

# PR04 Mark of Conformity Procedure

## 1. Purpose

The purpose of this procedure is to define *London Associati Ltd* (Certifications) rules for the use of our mark of conformity and any corrective actions that may be taken in event that the mark of conformity is misused.

*London Associati* Certifications exercises control as specified by the Joint Accreditation System in the use and display of licenses, certificates, marks of conformity and any other mechanism. Guidance on the use of certificates and marks permitted are issued to the certified client.

The use of marks of conformity is reviewed during surveillance and triennial audits. Incorrect references to the certification schemes, or misleading use of licenses, certificates, marks or any other mechanism for indicating a product is certified, found in documentation or other publicity by any company which *London Associati* Certifications certifies may result in the withdrawal of certification.

## 2. Scope

This procedure must be issued to and followed by all clients who are certified by *London Associati* Certifications, in all areas where a mark of conformity may be used.

## 3. Referenced Documents

ISO Guide 27	Guidelines for Corrective action to be taken by a certification body in the event of misuse of its mark of conformity
ISO/IEC 17030	Conformity Assessment – General Requirements for Third-Party Marks of Conformity
ISO Guide 23	Methods for Indicating Conformity with standards for third-party certification systems

Table 1-Referenced Documents

## 4. Workplace Health & Safety

No identified workplace health and safety issues have been identified.

## 5. Terms and Definitions

EM	Executive Manager
Mark of Conformity	A protected mark issued by a body performing third-party conformity assessment, indicating that an object of conformity assessment (Product, Process, Person, System or Body) is in conformity with specified requirements.
<i>London Associati</i> Certifications	<i>London Associati Ltd</i>
QMR	Quality Management Representative

Table 2-Terms and Definitions

# PR04 Mark of Conformity Procedure

## 6. Procedure

### 6.1. Mark of Conformity



### 6.2. Style Guide

#### 6.2.1. Minimum Size

When using the *London Associati* Certifications Mark at reduced sizes, the logo must not appear smaller than 20mm in height.



#### 6.2.2. Exclusion Zones



When using the *London Associati* Certifications Mark, an exclusion zone must be incorporated. No typography or graphic elements are to appear within the specified area surrounding the logo. The correct exclusion zone 'X' is equal to the distance between the sharp point of the 'Q' and the right edge of the mark. This distance scales in proportion to the logo size and measures an equal distance on all sides of the logo.

# PR04 Mark of Conformity Procedure

## 6.2.3. Primary Colors



## 6.3. General Guidelines for Use

- Upon granting certification, the client shall be granted use of *London Associati* Certifications mark of conformity upon completion of:
  - An Licensing Agreement which must be read, signed returned to *London Associati* Certifications; and
  - An License which is signed by the Executive Manager and grants permission for the client to use the mark of Conformity in line with the Licensing Agreement and this procedure.
- The mark shall be displayed only in appropriate form, size and color;
- The Organization's certificate number shall be printed under the mark;
- Accreditation marks shall be a minimum size of 20mm in diameter;
- The color of the logo must not be altered in any way;
- The mark must always be legible and clear;
- The mark must always be in proportion (when resizing always lock ratio of height to width);
- Embossed, relief, or die-stamped versions may be used. The marks may be reproduced as water marks;
- Electronic reproduction of the mark is permitted (including Internet websites) provided that the following requirements are met and:
  - The Organization's certificate number is printed under the mark;
  - the mark is reproduced so that infilling does not occur;
  - Degradation or distortion of the mark graphic is avoided;
  - Computer files of the mark shall be prepared from mark masters. Redrawn approximations may not be used.
- The mark of conformity shall not be used in any way that might mislead the reader about the status of a certified organization, activities outside the scope and imply that product, process or service is certified;
- Holders of a Certificate shall not make, use or permit any misleading statement about the certification document;
- The *London Associati* Certifications mark of conformity is not permitted to be applied to laboratory test, calibration or inspection reports;

# PR04 Mark of Conformity Procedure

- The mark must not be applied to any packaging of any product or accompanying information. This ensures that a statement will no way imply that the product or process is certified;
- The mark or accompanying publicly available information shall identify the issuer and the aspects covered by the mark in a way that avoids potential misunderstanding;
- Holders of certificates issued by *London Associati* Certifications may use the appropriate mark in the manner prescribed, on stationery and publicity material or other items relevant to their certificate;
- Holders of certificates shall not use its certification in such a manner that would bring *London Associati* Certifications or system into disrepute and lose public trust;
- The term 'publicity material' shall not include notices, labels, documents or written announcements affixed to or otherwise appearing on goods or products, unless the goods or products have been manufactured under an accredited product conformity scheme. This restriction shall also apply to primary (e.g. blister packs) packaging, promotional products and test certificates / certificate of analysis;
- Upon reduction in scope, advertising matter shall be amended;
- For Quality Management Systems, the Organization must specify the type of management system certified by *London Associati* Certification (e.g. quality, environmental) and the applicable standard.

