



## **THE USE OF CERTIFICATION MARKS AND ACCREDITATION SYMBOLS (Rule-14)**



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## I. Basic provisions

This rule defines basic terms such as logo, combined mark/symbol and accreditation symbol and sets guidelines for their correct use. The directive further defines their graphic form and the conditions under which they can be used.

Correct use will preserve the integrity and identification of the LL-C (Certification) brand. Users who are authorized to use it are required to maintain the format provided to them.

## II. Reference

The measures mentioned in this manual are in accordance with the following recommendations:

- Management Manual RULE 01 (actual version)
- Annex No. 1 of RULE 14
- F32 Business conditions

## III. Requirements for the correct use of the LL-C (Certification) mark

Use of the LL-C (Certification) mark is optional. It may be used for activities similarly listed in the scope of your certificate and closely related to the certified location.

The LL-C (Certification) brand may be mentioned in communication and marketing materials only in connection with the obtained certification.

The use of the mark is considered inappropriate if the certification has not been officially obtained, or if it has been suspended or revoked.

LL-C (Certification) will take all necessary measures to prevent misuse and unauthorized use of its mark. Once such behavior is detected, the company will take legal actions and other measures necessary to protect its image. LL-C (Certification) undertakes to take similar protective measures, even in case of unauthorized use of the accreditation symbols CAI, SNAS and ANAB, which are placed on accredited certificates.

The possibility to use the LL-C (Certification) mark is granted to the certified company for the period specified on the certificate. This mark cannot be displayed on the product or on its packaging, or in another way that can be interpreted as indicating the conformity of the product. The use and placement of the logo must not lead to confusion between the client and the certification company. For management system certification, the logo must not give the wrong impression of product certification.



In order to facilitate the correct use of the trademark, we offer several alternatives where the trademark can be used:

- Advertising materials-promotional videos, websites, brochures, outdoor advertising, vehicles)
- Promotional items - pens, calendars
- Corporate materials - contractual documents, letterheads, recommendations or other materials for customers
- Packaging materials - only if it does not reach the final consumer, in which case it must be specified with the legend "Made under a certified management system in accordance with the standard (specify the name of the standard)"

## IV. Size, color and other requirements

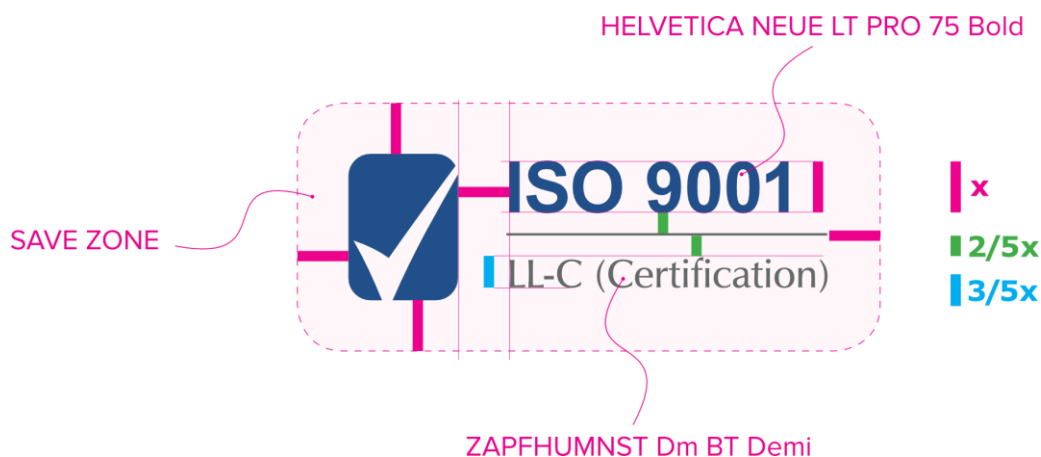
### 4.1 SIZE, COLOUR


The size of the mark must be consistent with the rest of the document and at the same time must not exceed the dimensions of the logo of the certified company.

