



## Procedure: References to Certification & Use of Marks

### 1. Purpose

This document defines the requirements for clients when using OPG certification and related accreditation marks, as well as requirements for clients when referencing their OPG certification.

The COO is responsible for implementation and management of this procedure.

This procedure is to be followed by certified clients, and is legally enforceable through the OPG Certification Agreement with each client.

### 2. Normative References

The documents below support the requirements within this procedure.

- *ISO 17021-1: Conformity Assessment — Requirements for Bodies Providing Audit and Certification of Management Systems — Part 1: Requirements*
- *ISO/IEC 27006 Information Technology — Security Techniques — Requirements for Bodies Providing Audit and Certification of Information Security Management Systems*
- *ISO/IEC 20000-6 Information Technology — Service Management — Part 6: Requirements for Bodies Providing Audit and Certification of Service Management Systems*
- *IAS ADM 084 Policy on the Use of the ILAC/IAF/IAS Combined Marks*
- *Certification Manual*
- *Complaints & Appeals*
- *Conformity Assessment Procedure*

### 3. Terms and Definitions

Terms and definitions applicable to OPG's conformity assessment activities are defined in the separate document, *Conformity Assessment Terms & Definitions*.

### 4. Certification vs. Accreditation

The terms "certification" and "accreditation" have distinct meanings, and ***shall not be treated as synonyms***.

"Certification" refers to the attestation by OPG that a client's system complies with the applicable standard(s). That system is then "certified" by OPG.

"Accreditation" refers to the attestation by a third-party Accreditation Body that OPG complies with the applicable accreditation standards, such as ISO 17021-1. This applies to OPG, and ***not*** its clients.

Accreditation is used to distinguish certifications which are issued subject to international accreditation rules from unaccredited or self-accredited "certificate mills" which do not adhere to any such rules. Third-party accreditation thus



imparts additional assurances as it means OPG has been independently assessed for compliance before issuing certificates.

## 5. General Description of Marks

This document discusses three types of marks:

- **OPG logo** – this indicates certification has been granted by OPG
- **Certification badges** – graphical icons indicating the specific certification issued by OPG
- **Accreditation marks** – these indicate the accreditation of OPG by its Accreditation Body

Because the marks include trademarked logos, all are subject to trademark protections under US and international law.

The OPG logo is shown here:



The certification badge includes a generic globe graphic, an indication of the certification standard, and the name of OPG, but without the OPG logo:





The accreditation mark of OPGs accreditation body, IAS, may **not** be used by the client under any circumstances; see 8.1.

## 6. Use of Marks by All Parties

In all cases, the marks shall be used by the appropriate parties as follows:

- a) Marks may only be used as directed by the rules below.
- b) Marks may not be used to state or imply product or service quality has been certified.
- c) Marks may not be used in a manner that brings disrepute to any of OPG's certification schemes or the associated bodies.
- d) Marks may only be used in their entirety, as directed below, and may not be cropped, angled, or have their dimension ratios or colors altered.

Violations of any of these rules, or for any other reason deemed inappropriate by OPG, will first result in the filing of a nonconformity to the client; see **Conformity Assessment Procedure**. Failure to take appropriate corrective action may result in suspension, withdrawal, or reduction in scope of the client's management system.

Other violations may constitute trademark infringement and are subject to legal action by the trademark holder.

## 7. Specific Rules for Use of Marks by OPG

OPG may use Accreditation mark on official certificates as well as marketing materials. Because this includes the IAF and IAS logos, all such usage must comply with IAS document **ADM 084 Policy on the Use of the ILAC/IAF/IAS Combined Marks**.

The accreditation mark may not be used by OPG on any non-accredited certificates; see 8.1.

Any other intended use of the logos must be requested in writing to the logo owner; permission must be granted before any use.

OPG may use its own logo as it sees fit, provided it is not presented alongside the accreditation mark.

## 8. Specific Rules for Use of Marks by Clients

### 8.1. Combined IAF/IAS Accreditation Mark Prohibition

OPG clients may **not** use the accreditation mark (bearing the IAS/IAF combined logos); these are restricted for use by OPG alone. The only exception is when the client reproduces its certificate in full on its website or in a document; the certificate will contain the combined IAS/IAF accreditation mark, so therefore will be reproduced.

All other usage of the combined IAS/IAF accreditation mark is prohibited.



