



**Use of Logos –
Rules and Regulations
and Clients' Representation of
Their Certification**

Representation of Certification

Companies certified by Amtivo are not required to publicize their certification, nor to use any restricted logos or marks. However, if they do, they must comply with these requirements. If they do not comply, the Amtivo auditor must write a nonconformity report (NCR) to the client referencing the Amtivo Certification Regulations 2.1 e.

Amtivo auditors are required to review the client's website, marketing, and other materials to ensure the client's representation of their certification (if any) is accurate and in compliance with the following requirements. This includes the proper usage of ANSI National Accreditation Board (ANAB) Marks, Amtivo Marks and specific scheme holder marks (R2, e-Stewards, etc) and to ensure there is no misleading, inaccurate or outdated information regarding the client's certification. This would include information that is unclear or misleading regarding which locations or products/services are included in the certification scope, or information that misleads a viewer into believing a management system standard certifies products. If there are unclear, incorrect or obsolete representations of the certification or improper usage of logos or marks per Amtivo's Use of Logos Rules and Regulations, the Amtivo auditor must issue a nonconformity report (NCR) to the client referencing the Amtivo Certification Regulations 2.1 e. Examples of audits trails include:

- If a copy of the client's certificate is displayed on its website or wall or elsewhere, is it current?
- If there are statements or symbols that reference the Client's Certification, are each of these statements clear & accurate regarding the scope of the certification? This includes information on which locations or products/services are included in the certification scope or statements that mislead a viewer into believing a management system standard certifies products.
- If a client uses the Amtivo, accreditation body (ANAB) or scheme holder's (R2, RIOS, e-Stewards) name, mark or logo, is it an acceptable version and do they use it correctly per the following requirements?
- Do the client's letterhead, business cards and email signatures meet requirements?

Note: If one page of a website is misleading, and clarifying statements are on other pages, the misleading page must still be corrected.

The following sections of this document summarize the requirements for using the Amtivo, accreditation body and scheme holder's logos by Amtivo clients.

Statements Regarding Client Certification

Per ISO 17021-1, 8.2.1 Certification bodies, such as Amtivo, must have rules governing the use of any statement on product packaging or in accompanying information that the certified client has a certified management system. Product packaging is considered as that which can be removed without the product disintegrating or being damaged. Accompanying information is considered as separately available or easily detachable. Type labels or identification plates are considered as part of the product.

The statement shall in no way imply that the product, process or service is certified by this means. The statement shall include reference to:

- identification (e.g. brand or name) of the certified client;
- the type of management system (e.g. quality, environment) and the applicable standard;
(including the revision year)
- the certification body issuing the certificate.

IAF Logo

1. Amtivo Clients may not use the IAF logo except as part of a reference or link to the IAF's certificate verification database.

Amtivo Certification Mark

Although Amtivo's logo has changed, there is no deadline for its partners or clients, to transition to the new Amtivo Certification Mark, with the exception of those Amtivo Certification Marks which contain the revision of the standard. For these logos, only the version with the correct revision of the standard may be used. The new Amtivo Certification Mark is shown at the end of this document.

1. The Amtivo Certification Mark may be used alone, but any and all accreditation agency logos/marks must always be used in conjunction with the Amtivo Certification Mark in order to provide traceability back to the certification body as required by ISO 17021-1, 8.3.1.
2. The Amtivo Certification Mark must appear to be about the same size as the accreditation logo(s) and in a size which makes all features of the mark clearly distinguishable without distortion of its dimensions. If a client uses the "Amtivo Certified" standard-specific logo(s) provided, the logo must not be reduced to an illegible size, nor should the type be blurry.

If you have a special placement issue concerning any "Amtivo Certified" logo, contact marketing@amtivo.com for assistance in presenting the best Amtivo image possible.

- 3.** The Amtivo Certification Mark shall not be more conspicuous than the name and logo of the registered organization.
- 4.** The Amtivo mark may be embossed on paper or it may be printed in the color blue (as specified in Graphic Code CMYK 100 76 0 9), or in black on a white or other clearly contrasting background, or in white on a black or clearly contrasting background.
- 5.** Special effects applied electronically (i.e. Photoshop, Adobe AI, Corel, etc.) are not permitted. These include but are not limited to drop shadows, bevel and emboss, outlines, glow, etc.
- 6.** For Management Systems Certification, Amtivo's logo may not be used on products, nor on a product's individual package, container, etc. In the case of calibration or testing / analyzing activities, it may not be used on a calibration or test/analysis report. The mark shall not be used in any way that may be interpreted as denoting product or service conformity.
- 7.** For Management Systems Certification, Amtivo's logos may be used on larger boxes, et cetera used for transportation of products and which can be reasonably considered as not reaching end users, if accompanied by a clear, explanatory statement such as "This product was manufactured in a plant whose quality management system is registered as being in conformity with ISO 9001." The following rules must be followed for the use of any statement on product packaging or in accompanying information that the certified client has a certified management system. Product packaging is considered as that which can be removed without the product disintegrating or being damaged. Accompanying information is considered as separately available or easily detachable. Type labels or identification plates are considered as part of the product. The statement shall in no way imply that the product, process or service is certified by this means. The statement shall include reference to:
 - a)** Identification (e.g., brand or name) of the certified client;
 - b)** The type of management system (e.g., quality, environment) and the applicable standard;
 - c)** The certification body issuing the certificate.
- 8.** For Product Certification, the Amtivo Certification Mark may not be used on products or on a product individual package, container, etc. in accordance with the specific Product Certification Standard, Program or Scheme.