## 6.4. Other Points to Note

- The certification marks shall not be displayed on vehicles, except in publicity material containing an accreditation mark as part of a larger advertisement, provided the mark is used in the publicity material in accordance with the conditions detailed elsewhere in this information sheet;
- Certification marks may be displayed on internal walls and doors, and on exhibition stands;
- All quotations for work that contain a certification mark shall clearly indicate those activities that are not certified by *London Associati* Certifications;
- Upon signing the Client Service Agreement, the client enters into a binding contract to abide by the rules of certification and the use of certification marks;
- Marks may not be used on laboratory tests and calibration reports or certificates;
- Any use of a certification mark that might contravene the conditions laid down in this publication shall be referred to *London Associati* Certifications;
- *London Associati* Certifications shall ensure that they audit the use of marks of conformity by their certificate holders. Conditions for the use of the marks by such certificate holders are given in these rules and upon certification;
- Reproduction of the marks shall be based on master versions supplied at the time of certification, to which certificate holders must add their certificate number;
- *London Associati* Certifications shall provide the client with information that explains the meaning of the certification mark;
- *London Associati* Certifications shall maintain a list of clients that have been granted use of the mark of conformity and this list shall be made publicly available on their website.

# PR04 Mark of Conformity Procedure

## 6.5. Certificate of Conformity

Certificates of conformity / certification shall be issued to the certified body by *London Associati* Certifications upon being successfully certified. The certificate must be displayed in a prominent place in the organization.

## 6.6. General Guidelines

The certificates must show the standard(s) or scheme(s) the organization has been certified against. The following shall be displayed on certificates as a minimum:

- Name and address of *London Associati* Certifications;
- Name and address of the organization attaining certification;
- The scope to which the certification applies;
- Reference to the appropriate standard(s). Where certification applies only to a portion of this standard, this must be made clear;
- Date of issue of certificate;
- Signature and title of the authorized officer.

## 6.7. Organizational References

When communicating about your certification in your promotional or marketing material or other, please follow these simple rules.

When first referencing our Organization, write out the name in full, followed by the abbreviation in brackets:

- *London Associati Ltd* (Certifications).

Avoid:

- Quality Innovation Performance Certifications (Certifications);
- *London Associati* Cert.

After writing our Organization's name in full for the first instance, simply use the abbreviation references throughout the rest of the communication.

It is essential that there be no ambiguity in the mark or accompanying text as to what has been certified or granted certification by *London Associati* Certifications.

## 7. Misuse of Marks of Conformity

*London Associati* Certifications will investigate all reports regarding the misuse of its certification mark. Where it is established that a misuse has occurred, *London Associati* Certifications shall raise a corrective action plan and take the following corrective actions:

- Determine the scope of misuse including products, Model Number, Serial Number and quantities involved;

Document ID: PR04

Document Owner: Executive Manager

Revision 3, Effective Date: 21/11/2019

Location: [www.associati.london/PR04.pdf](http://www.associati.london/PR04.pdf)

Document Title: Mark of Conformity Procedure

Reviewed by: Executive Manager

Next Review Date: 21/11/2020

Page 5 of 7

## PR04 Mark of Conformity Procedure

- Notify the client or party responsible to remove the mark from the area that is not certified;
- Determine the type and severity of the misuse;
- Establish facts with regard to the misuse of the mark which may include an unplanned audit;
- Where facts are conclusive, corrective actions shall proceed and may include but are not limited to:
  - Notifying regulatory bodies in writing regarding the misuse and at the same time;
  - Notify the misuser (see below for the registered letter details);
  - Suspend authorization to use the mark.

The registered letter shall contain at a minimum:

- The reason for corrective action;
- The actions to be taken by the misuser to resolve the problem.

The degree of corrective action shall depend largely on the severity of the transgression.

The following actions may result on behalf of *London Associati* Certifications following misuse of the mark of conformity:

- Periodical surveillance;
- Further corrective action;
- Withdrawal of certification;
- Publication of transgression;
- Other legal action if deemed necessary.

Where a misuser refuses to take corrective action, the regulatory bodies shall be informed that the misuser has refused to take corrective action and that the certification of the transgressor has been cancelled. In some cases, legal action may take place if deemed necessary.

Where the corrective action has been resolved to the satisfaction of *London Associati* Certifications, the following should occur:

- All recipients of the initial letter asking for corrective action should receive a second letter which includes:
  - That the suspension imposed has been lifted;
  - Authorization to use the mark has been reinstated;
  - States the corrective action taken by the misuser;
  - If applicable, describes the new marking required.
- Certification shall be revised if necessary to include any changes necessitated by corrective actions;
- *London Associati* Certifications shall carry out an internal audit of its own duties, activities and procedures to determine if the misuse was due to a weakness within its own Organization and whether through altering its activities, further misuse of the mark may not be repeated.

Upon suspension or withdrawal or loss of its certification, the use of *London Associati* Certifications marks of conformity be discontinued from all advertising matter, stationery etc., that contains a reference to

# PR04 Mark of Conformity Procedure

certification. The use of logo on all stationery / advertising material shall be amended if the scope of certification is reduced.

## 8. Revision History

Revision	Effective Date	Section	Change Description
1	3/10/2019	All	Initial document release.
2	20/10/2019	All	Update to all fields to specify difference in procedure for Marks of conformity and our Logo.
3	21/11/2019	All	Changes made to whole document to updated to ISO 17065 and 17021 parts 1 and 3