



## Rules about the use of RoyalCert and accreditation logos

### 1. Scope

This instruction explains the rules about the use of the RoyalCert and DAKKS/IAF logo for clients. The instructions are related to the 71 SD 0 011, ISO 17021, and IAF ML 2:2016.

### 2. Use of RoyalCert logo for clients

- a. Royalcert Logo can be used by companies, which are successfully certified from RoyalCert. Instructions of use of logo and certificate are written in the certification practice manual and given to companies with the contract.
- b. RoyalCert logo can be used on marketing materials and formal documents of the client company. However, it should be related to the scope of the certificate. Royalcert logo and certificate should not be used on materials, which are not related to the scope of the certificate.
- c. When the certificate expires or is withdrawn the ongoing use of the logo is forbidden. Also, when changes about the certificate scope are taken place, the logo useage must change accordingly.
- d. For companies which got their management system certified, is it forbidden to use the RoyalCert logo on products. If the logo is printed on an external package (made by cardboard or any materials like that) it has to be together with a statement that not the product is certified, it is the management system which is certified. For example: "That product is produced by a company certified according to ISO 9001 standard".

The Rules regarding using of Royalcert Logo are indicated below:

Use of Logo	On product (*a)	On large boxes used for carrying of products (*b)	On advertisement instruments such as brochures etc.
Without explanation	forbidden	forbidden	aloud (*d)
With explanation (*c)	aloud (*d)	aloud (*d)	aloud (*d)

*\*a. product itself or on its product package.*

*\*b. external package made by any material, which does not attain the end user*

*\*c. A clear statement like "That product is produced by a company certified according to QMS ISO 9001 standard" should be indicated.*

*\*d. It can be used provided that the general mentioned rules are obeyed.*



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- e. RoyalCert Logo format must be regarding the rules below on colors, shapes, dimensions (as rational) and on white fon.

### Colors Of RoyalCert Logos

**Red: 1805C**

**Grey: 431C**

**Red: 1805C**

**Grey: 431C**



General Logo



Management Systems Logo

### Wrong Usage



### Size of RoyalCert Logos

The right size and usage

Ratios  
Minimum size available

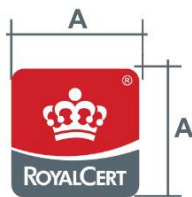
: A = 1 Unit  
: A = 10 mm

B = A x 1  
B = 10 mm

C = A x 2  
C = 24 mm

D = A x 1.2  
D = 12 mm

E = A x 1.4  
E = 14 mm



General Logo



Management System Logos



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- f. If requested, the RoyalCert Logo graphic can be send via email to clients.
- g. If there is any information not clear about useage of logo, RoyalCert HQ in Frankfurt am Main has to be asked for approval.

### 3. Use of DAkKS and IAF logo

#### 3.1 Use of DAkKS and IAF logo for clients

It is for clients forbidden to use the DAkKS or IAF logo. Clients who are certified by RoyalCert can use the RoyalCert logo as described above, plus a referall that RoyalCert is accredited by DAkKS. This is just aloud when the certification of the client is a DAkKS accredited certification. The client has to clearly state that its company is certified from RoyalCert, which is accredited by DAkKS. Never should be assumed that the client is accredited.

#### 3.2 Use of DAkKS logo for RoyalCert

RoyalCert is allowed to use the DAkKS and IAF logo related to the following rules:

- a. An approval of DAkKS for every usage is necessary. Agents should contact HQ before they use a DAkKS or IAF logo somewhere and ask for approval.
- b. The design and the use of the symbol of the DAkKS are basically regulated in the SymbolVO of DAkKS and must be fulfilled.
- c. It is forbidden any use which validates, implies or indicates that DAkKS approves a calibrated device, a test or inspection item, a product, a management system or a person or that a product, a management system or a person has been approved by DAkKS.
- d. The use of the DAkKS symbol on reports or tenders for accredited services from the Certification Body is explicitly requested by DAkKS. Reports containing partially accredited and not accredited results may be marked with the symbol on condition that the reader is able to recognize clearly by respective and decidedly indication which results fall within the scope of accreditation and which do not. In this context general information to the scope of accreditation (annex of the accreditation certificate) is not sufficient.
- e. Reports which only contain results which do not fall within the accreditation of RoyalCert should contain neither the symbol nor any other reference to the status as accredited body.
- f. All services to the market for which it is not accredited shall not consider DAkKS logo.
- g. Basically, the use of the symbol on promotional medias or other documents may be allowed when



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the documents or promotional medias refer at least partially to a service, which is covered by the scope of accreditation.

- h. The use of the symbol or text reference to accreditation on business cards or E-Mail signatures by the accredited conformity assessment body's staff is forbidden.
- i. The logo of DAkKS accreditation should not use on vehicles, flags or buildings

### 3.3 Use of IAF logo for RoyalCert

The DAkKS has signed license agreements with IAF and ILAC on usage and sublicensing the IAF and ILAC symbols.

- a. Application rules for the combined symbols the same conditions and requirements apply as for the use of the DAkKS symbol.
- b. The combined IAF- or ILAC-DAkKS symbol for a specifically intended use needs to be approved by DAkKS before usage.

### 3.4 Misuse and infringement

Misuse is present if the logo or the name of RoyalCert, DAkKS and/or IAF were used in a misleading way or false way.

RoyalCert penalises infringements against the rules which are declared concretely in this document with the following sanctions:

1. Written warning;
2. Written warning specifying remedial action;
3. Withdrawal of the right to use and asserting claims of trademark.

## 4. References

71 SD 0 011, Revision: 1.1, 28. April 2016

ISO 17021-1:2015

IAF ML 2 : 2016

DAkKS Akkreditierungssymbolverordnung - SymbolVO