

	<h2 style="text-align: center;">Certification Logo and Rule Requirements for Certified Company</h2>	
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The Use of Logo and Rule Requirements:

All clients are required to comply with following policy governing any mark that SARA authorizes certified clients to use.

1. There should be no ambiguity, in the mark or accompanying text, as to what has been certified and which SARA has granted the certification.
 2. This mark should not be used on a product or product packaging seen by the consumer or in any other way that may be interpreted as denoting product conformity.
 3. SARA does not permit its marks to be applied to laboratory test, calibration or inspection reports; as such reports are deemed to be products in this context.
 4. SARA exercises proper control of ownership and will take action to deal with incorrect references to certification status or misleading use of certification documents, marks or audit reports. SARA requires that the client organization:
 - √ conforms to the requirements of SARA 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 matter that contains a reference to certification, as directed by SARA,
 - √ 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 SARA certifies a product (including service) or process,
 - √ does not imply that the certification applies to activities that are outside the scope of certification, and
 - √ does not use its certification in such a manner that would bring the certification body and/or certification system into disrepute and lose public trust.
- A company certified by SARA may use the mark and logo only in regard to literature and correspondence, which relates to its certified management system.
 - Certified Company may use the mark and the logo on its certificates, its advertising and sales literature, and its correspondence. The use on documents is limited only to those, which relate in whole or in part to accredited certification activities.
 - Companies certified by SARA may use the mark only in conjunction with the certification logo, subject to the conditions described below.
 - Each company certified by SARA has to operate in conformance to the scope stated on the certificate, including its uses of the mark and the logo as described in this procedure. Misuse, however, can lead to suspension or cancellation of certification.
 - Neither the mark, nor the logo shall be used on a product or in such a way to suggest that Accreditation Body or SARA have certified or approved any product, process, or service of a company systems certification, or in any other manner, which could mislead.

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- The table below provides guidance on the use of certification / registration marks for indicating when a product has been made under a certified / registered management system.

		On Product *1	On larger boxes, etc. used for transportation of products *2	In pamphlets, etc. for advertisement
Use of Mark *3	Without a statement	Not allowed	Not allowed	Allowed *5
	With a statement *4	Not allowed	Allowed *5	Allowed *5

*1. This could be a tangible product itself or product in an individual package, container, etc. In the case of testing / analyzing activities, it could be a test / analysis report.

*2. This could be over-packaging made of cardboard etc. that can be reasonably considered as not reaching end users.

*3. This applies to marks that have a specific form including some basic description of its applicability. A statement in words alone does not constitute a mark in this sense. Any such wording should be true and not mislead.

*4. This could be a clear statement that “(This product) was manufactured in a plant whose quality/environmental management system or other system is certified / registered as being in conformity with ISO 9001, ISO 13485, ISO 14001 or other standard”.

*5. When using symbols or logos, adequate attention should be paid to avoid infringement.

SARA does have rules governing any management system certification mark that it authorizes certified clients to use. These rules shall ensure, among other things, traceability back to SARA. SARA ensures that there is no ambiguity, in the mark or accompanying text, as to what has been certified and which certification body has granted the certification. This mark cannot not be used on a product nor product packaging nor in any other way that may be interpreted as denoting product conformity.

SARA does have right to take action to deal with incorrect references to certification status or misleading use of certification documents, marks or audit reports.

Such action can include requests for correction and corrective action, suspension, withdrawal of certification, publication of the transgression and, if necessary, legal action.

Notes: *There are limitations and restrictions for use of other organizations trademark logos.*

ISO Organization	Refer to https://www.iso.org/iso-name-and-logo.html .