

QCERT BRAND USE REGULATION



RG-04-V12

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RG-04-V12
Page 2 of 12

Responsible	Version of the document	In force since
Certification Coordinator	12	May 4 th of 2020

Changes to the document	
Cause of change	Change made to V11 (May 4 th , 2020)
Changes in organizational structure Removal of FRG-02-05 as a contract. Request to simplify the document and integrate it into the Brand Manual Annex. General review of the document	<ul style="list-style-type: none"> The Title of certification director is changed by certification coordinator. In sections 6, 7 and 8, FRG-02-05 Contract is eliminated as it is an obsolete document, replaced with the trademark requirements established in RG-01. An explanatory note is added in section 7 "The thickness and dimension of the line that separates the standard from the certificate number, can be modified according to the size of the text and size of the label" Numerals of brand use (7.2,7.3,7.4,7.5,7.6) are added for greater clarity of customers.
Cause of change	Change made to V10 (February 11th, 2019)
Update of RAC 3.0-3.0 V5	<ul style="list-style-type: none"> In numeral 9, restriction of use of the ONAC trademark, It is added that the rights of use of the Symbol of Accreditation and Reference to the Condition of Accredited by ONAC, remain as long as they maintain their current and active accreditation. It is added that it is not authorized, in any case, the use of the Accreditation Symbol and / or Reference to the Condition of Accredited by: Trade establishments or headquarters, which are not covered by the accredited scope. The ONAC logo is updated at the footer.
Cause of change	Change made to V09 (August 1st, 2018)
Obligatory of use Trademark	<ul style="list-style-type: none"> The numerals 7 and 8 are modified to clear that the use trademark is volunteer. The mark may be used on the product that is certified or in the Advertising documents according to the regulations described in this document.

Made by	Reviewed by	Approved by
Lina Calle	Mauricio Vargas	Isarín Pinzón

QCERT BRAND USE REGULATION

RG-04-V12
Page 3 of 12

TABLE OF CONTENTS

1. OBJECTIVE.....	4
2. SCOPE	4
3. REFERENCES.....	4
4. GLOSSARY	4
5. RESPONSIBLE	5
6. RIGHTS OF USE.....	5
7. USE OF THE BRAND.....	6
7.1. GENERALITIES	6
7.2. CHROMATIC PALETTE.....	8
7.3. TYPOGRAPHY.....	9
7.4. ALLOWED FORMATS	10
7.5. FORMATS NOT ALLOWED	10
7.6. MINIMUM DIMENSIONS.....	11
8. BRAND.....	12
9. RESTRICTION ON THE USE OF ONAC BRAND	12

QCERT BRAND USE REGULATION

1. OBJECTIVE

This document aims to regulate the use of QCERT brand, considering the elements of design, dimensions, colors and the willingness of holders of certification schemes should give in use, either general publicity associated with the products, website, catalogs, etc.

2. SCOPE

This document applies to all certifications under scheme type 5 (mark of conformity), in the QCERT certification body and it should indeed be circulated and adopted for the holders to give it the appropriate handling and usage. For the schemes type 1A and 1B it is optional the use of the brand.

3. REFERENCES

- Law 1480 of 2011. The Consumer Protection Statute.
- Legislative Decree 2269 of 1993, or regulations that replace, modify or add it.
- NTC-ISO/IEC 17000:2004 Conformity assessment - Vocabulary and general principles.
- NTC-ISO/IEC 17065:2013 Conformity assessment. Requirements for certification bodies of products process and services.
- NTC-ISO/IEC 17030:2004 Conformity assessment. General requirements for the conformity brands of third parties.

4. GLOSSARY

For the understanding of this document the definitions in the following rules apply:

NTC-ISO/IEC 17000:2004 Conformity assessment - Vocabulary and general principles.

NTC-ISO/IEC 17065:2013 Conformity assessment. Requirements for certification bodies of products process and services.

NTC-ISO/IEC 17030:2004 Conformity assessment. General requirements for the conformity brands of third parties.

QCERT BRAND USE REGULATION

Contract: Understand any commercial proposal accepted by the client, tacitly or expressly.

