



# Bureau Veritas Certification

## 驗證標誌與認可機構商標使用規則

### 1. 商標與標誌

本程序說明如何使用 Bureau Veritas Certification(BVC)驗證標誌(Certification Mark)或認可機構(Accreditation Body)、方案所有者(Scheme Owner)的商標(Logos)的一般使用規則。

BVC 有兩種商標：

- BVC 企業商標(只有 BVC 可以使用，例如用於文具、手冊與網站)。
- 驗證標誌(BVC 所驗證的客戶可以使用於溝通與宣傳其驗證)。

當客戶想要將 BVC 與認可機構商標放在一起，必須遵守下列規則。適用於特定方案的其它要求，請依循方案的要求執行。

### 2. 驗證標誌、認可機構或方案所有者商標的使用

BVC 確保通過國家及國際標準驗證的客戶可以使用 BVC 驗證標誌和相關的認可商標。這些準則明確指出標誌與商標的使用，不可以誤導自通過驗證公司購買產品與服務的組織與個人。

本文件所提及的商標與標誌使用要求，同樣適用於證書、報告及其它有關的文件。不可以造成誤導或損害 BVC 的名譽。任何管理系統的宣傳必須清楚；不允許暗示產品已被驗證通過，而非管理系統被驗證通過。

通過 ISO 9001 或是 ISO 14001 管理系統驗證之 BVC 客戶，可以在不誤導採購者的情況下使用標誌與商標。標誌與商標不可用於推斷產品或服務被驗證。標誌不應使用於消費者可見的產品或產品包裝上，或以任何會被解讀為產品符合的方式使用。從大眾的角度來看，不得有模稜兩可的狀況。

驗證標誌可以用於下列：

- 在文章、文宣、公司傳單和報告上
- 在公司廣告和網站內
- 在公司車輛如卡車與廂型車上
- 在公司招牌和旗幟上
- 在展覽設備和公司陳列物上

禁止在實驗室測試、校正或檢驗報告上使用標誌，因為這些報告亦被視為是產品。



BUREAU  
VERITAS

以下表格彙總使用驗證標誌在產品包裝上的使用限制：

	在產品或主要 (展示或零售) 包裝上 *註 1	在大型外盒， 如用於產品的 運輸(第二層或 過度包裝)上 *註 2	在車輛或永久 結構如廣告建 築上	在小冊子、網 站內的廣告
BVC 驗證標誌 *註 3	不允許	不允許	允許 *註 5	允許 *註 5
BVC 驗證標示， 附帶產品聲明 *註 4	不允許	允許 *註 5	允許 *註 5	允許 *註 5

註 1：可能是有形的產品本身，或在獨立包裝、容器內的產品等。在測試/分析活動的個案中，產品可能是測試/分析報告、符合性證書或訓練/合格證書。

註 2：可能是紙箱製成的外包裝。此可被合理認定為不會送達至最終使用者。

註 3：此適用於包含基本適用性描述的特定形式。只有單獨的文字聲明不能構成一個標誌。任何用於描述的文字應為事實且不可誤導。

註 4：可以是清楚的聲明，宣稱產品在工廠製造，而該工廠的品質管理系統已被驗證/註冊為符合 ISO 9001。

註 5：當使用認可商標，BVC 客戶必須注意避免侵害特定認可機構的要求，例如 UKAS 不允許其商標被用於車輛或原子筆、桌墊、年曆等宣傳品上；FSSC/FAMI-QS 不允許其商標被用於產品、產品標籤或產品包裝上。

BVC 驗證標誌必須依以下範例呈現。此驗證標誌適用於所有系統。

Quality Management Systems ISO 9001	Automotive Quality Management Systems ISO/TS 16949	Environmental Management Systems ISO14001
ISO 9001 BUREAU VERITAS Certification	ISO/TS 16949 BUREAU VERITAS Certification	ISO 14001 BUREAU VERITAS Certification
Safety Management Systems OHSAS 18001	Food Safety Management Systems ISO 22000	
OHSAS 18001 BUREAU VERITAS Certification	ISO 22000 BUREAU VERITAS Certification	

