

## Logo Use & Regulations

- As a certified organization, our clients are entitled to display this fact, via a logo, or logos, on letterheads, compliment slips, business cards, brochures and marketing materials (including websites), etc as long as they conform to these requirements.
- If their Certificate of Registration bears the accreditation mark, then they are entitled to use EIAC Accreditation Symbol along with LMQS logo.
- However, if their Certificate does not bear the AB Mark, then they must not use any of the logos showing the EIAC Accreditation Symbol.
- Please note that the auditor is obliged at every visit to check the use of logos and should he or she note that an incorrect logo is being used or a proper logo is being used incorrectly, then a Nonconformance will be raised and the client will be requested to remove the logo from all use.
- In addition, if it is determined that incorrect references to certification status or misleading use of certification documents, logos or reports has occurred, additional actions could be taken by LMQS including suspension, withdrawal of certification, publication of the transgression and, if necessary, legal action.
- Logos must not be used on Products, or the Packaging of products seen by the consumer LMQS logo/mark (separately or in conjunction with EIAC Accreditation Symbol) shall not be used on a product or product packaging seen by the consumer or in any other way that may be interpreted as denoting product conformity in cases when only the management system is certified.
- Logo must not be used on laboratory test, calibration or inspection reports or certificates.
- The client is not permitted to make any misleading statement regarding its certification and must amend all advertising material if their scope of certification has been reduced.
- The client must not use or permit the use of a certification document or any part thereof in a misleading manner (i.e. the logo(s) can only be used in conjunction with the client name and location that gained certification/registration).
- Upon withdrawal of the certificate(s) the client must discontinue its use of all advertising materials (hardcopy and/or electronic versions) that contains any reference to certification.
- Upon reduction of scope of certification, client shall amend all advertising matter. Client is not allowed to imply that the certification applies to the activities and sites that are outside the scope of certification.
- Misuse of the accreditation mark and/or certification logo may be cause for withdrawal of the client's certification; this includes implying that the certification applies to activities that are outside the scope of certification.
- The client is required not to use its certification in such a manner that would bring LMQS and/or the certification system into disrepute and lose public trust.



- The logo shall be displayed only in the appropriate form, and color. It is allowed to enlarge, if necessary, provided that the original proportion between the height and width of the symbol will not be affected and the symbol is legible.
- The EAC Accreditation Symbol shall not appear in a size that makes the EAC name unreadable, except on business cards. The minimum size for reproducing the logo in print has been specified at 25mm wide and 11mm height; while for web as 100 pixels. The color scheme for ISO 22000 and HACCP should be Blue color: Red: 0, Green: 11, Blue: 140
- The EAC Accreditation Symbol in black and white should be only on photocopies. The EAC Accreditation Symbol shall only be used in its normal horizontal orientation. The logo shall not be rotated, distorted, compressed or stretched in any way.
- The EAC Accreditation Symbol and LMQS logo shall always be placed together. This shall have to be next to each other in the same size at clear spaces, and logos are given equal weight, one should not be seen to be bigger or more prominent than the other.
- The certification body mark (separately or in conjunction with EAC symbol) shall not be used on a product or product packaging seen by the consumer or in any other way that may be interpreted as denoting product conformity in cases when only the management system is certified