

LOGO USAGE GUIDELINES

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Definitions

- ASACERT Logo: company logo, for internal use only
- Certification Logo: the set of symbols provided by ASACERT to the Certified Companies, identifying the certified schemes
- CB: Certification Body, ASACERT
- Accreditation Body: the authorities allowing ASACERT to issue accredited Certificates (e.g. ACCREDIA, DAC, UKAS)
- Certified Company: the Organization audited and certified by ASACERT

Art. 1 Scope and field of application

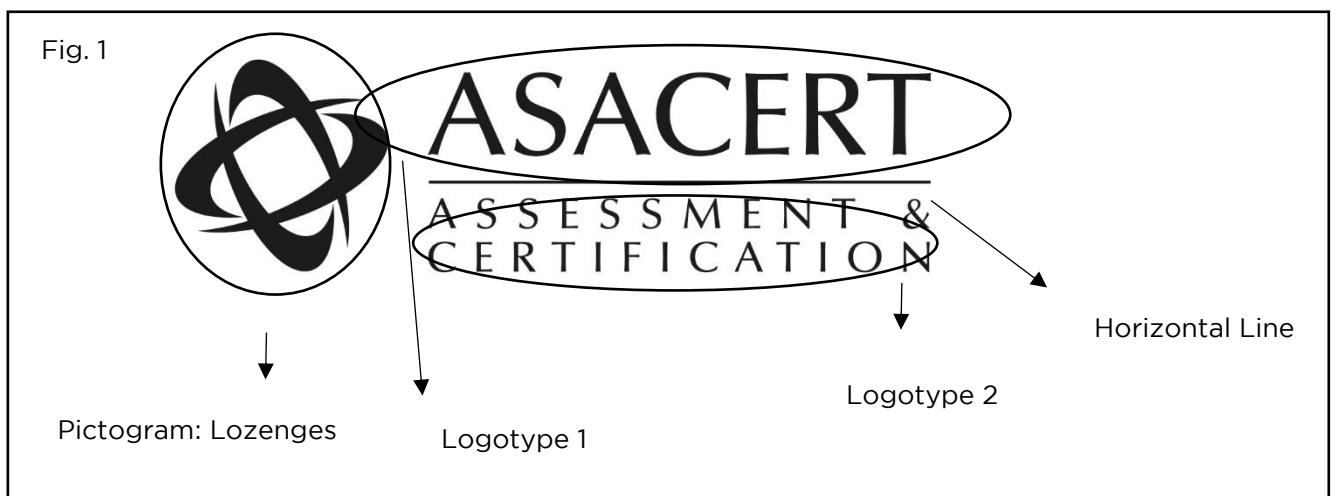
These Guidelines define how Certified Companies can use the trademarks owned by ASACERT. These Regulations are applicable to all the Companies certified by ASACERT, which, on signing the Certification Agreement, undertake to comply with the requirements.

Art. 2 Asacert Logo

The ASACERT logo (Fig. 1) provides a unique identification of the company on a national and international level.

It consists of the following elements:

- a pictogram made up of lozenges
- logotype 1 "ASACERT"
- a horizontal line
- logotype 2 "ASSESSMENT & CERTIFICATION"



2.1 - Colours

The ASACERT Logo exists in both black and white versions.