QCERT: Quality Certification. Conformity Assessment body, whose resources come from private capital and the fulfilment and supply of product certification services.

Mark of conformity of third party. Brand protected issued by a body that performs conformity assessment of third party which indicated that an object of the conformity assessment (product, process, person, system or body) comply with the specified requirements.

QCERT Brand: Image used by the owner company or someone authorized for sale and / or marketing a product certified by QCERT to identify that meets the requirements according to the type of assessment.

Organization / Organizations: Legal or natural persons

5. RESPONSIBLE

- Staff of the QCERT certification body.
- Clients.
- In general, all actors and people who seek their use and management.

6. RIGHTS OF USE

People who obtain and/or renew their certification for products covered by the scope of QCERT, have the rights to use the QCERT brand and reference to the status of being certified by QCERT, while they maintain their certification up to date, comply with Product Certification Regulation (RG-01) and the requirements of this document.

QCERT will deliver on magnetic media its brand together with the present regulation during the execution of Conformity Assessment.

It is not authorized under any circumstances the use of QCERT brand by the following:

- Non-certified organizations by QCERT.
- Organizations without a valid certification contract signed by QCERT.



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QCERT BRAND USE REGULATION

- Organizations in process of certification.
- Organizations whose certificate is suspended, reduced or withdrawn.

7. USE OF THE BRAND

7.1. Generalities

QCERT brand should be used according to this document, which is available in our website. In any case the Organization which intends to use the brand should consider the conditions set out in the Product Certification Regulation **RG-01**, and the present document.

The brand QCERT can be used in one or more of the following locations, if the customer wants it that way:

- In the certified product, with the brand name of the holder, so there is no place to confusion about the owner of the certification or the certified product and in any case, it cannot be used with products that do not have certification.
- Advertising documents, web pages or any other elements different from the the product itself as invoices, catalogs, among others. It must be guaranteed that the products covered by the certification are clearly identified when the advertising pieces refer to many products. In any case, there should be no confusion about which products are certified and which are not.

Once the certification is granted, QCERT will send the customer in an editable format, the QCERT logo for using brand.

Any of the two following options can be used by the customer to evidence the use of the trademark:



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QCERT BRAND USE REGULATION

RG-04-V12
Page 7 of 12

Option 1:



Option 2:



Some examples of the application of option 1 are shown below:

Case 1: Certification under technical regulation:

Caso 2: Certification under technical regulation and technical standard.

Caso 3: certification under technical standard (voluntary field)

QCERT BRAND USE REGULATION



RETILAP

Certificado No. 0001



**RETILAP
NTC 2230:1999**

Certificado No. 0057



NTC 2230:1999

Certificado No. 0177

Note: The thickness and dimension of the line that separates the standard from the certificate number, can be modified according to the size of the text and dimension of the label.

