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## 1.0 Purpose

To provide correct guidance on the use of the marks by all stakeholders

## 2.0 Scope

This document describes the procedures NCBJ follows to control the use of the NCBJ Certification Mark, ANAB Accreditation Mark and the International Accreditation Forum (IAF) Multilateral Recognition Arrangement (MLA) Marks which includes; the various types of usages permitted to NCBJ's Certificate Holders. Language referring to a "symbol or logo" is both applicable to marks, logos and symbols.

## 3.0 Responsibility


The Manager, Certification Unit or Designee is responsible for ensuring that Certificate Holders receive the appropriate certification mark materials, including proper guidelines/guidelines/rules for use, and is also responsible for enforcing the appropriate contractual restrictions governing their use.

## 4.0 Definitions N/A

## 5.0 Procedures

### 5.1 General

- 5.1.1. In accordance with the requirements of ISO/IEC 17021, NCBJ possesses a duly registered Certification Mark by which holders of NCBJ's Certificate may make others aware of their Certification by means of various forms of publicity. Certificate Holders are allowed to use the NCBJ's authorized marks of conformity upon permission from the NCBJ.
- 5.1.2. Holders of NCBJ's Certificate of Conformity are made aware of the requirements and regulations governing the use of the Marks and through the reference documents as itemized in Section 6.
- 5.1.3. Copies of the Marks can be seen in Appendix A, B and C. The marks below are a sample and shall in no way be used by a CB or an organization. Electronic copies of the marks will be provided along with the NCBJ's certificate of conformity to its certified clients. Guidelines for Publicizing Your Certification of Management System(s) to ISO standards is found in Appendix D.
- 5.1.4. It is vital that NCBJ implements corrective actions when its marks of conformity are misused in any way, in order to maintain high level of confidence in the validity of the Mark in the marketplace and, by extension, the reputation of NCBJ holders of its Certificates.
- 5.1.5. Upon achieving certification the client shall adhere to the guidelines/rules for proper use of the NCBJ Marks as stated in this procedure and the advertising code for NCBJ Marks of Conformity along with ANAB's Accreditation guidance documents and Agreement for the Use of the IAF MLA member and an Accredited Conformity Body (CAB).

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- 5.1.6. NCBJ auditors examine Certificate Holders' use of the NCBJ's Marks of conformity as a routine part of surveillance audits. **In addition, Certificate Holders' documented procedures shall include procedures for enforcing NCBJ's requirements and regulations for the proper use and protection of the NCBJ's Marks of conformity.**


## 5.2. Corrective Actions by NCBJ

- 5.2.1. The Manager, Certification Unit immediately begins corrective action proceedings upon discovery of a misuse of the authorized NCBJ's **Marks**.
- 5.2.2. Non-Certificate Holders found to be in use of the authorized NCBJ's Marks, including former Certificate Holders shall receive one written warning to cease and desist, with a specific deadline. Should the misuse continue the Manager will refer the matter to the appropriate legal counsel for action.
- 5.2.3. Certificate Holders who violate NCBJ's requirements with respect to use of these 'Marks' are instructed to implement effective corrective action(s) in writing, either via nonconformity reports, or through correspondence from the highest ranking official.
- 5.2.4. The Manager of the NCBJ shall follow up on such corrective action requests and obtain written agreement from the Certificate Holder to:
- a) Discontinue the improper use at once;
  - a) Notify any person or organization that may have been misled in any way, shape, or form of the misuse,
  - c) Notify them of the corrective action and the reasons therefore, copying the NCBJ's Manager in writing.
- 5.2.5. The Manager of the NCBJ may, at his/her discretion, follow up on these steps by scheduling a special surveillance of Certificate Holder's facility; inquiring of recipients of the Certificate Holder's corrective action letters, or other means that may be appropriate.
- 5.2.6. In any event, the incidence of misuse is followed up at subsequent surveillance visits of the Certificate Holder.

## 5.3. Escalation

- 5.3.1. Certificate Holders who refuse to discontinue improper use of NCBJ's Marks of conformity who persist in violation of NCBJ's requirements and regulations with respect to use of these Marks; who misuse the Marks repeatedly in different ways, and/or who fail to promptly and affirmatively implement corrective actions as instructed pursuant to 5.2.3. above, are subject to having their Certification / Certificates of Conformity suspended or withdrawn. See procedure for Suspension, Withdrawal, or Reduction of the scope of certification.
- 5.3.2. The NCBJ Manager, and Team Leader, Certification Programme forward all instances as outlined in 5.3.1 to the NCBJ Appeals Committee. The Committee takes appropriate action, documenting it in full.