horizontal black

Fig. 2

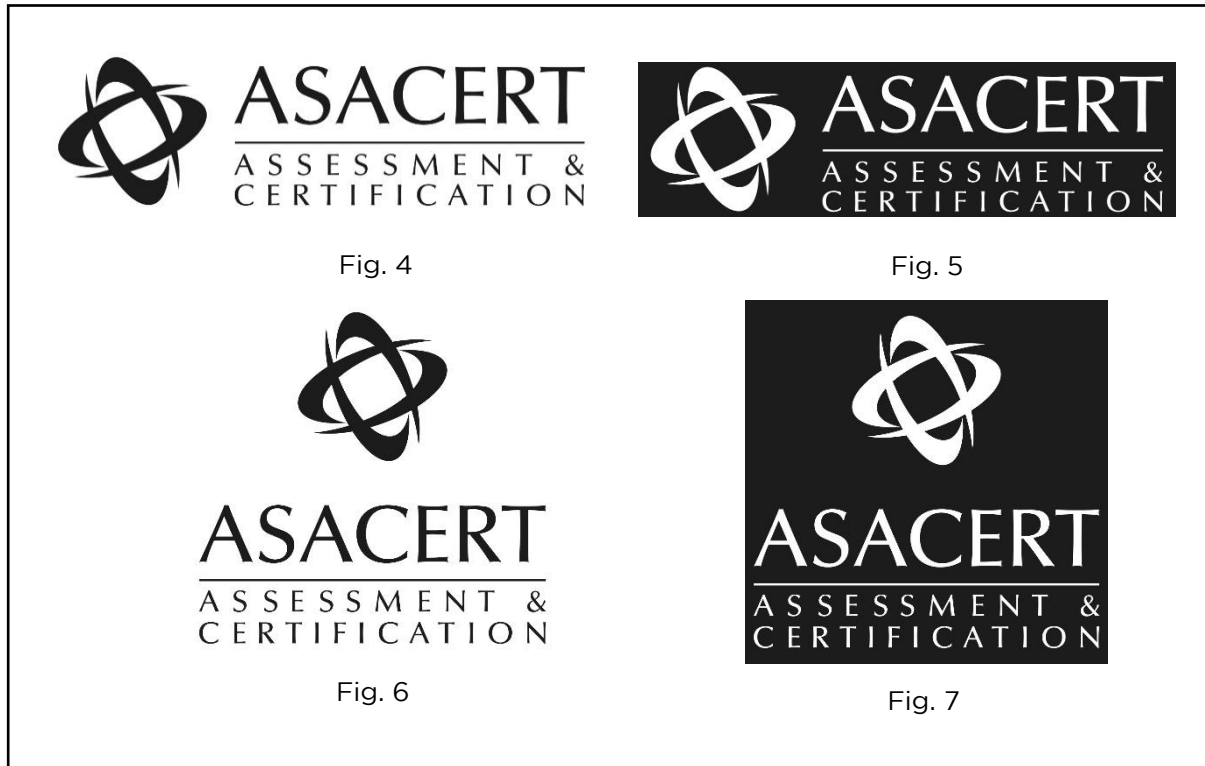


horizontal white

Fig. 3



2.2 – Horizontal and Vertical versions



2.3 – ASACERT Logo conditions of use

The ASACERT Logo, as described in article 2 and sub-paragraphs in the present regulations, is for internal use only, and can therefore be used exclusively by ASACERT personnel for any purpose deemed necessary.

Certified Companies are therefore not allowed to use any logo except the Certification Logo provided by ASACERT following the conclusion of the certification process.

Art. 3 Certification Logo, Certificate of compliance and Certification Information

3.1 - Authorization

With reference to the official communication sent by ASACERT after the issuing of the Certificate of Compliance for the requested schemes and for the entire period of validity of the Certification, Certified Companies are allowed to use the Certification Logo, the Certificate of Compliance and the related information in full respect of the conditions described in the following paragraphs.

The usage of the Certification Logo is optional, if the Certified Company chooses to make use of it, the following conditions must be respected.

3.2 – Characteristics of the Certification Logo

The Certification Logo reflects the ASACERT Corporate Logo, with the addition of indicative elements regarding the certified scheme and its full name.

The Certification Logo consists of the following elements:

- the lozenges
- the logotype "ASACERT"
- the horizontal line
- the certified scheme standard (in the case of companies being certified for more than one scheme, the Certification Logo may include all the certified schemes inside the same Logo)
- the reference to the certified Management System

3.3 – Certification Logo

The following figures represent the ASACERT Certification Logo for Certified Companies. The graphics of the logo have been developed horizontally. Moving from left to right, in order: the lozenges, the ASACERT logotype, the horizontal line and immediately below the Certificate-related specifications.



Fig. 8

3.4 – Combined Certification Logo

ASACERT may provide this logo to Companies who obtained the Certification for multiple schemes (e.g. 9001 and 14001).