7.2. Chromatic palette

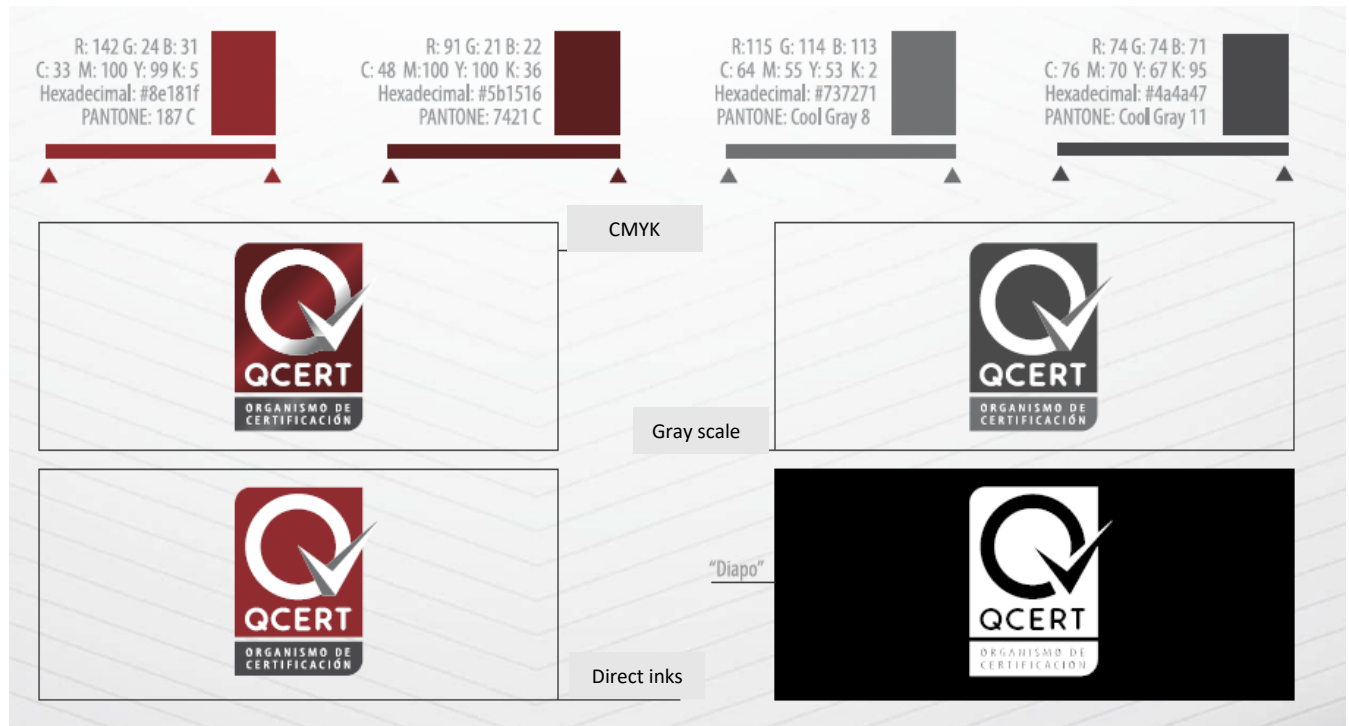
Below we present the correct forms of color management in the logo, the colors are for the screen and printed versions (RG8) and hexadecimal (CMYK), any modification or incorrect use of colors can have legal consequences.



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QCERT BRAND USE REGULATION



7.3. Typography

Below we present the fonts that are part of the corporate identity of QCERT

Font: ODIN. (Bold). This must be used for the titles.



QCERT BRAND USE REGULATION

RG-04-V12
Page 10 of 12

Font: Myriad pro. This font must be used for the text body in the documents.



7.4. Allowed formats

These are the permitted uses of the mark in horizontal format (with and without colored background). The protection area of the brand is limited by the rectangle that contains them; that is, it is not allowed under any circumstances to invade with other elements (images, text, etc.). The dimensions of the protection zone are defined below.



