

Press release No.64  
Addressed to: Certified Customers.  
Date: July, 2024

## Permitted use of accreditation logos or symbols

Dear Customer:

We share this as a graphic support and reinforcement of the manual of use of brands that we provide when obtaining any certification. Our manuals comply with the requirements of our accreditors, scheme owners, and ISO/IEC 17021:2015-1 and ISO/IEC 17065:2012, as applicable.

### WHAT ARE THE CERTIFICATION LOGOS?

Global Standards Circle logo, ANAB Accreditation symbol, and certification scheme symbols such as FSSC and SQF.



### WHY ARE THEY IMPORTANT?

They indicate that an organization or institution has obtained certification according to the evaluated standard or scheme and demonstrate that it is aligned with internationally recognized requirements.



### WHERE CAN THEY BE USED?

Advertising, mainly corporate, is the organization's or institution's logo.

**Examples:** Administrative stationery (business cards, electronic signatures, letterheads for internal communication, uniforms, wall decorations, banners, etc.).



Business cards

Letterheads

Uniforms

### WHERE CAN THEY NOT BE USED?

In graphic or advertising applications that confuse users about whether it is a management system certification or product certification.

**This includes:** Labels, Packaging, Wrapping, Quality or product certificates, calibration test results, test results of equipment calibrations, on the product.



Packing and packaging

Containers

Machinery

### RECOMMENDATIONS

1. Do you have questions about applications? Please contact the certificate issuing team for personalized advice about the applications your organization or institution would like to use.
2. Certification logos, accreditations, or scheme symbols have specific recommendations. Be sure to get approval before any investment.
3. Certification logos, accreditation symbols, or a certification scheme can only be used once you have obtained the certification (registration number).

4. Please note that certification logos, accreditation symbols, and certification scheme logos have trademark registrations; please adhere to the guidelines. If you lose certification, remove them and avoid legal sanctions.
5. Remember that the following symbols ARE NOT PERMITTED FOR CERTIFIED CUSTOMERS: **ISO, IAF, EMA.**

We are always ready and willing to assist you with any additional or particular information. Please feel free to reach out to us at: [emisiondecertificados@globalstd.com](mailto:emisiondecertificados@globalstd.com)

Best regards,  
Certification Committee  
Global Standards, S.C.

**End of press release**  
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