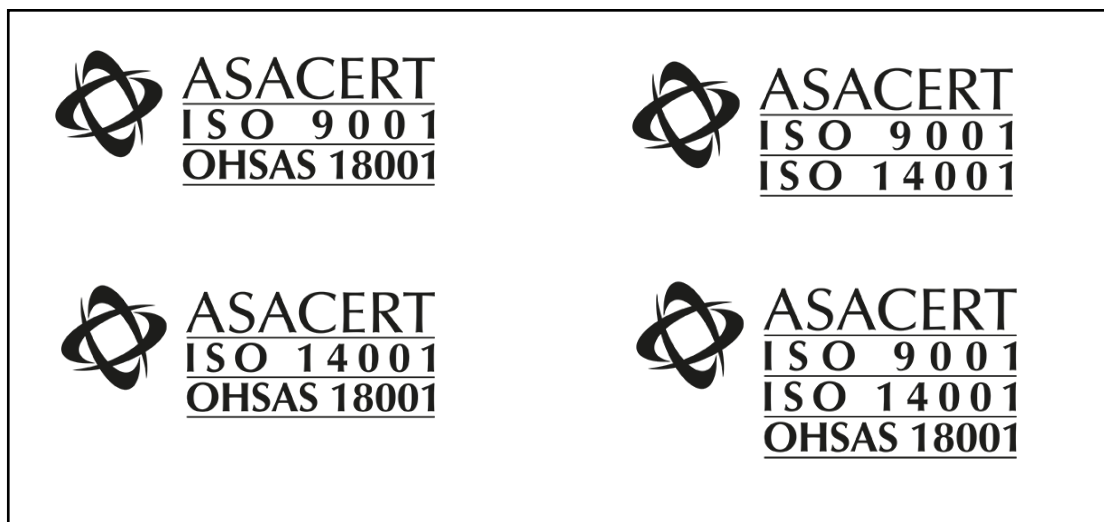


Fig. 9

3.5 – Certification logo with accreditation symbol

Following the positive conclusion of the Certification process, ASACERT may provide one or more Certification Logos including the Accreditation symbol (Fig. 10), in the case that the Certified Company has requested one or more accredited Certificates.

For all details concerning the combination of the Certification Logo and the Accreditation symbol, the Certified Company must refer to the Logo Guidelines of the Accreditation Body itself, which can always be found in the most up-to-date version on the official website.

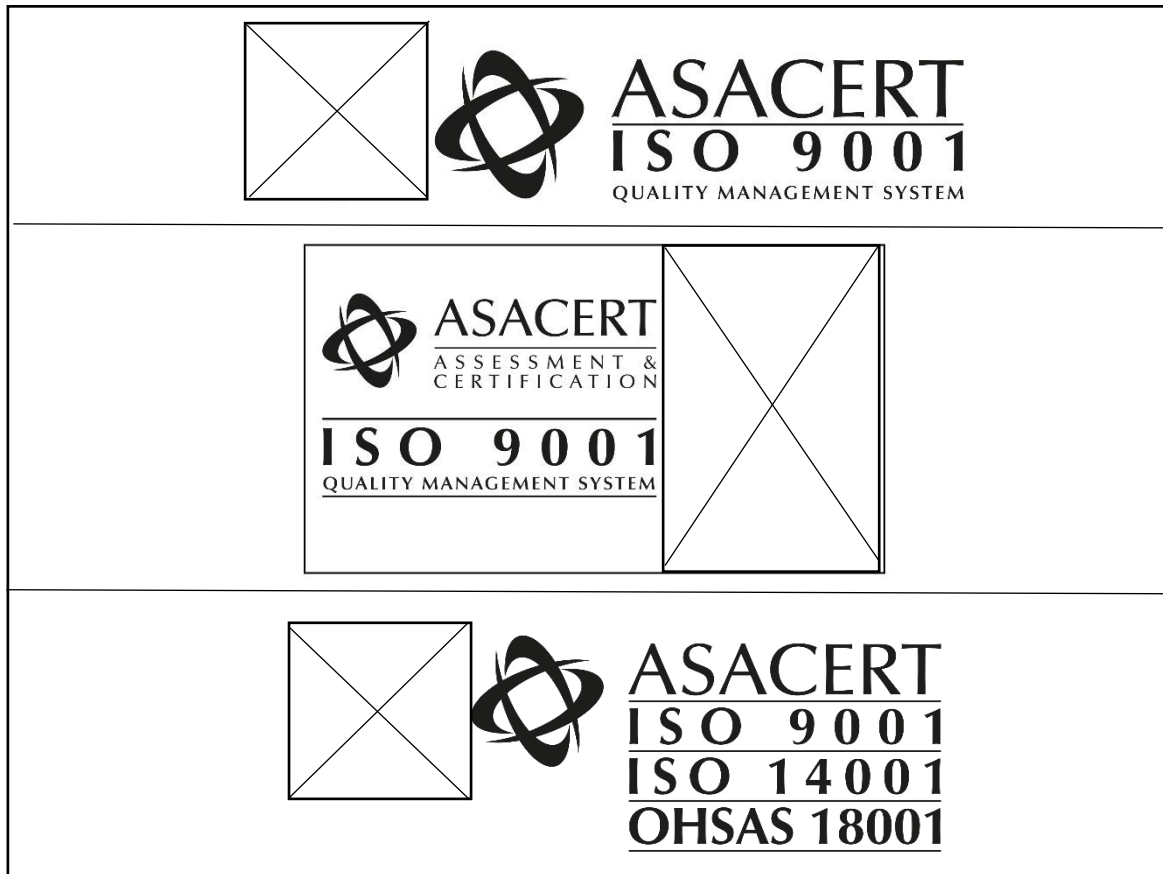


Fig. 10

3.6 - Certification Logo usage

The Logo can be used in combination with the Certified Company name or its own Logo on: letterheads, stationery and marketing material. It cannot be applied to products, or used in a misleading way which can be mistaken for Product Certification or perceived to be extended to other Certification schemes or systems not included in the Certification issued by ASACERT.