7.5. Not Allowed Formats

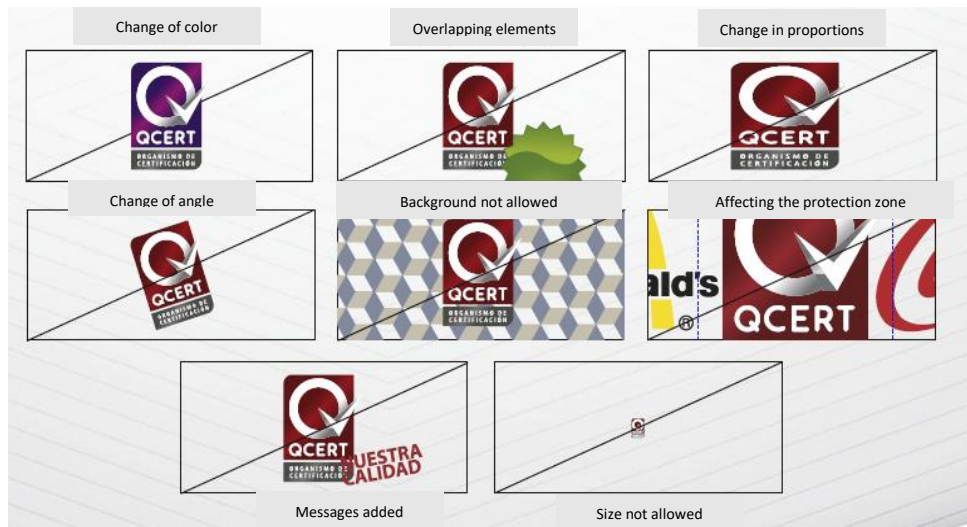


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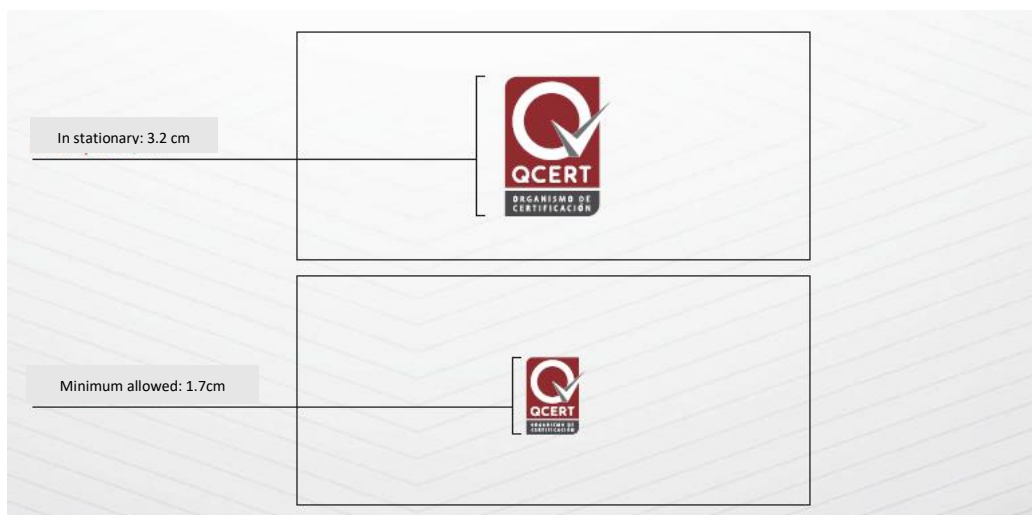
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QCERT BRAND USE REGULATION

Common mistakes in brand management are shown below. Any of these situations or others not mentioned are a commercial mistake since they affect negatively the logo. The consequences for the inappropriate use of the brand could lead to lawsuits or other legal or economic penalties.



7.6. Minimum Dimensions



QCERT BRAND USE REGULATION

RG-04-V12
Page 12 of 12

8. BRAND

- The brand confirms that the product holding it has been entered in the register of QCERT.
- The QCERT brand may be used by the customer in the company's advertising, in the labeling of the product, on the website, or any other advertising element.
- The brand can be used for commercial purposes when it is necessary to demonstrate that the product meets the requirements set out in the corresponding standards and in documents that refer to the certified products. It will be necessary to avoid any confusion, according to the procedure set out in article 7 of this regulation.
- The certification product regulation (**RG-01**), refers to the provisions that must be followed to use the QCERT brand and advertise it and the responsibilities and compensation (numeral 5.5)
- For the certification schemes type 1A and 1B, the customer may use the brand if desired, as well as comply in all cases with the regulations wrote in this document.

9. RESTRICTION ON THE USE OF ONAC BRAND

- ONAC brand is for the exclusive use of the Conformity Assessment Bodies (OEC) that obtain and / or renew their accreditation and keep it current and active, QCERT in its accredited OEC status can use the ONAC symbol while its accreditation remains active.
- The use of the ONAC accreditation symbol is not authorized for organizations not accredited by ONAC, Organizations without a valid accreditation contract subscribed with ONAC, Organizations associated to ONAC that are not accredited, Conformity Assessment Bodies in Accreditation process, Conformity Assessment Bodies, with a suspended, reduced or withdrawn scope of accreditation, Customers of the accredited CABs, or to individuals, commercial establishments or headquarters, that are not covered by the accredited scope.
- QCERT clients who are granted with a certificate of compliance under any type (1a, 1b and type 5 certification schemes), cannot make use of the ONAC logo in any type of advertising or document. Those who violate this rule may be subject to sanctions, fines and loss of certification. Please search for the document "Regulations for the use of the Symbols of accredited and / or associated" in the following link <http://www.onac.org.co/>



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