The minimum size is 25x10 mm for print and 105x48 mm for digital reproduction. The maximum allowable size is comparable to other graphic elements.

The LL-C (Certification) mark was created in blue and gray on a white (transparent) background.

Here are the exact values for the individual color spaces. These predetermined colors must not be changed or replaced in any way.



 PANTONE Blue 072C  
CMYK: 100/88/14/2, RGB: 34/65/136

 PANTONE Cool Gray 11C  
CMYK: 58/49/47/15, RGB: 110/111/113



In cases where color is not available, or when used in applications that require a colored background, it is possible to use the logo in black and white. No other changes or combinations of colors are allowed.



**ISO 9001**

LL-C (Certification)



**ISO 9001**

LL-C (Certification)

## 4.2 USE ON INTERNET

Variants for use on the Internet (websites, applications):



### Reduced version

In cases where the legibility of the certification mark is reduced, another variant can be used



This variant should always be used if the size of the mark is less than or equal to 12 mm/ 0.47".

### Other possible versions for integrated standards

Examples:



**EN 1090-1 • ISO 3834-2**

LL-C (Certification)



**ISO 9001 • ISO 14001 • ISO 27001 • OHSAS**

LL-C (Certification)

## **Annex No. 1 to Rule - 14**

### **V. Rules for the use of accreditation symbols**

Basic terms such as Logo, Combined logo, Combined marks, Accreditation symbols, Combined symbols of an accredited person and their descriptions and instructions for possible use are defined in the documents:

- "Methodological guidelines for accreditation", issued by the Czech Institute for Accreditation,
- "Methodical guidelines for SNAS Logo and brand accreditation" issued by the Slovak National Accreditation Service,
- "Policy on use of ANAB Accreditation symbols and claims of accreditation status" issued by the American National Standards Institute.
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**LL-C (Certification) certified clients are not allowed to use Accreditation and Combined symbol CAI, SNAS, ANAB separately.**

- Accreditation and Combined mark of CAI, SNAS, ANAB is placed on the certificate issued by LL-C (Certification). This certificate remains the property of 'LL-C (Certification) for the entire period of validity of the certificate.
- The certified client has the right to use the granted certificate only as a whole when promoting it.
- For the subsequent promotion of his certification, he may only use the LL-C (Certification) logos according to the signed business conditions.
- In case of expiration of the certificate, the client is obliged to return the certificate to the headquarters LL-C (Certification).

**Business partners, auditors or other external employees of LL-C (Certification) are not allowed to use the Accreditation and combined symbol CAI, SNAS, ANAB at all. Accreditation and combined symbol CAI, SNAS, ANAB is placed only on the issued certificate LL-C (Certification) to clients who have properly completed a successful assessment.**

**The issued certificate remains the property of LL-C (Certification) for the entire period of validity of the certificate. The certified client has the right to use the granted certificate only as a whole when promoting it.**

For any promotion of your person (individual/legal), it is necessary to proceed according to Rule 05 (current version). In case of termination of cooperation, it is the obligation to immediately terminate any LL-C (Certification) promotion. In case of identification of a violation of the above, LL-C (Certification) will take appropriate steps, such as: written reprimand, restriction of termination of cooperation.

## VI. Samples of accreditation symbols

### 6.1 CAI

Accreditation symbol



Combined symbol



### 6.2 ANAB

Accreditation symbol



Combined symbol



### 6.3. SNAS



**VII. Listo of revisions and changes**

Rev.	Datum	Popis změny	Provedl	Ověřil
26072023	26/7/2023	Vydání	I. Mlčochová	L. Holub
26082023	26/8/2023	English translation	L. Nejedlá	L. Holub
3	1/10/2024	VERSION – DOCUMENT MOVED TO INTERWEB	L. Nejedlá	L. Holub