



**COMMUNICATE YOUR COMMITMENT,  
COMMUNICATE YOUR ACHIEVEMENTS**

**CERTIFICATION MARKS USER MANUAL**

# Introduction

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Congratulations on your achievement! The aim of this manual is to assist you in properly communicating your certification to the market; we are convinced of the value of recognising the work you do for Quality, Sustainability, Safety and Corporate Social Responsibility.

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# 1. Design elements of certification marks

## Fundamental elements of a logo

The CQY Certiquality logo consists of two parts, an upper part and a lower part, juxtaposed with proportions, ratios, spaces and distances in mind. The upper part consists of the three letters CQY. The letter Q is customised with a pictogram that represents a magnifying glass. The lower part consists of the name of the company Certiquality, designed with a customised font.

In any possible use by customers - in compliance with contractual regulations - the CQY CERTIQUALITY logo must always be accompanied by wording relating to the standards and certifications. Together they form the Certification Mark available to the certified company.

The fundamental elements of the logo may not be used separately, changed in proportion, moved or turned.

CQY logo  
CERTIQUALITY →



← Specific references to the system/standard for which certification was obtained

Example of Certification Mark available to the certified company

# 1.1 Font

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The font used in the text referring to the certifications is **ACUMIN PRO SEMICONDENSED**, in the different weights shown in the image below. The text must always be aligned in the centre.



If Certiquality customers want to customise the mark (e.g. by indicating the certificate number) or make a new integrated mark, if they did not have the primary font **ACUMIN PRO SEMICONDENSED**, as an alternative, they may use: **CALIBRI**, **ARIAL**, **ROBOTO (GOOGLE FONT)** or **MADA (GOOGLE FONT)**


# 1.2 Colour References - Full Colour

## Colour version

The mark may be applied to coloured, illustrated or photographic backgrounds provided it remains legible.

The colour version of the mark must be used on light/semi-light backgrounds. In particular, you must use the CMYK colour as a reference for four-colour prints and reproductions, RGB or html for web-based reproductions. The following pantone codes should be used as a reference for colour rendering.

BLUE	 <p>PANTONE: 2955 C CMYK: 100; 52; 0; 58 RGB: 0; 56; 101 HEX/HTML: 003865</p>
LIGHT BLUE	 <p>PANTONE: 7710 C CMYK: 77; 2; 21; 1 RGB: 0; 167; 181 HEX/HTML: 00A7B5</p>
GREY	 <p>PANTONE: COOL GRAY 9 C CMYK: 50; 40; 34; 17 RGB: 117; 120; 123 HEX/HTML: 75787B</p>



The diagram shows the CQY logo with color annotations. The text 'CERTIFIED QUALITY MANAGEMENT SYSTEM' is in black. The 'CQY' letters are in dark blue, with a light blue arrow pointing to the 'Y' and the word 'BLUE' next to it. Below the logo is a horizontal line, followed by 'UNI EN ISO 9001:2015'. A light blue arrow points up to the 'Q' in 'CQY' with the text 'Black 100%' next to it.

# 1.2 Colour References - Black | White

## BLACK and WHITE versions

The mark may be applied to coloured, illustrated or photographic backgrounds provided it remains legible

For printing or customer graphics requirements, the Black and White versions can be used



**BLACK** - This version should be chosen when printing/display requirements call for a black and white mark, to be applied on light/semi-light backgrounds that ensure the legibility of black lettering.  
Black 100%



**WHITE** - This version should be chosen when printing/display requirements call for a black and white mark, to be applied on dark backgrounds that ensure the legibility of black lettering. Where present, the black background box must be removed at the time of application.  
White 100%

# 1.2 Colour references – permitted exceptions

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## Customised versions using the corporate colours of a customer

Although full colour, or single colour Black or White versions are to be preferred, exclusively to meet specific printing requirements of customers (e.g. a single colour print is required), the use of single colour versions of the Certiquality certification logo is permitted, using the corporate colours of the customer, provided there is sufficient contrast with the background and it remains legible.

Example of use  
of the mark on letterhead  
printed in one colour





## 2. Available formats

Within the private area, for each Certiquality Certification Mark you can download a **.zip** file containing **7 different versions of the logos**:

FOLDER	Available formats	Applications
PRINT	<ul style="list-style-type: none"><li>• 3 .PDF FILES (= vectors*), available in colour versions: CMYK Black White</li><li>• A CMYK.jpg file = colour version to be inserted, for example, in the letterhead of a word file)</li></ul>	To use for printing
WEB	3 .PNG FILES, available in colour versions: <ul style="list-style-type: none"><li>- RGB</li><li>- Black</li><li>- White</li></ul>	To use for digital communication (ppt files, web...)