對應的認可機構商標應伴隨 BVC 標誌，成為一個合併的商標。認可機構商標不可單獨使用。



BVC 標誌與認可商標的整合可以任何尺寸製作，但必須維持其可讀性與比例。作為指引，BVC 標誌與認可商標的一般高度為 20mm。

BVC 標誌與認可商標的合併可以使用於所有文具、宣傳文件與名片上。有一些商標如 UKAS，只能使用單一顏色印刷，可以是紅色、棕色或黑色，或是在公司信箋中的主導色。有關個別商標顏色的限制可以向 BVC 索取。商標亦可以浮雕印製於企業文具，但不能再使用其它顏色。

註：IAF MLA 標誌只能與 BVC 驗證標誌及認可機構商標合併使用。驗證機構只有在與認可機構簽署協議後方能被允許使用 IAF MLA 標誌。

### 3. 客戶商標在證書上的使用

#### 一般情況

由於有些客戶不允許其商標被使用於商業用途，以及有混淆大眾之風險，不建議使用客戶商標於 BVC 證書上。

然而，客戶可以提出此需求，BVC 應遵循下列特定規則。任何情況下，在未獲得客戶核准之前，嚴格禁止使用客戶商標。此正式核准及使用客戶商標的範圍應載明於合約或獨立文件上。

#### 一般條款

使用客戶商標時，必須考慮下列步驟：

- (1) 要求客戶提供商標圖示指引，並遵循最小尺寸、保護區及色彩的規定
- (2) 盡可能使用原始檔案(如：Photoshop, Indesign, Coreldraw, Illustrator 等)
- (3) 建議在專業繪圖設計師指導下使用商標

#### 圖片使用規範 (參考以下範例)

- (1) 客戶的商標為置中於公司名稱之下
- (2) 不允許使用底線(Baseline)
- (3) 優先使用黑白版本的商標
- (4) 商標的寬度至少比驗證標誌小 60%

更多客戶商標的使用規則請洽詢您專屬的客服人員。

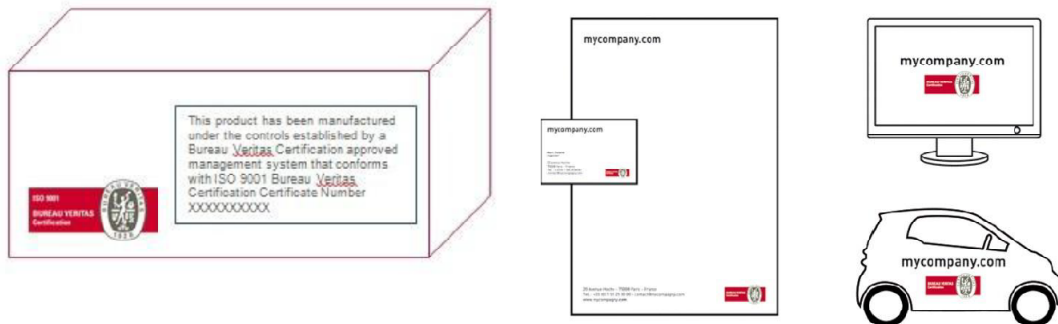
## 4. 產品聲明

當客戶希望證明產品是在 ISO 9001 或 ISO 14001 驗證通過的管理系統下所生產，在不使用前述商標時，可使用以下聲明在產品或其包裝上：

**此產品/服務在 Bureau Veritas Certification/台灣衛理國際品保驗證股份有限公司驗證通過之 ISO 9001:2015/ISO 14001:2015 品質/環境管理系統下製造/提供。**

**Bureau Veritas Certification/台灣衛理國際品保驗證股份有限公司證書編號：XXXX**

註：對於已被 BVC 驗證及所核發的驗證證書，標誌或伴隨文字不應模稜兩可。不應暗示此驗證適用於驗證範圍以外的活動。



## 5. 合併證書

BVC 規則為：

- 合併證書包括 2 種或 2 種以上的驗證方案
- 合併證書只能在驗證方案為相容時核發
- 合併證書只能說明方案標準及範圍，不能說明任何管理系統的整合程度。相關細節說明於整合管理系統程序中
- 適用 BVC 驗證標誌及認可商標的集團政策
- 若其中一個或多個標準被終止或取消，證書需要重新核發並且僅能列出 BVC 仍然驗證的標準



## 6. 驗證循環的變更如何影響驗證標誌的使用

### 驗證範圍變更

當驗證範圍減少，BVC 將通知客戶，客戶應修改所有相關的宣傳用途。

### 驗證暫時中止或終止

當驗證暫時中止或終止時，客戶應停止所有有關驗證之宣傳用途的繼續使用。此包括網站上的引用，BVC 的稽核應對此進行查證。

- ✚ 若在使用上有任何問題，歡迎參考以下英文原文或聯絡您專屬的客服人員。



---

# CERTIFICATION MARK & ACCREDITATION

## BODY LOGO

### 1 Logos and Marks

This procedure describes how to use BVC certification mark and Accreditation Body or scheme owner's logos in a generic way.