The ASACERT Certification Logo cannot be shown on test, calibration or inspection reports.

There must be no ambiguity in the marks and texts accompanying them, regarding the object of Certification and which body has issued it.

Declarations on the packaging of a product (what can be removed without the product being damaged or disintegrated) or within the accompanying information (which is available separately or easily separable) must in no way imply that the product, process or service is certified, and must include references to: Certified Company Identity, Certified Management System type and applicable Standard, Certification Body that issued the Certificate.

Only the Certification Logo file sent by ASACERT to the Certified Organisation following the Certification process can be used for document and web applications. The Certification Logo can be reduced, respecting requirements of readability and preserving the size ratio. Similarly, for large object applications, the Logo can be enlarged, again preserving the size ratio.

It is forbidden to rearrange the Logo as shown in the examples illustrated in Figure 11 or others.



Fig. 11

Surveillance of the correct composition of the ASACERT Certification Logo and the Accreditation Body logo, as well as the correct use of the same, may be carried out by ASACERT at any time, both through surveillance audits and via documentation and/or information obtained through other sources.

3.7 – Use of the Certificate of compliance and relative information

The Certificate of compliance may be used by the Certified Companies for information purposes, assuming that it is faithfully reproduced in all its parts. It can be enlarged or reduced as long as the content remains legible and the contours and contents are not altered.

The Certified Company must ensure that the use of the Logo and Certificate is sufficient for an adequate disclosure to third parties and refers to activities actually covered by the Certification obtained.

Additionally, the Certified Company must not make or permit misleading statements regarding the Certification and ensure that the System Certification is not confused with the Product Certification.

It is essential that System Certification is not confused with a Product Certification, and that it is not extended to other sites that are not covered by the Certification issued.

Art. 4 Incorrect use of the Certification Logo and / or Certificate of Compliance

In the event of incorrect use of the Certification Mark, Accreditation Body logo and / or Certificate of Compliance, and provide incorrect information, that is, if the Certified company:

- does not comply with ASACERT requirements when referring to the Certification status in media such as the Internet, brochures or advertising materials or other documents;
- make, or permit, misleading statements about the Certification;
- use, or allow, misleading use of the Certification document, some of its parts, or audit reports;
- does not interrupt the use of all advertising materials that refer to the Certification, in the case of suspension or revocation of Certification;
- does not adjust all advertising materials if the scope of the Certification has been reduced;
- allows references to the Certification of its Management System to be used in such a way as to imply that ASACERT certifies a product (including a service) or a process;
- implies that the Certification refers to activities and sites that are outside the scope of certification;
- use the Certification discrediting the Certification Body and/or the Certification System and compromise the public image and trust of customers;

or if the mark is used on products, packaging, adhesive tape, product data sheets, lab certificates etc. ASACERT will take appropriate measures against the Certified Company in order to protect the integrity of its image and to safeguard organizations and / or people who may be misled due to the incorrect use of the Logo.

4.1 - Corrective Actions

In the case of incorrect use of the Certification Logo, or the Accreditation Body Symbol and/or the Certificate of Compliance ASACERT will require the Certified Company to take corrective action to ensure the correct use of the same.

In any case, corrective actions will be defined according to the type of incorrect use and its consequences; legal action may be taken if the Logo and/or the Certificate are not used in accordance with the contractual arrangements.

The corrective action required by ASACERT should be promptly implemented by the Certified Company.

4.2 - Suspension of the Certification

In the case that incorrect use of the Certificate Logo and / or Certificate of Compliance has led to a discredited image of the CB, ASACERT may suspend the Certification issued to the Certified Company and claim damages.

The notification of suspension will be sent to the Certified Company by registered letter and in copy to the Accreditation Body if the Certificate issued is accredited.

The suspension of the Certification may also take place in cases in which the Certified Company refuses to take the corrective action requested following misuse of the Certification Logo, or the Accreditation Body Symbol and/or the Certificate of Compliance.