

COTECA

CERTIFICATION MARK GUIDELINES

JANUARY 2024

1. OBJECTIVE

For some Cotecna services, Cotecna marks (Management System certification, Product certification,...) can be used by customers so that they can demonstrate the compliance of products, services, processes, systems or personnel to a set of specifications.

These guidelines explain how to use the certification issued by Cotecna.

These rules apply to all Cotecna affiliates worldwide.

The objective is to give a comfort a flexibility in the use, while being compatible with legitimate requirements of brand usage.



2. DEFINITIONS

- a.) **Accreditation Body** means the body that has accredited the Certification Body for certifying management systems of third parties.
- b.) **Accreditation Mark** means the Accreditation Body's mark granted to the Certification Body and that may be permitted to the Client whose management system has been successfully certified unless the Accreditation Body does not permit its use.
- c.) **Certificate** means the certificate of conformity and the associated documents issued by the Certification Body that specify the scope of the Client's certification.
- d.) **Client** means a company or organization to whom a Certificate is issued.
- e.) **Contract** means the written agreement between the Client and the Certification Body.
- f.) **COTECNA** means Cotecna S.A., 58 rue de la Terrassière, 1207 Geneva, Switzerland, owner of the Certification Mark.
- g.) **Certification standard scheme owner** means the body owning the «Standard», which is a technical document or specifications that the Management System or Designated Products should present as well as the means of controlling the compliance of the Management System or the Designated Products to these specifications, based on which the Certification Body evaluate the compliance.
- h.) **Certification standard scheme owner mark** means the logo, the abbreviation, owned by Certification standard scheme owner.
- i.) **Designated Products** means the products to which it is proposed to apply the Product Mark.
- j.) **Inappropriate Use** means any use that violates the present Rules, including imitations or falsifications of the Certification Mark.
- k.) **Media** means the Client's advertising aids such as: advertisement, posters, television, commercials, promotional videos, web pages, brochures, outdoor posters and signs, etc.

3. USE OF THE CERTIFICATION MARK

The Client agrees that:

- a) It will use the Certification Mark in the manner prescribed herein and in the Certificate.
- b) It will use the Certification Mark only in relation to activities within the scope of certification.
- c) It will use the Certification Mark exclusively in the facilities and sites covered by the certification. Any Inappropriate Use will be considered as a violation of the Contract between the Client and the Certification Body, which may lead to termination of the contractual relationship.
- d) It will not use the Certification Mark on its product or product packaging or in any other way that can be construed as an indication of product conformity and will not put a statement on product packaging or accompanying information implying that the product, process or service is certified. Any statement (without use of the mark) must include (i) the identification (for example, brand or name) of the Client; (ii) the type of management system (for example, Quality, Food safety); (iii) the applicable standards; and (iv) name of the Certification Body that issues the Certificate.
- e) It will use the Certification Mark in Media in such a way that it does not create confusion regarding the scope of the certification and the regulations under which the certification was carried out. The Certification Mark cannot be used on physical sites which are not covered by the certification, including web pages or other means of communication. When the Client has a site that is not covered by the Certificate, the printed, electronic or web advertising should clearly and expressly indicate on which sites the certification was granted.
- f) It will not use the Certification Mark or the Accreditation Mark on test reports or calibration or inspection certificates or other compliance certificates, whether in paper or digital form.
- g) It can use the Certification Mark (with or without any Accreditation Mark) on stationery such as sales and contractual documents, business cards, invoices, letterheads, compliment slips, delivery slip, displays, on advertising, posters, TV advertisements, promotional videos, brochures, websites.
- h) It can use the Certification Mark alone (the Accreditation Mark shall not be used) on all other applications such as on large boxes or on over-packing not reaching end users, on vehicles, on flags, on promotional material accompanying the product, on promotional goods such as pocket diaries, coffee mugs, door mats, billboard advertisements, window stickers, or any other application.
- i) It shall not neither during the validity period of the Certificate nor after the expiry thereof imitate or register or attempt to register or claim or assert ownerships of or authorize the use of the Certification Mark.
- j) It shall immediately cease to use the Certification Mark, and to refer thereto in cases of suspension, cancellation or termination of the Certificate, and shall not use any copy thereof thereafter.
- k) In case the scope of the Certificate has been reduced or limited, it will, upon issuance of a revised Certificate, modify the Media accordingly.
- l) In case of a change of any national or international laws, regulations or standards concerning the right to use the Certification Mark or the conditions for obtaining such right, it will be obligated, upon receiving notification from the Certification Body, to implement the modifications resulting from such changes.
- m) In case of acquisition or merger of the Client, it shall be required to obtain from the Certification Body written permission for the transfer and continued use of the Certification Mark.
- n) It shall not use the Certification Mark in a way that could discredit The Certification Body or COTECNA or any of its affiliates.
- o) Use of the Certification standard scheme owner mark is governed by the rules of each respective scheme owner (example- ASC, BAP, SQF, FSC, IFS, BRC etc), where such scheme owner permits use of its mark, rules of applicable scheme owners to be followed.
- p) Use of the Accreditation Mark is governed by the rules of each respective Accreditation Body. Where the Accreditation Body permits use of its mark by the holders of Certificates it may only be used in combination with the Certification Mark. When using the Certification Mark together with an Accreditation Mark, the two should always appear together and linked with a visual element (e.g. a frame). The specific rules of the Accreditation Bodies governing such matter are to be followed.
- q) Use of the IAF MLA Mark may only to be used by COTECNA on certificate. Certified sites cannot use the IAF MLA Mark anywhere.
- r) The specific Certification Body within COTECNA must be contacted should there be a need for any additional requirements.

