

Use of KQC logo and Certification Mark Policy

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1. Purpose

This Policy document serves to set the parameters that for the KQ Certification Body Use of Certification Body name, brand, logo, Certification mark and accreditation symbols associated with the accreditations that it holds.

Specific requirements for the use of particular accreditation symbols for the accreditations that KQ Certification hold are provided in the Certification marks and accreditation symbols guidelines for use (G107).

2. Scope

This policy applies to the full scope of KQ Certification operations, Certification activities and geographies in which it operates.

The Certification process offered by KQ Certification is applicable to manufacturing and service organisations, in public and private sectors, it is administered in a non-discriminatory manner and impartial manner no matter what the commercial arrangements and interests are.

The Certification process is designed to provide the client service of system assessment and Certification by assessing and monitoring the client's definition and implementation of their management System in an objective and impartial manner, against the audit criteria defined.

This policy details the principles that certification clients are required to adhere by in their representation of their Certification, using the KQ Certification name, brand, logo, Certification mark, accreditor (where applicable), and accreditor symbol.

KQ Certification's management system is maintained in accordance with, the current requirements of:

- ISO/IEC 17021 series, including the management system requirements of 17021-1 - option A.
- IAF Mandatory and Guidance Documents
- IAF Decisions
- Accreditation body specific requirements

3. Definitions

Please refer to the KQC Quality Manual (M001) Annex 01 for the current definitions that relate to KQC Management System.

4. Responsibility and authority

Responsibility	
Director, Operations	The Director, Operations has ultimate responsibility for approval of the Use of Certification Body name, brand, logo, Certification mark and accreditation symbols and decisions related to it.
Operations and Technical Manager	The Operations and Technical Manager has responsibility for the definition of the Certification Body's Use of Certification Body name, brand, logo, Certification mark and accreditation symbols and decisions relating to this policy, processes, and guidance.
Employees and contractors	Employees are each individually responsible, relative to their role, for the implementation of the Use of Certification Body name, brand, logo, Certification mark and accreditation symbols and decisions related to it. Specifically, Certification staff, including Audit team members and Certification decision makers (Certification authorities) are responsible for effective assessment of client Use of Certification Body name, brand, logo, Certification mark and accreditation symbols.

Sub-contractors	Subcontracting organisation, if used, are responsible, relative to their role, for the implementation of the Use of Certification Body name, brand, logo, Certification mark and accreditation symbols.
Clients	Clients of KQ Certification are contractually required to use the Certification Body's name, brand, logo, and applicable accreditation symbols in the proper and appropriate manner, provisions are included the client Certification agreement (F101-1).
Authority	
Director	The Director has ultimate authority for the implementation of processes and controls that reflect the organisation's Use of the Certification Body's name, brand, logo, Certification mark and accreditation symbols and decisions related to it. This authority may be delegated to the Operations and Technical Manager as required.

5. Reference documents

Document number	Document title
ISO 17021-1:2015	Conformity assessment — Requirements for bodies providing audit and certification of management systems — Part 1: Requirements
IAF Mandatory and Guidance documents	as applicable
IAF Decisions	as applicable
Accreditation body specific requirements	as applicable to the accreditation held and in use.
G0107-1a	Certification and accreditation symbols guidelines for use (IAS)

6. Policy

6.1 KQ Certification's name, brand, and logo

Partners / Third Parties of KQC **are** permitted to use the KQ Certification name, brand and logo as authorized by KQ Certification Limited, under the provisions of this P021 – Use of KQC logo and Certification Mark Policy. Each contractual agreement with partners / third parties will contain specific requirements related to use of the KQ Certification name, brand, and logo.

Certified clients **are not** permitted to use the KQ Certification name, brand, and logo without written permission.

Certified clients **are** permitted to use the certification mark as authorised by KQ Certification Limited, under the provisions of this P021 – Use of KQC logo and Certification Mark Policy. The contractual agreement for clients is contained within the Certification agreement (F101-1).

Where a client is found not to be complying with this policy and the guidance to ensure proper and appropriate use non-conformance will be raised when found in an assessment, which will require corrective action.

If the issue is identified outside of the regular assessment cycle KQ Certification reserve the right to initiate further assessment activity, which again will require corrective action responses to any non-conformities raised.

Section 6.4 Addressing incorrect references to the Certification provided, provides details of further actions that may be taken by KQ Certification if required.

The KQC logo (Figure 1.0) is as follows, and available from KQC with the brand colour references and graduation.



Figure 1.0 – KQC logo

6.2 KQ Certification's – Certification mark and Accreditation symbols

KQ Certification will issue relevant marks for each Standard to a Certified client together with their Certification documents. Certified client organisations are required to base all reproduction of the logos on the source files supplied.

