

Use of Logo

1. DAPL's Logo Policy:

- a) DAPL's certification marks indicate conformance of the organization's management system with the requirements of the applicable ISO standard.
- b) In line with the requirements specified in ISO 17021, Logos are not an indication of product conformity, and as such are not to be used on a product, or in a way that may be interpreted as denoting product or performance conformity.
- c) DAPL's policy governing any mark that it authorizes certified clients to use. This assures, among other things, traceability back to DAPL. 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 shall 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.

2. DAPL Mark:

<i>Guidance on acceptable usage of DAPL Mark - Logos</i>	
Use	DAPL Logo Mark
a) Marketing materials – Such as brochures, advertisements, web sites, videos, etc.	Yes – DAPL logo must be accompanied by your company name/logo, and location.
b) Stationary – such as business cards, labels, envelopes, letter heads, invoices, etc.	Yes – you may use the DAPL Mark if marketing materials are related to your approved scope. Mark should be of a size such that all features are clear.
c) On product	No
d) On Laboratory, calibration or inspection reports	No
e) On vehicles	Yes – DAPL logo must be accompanied by your company name/logo, and location.
f) On flags and banners	Yes
g) Greeting cards and calendars	Yes
h) On primary packaging	No
i) On secondary packaging	No – But you can make a statement like “Manufactured under an approved ISO 9001 quality system”
j) On signs	Yes
k) Billboards	Yes
l) On Certificates of compliance	Yes- Must be accompanied by a disclaimer indicating that registration only applies to the quality system
m) Promotional materials	Yes

3. Accreditation Board Mark:

Electronic copies of the mark can be obtained from DAPL.

RULES

- a) A certified organization may use the Accreditation Board accreditation mark only in conjunction with the accredited CB's mark on the organization's stationery and literature, and in its advertising, subject to the conditions in this Accreditation Rule and to the CB's conditions for use of its mark.
- b) The Accreditation Board accreditation mark shall be reproduced:
- a. colour:
 - b. in a size which makes all features of the mark clearly distinguishable.
 - c. without distortion of its dimensions.
- c) When using the Accreditation Board accreditation mark, its size must not exceed the size of the CB's mark.

- d) An organization may not place the Accreditation Board accreditation mark in isolation from the CB's mark.
- e) Accreditation Board's accreditation mark shall not be used on a product or in such a way as to suggest that the CB and/or Accreditation Board have certified or approved any product, process, or service of a certified organization, or in any other misleading manner.
- f) Accreditation Board's accreditation mark shall not be applied to laboratory test, calibration or inspection Reports, as such reports are deemed to be products in this context
- g) Accreditation Board's accreditation mark shall not be used on larger boxes etc., for transportation. However, a clear statement may be printed to the effect that the product contained therein was manufactured in a facility with [quality or environmental] management systems certified as being in conformity with [specific standard such as ISO 9001 or ISO 14001].

4. DAPL's control of ownership

4.1. DAPL requires that you, as a client organization:

- a) Conform to DAPL requirements when making reference to its certification status in communication media such as the internet, brochures or advertising, or other documents,
- b) Do not make or permit any misleading statement regarding its certification,
- c) Do not use or permit the use of a certification document or any part thereof in a misleading manner,
- d) Upon suspension or withdrawal of its certification, discontinue its use of all advertising matter that contains a reference to certification, as directed by DAPL,
- e) Amend all advertising matter when the scope of certification has been reduced,
- f) Do not allow reference to its management system certification to be used in such a way as to imply that DAPL Certifies a product (including service) or process,
- g) Do not imply that the certification applies to activities that are outside the scope of certification, and
- h) Do not use its certification in such a manner that would bring DAPL and/or certification system into disrepute and lose public trust

4.2 DAPL exercises proper control of ownership and takes action to deal with incorrect references to certification status or misleading use of certification documents, marks or audit reports. Such action could include requests for correction and corrective action, suspension, withdrawal of certification, publication of the transgression and, if necessary, legal action

Marketing Your Registration

Achieving ISO approval still places you amongst an DAPL group of companies who can demonstrate that they have an effective quality system. This is good news and is worth shouting about. So how can you leverage our brand and your registration?

- 1) Place banners on your building

DAPL Document- Use of logo and marks

- 2) Use the logo on your letter heads
- 3) Use the logo on your business cards
- 4) Advertise your company worldwide on www.delanoassessment.com (ask us for details)
- 5) Advertise your approval on a web site. Include a statement on your system approval in your marketing material, if you state clearly that the system is approved (not the product) you can also use our logo (see page 2).

DAPL is always ready to help and advise you on how to maximize your registration.

DAPL will take suitable action to deal with incorrect references to the registration system or misleading use of registration marks found in advertisements, catalogues, etc.

NOTE - Such action could include corrective action, withdrawal of registration certificate, publication of the Transgression and, if necessary, other legal action.

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Sign & seal of client

for **Delano Assessment Private Limited**

Address:

Date: