

Instructions for using BQC certification logos

Promote the certification of your Organization by BQC in the right way

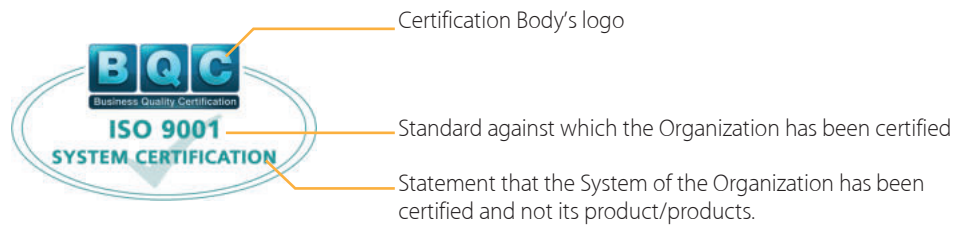
Contact us at
+30 2112213726 and at marketing@bqc.gr
for any information!

This Brochure is informative and is based on paragraphs 21 of the General Regulation of BQC and on the regulation of correct use of the national accreditation logo of ESYD. This brochure does not replace the General Certification Regulations of BQC.

1. What are the certification logos?

The certification logos are the marks that an Organization can use to promote its certification against a standard and can use for commercial purposes.

Upon its certification the Organization receives the certification logos that have the layout shown on the diagram below:



Specifically the Organization receives 3 files:

File_3cm.jpg Colorful logo that applies to the relevant certification standard. The width of this logo is 3cm and is suitable for A4 paper size documents.

File_10cm.jpg Colorful logo that applies to the relevant certification standard. The width of this logo is 10cm and can be **scaled down** to any size desirable. In case this logo is scaled down, its proportions should remain intact. This logo is suitable for documents.

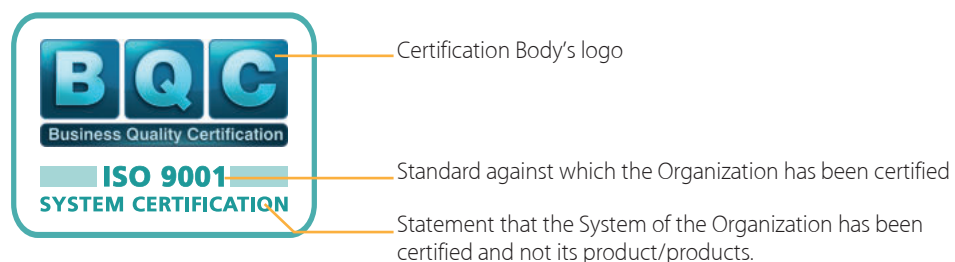
File_web.jpg Colorful logo that applies to the relevant certification standard and is suitable for website use.

The Organization should use the certification logos with the specific proportions and colors provided by BQC.

2. What are the certification sticker-signs?

The certification sticker-signs are wide stickers that an Organization can use to promote its certification against a standard and can use for commercial purposes, by applying them on fixed surfaces.

Upon its certification the Organization receives the certification stickers or/and their printable files. These stickers can be applied on fixed surfaces (windows, walls, vehicles etc). The certification sticker-signs have the layout shown on the diagram below:



The certification stickers files should be printed on transparent vinyl adhesive with the dimensions provided by BQC. The Organization should use the certification stickers with the specific proportions and colors provided by BQC.

3. How are the certification logos and sticker-signs being used?

The logos and sticker-signs of certification are the marks that can be used by an Organization to promote its certification by BQC. The diagram below indicates the right usage of the logos.

	On products (that are included in the scope of certification)	Transport Packages (e.g. large boxes etc)	Promotion material, Invoices, Internet, Stationery	Business Cards, Contracts	Fixed surfaces (windows, cars, etc.)	Laboratory test, calibration or inspection reports or certificates
--	---	---	--	---------------------------	--------------------------------------	--



The BQC logo cannot be used on its own.



The Accreditation Body's logo cannot be used on its own.



The logo of IAF cannot be used by certified clients, according to the Regulation of the Accreditation Body (ESYD).

The logo of the Accreditation Body can only be used in combination with BQC logo by the certified clients of BQC and only according to the Regulation of Logo Use of the National Accreditation System (ESYD). Contact us if you need a combined logo, so that we can send you one along with guidelines of right usage.

BQC can help an Organization before using the certification logos. Contact us to help you adjust the logos to a certain extent (e.g. clearing of white background, bigger image size etc).

The logos and sticker-signs of certification can only be edited by BQC.

The use of the BQC logos of certification is optional.

4. What else can I do?

Promote your certification!

A good way to promote your Organization's certification is by publishing Press Releases. BQC can help you write a Press Release concerning your Organization's certification.

Contact us for more information at +30 2112213726 or at marketing@bqc.gr.

5. What else is there to know?

Get informed!

The BQC logo together with the Certificate of Conformity is exclusively used by the Organization for which it was issued and is not transferable.

The use of the BQC logo onto the organization's products so as to indicate conformity of products is prohibited.

Use of the logo of BQC so as to indicate conformity of products is considered misleading, leads to Non-Conformity and may cause the suspension of the Certificate.

The logo of BQC is property of BQC and has been registered to the relevant state bodies. The logo of Accreditation Body is the property of the respective body and used only after the accreditation of BQC.

In case of withdrawal of the relevant Accreditation of BQC, BQC immediately informs all Certified Organizations to immediately cease the use of the logo.

The Certified Organization:

- *should comply with the requirements of BQC, when referring to the certification status in communication channels such as the Internet, brochures and other promotional material or other documents.*
- *should not -or allow others to- proceed to misleading statements regarding its certification.*
- *must not use or authorize the use of certification documents or any part thereof in a misleading way.*
- *should discontinue the use of promotional material that includes a reference to certification, as indicated by BQC, in case of suspension or withdrawal of the certification.*
- *should amend all promotional material when the scope of certification is being shrunk.*
- *should not use its certification in a manner that discredits BQC and/or the process of certification and leads to a loss of public confidence in it.*
- *can use the MS Certificate of Conformity for any commercial purposes, for advertising purposes or demonstrate the conformity of the MS **only in relation to the activities mentioned in the Scope of Certification**, provided in each case to comply with the current legislation, the Certification Regulations, the Standards of Certification and the relevant signed contracts. In these cases it should not be in any way implied that the certification regards product or process.*
- *is obliged to use the logo of BQC in accordance with paragraph 21 of the General Certification Regulations which can be found in our website.*
- *is obliged in case of revocation of the Certificate, no later than five (5) days, to cease all use of the logo and trademarks of BQC and immediately return the certificate to BQC.*

Do you want to verify if you are using the certification logos correctly?

Send a sample to the Marketing Department of BQC!

T +30 2112213726, marketing@bqc.gr

Do you want to promote the certification of your Company?

Contact the Marketing Department of BQC!

T +30 2112213726, marketing@bqc.gr