

Guidance on the use of Certification Marks



System Management Registration

Guidance on the use of Certification Marks

System Management Registration Co. Ltd (hereafter "**SMR**") grants use of the **SMR Certification Marks** including Accreditation Mark, to an organization certified (hereafter "**Client**") by **SMR**. (Refer to **SMR Terms and Conditions for Certification Marks**). The Client can use the Certification Marks as per **SMR Terms and Conditions for Certification Mark** and this document during the validity of its Certification. **SMR** recommend all Clients to use the Certification Marks as per the following guidance to avoid a significant non-conformity of the Certification Marks.

The following details reference to Certification and use of Marks

- **SMR** shall require that the client
 - conforms to the requirements of **SMR** when making reference to its certification status in communication media such as the internet, brochures or advertising, or other documents,
 - does NOT make or permit any misleading statement regarding its certification,
 - does NOT use or permit the use of a certification document or any part thereof in a misleading manner,
 - upon suspension or withdrawal of its certification, discontinues its use of all advertising mater that contains a reference to certification, as directed by **SMR**
 - amends all advertising matter when the scope of certification has been reduced,
 - does NOT allow reference to its management system certification to be used in such a way as to imply that **SMR** certifies a product (including service) or process,
 - does NOT imply that **SMR** applies to activities that are outside of the scope of certification,
 - does NOT use its certification in such a manner that would bring **SMR** and/ or certification system into disrepute and lose public trust,
 - does NOT use the Marks in such a way as to suggest that the Governing Board, Government of Accreditation Body, or any Government Minister, have certified or approved the activities of the licensee, or in any other misleading manner,
 - does NOT use the Accreditation Mark alone separately from the **SMR** Certification Marks, and
 - does NOT use ISO (International Organization for Standardization) and IAF (International Accreditation Forum) Marks.

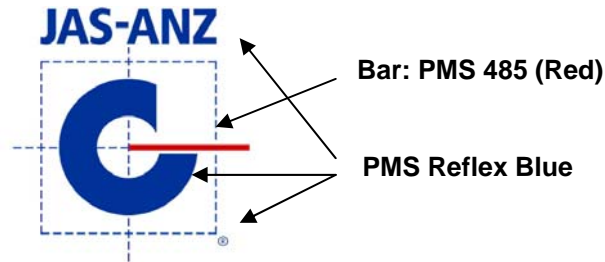
- **For the following cases, the Certification Mark and Accreditation Mark may be used;**
 - Advertising & Promotional Materials: materials not classified as products of a Client, such as Tablet, Business Cards, Teaching Material of Certification / Training Institutions, Letter Headings, Documents, Invoice, Certificates and Diploma, etc. as printed matter or other promotion tools.

- **For the following cases, the Marks shall NOT be used;**
 - Product or product packaging seen by the consumer or
 - Laboratory Test, calibration or inspection reports, as such reports are deemed to be products
 - In any other way that may be interpreted as denoting product conformity.
 - Flag
 - Building or Vehicles: A construction firm or automaker shall NOT use the Marks on its buildings or vehicles. But a Client not in construction or automotive industries may use the Marks on its buildings or vehicles for PR.
 - Using exclusive and absolute statement without evidence for PR, like "World-first ISO Certification in OOO industries".
 - Using ambiguous statement for PR, like "OO registered by ISO", "ISO Certification," "ISO Certificate" etc.

- ※ **SMR shall take action to deal with incorrect references to certification status or misleading use of certification documents, marks or audit reports. Such actions could include requests for correction and corrective action, suspension, withdrawal of certification, publication of the transgression and if necessary, legal action.**

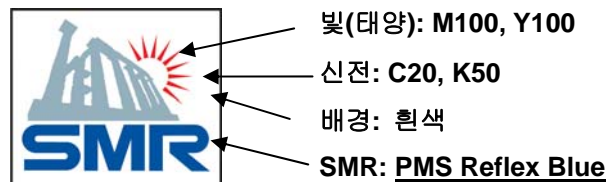
► Type of Marks

1) **Accreditation Mark:** indicates that **SMR** is accredited by Accreditation Body (**JAS-ANZ**)



[Figure 1-JAS-ANZ Accreditation Mark]

2) **SMR Certification Mark:** indicates that a Client is certified/registered by the Certification Body (**SMR**)



[Figure 2-SMR Certification Marks]

► **Criteria of Mark Representation**

The Certification Mark and Accreditation Mark may be uniformly enlarged or reduced but shall be sufficiently large for the wording to be clearly legible. Where practicable, the marks shall be reproduced as detailed in Figure 1 & 2 or in a single color.

Examples



Certification Mark alone



Certification Mark + Accreditation Mark

Note1 In case of united use of the Certification Mark and Accreditation Mark, the Marks shall be accordingly arranged on the right and left or up and down

Note2 Statement that describes certification status shall be accordingly arranged for the Marks.

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※ For inquiry regarding use of Certification Marks, please do not hesitate to contact **SMR**.

➤ Contact Address

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