4. CONTROL AND FOLLOW UP

The Certification Body will verify during the validity of the Certificate that the Certification Mark has been used in compliance herewith and with the Code of Practice and Cotecna General Terms and Conditions of Business. In case of any controversy on the use of the Certification Mark, the Certification Body may request clarification from the Client, including concerning its internal control compliance procedure.



5. SANCTIONS

In case of Inappropriate Use of the Certification Mark, the Certification Body will notify the Client of it, requiring the Client to immediately take the necessary corrective actions. If the Client does not comply with such a request, the Certification Body may suspend the certification and the right to use the Certification Mark in accordance with the relevant procedures of the Certification Body, which are available upon request.

The Client may appeal the Certification Body's decision in accordance with the relevant procedure of the Certification Body, which is available upon request.

In case of any Inappropriate Use of the Certification Mark or deceptive reference thereto by the Client, which affects the image and reputation of the Certification Body, COTECNA or any of its affiliates, legal proceedings may be initiated against it which may lead to the withdrawal of the Certificate and/or the publication of the said violation and/or a request for compensation for the damage that may have been caused.



6. RENUNCIATION

Voluntary Suspension

The Client may voluntarily renounce or request the temporary suspension of the Certification Mark. It will give written notice to the Certification Body and make all necessary changes in the Media. Based on this information, the Certification Body will inform the certified Client about the terms and conditions for the temporary or definitive termination of the use of the Certification Mark.

7. CONFIDENTIALITY

Unless the Certification Body agrees otherwise, the Client will keep confidential all documents provided by the Certification Body, except for the Certificate and these Rules.



8. CHANGES IN THE RULES

The Certification Body reserves the right to modify these Rules at any time, giving written notification of the changes to the Client who will be obligated to implement said changes.





9. DESIGN

9.1 Essential elements of the Certification Mark

The following describes the essential elements that must be considered for the Use of the Certification Mark:



9.1.A

Shape

Half circle containing the elements of the brand; open on the right side in the middle. The pantone of the Cotecna's blue color is referred to in section (§) 9.3.

9.1.B

Tick Symbol

The pantone of the Cotecna's green is referred to in the section (§) 9.3.

9.1.C

Horizontal Line

The horizontal line is placed below the Shape. The pantone of the Cotecna's blue is referred to in section (§) 9.3.

9.1.D

Cotecna Logo

The COTECNA LOGO is the corporate symbol of the company. COTECNA™ is a registered / protected trademark and it cannot be reproduced, copied or used other than the certified clients. This is shown in Cotecna's blue and green below the blue line.



9.1.E

Legend

Defines the purpose of the Certification Mark: System Certification / Product Certification. The font type of the letter is Mark Pro Medium and can be used in white as per Section (§) 9.3.

9.1.F

Title

Specifies the audited and certified standard; e: ISO FSSC 22000, font type is Mark Pro bold and may be used in Cotecna's blue or black as per Section (§) 9.3.

