

HOW TO PROMOTE YOUR CERTIFICATION

**PRACTICAL GUIDELINES FOR
USING CERTIFICATION MARKS**

WEC
Worldwide Excellence Certificates
Choice of Excellence

Let them Know

YOUR ACCOMPLISHMENT



CERTIFICATION DEMONSTRATES YOUR ORGANIZATION'S COMMITMENT TO EFFECTIVE IMPLEMENTATION OF **MANAGEMENT SYSTEM AND CONTINUOUS IMPROVEMENT**

Only the best companies succeed in being certified by WECERT, which has a worldwide reputation for expertise and certification services. The WECERT Certification mark stands for Reliability, Excellency and Trust, adding value to your brand.

Congratulations! Now you are certified, you are free to use this respected, worldwide recognized mark as advertising on your web and printed stationary, packaging, vehicles, office buildings, and more.

More than just a tool to show you passed the WECERT Certification process, the marks we provide are personalized to promote the certification you rightfully hold.

CERTIFICATION MARKS ARE AVAILABLE **FOR ALL TYPES OF CERTIFICATION**

Companies achieving WECERT certification are entitled to use the applicable certification mark(s). The mark is designed specifically for the purpose of visually and clearly communicating your achievement to the market. The certification mark can be used in various ways, from digital applications to marketing material and company buildings.

BASIC DESIGN COMPONENTS

1. The WECERT Certification logo

In the Left side of certification mark the Certification Symbol of WECERT must be visible.

2. WECERT Name and Slogan

Is the middle of Certification Mark, the Registered Name of WECERT (WECERT Quality Certificates Issuing Services) appears, also (Choice of Excellence) as the Slogan appears under the full name.

3. Standard & Standard Name

In the middle of the Certification Mark, the Standard number and its valid revision number shall be stated, also the standard name shall be mentioned in the next line.

4. Certificate Number:

In the middle of the Certification Mark, the unique certificate number shall be stated, this unique number is mentioned in the management system certificate.

5. QR Code

On the right side of Certification Mark, a QR Code with a link to WECERT website (Certification Validation Area) is placed, so anyone can scan it with a smartphone and check the validity of the Certification.

HOW AND WHERE

CAN YOU USE YOUR CERTIFICATION MARKS?

our certification demonstrates the conformity of your management systems to relevant standards: it does not certify attributes of a specific product or service. For this reason, you must take care in your use of certification marks, never use a mark, or reference to your certification in a misleading way that suggests product or service certification or would imply that the certification applies to activities and sites that are outside the scope of certification.

THIS TABLE SUMMARIZES THE PERMITTED USES OF WECERT CERTIFICATION MARKS



	Without a Product Statement	With a Product Statement (Please see Note 2)
On product or primary (display or retail) packaging	✗	✗
On larger boxes, etc. used for transportation of products (secondary or transit packaging) ¹	✗	✓
On vehicles or permanent structures such as buildings for advertisement	✓	✓
On brochures, website, in advertising... ²	✓	✓

Note 1: any statement on product packaging or in accompanying information is considered as that which can be removed without the product disintegrating or being damaged. Accompanying information is considered separately available or easily detachable.

Type labels or identification plates are considered part of the product. The statement 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; and
- the certification body issuing the certificate:

* **Sample of product statement is such as:** This product has been designed, developed or manufactured by [Manufacturer Name] with Brand Name [Brand Name] under a Quality Management System certified by WECERT against ISO 9001:2015.

WECERT Certification certificate number XXXXXXXXXX

Note 2: For certified FSMS (ISO 22000 / HACCP) clients, certification marks (with / without statement) cannot be used on any of the product packaging, this includes all product pack aging, both primary packaging (which contains the product) and any outer or secondary packaging.

Limitation is use of

CERTIFICATION MARK

For FSMS Certification, The Clients are not Obligated to Use Certification Mark With/Without Product Statement on Primary, Secondary (Outer Packaging) Packaging



Note 2: The Certified client should amend all advertising matters when the scope of certification has been reduced and upon withdrawal of its certification, discontinues its use of all advertising matter that contains a reference to certification, as directed by the WECERT.

Also, when referring to the own certification status in communication media such as the Internet, social media, brochures or advertising, or other documents should conform to the requirements of WECERT

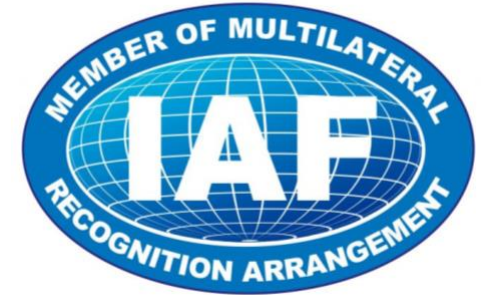
Note 3: The WECERT Certification logo may not be applied to laboratory test, calibration or inspection reports or certificates.

