



Un-complicate your
management systems

The BSI Certification Mark Guidance of Use

How to display the BSI Certification Mark

The BSI Certification Mark is for organisations whose management systems have been assessed by BSI as fulfilling the requirements of a given Standard or scheme. It is a valuable marketing tool to promote your overall organisation and service capability and we encourage you to use it fully. For further information about maximising your hard earned Certification Mark, please refer to BSI's 'Getting the Most out of your Certification Mark' fact sheet. If you have any questions your assessment team will be pleased to assist with any queries relating to displaying the BSI Certification Mark.

As a BSI certified organisation you may:

- ✓ Only use the Mark as designed by BSI
- ✓ Print the Mark in any colour as long as it is uniform (we do however, recommend using the Mark in the colour that it is provided).
- ✓ Use the Mark on correspondence, advertising and promotional material, internal walls and doors and on exhibition stands relating to your certification, providing such material is not misleading
- ✓ Display the Mark on vehicles **without** the certificate number providing that the organisation name or trademark is displayed adjacent to it
- ✓ Use the Mark on electronic media (e.g. your website, the Internet) accompanied by your certificate number
- ✓ Display your scope of certification on electronic media
- ✓ Add the management Standard (e.g. ISO 9001) beneath the mark so long as it is legible



When the Certification Mark is used, it is recommended that:

- ✓ The logo is no smaller than 10x10mm, except in exceptional circumstances (e.g. on a business card)
- ✓ The font below the Mark is Frutiger Light italics or Arial Light italics and is centred below the Mark. Font size should be proportional to the size of the Mark, as shown above. Text can flow onto three lines if required
- ✓ The text should be set below the Mark at a distance equal to the height of the BSI lettering within the logo, as shown above

As a BSI certified organisation you may not:

- ✓ Use the Mark without the certificate number written adjacent to it, except on vehicles
- ✓ Use the Mark on product certificates, (e.g. certificates of analysis, conformity, calibration certificates or testing certificates)
- ✓ Use the Mark in association with any activity, service or product outside the scope of certification
- ✓ Use the Mark on presentation-style certificates, (e.g. academic qualifications)
- ✓ Use the Mark in promoting or advertising any organisation other than those certified by BSI.
- ✓ Display the Mark directly on a product.

Note: It is permissible for service companies to use the Certification Mark on a medium which is seen by your customers but is not on the product itself, (e.g. credit cards, cheque book, food packaging) as long as it is clear through words that the management system has been certified and not the product. e.g. "Manufactured under an ISO 9001 certified quality management system." Your assessment team can advise on specific instances.

The Certification Mark is specific to the organisation certified and may not be transferred to or used by other companies within the same group of companies.

For further information on how or where to display the BSI Certification Mark, please contact us the details below:

BSI Group Australia and New Zealand
T: 1300 730 134 Australia Wide

T: +61 2 88 777 100
F: +61 2 88 777 120
Info.aus@bsigroup.com

Integrated Business Solutions
It's simple when you know how!
www.bsigroup.com.au 1300 730 134

