

LIBEROASSURANCE

*LiberioAssurance Certification Mark
a symbol of excellence*

Guidelines

Contact Us



 www.liberoassurance.org

 eshop.liberoservices.org

 info@liberoassurance.org



ISO Certification Marks

Consumers want a guarantee that products and services meet desired standards. Certification Marks indicate that the goods and services bearing the marks comply with a given standard set out in the regulations of use and controlled under the responsibility of the certification mark owner, and can be used for commercial purposes.

Certification marks are important for businesses that want to demonstrate the quality of their products & services. The primary advantage of a certification mark is the appearance of commitment to the product or service.

LiberoAssurance | ISO Certification Marks

All certified clients are provided with the appropriate certification mark relevant to their certification status and standard:

- ❖ Colored ISO certification Mark which prove the company's certification.
- ❖ LA Certification Marks has three versions Colored, Gray & Transparent.

ISO Certification Marks | Reference

The LiberoAssurance Certification Mark is divided in three parts.
Only the two parts are modifiable:

Colored System Certification Mark



Certification Body Logo

The first, upper part is stating the kind of certification: System, Product, Person.

The second part is presenting the Standard to which the Organization is certified.

Transparency Gray Scale



Gray Scale



Colored Private Certification Mark

Vegan



Certified

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Proper Use

The present procedure describes the applicable rules for the proper use of Certification marks and symbols in the promotion of certification awarded to organizations who successfully complete the conformity assessment and attain certification.

A certification mark is being used by authorized users for communication Purposes. These Certification marks are associated only with LiberoAssurance Certification services and not with other services of LiberoGroup. LA, owner of the ISO Certification Mark maintains control over the use of the mark.

Certification Marks, Audit Reports and other associated documentation must not be used in a misleading manner or bring LiberoAssurance into disrepute.

| | On products | Packaging | Business Cards | Promotional Material, Invoices, mails, web, etc. | Vehicle & Buildings | Certificates or reports |
|--|-------------|-----------|----------------|--|---------------------|-------------------------|
| | ✗ | ✓ | ✗ | ✓ | ✓ | ✗ |
| | ✓ | ✓ | ✗ | ✓ | ✗ | ✗ |
| | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ |
| | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ |
| | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ |
| | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ |
| | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ |
| | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ |

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Note*

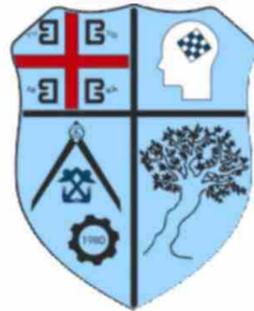
- The mark of the Accreditation Body is property of the respective body and is used only after by LiberoAssurance.
- Exceptionally UNIVAB mark can only be used in conjunction with LiberoAssurance ISO Certification Mark by LiberoAssurance authorized certified customers in accordance with the regulation.

Applicability

- ✓ Brochures, posters, leaflets, reports and literature
 - ✓ Corporate advertising, TV ads, video ads
 - ✓ Organizations websites
 - ✓ Newsletters to clients and staff
 - ✓ Within the scope of marketing campaigns
 - ✓ Company Vehicles
 - ✓ Corporate email signatures, signs,
 - ✓ Letterheads – at the bottom, size: less than 80% of the total width of the company logo
 - ✓ Exhibition equipment and company displays
 - ✓ Window stickers
 - ✓ Textual presentation - text to advertise a successful certification, is allowed and encouraged
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- ✗ LA Certification mark shall not be directly applied on the organizations' products and directly on their packaging, or be associated with the organization's product in such way as to imply that the product itself is certified by LiberoAssurance.
 - ✗ LA Certification Mark shall not be used with a product statement on larger boxes used for the transportation of the products.
 - ✗ LA Certification mark shall not be applied to laboratory test, calibration or inspection reports and certificates and certificate attendance
 - ✗ All certified organizations shall not use its certificate or certification Marking in such a way that disrepute to LiberoAssurance
 - ✗ There shall not be any statements that go beyond the contents of the certification mark nor shall there be any falsifying or misleading statements.
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- ⚠ The organization shall discontinue immediately the use of the Marks upon expiry, suspension or revocation of the Certificate, or for whatever reason(s) as decided by LiberoAssurance.
 - ⚠ Non-Compliance with the LiberoAssurance certification mark guidelines, can result in cancellation of the mark.
 - ⚠ Upon any reduction of the scope(s) of certification, all Promotional materials containing the Marks shall be submitted for LiberoAssurance's written approval prior to their use and or release to the public.
 - ⚠ If a Product Certification Mark is applied on a product, it must be done so in a method that allows the Mark to be removed without disintegrating or damaging the product;

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By going through the rigorous ISO Certification process investing time and resources on the project, you have earned the right to proudly display these marks, use it properly for your advantage.

If you have any queries, reach out to the marketing department of LiberoAssurance for clarification.

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