Other rules use of Certificate and logo:

- **Do not use** a certification document or any part thereof in a misleading manner
- **Do not use** the certification in such a manner that would bring the WECERT and/or certification system into disrepute and be lost public trust.

USE OF IAF MLA ACCREDITATION MARK

WECERT's certified clients are not allowed to use IAF MLA Mark in any condition.



USE OF ACCREDITATION SYMBOL

In case any of the WECERT's certified clients want to use accreditation symbol in combination of WECERT's certification Mark, they should ask for WECERT's permission before using it.



Choice of Excellence

PRACTICAL GUIDELINE FOR USING THE CERTIFICATION MARK

COLORS

ORIGINAL COLOR

We have designed the WECERT's Certification Mark in two original colors so it may be used in different background colors and it can be adopted more easily.



BLACK AND WHITE

Certification Mark may also be used in Black & White Format according to the following:



DIMENSIONS

SIZE

The minimum height of the logo is 12 mm.

Maximum size

The maximum size of the certification mark should be such that it does not predominate over the size of the company logo. It is recommended that the size of the certification mark should not exceed one-third or one-half the height of the surface to which it is affixed.

Placing the Certification Mark with your Company Logo

The certification mark may be used in such a way that:

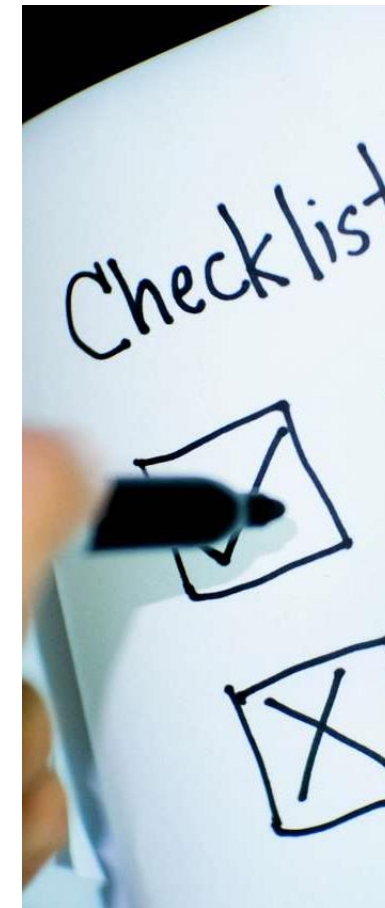
- It is the same height as the company logo
- The border line in the WECERT's Certification Mark is the same height as the company logo. Even when the company logo is very small, the certification mark must be at least 12 mm in height.

The distance between the company logo and the certification mark must not be less than the base width of the certification mark. This rule must be applied even when the certification mark is placed below the certified company's logo

DIGITAL COMMUNICATION DO'S AND DON'TS

DIGITAL COMMUNICATION PRESENTS ITS OWN SET OF CHALLENGES.

WE PROVIDE ADDITIONAL RULES AND GUIDELINES TO HELP YOU GET IT RIGHT



USING THE CERTIFICATION MARK ON YOUR WEBSITE

Remember: your certification mark covers your management system, not your products. You may show a certification mark on a website page that shows a product manufactured at a certified site, however you may be required to add a product statement. For web pages showing multiple products, you must take care that ALL products shown on the page are manufactured by sites within your certified management system.

Responsive websites rearrange content on a page to aid readability. You must ensure that the responsive version of your website:

✓ Does not separate the logo from the product statement

✗ Ensures the certification mark retains its minimum height

Recommended size: on your website (desktop version) we recommend that the certification mark be 200 pixels wide (maximum 250 pixels).

REFERENCING YOUR WECERT CERTIFICATION ON SOCIAL MEDIA

Social media posts often need to be short – but you still need to avoid being misleading. When talking about your certification from WECERT, you must always refer to the specific management system standard and be precise:

✓ Our environmental management system is certified to ISO 14001 by WECERT

✗ WECERT has given our products the green stamp of approval!



CERTIFICATION FOR CONTINUAL IMPROVEMENT

WECERT is one of the world's leading certification bodies. We support clients on every continent to continuously improve their management systems and organizational performance, in order to mitigate risk, achieve compliance, increase stakeholder confidence and achieve excellence.

WECERT QUALITY CERTIFICATES ISSUING SERVICES
No. 416, BUSINESS AVENUE, SHEIKH RASHID RD, AL KHABAIISI
DUBAI, UAE



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WWW.WECERT.NET

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