### FAQ 1) \*I am being asked to provide an .eps vector file: why don't you have it?

.pdf files are universal vector formats: they can be opened by graphics programs in the same way as .eps files. Unlike .eps files, even those who do not have a graphics design program installed on a computer can view the file. Only this type of file can be used for professional printing: if you do not have an in-house graphic designer, give these files to the communications office or to the printer who will print your corporate communications: they will certainly know how to use them.

### FAQ 2) I need a different file format: can I request it from Certiquality?

Certiquality has 7 files available for the different certification marks: they cover the main uses and needs of our customers.

Should your company require additional formats/sizes, we recommend that you give the .zip and this user manual to a graphic designer: they will certainly be able to optimise them to meet your specific needs.

# 3. Dimensions, ratios and proportions

The marks may be enlarged or reduced as long as the shape remains unchanged. The Certification Mark must always be used together with the logo/name/brand of the certified company.

**The Certiquality Certification Mark must never be larger or more prominent than the certified company logo.**

### Minimum size

The width of the CQY shape must never be less than 15 mm, the minimum size for use of the Certification Mark. All other elements, inside and outside the CQY shape, must be resized proportionally.

**Maximum Size** There is no maximum size limit for the Certification Mark.

### Required clear space - clear zone

A clear space must be maintained around the Certification Mark. No other elements of any kind (other logos, other wording, other graphic elements, particularly complicated backgrounds that reduce legibility, etc.) should encroach on this clear space

Minimum Size



Clear zone



## 4. Integrated certification marks

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An organisation with several management systems certified by Certiquality may use either the different marks or a single mark specifying the different standards applied, as shown in the example below.

In the private area for logos, you can download integrated marks for combinations of the main certifications (e.g. ISO 9001, ISO 14001, ISO 45001).

The integrated label can only be used if the company has valid certificates for all standards mentioned in the logo. Additional integrated trade marks, if not available, can be created directly by the company, complying with the rules of mark design, dimensions, ratios and proportions indicated above.

Example of integrated mark

CERTIFIED  
MANAGEMENT SYSTEMS



UNI EN ISO **9001:2015**  
UNI EN ISO **14001:2015**  
UNI ISO **45001:2018**  
UNI CEI EN ISO **50001:2011**

# 5. Use of the ACCREDIA mark (optional)

Organisations holding a certificate bearing the Accredia (Italian Accreditation Body) mark may use it, provided that it is linked to the Certiquality mark. The two marks must be adjacent (always respecting the proportions shown in the examples provided). Instead of using logos, the statement (in one or both languages): "Organismo accreditato da Accredia - body accredited by Accredia" may be affixed next to the Certiquality mark.

The rules for the use of the Accredia logo are described in REG 02 - Regulations governing the use of certification marks. The full version of the Accredia regulations is available in the Certiquality private area for logos.

After you enter this area type in "Accredia" to download the files to place next to the Certiquality Certification

## MARK DIMENSIONS

Minimum base of the accreditation mark: 10 mm

Minimum height: 12.6 mm

## DIMENSIONS OF CLEAR ZONE

1/2 the width of the Accredia mark

## ACCREDIA MARK COLOUR REFERENCES

Accredia Blue: Pantone 548; CMYK: C:90%, M:5%, Y:0%, K:80%

Accredia Grey: Pantone 429; CMYK: C:20%, M:10%, Y:10%, K:20%

A monochrome (black and white) version of the logo can also be used (Italy must be 30% black)



UNI EN ISO 9001:2015



UNI EN ISO 9001:2015  
UNI EN ISO 14001:2015  
BS OHSAS 18001:2007  
UNI ISO 37001:2016



# 5. Use of the ACCREDIA mark

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Organisations holding a certificate bearing both the Accredia (Italian Accreditation Body) mark and the IQNET (International Certification Network) mark may use both of them, provided that they are linked to the Certiquality mark.

The three marks must be adjacent, always respecting the order and proportions shown in the image below.



UNI EN ISO **9001:2015**



CERTIQUALITY  
IS MEMBER OF  
CISQ FEDERATION

# 6. Use of the IQNET mark (optional)

Organisations holding a certificate bearing the IQNET (International Certification Network) mark may use it, provided that it is linked to the **Certiquality** mark. The wording 'Certiquality is member of CISQ FEDERATION' must also be present.

In the private area for logos, type 'IQNET' to download the files to place next to the Certiquality Certification Mark. The document 'IQNET RECOGNISED CERTIFICATION MARK FLYER FOR CLIENTS' with the rules of use indicated by IQNET is also available in the zip file, together with the logos.