The marks will usually be a minimum of 20 mm high, with all text legible, including the accreditation number of KQ Certification, as applicable. Enlargement of the logos shall retain the same proportions as the source files supplied.

Examples of KQ Certification mark – Unaccredited and Accredited management system:



KQC Certification Mark
Unaccredited



Certification Mark
IAS Accredited

Note: KQC does not provide unaccredited Certification for the scope for which it is accredited.

The certification mark must never be distorted, cropped, or manipulated in any way. Scaling the logo is permissible, but the length of the logo should not exceed 20% of the longest measurement of the page.

The requirements for use of the marks are as follows:

- The marks may be used provided they are not misleading or ambiguous.
- The text remains legible so that the mark can be traced back to KQ Certification Ltd
- There shall be no ambiguity, in the mark or accompanying text, as to what has been certified and which KQC has granted the certification.
- The mark shall not be used on a product nor product packaging nor in any other way that may be interpreted as denoting product conformity.
- The mark cannot be applied to laboratory test, calibration or inspection reports or certificates.
- The mark cannot be applied to Product inspection reports or certificates.

KQC prohibits the use of the Certification Mark and any statement on a product or product packaging or in accompanying information that may be interpreted as denoting product conformity.

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. Type labels or identification plates are considered as part of the product. 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(s) the management system is Certified to.
- KQ Certification as the certification body issuing the certificate.

Notes:

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. Type labels or identification plates are considered as part of the product.

Companies who achieve KQC certification may also be entitled to use the International Accreditation Service accreditation symbol for standards which KQC have attained IAS accreditation. IAS has defined set of guidelines for the use of the IAS accreditation symbol which can be found in the following [IAS Accreditation Symbol](#).

The guidelines are also summarized within the G107-1a – Use of KQC logo, Certification Mark and IAS Mark Guidelines.

Specific requirements for the use of IAS accreditation symbol by holder of accredited certificate are as follows:

- All upper-case IAS letters inside the square background
- The colour must remain the solid green (colour code PMS 7729C)
- The accreditation symbol must be accompanied with a clear indication as to which activity (e.g., testing, calibration, Inspection, product certification etc.) KQC is accredited.

6.3 Legally enforceable client agreement

The Certification agreement (F101-1), requires that Certified clients:

- Conform to the requirements of KQ Certification (this policy) and the Accreditor specific guidelines for use of the applicable accreditation symbol, for use of the KQ Certification name, brand, logo, and Certification marks (including accreditation symbols as applicable), across all media.
- Do not make any misleading statements regarding the Certification provided.
- Do not use the Certification documents or any part of them in a misleading manner.
- Upon withdrawal of its Certification, discontinue use of all advertising matter that contains a reference to the Certification provided.
- Amends all communications materials, across all media, when a reduction of scope has been made so as not to misrepresent the current status of the Certification provided.
- Do not make reference to its management system certification in such a way as to imply that the Certification body certifies a product (including service) or process.
- Do not imply that the Certification applies to activities and sites that are outside the scope of the Certification provided.
- Does not use the Certification provided in such a manner that would bring the KQ Certification Body and/or certification system into disrepute and lose public trust.

The use of certification mark is acceptable in the following manner:

- On company letter head as a mark of conformity to Standards or Certification Schemes
- On internet and web-based communication channels as a mark of conformity to Standards or Certification Schemes

- On promotional company material where it implies conformity to Standards or Certification Schemes

Without prior written agreement, the use of the KQC logo in the following manner is strictly prohibited:

- On certificates or any other documentation in such a way that it suggests or implies KQ Certification Ltd
- On any correspondence that might imply or give the perception that the organisation is representing KQ Certification Ltd
- On training materials or courses in such a way that it implies KQ Certification Ltd endorsement of the product.

6.4 Addressing incorrect references to the Certification provided.

Where the client has made incorrect references to the certification status provided or misleading use of certification documents, marks, or audit reports and KQ Certification becomes aware of the incorrect use the Certification Body can take actions to address the issues under its Certification agreement (F101-1).

The actions that can be taken will be proportionate to the issue identified and can include:

- Correction and corrective action
- Suspension and or withdrawal of Certification
- Publication of the transgression
- Legal action

7. Records

Records in relation to the management of Certification Body brand, logo, Certification marks and accreditation symbols are maintained for a minimum of 7 years, in accordance with P023 Control of Records Policy.

Revision Log		
Version #	Description of Change	Release Date
1.0	Initial issue	9 th April 2024
1.1	Updated to correct typos and for readability.	9 th May 2024
1.2	Updated figures	11 th December 2024
1.3	Updated for clarification	14 th August 2025