- 9.** Amtivo's logo may be used on business cards, advertising materials, supplier letterheads, or other material that is not used on the product so long as it is not used in any way that may be interpreted as denoting product conformity.
- 10.** Where only one site or a portion of a site is covered by Amtivo's certification, the use of Amtivo's logo shall be such that it is clearly shown which sites or processes are covered by the registration.
- 11.** A client awarded certification shall stop the display and any other use of the certificate of registration, Amtivo's logo, and the accreditation agency logo, as soon as possible after a lapse, suspension, or withdrawal of registration.
- 12.** Any organization which has not been granted permission to use the Amtivo Certification Mark is forbidden to use the logo in any way whatsoever. Amtivo may decide to change these regulations. Amtivo's clients will be informed either in writing or via the web of any change in the regulations.
- 13.** Amtivo auditors will routinely check our clients' usage of Amtivo's and associated accreditation logos. Amtivo may take the necessary measures when the logo or logos are used incorrectly. Amtivo will also routinely check to ensure that the certificate and the certification are not being misused or misrepresented.
- 14.** Each accreditation agency maintains the right to verify the proper usage of its logo and to take necessary measures when the logos are used improperly.
- 15.** After suspension or withdrawal, if an organization continues to reference the Amtivo certificate, name or symbol, Amtivo may publish a notice on its website indicating that the organization is making a false claim of Amtivo certification, and Amtivo may take legal action. In addition, Amtivo may notify ANAB if an organization continues to use the ANAB accreditation symbol or reference to ANAB after suspension or withdrawal. In this instance, ANAB may publish a notice on its website indicating that the organization is making a false claim of ANAB-accredited certification, and ANAB may take legal action.

In addition, please see the accreditation agency specific regulations below.

ANAB's ISO 17021-1 Mark for Management System Certification

1. After its management system has been certified, and the ANAB mark is provided by Amtivo, an ANAB-accredited registered organization may use the ANAB accreditation symbol only in conjunction with Amtivo's mark on the organization's stationery and literature, and in its advertising, subject to the conditions below and to Amtivo's conditions for the use of its own mark.
2. When using the ANAB accreditation symbol, the organization shall use only approved accreditation symbols provided by Amtivo.
3. The ANAB accreditation symbol shall be reproduced on a background that will not impede readability:
 - In black or in blue (PMS 286 or equivalent) and red (PMS 485 or equivalent) on a white or light colored background, or in white on a dark-colored background;
 - In a size that makes all features of the symbol clearly distinguishable;
 - Without distortion of its dimensions.
4. The certified organization may not place the ANAB accreditation symbol in isolation from the Amtivo mark, and the size of the ANAB symbol must not exceed the size of the Amtivo mark.
5. Neither Amtivo's mark nor ANAB's accreditation symbol shall be used on a product or in such a way as to suggest that Amtivo and/or ANAB have certified or approved any product, process or service of a certified organization, or in any other misleading manner.
6. If packaging, etc., used for transportation include the symbol(s), a clear statement must be included to the effect that "(This product) was manufactured in a facility whose (quality/environmental/other specific type) management system is certified as conforming with (specific standards)."
7. Only the current versions of the ANAB symbol may be used. Please see the example symbols at the end of this document for the latest version of the ANAB symbol. After January 1, 2025 only the version shown at the end of this document may be used. Please contact marketing@amtivo.com for assistance.

- 8.** Upon withdrawal of the ANAB-accredited certification or the certification body's ANAB accreditation, the organization shall immediately discontinue use of ANAB's accreditation symbol, ANAB's name, and claims of accredited certification in any medium, including letterhead, electronic media, etc., and return or destroy any ANAB-accredited certification documents as required by the certification body or ANAB.
- 9.** If an organization continues to use the ANAB accreditation symbol or reference to ANAB, ANAB will publish a notice on its website indicating that the organization is making a false claim of ANAB-accredited certification, and ANAB may take legal action.

R2v3

Upon final certification, R2 Solutions licensees are authorized to use the R2 Logo in accordance with ISO /IEC 17021 and the rules in the SERI R2 License Agreement, Appendix C Mark and Guidelines for Use. CBs will audit organizations for recertification in relation to adherence to the following.

