


Document: QP-03 Rev.: 2	ORGANIZATION USE OF REGISTRATION CERTIFICATE MARKS AND LOGO	
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1.0 **PURPOSE**

To define the procedure for the use of Certificate of Quality Management System Registration, CMA and ANAB registered mark/logo(s) and advertising language. For the purpose of this procedure the word mark is interchangeable with the word logo.

2.0 **SCOPE**

This procedure applies to organizations registered by CMA.


3.0 **RESPONSIBILITY**

- 3.1 The Certification Director or designee shall be responsible for providing the organization with the certificate and CMA/ ANAB mark/logo(s).
- 3.2 The organization shall be responsible for adhering to this procedure and requirements listed in their signed contract concerning the use of logo's and certificates.

4.0 **PROCEDURE**

- 4.1.1 Organizations can reproduce a copy of their certificate in full for marketing purposes under the restrictions and guidelines noted in this procedure. The term mark/logo used in this procedure will be understood as the mark or logo of CMA and of ANAB.
- 4.1.2 Upon successful completion of the CMA registration process, the organization shall be issued a Certificate of Quality Management System Registration, detailing the scope of application, location and the applicable quality standard. This certificate and the relevant accreditation mark/logo are subject to the conditions below:
 - a) The organization is entitled to publish and display the Certificate of Quality Management System Registration and/or the mark/logo on promotional materials, correspondence and advertising with strict adherence to the requirements and prohibitions listed below.
 - b) The organization shall pay strict attention to and strictly adhere to the fields of application specified in the Certificate of Quality Management System Registration. These are the Standard for which the registration is granted, the scope and location noted on the certificate of registration. The application, reproduction or other use of the mark/logo and statements made regarding the certification status of the organization shall not indicate or imply that the organization has been registered or certified for any other fields of application.
 - c) In the event the scope of certification changes advertising matter must be amended.
 - d) Any advertising material (such as letterhead, business cards, and marketing-promotional materials) shall clearly describe the approval of the organization's quality management system. The mark/logo reproduced on advertising materials, brochures, publications, websites or other media intended to advertise the

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1	Initial release	10.06.2014
2	Add specific changes ref.ISO 17021-1/2017	11.15.2019

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capabilities, products or other business activities of the organization shall **in no way** be done in a manner that would suggest that CMA and/or ANAB have certified or approved any product, process or service of the organization.

- e) **CMA does not permit its marks to be applied by certified clients to laboratory test, calibration or inspection reports or certificates.**
- f) The mark/logo shall not be used on containers, boxes, labels or wrapping that is applied as part of the packaging for shipment of product.
- g) The mark/logo shall not be applied to laboratory test, calibration or inspection equipment or inspection reports. **Correspondence that references the results of testing, calibration or inspections shall not carry the mark/logo.**
- h) The mark/logo use is subject to review at each of the Quality Management System audits. The lead auditor/auditor shall discuss the use of marks and logo at the closing meeting (see Form ACF-07 R4 Open Close Roster).
- i) The audit of the use of mark/logo application will establish that the use of the mark/logo is not in any way being done in a misleading manner.

4.1.2.1 The organization shall be provided with the artwork to reproduce the CMA and Accreditation Agency (ANAB) marks/logos. **THE ANAB MARK/LOGO SHALL NOT BE USED WITHOUT CMA'S MARK/LOGO.** CMA mark/logo may be used without ANAB mark/logo.

CMA and ANAB Mark/Logo(s) shall be reproduced:

- a) In conjunction with the organization's name, location, and registration number;
- b) In a size which makes all features of the mark/logo clearly distinguishable, without distortion of its dimensions and its size must not exceed the size of CMA's mark/logo. In the case of non-accredited certificates organization will not be provided with ANAB mark/logo.
- c) An organization may not place the ANAB accreditation mark/logo in isolation from CMA's mark/logo. The ANAB mark/logo and CMA mark/logo must be placed directly next to each other.

4.2 When identified incorrect references to certification status or misleading use of certification documents, marks or CMA shall take suitable action against an organization if the use of the Certificate of Quality Management System logo is not in compliance with this procedure.

4.3 Such action could include requests for correction and corrective action, suspension, withdrawal of certification, publication of the transgression and, if necessary, legal action.

4.4 Upon termination of the registration agreement, the organization shall refrain from any use of the Certificate of Quality Management System Registration and/or mark/logo. The certificate shall be returned to CMA upon request.

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4.6 The Certificate of Quality Management System Registration does not exempt the organization from legal obligations.

5.0 RECORDS

CF-01 CMA Certificate
 QP-02 - Terms and Condition – Certification Agreement
 ACF-07 R4 Open Close Roster).

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