

Use of Logo

1. Scope	
This document provides the policy for the establishment of agreements between DAPL and its Certified client for use of DAPL Logo/Mark	
2. DAPL's Logo Policy:	
DAPL's certification marks indicate conformance of the organization's management system with the requirements of the applicable ISO standard. 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.	
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.	
3. DAPL Mark:	
DAPL Mark is registered in Trademark	
Use	DAPL Logo Mark
Marketing materials – Such as brochures, advertisements, web sites, videos, etc.	Yes – DAPL logo must be accompanied by your company name/logo, and location.
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.
On product d) On Laboratory, calibration or inspection reports	Not allowed to use in product, Testing/Laboratory reports, calibration report or inspection reports
On banners	Yes
Greeting cards and calendars	Yes
On packaging material	No
On Certificates of compliance	Not Allowed
On Promotional materials	Yes
4. Accreditation Board Mark and IAF Logos:	
IAS Logo: - As per the IAS Rules of Accreditation, Certified clients of any certification body are not permitted to use International Accreditation Service (IAS) Logo/Accreditation Mark.	
IAF Logo: - As per the IAF guidelines, Certified clients of any certification body are not permitted to use IAF Logo	
5. DAPL's control of ownership	
Conform to DAPL requirements when making reference to its certification status in communication media such as the internet, brochures or advertising, or other documents	
Do not make or permit any misleading statement regarding its certification	
Do not use or permit the use of a certification document or any part thereof in a misleading manner	
Upon suspension or withdrawal of its certification, discontinue its use of all advertising matter that contains a reference to certification, as directed by DAPL, amend all advertising matter when the scope of certification has been reduced	
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	
Do not imply that the certification applies to activities that are outside the scope of certification	
Do not use its certification in such a manner that would bring DAPL and/or certification system into disrepute and lose public trust	
5.1	
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.	
5.2 Marketing Your Registration	
Achieving ISO approval still places you amongst an DAPL group of companies who can demonstrate that	

Use of Logo

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?
Place banners on your building
Use the logo on your letter heads
Use the logo on your business cards
Advertise your company worldwide
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.

Moustafa

Signature of client

Date: - 23/12/2024



Director

Delano Assessment Private Limited

172, Block-3, Ganga Shopping Complex,
Sector-29, Noida-201301, India

	YES
	NO
	NO