

Now that you have gained certification you may wish to use the WCS certification marks / logos to promote your achievement and communicate your certification to customers and interested parties.

Copies of the logo should have been provided with your Certificate of Registration. Please advise WCS if this is not the case. Do not download logos from websites as they may be the incorrect version for use.

The marks / logos can be used in a variety of ways but please note that there are regulations and rules for their use. It is an accreditation requirement that WCS ensures the logos are used in the correct manner. UKAS and ANAB both have strict regulations covering the use of their accreditation marks and will review WCS controls during accreditation audits.

Consequently, in order to ensure that clients fully understand how logos may be used, the following rules/requirements have been established.

USING THE WCS LOGO INCORPORATING THE ACCREDITATION MARK

ISO 22000



HACCP



WHERE CAN THE LOGO BE USED



- Websites
- Stationery
- Advertising
- Corporate Literature

WHERE CANT THE LOGO BE USED



- Products and product packaging
- Vehicles
- Laboratory reports / certificates
- Calibration certificates
- Inspection certificates
- Delivery notes
- Training certificates
- Building, banners and flags

OTHER CONSIDERATIONS

- The logos must not be modified, distorted and must be clearly distinguishable.
- The logo must not be used to imply that your certification covers activities outside of the scope of certification.
- The logo must not be used to imply or otherwise indicate that locations other than those on the certificate (or appendix) are covered by your certification.
- The logo must only be used on stationery having the business address covered by your certificate.
- The logo must include your certificate number.
- If the scope of certification is changed then any use of logo should be reviewed with regard to the above points.

USING THE WCS LOGO WITHOUT THE ACCREDITATION MARK



WHERE CAN THE LOGO BE USED



- Websites
- Stationery
- Advertising
- Corporate literature
- Vehicles
- Sticker and signs
- Corporate clothing
- Buildings, banner and flags

WHERE CANT THE LOGO BE USED



- Products and product packaging
- Laboratory reports / certificates
- Calibration certificates
- Inspection certificates
- Delivery notes
- Training certificates

OTHER CONSIDERATIONS

- The logos must not be modified, distorted and must be clearly distinguishable.
- The logo must not be used to imply that your certification covers activities outside of the scope of certification.
- The logo must not be used to imply or otherwise indicate that locations other than those on the certificate (or appendix) are covered by your certification.
- The logo must only be used on stationery having the business address covered by your certificate.
- If the scope of certification is changed then any use of logo should be reviewed with regard to the above points.

WITHDRAWAL OR RESIGNATION FROM THE CERTIFICATION SCHEME

- The use of logo must immediately be discontinued if the company voluntary resigns from the scheme.
- The use of logo must immediately be discontinued if certification is withdrawn by WCS.

ENSURING THE CORRECT USE

- The WCS auditor will review the use of logo at surveillance and recertification audits.
- WCS technical staff will also review websites and marketing material to ensure correct use.
- Any breach will result in a non-conformance being raised. Corrective action will be required.

GENERAL CERTIFICATION STATEMENTS

If you are intending to include certification statements on websites, sales / marketing material etc, the following guidance should be followed. Certification statements shall:

- Be linked to the name / brand of the company.
- Identify the type of management system certified. (ISO 22000, HACCP, GMP, etc).
- Identify that World Certification Services is the Certification Body.
- Not imply that products, processes or services are certified. The management system is certified.
- Not imply additional sites are certified if they are not included on the certificate.
- Not use misleading statements regarding certification (For example, imply that design is undertaken if this is not included in the scope of certification).
- Be removed following withdrawal of certification.
- Not state that your organisation has gained/achieved "Accreditation" (see Note below).
- Not state that your organisation has gained/achieved "ISO22000/HACCP/GMP" (as applicable)

CORRECT TERMINOLOGY

CORRECT TERMINOLOGY



Your organisation has achieved "Certification" from WCS.

Your organisation has received an "Accredited Certificate" from WCS.

WCS is an "Accredited Certification Body".

INCORRECT TERMINOLOGY



Your organisation has achieved "Accreditation" from WCS.

Your organisation is "Accredited".

GENERAL QUERIES

If you have a query regarding the use of logo or certification statements, please contact.

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