Permitted use:

- 1.** Applicant(s) may only use the Mark in connection with describing Applicant's facilities and activities in a manner strictly consistent with the scope of Applicant's R2 Certification(s). Such usage may include, for example:
 - a)** displaying and referencing the Mark in promotional materials, including in electronic and print advertisements,
 - b)** in order to publicize Applicant's R2 Certification(s) for those activities and facilities within the scope of such R2 Certification(s).
- 2.** Use of the Mark is subject to the following formal requirements, in addition to those in the Agreement and others that may be specified by SERI as provided in the Agreement:
 - a)** applicant must use the logo form of the Mark in the manner in which SERI provides;
 - b)** if use of the logo is not possible, use of the word form of the Mark may be used as follows: "R2v3 Certified®. Use of the ® notation (superscript, when available; otherwise, in parentheses) should always be used with the written portion of the Mark upon its first occurrence in a writing.
- 3.** In any event, the Mark should be displayed in a size that is clear and readable.

Proper Attribution

The Client must include attribution of the Mark through a Hyperlinked to <https://sustainableelectronics.org/> or a footnote or similar legend that says “ “[Mark] is a registered certification mark of SERI. Any unauthorized use is strictly prohibited.”

Prohibited Use

- 1.** The Mark cannot be used on, or to describe products, including the packaging for such products, in any manner that implies the product itself is subject to or within the scope of R2 Certification.
- 2.** Applicant may not use the Mark in any way that relates to noncertified activities or facilities, or that might otherwise cause confusion as to which of Applicant's facilities and/or activities are within the scope of Applicant's R2 Certification. For example:
 - 1)** the Mark may only be displayed in conjunction with those of Applicant's facilities which are R2 Certified facilities,
 - 2)** it may not be displayed on corporate websites or other media in a manner that is not specific and limited to those of Applicant's facilities (or activities) which are within the scope of Applicant's R2 Certification.
 - 3)** Applicant may not use the Mark in any other way not permitted by SERI, including the following prohibited uses:
 - 4)(a)** Applicant may not alter, cut apart or otherwise distort the Mark in perspective or appearance, such as varying the spelling, adding hyphens, changing the visual design aspect of the Mark, except as to remove the words “Certified”, vary the size of the Mark, or the use of black and white instead of color;
 - 5)(b)** Applicant may not combine the Mark with, within, or in conjunction with, any other material, words, phrases or designs without the prior written permission of SERI;
 - 6)(c)** Applicant may not change the configuration or proportion of any artwork;
 - 7)(d)** Applicant may not translate the Mark into other languages;
 - 8)(e)** Applicant may not use the Mark in any manner not permitted by the Agreement, such as using the Mark as part of or incorporated in the name of a business, URL, social media Version 3.0 - 2020.11.16 handle, sponsored link/ad keyword or any other key word search term (e.g., Applicant cannot register, without SERI's approval, a domain name such as “www.r2recycling.com” or the like);
 - 9)(f)** Applicant may not use the Mark on promotional items, such as t-shirts, coffee mugs, or similar merchandise without SERI's prior written permission; and
 - 10)(g)** Applicant may not use the Mark in any manner or for any purpose that conflicts with the Agreement.
 - 11)** Notwithstanding the foregoing, SERI may periodically develop composite logo designs around its Mark and may, at its sole discretion, make them available under the terms of this Agreement.

Any use of the Mark is prohibited, and all Marks must be removed, following any suspension, expiration, or withdrawal of R2 Certification(s), including, but not limited to, website usage, email signatures, printed marketing, business cards, and so on.

Except as may be provided in the Agreement or by SERI's written consent, usage of the Mark cannot be delegated, transferred, or assigned to any other party, nor utilized by any affiliate(s) of Applicants

Upon final certification, SERI R2 Facilities licensees are authorized to use the R2 Certification Mark in accordance with SERI R2 License Agreement. Amtivo will audit organizations for conformance to the SERI R2 License Agreement Appendix C – Mark and Guidelines for Use.

If the facility's R2 Certification is not in good standing at any time, the R2 Certification Mark shall be promptly removed from all publications, including but not limited to websites, email signatures, printed marketing materials, and business cards.

E-Stewards

1. During Audits, Amtivo shall confirm that the use of the e-Stewards logo by the e-Steward is in accordance with the licensing agreement with BAN and copyright provision. Identification of improper use of logo and/or copyrights will be documented as a non-conformance in accordance with the provisions of TP 01. Withdrawal of e-Stewards logo will be in accordance with TP 01.

RIOS

- 1.** Amtivo is not allowed to give the logo to the client. Only the GRSO may give this logo to clients.
- 2.** Amtivo must put the logo on the certificate.

Example 1: Current Amtivo, Accreditation Body and Scheme Holder Logos/Marks/Symbols



PLEASE NOTE: Not all variations of logo are represented here. If you need alternative versions or combinations please contact: marketing@amtivo.com



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