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KQ Certification Ltd.

Use of Certification Body name, brand, logo, Certification mark and accreditation symbols Policy

1.0 Purpose

This Policy document serves to set the parameters that for the use of 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 (G010).

2.0 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 Documents
- Accreditation body specific requirements

3.0 Responsibility and authority

Responsibility	
Director	The Director has ultimate responsibility for approval of the Use of Certification Body name, brand, logo, Certification mark and accreditation symbols and decisions related to it.
General Manager	The General 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 controls. In addition, the General Manager has responsibility for coordinating the implementation of the policy.
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 of 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 General Manager as required.

General Manager	The General Manager, under the authority of the Director, has operational authority for the implementation of processes and controls that reflect the organisation's Use of Certification Body name, brand, logo, Certification mark and accreditation symbols policy. This extends to orientation of new recruits (employee and contract) to the organisation.
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4.0 Reference documents

- ISO 17021-1:2015: Conformity assessment — Requirements for bodies providing audit and certification of management systems — Part 1: Requirements
- IAF Mandatory documents as applicable
- Accreditation body specific requirements as applicable to the accreditation held.
- G010 Certification and accreditation symbols guidelines for use.

5.0 Policy

5.1 KQ Certification's name, brand, and logo

KQ Certification's clients and partners are permitted to use the KQ Certification name, brand and logo as authorised by KQ Certification Limited, under the provisions of this policy and any specific requirements related to their contractual agreement with the Certification Body.

The contractual agreement for clients is contained within the Certification agreement (F101-1). For other contracted parties their contractual agreement will contain any further specific requirements related to use of the KQ Certification name, brand, and logo.

Where a client is found not to be complying with this policy and the guidance to ensure proper and appropriate use non-conformances 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 5.4 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 the Certification Body together with the brand colour references and graduation.



Figure 1.0 – KQC logo

5.2 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, Certification for Accredited and Unaccredited management system Certification marks follow:

Unaccredited



Accredited



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 the Certification Body
- There shall be no ambiguity, in the mark or accompanying text, as to what has been certified and which certification body 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.

The marks may be used on product packaging or in accompanying information to inform users that the client has a certified management system. The statement shall in no way imply that the product, process, or service is certified by means of the management system Certification issued.

The statement made on product packaging or in accompanying information shall include reference to:

- Identification (e.g. brand or name) of the Certified client
- The type of management system (e.g. quality, environment etc.) and the applicable Standard(s) the management system is Certified to.
- KQ Certification as the certification body issuing the certificate.

Definitions and 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.

Different accreditors have specific requirements for the use of their accreditation symbol. Reference must be made to the Certification mark and accreditation symbol guidelines for use (G010) for the specific accreditor. The guidelines detail any specific requirements relating to use on different materials and items.

5.3 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 its 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.

5.4 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.

6.0 Records

Records in relation to the management of Certification Body brand, logo, Certification marks and accreditation symbols are maintained for a minimum of seven years, in accordance with the Records Management Policy P005.

Revision log		
Revision	Description of Change	Release Date
0.1	Initial draft	9 th April 2024
1.0	Initial issue	9 th April 2024
1.1	Updated to correct typos and for readability.	9 th May 2024