## 6.0 References

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- 6.1 NCBJ- Client Agreements
- 6.2. ANAB Revised Accreditation Rule 2-Conditions for Use of the ANAB Name and Accreditation Symbol
- 6.3. ANAB Accreditation Rule 3-Combined Use of ANAB Symbol and IAF MLA Mark
- 6.4. Agreement for the Use of the IAF MLA member and an Accredited Conformity Body (CAB).

## 7.0 Records

Records	Location
Warning Letter	Hard Copy
Surveillance and Recertification Audit Report	Client Hardcopy File
CD's with images of Marks	Client Electronic Copy

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## APPENDIX A

### Advertising Code for NCBJ Marks of Conformity




#### Scope:

This Code relates to establishments and processes authorized to use the Certification Mark of the National Certification Body of Jamaica (NCBJ).

#### Conditions of Use

1. The NCBJ Certification Mark shall be reproduced in black and white or in the original pantones. These are Blue Pantone-299c; Yellow Pantone- 611c; Green Pantone-362c and Pantone Process Blackc.
2. When using the NCBJ's Certification Mark its size must not exceed the certified organization's logo and must be to the right of the organization's logo.
3. No person shall use in relation to any establishment, system or process or in the trademark or design, any NCBJ Mark or any colorable imitation except under a license granted by the NCBJ.
4. The NCBJ Mark shall be applied to a process in a manner that makes it readily visible as a distinct mark to the intending user or purchaser of the service or process.
5. The licensee shall be free to publish as often as he likes that he has been authorized to use the Mark in relation to his establishment or process.
6. Advertising and publicity undertaken by a certified client may not be of a nature that:
  - (a) a process certified to use the NCBJ Mark can be confused with a process or product/article not licensed to use the Mark.
  - (b) It implies that certification applies to activities outside the scope of certification.
7. When an NCBJ Certification Mark has been granted in respect of a service or process:
  - only the client,
  - the National Certification Body of Jamaica or persons with written permission from the client or his agent may make any public claim through any advertisement, sales promotion leaflet, price list or the like that this service or process

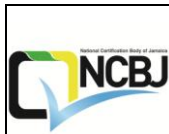
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conforms to the relevant management system standard and is certified to use the NCBJ Certification Mark.

Note: the client organization must not use or permit the use of the NCBJ Certificate or any part in a misleading manner. Any false advertisement may result in the withdrawal of the NCBJ Mark and Certificate.

- 8 A client who had earned certification and who is notified that this certification by the NCBJ has been revoked is obliged to stop immediately all advertising or any other publicity in relation to the NCBJ Mark for the service or process in question.
- 9 If the NCBJ so demands, the Mark shall be removed from the entire client's collateral material in question or on his distributor's premises.
- 10 When an agreement has been suspended or cancelled or the term has not been renewed, the client must discontinue forthwith the use of the NCBJ Mark notwithstanding any pendency or any appeal or initiated appeal before the Impartiality Committee (IC) or higher body.

11. If there be with the client or his agents, improperly marked (labelled), the client or his agents (as the case may be), shall take the necessary steps to remove, cancel, deface, or erase the Mark from such materials.
12. When the scope of certification has been duly reduced, the NCBJ and the client shall be required to amend related advertising and publicity to reflect the reduction in scope. The client shall notify the NCBJ of the amendment to the all relevant advertisement and publicity.
14. The NCBJ and the Bureau of Standards Jamaica is entitled to publicize the NCBJ Mark and the organizations which have earned the NCBJ Mark.
15. The NCBJ is entitled to publish the revocation of certification.
16. When a certified service/system carries Marks other than the NCBJ Mark it is to be affixed adjacent to the other Marks unless otherwise specified by the NCBJ.

