement done.
9	17.01.2020	Adding ISO 45001 logo
10	20.05.2021	Deleting DAKKS-Symbol usage and revision in details

<b>PREPARATION</b>	<b>APPROVAL</b>
<b>MANAGEMENT REPRESENTATIVE</b>	<b>MANAGING DIRECTOR</b>

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