9.1.G

Subtitle

Indicates the standards against with client is audited and certified (ISO 22000. FSSC 22000, etc.). Font type is Mark Pro Regular in dark blue or black as per Section (§) 9.3.

Sizes

There are no maximum or minimum prescribed sizes, however, it should be considered that the dimensions of the brand can be large or small, as long as the information referred to in it remains legible; a constant fixed measure of the size of the mark must be maintained between the vertical height and the horizontal width of 100px x 82px digital or 10mmx8.2mm.

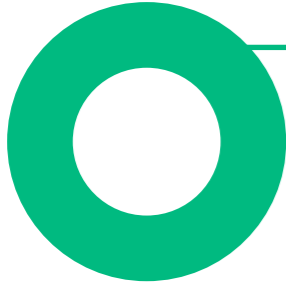
The proportions of the certification mark must fit a rectangle shape with 50:41 ratio.



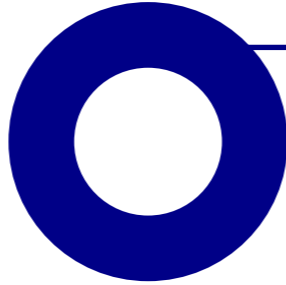
Colour palette

The Certification Mark can be used in Grey and Black or in Green and Blue.

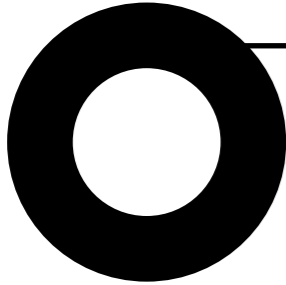
The background of the Certification Mark can be of intense dark or white color with a high contrast, allowing the black to be inverted by white (in high contrast, without gradation} and white for black; the grey color should be kept as previously defined.




| Print | Web |
|----------------|-------------|
| C: 80 | R: 0 |
| M: 0 | G: 186 |
| Y: 60 | B: 128 |
| K: 0 | Hx: #00BA80 |
| Pantone: 3385c | |



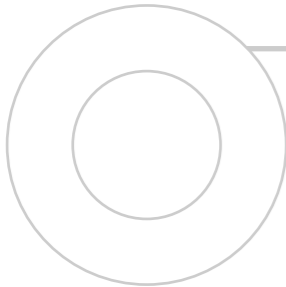
| Print | Web |
|----------------|-------------|
| C: 80 | R: 0 |
| M: 0 | G: 186 |
| Y: 60 | B: 128 |
| K: 0 | Hx: #00BA80 |
| Pantone: 3385c | |



| Print | Web |
|----------------|-------------|
| C: 0 | R: 30 |
| M: 0 | G: 30 |
| Y: 0 | B: 35 |
| K: 100 | Hx: #1E1E23 |
| Pantone: Black | |



| Print | Web |
|-------|-------------|
| C: 52 | R: 128 |
| M: 43 | G: 128 |
| Y: 8 | B: 128 |
| K: 8 | Hx: #808080 |



| Print | Web |
|-------|--------|
| C: 0 | R: 255 |
| M: 0 | G: 255 |
| Y: 0 | B: 255 |
| K: 0 | |



Examples of Designs



Protection Area

In order to preserve the integrity and ensure legibility of the Certification Mark, a space around it of an equivalent of 1/3 of its height should be maintained.





9.6

Combination with other Logos

When the Certification Mark is combined with other elements or logos, the size of the mark must be like that of the other elements.

9.7

Not accepted practices

It is not acceptable to modify the colors or remove any of the elements of the brand, or to partially modify the size, type of letter or form of any of the elements contained in the Certification Mark.



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9.9 Example of Use with Accreditation Marks

Usage: Cotecna marks are a brand signature. They should always be clearly visible, in any application. Always be careful which backgrounds are chosen. Cotecna marks stand out best on simple flat colour backgrounds (preferably white). Avoid all other backgrounds that make the readability or clarity difficult.

Miscellaneous Points

These rules are part of the legally binding agreements between the Certification Body and the Client. In addition to these rules, the Code of Practice and acceptance of the Service Proposal, make up the contractual package between both parties. For any other reference, this document, as well as the corresponding procedures, are published on the COTECNA website. For further details about the use of Certification standard scheme owner marks and Accreditation Mark please contact us. The Example use of Certification Mark shown in this document should never be used by the Client as is. The Certification Body will provide the Client with the right logo to be used.





Contact

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THANK YOU