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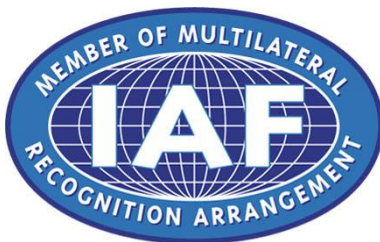
**Improper use of the marks of NCBJ includes, but is not limited to:**

- a. placing the NCBJ's Marks of Conformity on Certificate Holders' products
- b. using the Marks in a manner that implies that products are complying to or certified by NCBJ and its accreditation bodies
- c. making color copies of the certificates, including scanning color copies of the certificates
- d. using logos on business cards, signboards, on websites with different addresses other than the address registered
- e. (difference must be communicated on card, signboards, or websites)
- e. Using the Marks in any way that might mislead the reader about the status of a certified organization.
- f. Use of the Marks on any laboratory test, calibration or inspection reports
- g. Certified client shall not add or detract from the design of the NCBJ Mark.
- h. The facsimile of the NCBJ Certification Mark to be used by the certified client shall be approved by the NCBJ.

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## APPENDIX B


### USE OF IAF MLA MARK



**SCOPE:** Use of IAF MLA MARK as per Agreement for the Use of the IAF MLA member and an Accredited Conformity Body (CAB).

The specifications for the colours of the IAF MLA Mark are Pantone 2747 (dark blue) and Pantone 299 (light blue).

The IAF MLA Mark is available electronically in the above colours in jpeg, tif and eps (vector graphic) formats and in black and white (grey scale) eps format. The accredited CB is requested to contact the Licensed IAF MLA Member regarding the format needed.

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## APPENDIX C

### Use of ANAB Name and Accreditation Mark





Scope: The use of ANAB name and Mark


The ANAB accreditation mark shall be reproduced:

1. in black or in blue (PMS 2935 or equivalent).
2. in a size which makes all features of the mark clearly distinguishable.
3. without distortion of its dimensions.
4. When using the ANAB accreditation mark, its size must not exceed the size of the CB's mark.
5. The words shall not be used unless directly adjacent to (on either side, above, or below) and clearly associated with the ANAB accreditation mark.
6. The words shall be in a similar typeface and size as the ANAB accreditation mark.


Following are four examples showing the correct usage of the IAF MLA words on a CB's ANAB accredited certificate:

<b>Example 1:</b>  	Accredited by Member of the International Accreditation Forum Multilateral Recognition Arrangement for Quality Management Systems
<b>Example 2:</b> Accredited by Member of the IAF MLA for QMS	



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<p><b>Example 3</b></p> <p>Accredited by Member of the IAF MLA for EMS</p>	
<p><b>Example 4</b></p> 	<p>Accredited by Member of the International Accreditation Forum Multilateral Recognition Arrangement for Environmental Management Systems</p>

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## APPENDIX D

### Guidelines for Publicizing Your Certification of Management System(s) to ISO standards:

1. Do not use ISO's logo.
2. Do not adapt or modify ISO's logo for any use.
3. To use the NCBJ's Logo or to publicize the success of your organization, ask your certification body permission to use its logo, or guidance on publicity.
4. Use the full designation of ISO 9001:2015 (not just "ISO 9001") on all controlled documentation.
5. Replace use of the generic terms "ISO 9000 or ISO 9001 certification" by the specific terms "ISO 9001:2015 certification".
6. In ISO 9001:2015 contexts, "certified" (and "certification") and "registered" (and "registration") are equivalent in meaning and either terms can be used.
7. Do not say your organization has been "accredited". NCBJ is "accredited" – our clients are "certified" or "registered".
8. Do not use "ISO certified", or "ISO certification".
9. Use instead "ISO 9001:2015 certified", "ISO 9001:2015 certification".
10. Do not display ISO 9001:2015 certification marks of conformity on products, product labels, or product packaging, or in any way that may be interpreted as denoting product conformity.
11. Do not give the impression in any context that ISO 9001:2015 certification is product certifications or product guarantees.  
When including a reference to ISO 9001:2015 certification in product-related information, including advertisements, do not do so in such a way that ISO 9001: 2015 certification may be interpreted as
- being product certification or product guarantee.
12. Do not use any statement on product packaging or in accompanying information that in any way imply that the product, process or service is certified by this means.
13. Be accurate and precise about the scope (the extent) of your organization's ISO 9001:2015 certification, as far as both the activities and geographical locations covered by the certifications are concerned.