BVC has two types of logos:

- BVC corporate logo (only used by BVC entities on their stationery, brochures, website.)
- Certification marks (used by our certified clients to communicate and promote their certification).

When a client wants to use combination of BVC & AB logos, it must respect the following rules.

Additional rules applicable to specific scheme are detailed in separate documents per scheme.

### 2 Use of Certification Mark, Accreditation Body or scheme owner Logo

BVC ensures that its certified clients use BVC certification mark and the relevant accreditation logo, in accordance with national, and in some cases international criteria. These criteria specify that marks and logos are not used in such a manner that may be misleading to the organizations and individuals that purchase goods and services from certified companies.

Where the word mark and logo are used in this document this also covers the certificate, reports and other associated documents which must not be used in a misleading manner or bring BVC into disrepute. Any promotion of the management system must be clear; it is not acceptable to imply that it is the product that is certified and not the management system.

BVC clients, certified against requirements of either the ISO 9000 family or ISO





BUREAU  
VERITAS

14001 for management system compliance, can use marks and logo in a manner as to not confuse purchasers. Marks and logos must not be used to infer that the product or service has been certified. The 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. There shall be no ambiguity from public perception point of view.

**The certification mark can be applied in the following ways:**

- On literature, brochures, company leaflets and reports
- In corporate advertising and website
- On company vehicles such as trucks and vans
- On company signs and flags
- On exhibition equipment and company displays

It is prohibited to use marks on laboratory test, calibration or inspection reports, as such reports are deemed to be products in this context.

The table below summarizes the allowable limits for use of certification marks on product packaging:

	On product or primary (display or retail) packaging (1)	On larger boxes, etc. used for transportation of products (secondary or transit packaging) (2)	On vehicles or permanent structures such as buildings for Advertisement	In pamphlets, website, etc. for advertisement
<b>BVC Certification Mark (3)</b>	Not allowed	Not allowed	Allowed (5)	Allowed (5)
<b>BVC Certification Mark, with a Product Statement (4)</b>	Not allowed	Allowed (5)	Allowed (5)	Allowed (5)

**(1)** This could be a tangible product itself or product in an individual package, container, etc. In the case of testing / analyzing activities, the product could be a test/analysis report or certificate of conformity or certificate of training or achievement.



- (2)** This could be over-packaging made of cardboard etc. that can be reasonably considered as not reaching end users.
- (3)** This applies to marks that have a specific form including some basic description of its applicability. A statement in words alone does not constitute a mark in this sense. Any such wording shall be true and not mislead.
- (4)** This could be a clear statement that (this product) was manufactured in a plant whose quality management system is certified / registered as being in conformity with ISO 9001.
- (5)** When using accreditation logos, BVC client must pay adequate attention to avoid infringement of any specific accreditation body requirement. E.g. UKAS does not allow its logo to be displayed on vehicles or promotional items such as pens, place mats, diaries etc. The FSSC 22000 logo may not be used either on a product, its labeling or its packaging, or in any other misleading manner.

BVC Certification Mark must be displayed as on the example below. Specific certification marks are available for all systems.

Quality Management Systems ISO 9001	Automotive Quality Management Systems ISO/TS 16949	Environmental Management Systems ISO14001
Safety Management Systems OHSAS 18001	Food Safety Management Systems ISO 22000	

The corresponding Accreditation Body logo shall always be accompanied by BVC Mark in a combination logo. Accreditation Body logo cannot be used separately.

The combination of BVC mark and accreditation logo can be produced in any size, provided that the legibility and the proportions are maintained. As guidance, the normal height of the BVC mark and accreditation logo shall be 20mm.