## IQNET BRAND COLOUR REFERENCES

PANTONE: 661

CMYK: 100, 80, 0, 0

RGB: 0, 53, 148

**NOTE: use of the black and white version of the logo is permitted only in exceptional cases and when the colour of the printed logos needs to match**

Side-by-side examples



# 7. Substitute statement for the mark

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If you want to communicate your certification but cannot use the mark, you can use the 'statement', which is a simple text describing the type and scheme of certification.

You may decide to do so for graphics and layout reasons, or because the use of the mark is prohibited for some specific communication rules (see tables in section 10).

Example of statement:

COMPANY WITH  
QUALITY MANAGEMENT SYSTEM  
UNI EN ISO 9001:2015  
CERTIFIED BY CERTIQUALITY

General rule:

COMPANY WITH  
(CERTIFICATION SCHEME)  
(STANDARD)  
CERTIFIED BY CERTIQUALITY

## How can I make the statement?

1. you can use the reference font and colours of Certiquality (see par. I and II)
2. or fonts and colours that are in line with the corporate communication of the certified company
3. the wording must include the minimum information shown above under 'General Rule'

# 8. Examples of incorrect graphical representation of the mark

1. Do not use colours other than those indicated in paragraph no. II - Colour
2. Do not rotate, do not tilt
3. Do not distort
4. Do not apply effects of any kind to the mark
5. Do not split or move the different elements of the mark
6. Do not change the font
7. Do not alter the proportions and ratios between elements
8. Do not place other elements in the clear space to be kept around the mark
9. Use the colour version provided that best facilitates readability, preferring the highest contrast between mark and background

## PROHIBITED USES





# 9. How to search for marks in the private area for logos

In the search box, type in the reference standard numbers as they are stated on the certificate

e.g.: for ISO 9001:2015> search: 9001;

e.g.: for ISO 14001> search: 14001



The screenshot shows the 'Logos Area' of the CQY Certiquality website. The page includes a navigation bar with 'Services', 'Focus on', 'My Certiquality', 'Contact us', and 'Private area'. Below the navigation, there are tabs for 'Logos Area' and 'Auditor Area'. The main content area is titled 'Logos Area' and contains the following text:

Dear Customer,

This page is reserved for access to certification logos. Please find and download logos which are relevant to you by reference to the standard under which your organisation is certified.

SEARCH TIPS: To search for your logo, please enter the first number of the code of the relevant standard as it appears on your certificate, e.g. for the ISO 9001:2015 standard, enter "9001"; for the ISO 14001:2015 standard, enter "14001".

Please note that the regulations governing the use of certificates and certification marks (documents REG.02, etc.) are available on the following page: <https://www.certiquality.it/en/my-certiquality/regulations>

If you cannot find your logo or if you need further information, please contact us [here](#).

[Download the marks user manual](#)

TRANSITIONAL: Please note that the transitional period for the use of the CQY and IQNET certification marks will end on 12.31.2024

At the bottom, there is a 'SEARCH LOGOS' section with a search box containing '9001', a dropdown menu, and a 'SEARCH' button. A background collage of various certification logos is visible on the right side of the page.

## SEARCH LOGOS



1 results for "9001"

CERTIFIED QUALITY  
MANAGEMENT SYSTEM



UNI EN ISO **9001:2015**

MARK UNI EN ISO 9001:2015 - ENGLISH

System certification marks (for instructions for use, please refer to the mark user manual and the relevant regulations)

[Download mark](#)

# 10. Rules on the use of marks for correct market communication

## 10.1 MANAGEMENT SYSTEM CERTIFICATION (e.g. ISO 9001, ISO 14001, ISO 45001) - SUMMARY TABLE

CAN I INDICATE THAT I HAVE OBTAINED SYSTEM CERTIFICATION?	MARK	STATEMENT	notes
Marketing brochures, financial statements, advertising	YES	YES	
Stationery, letterheads, envelopes, fax, business cards	YES	YES	The Accredia logo can never be placed on business cards.
Websites	YES	YES	You can include a link to <a href="http://www.certiquality.it">www.certiquality.it</a>
Email footer	YES	YES	
Stands, buildings, signs	YES	YES	
Primary packaging	NO	YES	See point VII of this manual for the minimum wording requirements
Secondary packaging	NO	YES	See point VII of this manual for the minimum wording requirements
Products	NO	YES	
Stickers	NO	YES	
Product data sheets, product advertising materials, instruction manuals	NO	YES	
Company cars	YES	YES	

# 10. Rules on the use of marks for correct market communication

## 10.1 SYSTEM CERTIFICATION - NOTES

### 1) THE ORGANISATION'S LOGO MUST ALWAYS BE VISIBLE

The Certification Mark must always be related to the organisation's mark without exceeding its size or prominence; the mark may also be flanked by company details (company name, address)

### 2) AVOID MISUNDERSTANDINGS WITH PRODUCT CERTIFICATION

System Certification Marks may be reproduced on advertisements, brochures or other means (as per the table on the previous page), **as long as it is made clear that it is not a certification guaranteeing specific characteristics of one or more products.** You must take care not to create any misunderstandings (implying that a product/service is certified).