## 8.2. IAS Accreditation Mark Acceptable Use

OPG Certified Clients are permitted to use the IAS Accreditation Symbol in certain material as detailed below in accordance with the following rules for use:

The IAS Accreditation Symbol may be used:

1. By OPG Certified Clients in good standing
2. In conjunction with the OPG Certification Body Mark as below in Figure 1
3. On marketing/promotional material such as flyers, brochures, website advertisements, other physical advertising material, business cards and company letterhead

The IAS Accreditation Symbol shall not be used:

1. On products or product packaging
2. Without the corresponding OPG Certification Logo/Mark

Figure 1 A (IAS Horizontal) & B (IAS Vertical):



## 8.3. OPG Logo & Badge Use - General

OPG Clients *may* use the OPG logo and/or badge (globe graphic without logo) on their marketing materials, if the usage complies with the rules set forth here. The logo and badge marks may only be used by the certified organization to which they are assigned, as listed in the OPG registry.

***Any organization found using any certification mark or badge not authorized by OPG may be subject to legal action.***

In all cases, the client must use the entire OPG logo/badge as provided by OPG. The OPG logo/badge is not to be used in any context that states or otherwise implies the accreditation applies to anything other than the scope of certification issued by OPG.

Upon withdrawal of certification, the client shall immediately cease use of the OPG logo/badge on any new documents or materials. The client shall then have 60 calendar days to remove the OPG logo/badge from their



publications and marketing materials. If the certification withdrawal is subject to appeal, the client may continue to use the OPG logo/badge until the appeal is resolved; see the procedure ***Complaints & Appeals***.

When the scope of certification is reduced, the certified client will amend all advertising materials within 60 calendar days. If the reduction of scope is subject to appeal, the client may continue to reference certification until the appeal is resolved; see the procedure ***Complaints & Appeals***.

The OPG logo/badge shall ***not*** be used on a product nor product packaging nor in any other way that may be interpreted as denoting product conformity.

The OPG logo/badge shall ***not*** be used on laboratory test, calibration or inspection reports or certificates.

#### **8.4. Official Artwork & Reproduction**

Upon certification, the certified client shall receive high resolution versions of the certification mark and badge to use in their marketing, certificates, or other publications. The certification mark shall include the certificate number issued to that client; the certification badge does not include this information.

Certified clients may use the OPG logo/badge on marketing materials, including flyers, brochures, signs, websites, letterhead and other publications. All usage must be consistent with the rules for referencing certification in section 6 above.

The artwork used must be provided by OPG. The certification mark artwork may not be manipulated in any way other than per the rules herein.

Resizing of the certification mark and badges is allowed, but exact proportions (length x width) must be maintained when scaled. The certificate may not be reduced to a size where the text portion becomes illegible.

- The minimum size allowed for IAS logo shall be 220 pixels wide by 215 pixels high; the optimal size is 367 pixels wide by 359 pixels high.
- The minimum size allowed for badges shall be 162 pixels wide by 154 pixels high; the optimal size is 323 pixels wide by 308 pixels high.

Recoloring of the certification mark is not allowed; OPG will provide the only color version(s) permitted. Tinting or altering colors is strictly prohibited.

### **9. Referencing Certification (by Client)**

In addition to the use of the OPG logo / badges, certified clients may ***not*** refer to their OPG certification in inappropriate ways. In this context, “refer” means referencing OPG certification in text other than by presenting the OPG certificate; for example, marketing materials discussing OPG certification, with or without use of the graphical logo elements.

When referencing its OPG certification, the certified client may ***not***:



- make or permit any misleading statement regarding its certification
- use or permit the use of a certification document or any part thereof in a misleading manner
- use its certification in such a manner that would bring the certification body and/or certification system into disrepute and lose public trust
- allow reference to its management system certification to be used in such a way as to imply that the certification body certifies a product (including service) or process
- imply that the certification applies to activities and sites that are outside the scope of certification

## 10. Document Revision History

Rev	Date	Summary of Changes	Approval
1.0	1 Dec 2023	Original issue.	Corey J. Friebis
1.1	27 Dec 2023	Added language on use of certification badges, and examples of each. Sections 5 & 8 affected.	Corey J. Friebis
1.2	13 Mar 2024	<ul style="list-style-type: none"> <li>• Sections 5 and 7: clarified that clients may not use AB logo under any circumstances.</li> <li>• Throughout document: Changed references of “certification mark” to “OPG logo” for improved clarity.</li> <li>• Section 5: Updated table of badges to reflect most recent versions.</li> <li>• Section 8.3: updated to include allowable pixel sizes for logo and badges.</li> </ul>	Corey J. Friebis