The combination BVC mark and accreditation can be used on all stationary, promotional literature and business cards. Some logos, such as UKAS, can only be produced in a single color. This can be in red, brown or black, but may be in the pre-dominant colour of the corporate letterhead. Details of the color restrictions for individual logos can be obtained from the local certification entity. The logo can also be embossed on corporate stationary, provided no additional colour is used.

**Note:** IAF MLA mark can only be used in conjunction with BVC Certification Mark and Accreditation Body logo. Local certification entity is allowed to use MLA mark only if it has signed an agreement with Accreditation Body to do so.

### **3 Use of client's logo on a certificate**

#### **General conditions**

The use of client's logo in BVC certificates is not recommended, due to the risk of confusion, and because some clients do not allow seeing their logo used in a commercial way.

However, a client can request it, and local certification entity shall follow specific rules. In any case, it is strictly forbidden to use client's logo, without client's approval. This formal approval and the scope of use of client's logo have to be written in the contractual form or independently.

#### **General Rules**

When using the client's logo, the following steps shall be considered:

- 1) Request client to provide the logo graphic guidelines and follow it especially in terms of minimum size, protection zone and colours to be used (if no black & white version existing).
- 2) Ask if possible for the native files (e.g.: Photoshop, Indesign, Coreldraw, Illustrator, etc.)
- 3) It is recommended to get this work led under a professional graphic designer.

## Graphic Rules (see below example)

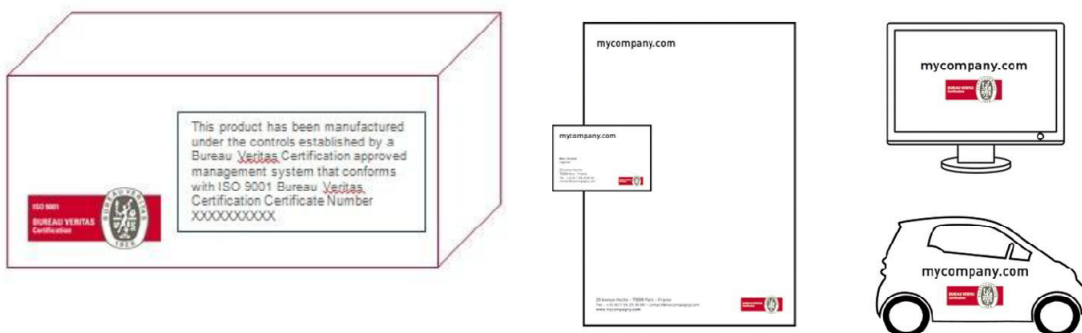
- 1) Client's logo is centred under the client name
- 2) Baseline use is not allowed
- 3) Use black and white version of the logo preferred
- 4) Logo width size is minimum 60% smaller than the Certification Mark one

## 4 Product Statements

For clients wishing to demonstrate that products have been manufactured under their certified ISO 9001 or ISO 14001 management system, without using the above logos the following statements can be made on both the product and its respective packaging:

***This product/service has been manufactured / delivered under the controls established by a Bureau Veritas Certification approved quality / environmental management system that conforms to ISO 9001, ISO 14001. Bureau Veritas Certification under certificate number: XXXXX (Organization certified to ISO 9001 who have permitted exclusions e.g. Design must make a positive statement to this effect).***

Note: There shall be no ambiguity, in the mark or accompanying text, as to what has been certified and that BVC has granted the certification. This shall not imply that the certification applies to activities that are outside the scope of certification.



## 5 Combined Certificates

BVC rules are:

- Combined certificates cover two or more certification schemes
- Combined certificates can only be issued where the schemes are compatible. E.g. All schemes are accredited or all schemes are unaccredited
- Combined certificates only detail the scheme standards and Scopes and do not detail any level of integration of the management system. This is dealt within the Integrated Management Systems procedure
- Group Policy for the use of BVC Certification Mark and Accreditation Logo applies
- If one or more of the standards are withdrawn or cancelled, the certificate shall be reissued detailing only those standard(s) still certified by BVC

## 6 How changes in certification cycle affects use of certification mark

### **Change in scope of certification**

When the scope of certification is reduced, client is informed by BVC and shall amend all advertising matter.

### **Suspension or withdrawal of certification**

Upon suspension or withdrawal of certification, client shall discontinue the use of all advertising matter that contains a reference to certification. This includes references to certification on websites and shall be verified at BVC audits