### 3) CLARIFY CERTIFIED SITES

If a company's management system certification does not include all sites or branches of a company, you must specify the site for which certification was issued, by stating next to the Certification Mark "limited to the \_\_\_site" or "limited to the \_\_\_ sites"

### 4) CLARIFY THE SCOPE OF CERTIFICATION

If the scope of certification does not cover all the activities carried out by the organisation, the scope must be clearly indicated in the publications where the mark appears, by stating "Limited to the following activities:" or "For \_\_\_\_\_activities"

### 5) INDICATE THE CERTIFICATE NUMBER WHERE APPROPRIATE

At the organisation's discretion, the certificate number issued may be indicated next to the Certification Mark

CERTIFIED QUALITY  
MANAGEMENT SYSTEM



UNI EN ISO 9001:2015

Only for  
**xxx yyy zzz**  
site

CERTIFIED QUALITY  
MANAGEMENT SYSTEM



UNI EN ISO 9001:2015

For  
**xxx yyy zzz**  
activities

# 10. Rules on the use of marks for correct market communication

## 10.2 PRODUCT CERTIFICATION (ISO 22005; TECHNICAL DOCUMENTS)- SUMMARY TABLE

CAN I INDICATE THAT I HAVE OBTAINED PRODUCT CERTIFICATION?	MARK	STATEMENT	notes
Marketing brochures, financial statements, advertising	YES	YES	
Stationery, letterheads, envelopes, fax, business cards	YES	YES	
Websites	YES	YES	You can insert a link to <a href="http://www.certiquality.it">www.certiquality.it</a>
Email footer	YES	YES	
Stands, buildings, signs	YES	YES	
Primary packaging	YES	YES	
Secondary packaging	YES	YES	
Products	YES	YES	
Stickers	YES	YES	
Product data sheets, product advertising materials, instruction manuals	YES	YES	
Company cars	YES	YES	

Marks may be used as shown in the table - provided that:

- 1) it is very clear that it refers to product certification
- 2) the traceability of the product to the Certiquality certificate is always ensured (add reference to the certificate number)
- 3) traceability to the reference document (standard, technical document or other) is always present

# 10. Rules on the use of marks for correct market communication

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## 10.3 PRODUCT CERTIFICATION - SCHEME OWNERS

In the case of Product Certification with respect to scheme owners such as BRCGS, GLOBALG.A.P. IFS, FSSC22000, PEFC®, FSC®, REMADE IN ITALY® logos are the property of the Standard owner which directly regulates their use. In these cases, the rules and limits for the use of logos are always set out in the respective Certiquality Regulations. For these Schemes, reference should be made to documents and contact details on the websites of the standard owner.

# 10. Rules on the use of marks for correct market communication

## 10.4 CARBON FOOTPRINT

REFERENCE	STANDARD
ISO 14064-1 - Carbon Footprint at the Organisation level	Please refer to the system rules in section 10.1
ISO 14067 - Carbon Footprint of a Product	Please refer to the system rules in section 10.2

**NOTES:**

- 1. The company must be familiar with and apply the principles contained in UNI EN ISO 14026:2018 - Environmental labels and declarations - Principles, requirements and guidelines for communication of footprint information
- 2. In order to avoid partial and unclear communication, it is advisable to include a link or a QR code that redirects users to an explanatory web page (e.g. including the certificate, the study report and further details, for accountability).

# 10. Rules on the use of marks for correct market communication

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## 10.5 INSPECTIONS

In the case of Audits/Inspections, no certification logo may be used, neither in connection with the project, process, product, service being audited, nor in relation to the company concerned.

The company may present the inspection certificate, but it must be reproduced in full, avoiding any reference that could mislead one into mistakenly considering it as certification of a company system.



# 11. Use of the Certificate

The Certiquality Certificate may only be reproduced in full on:

Websites, advertisements, brochures or other means; it may be enlarged or reduced, but must still be fully readable and the structure and content must not be altered.

