



BUSINESS ASSURANCE

MANAGEMENT SYSTEM CERTIFICATION

A value to communicate

Guidelines with year
September 2016

1.0 Communicate your certification to the market

2.0 Basic design elements

2.1 Colors

2.2 Basic rules

2.3 Improper use

2.4 Space and size

2.5 Use with accreditation marks

3.0 Marketing material and annual report

4.0 Website

5.0 Stands, buildings and signs

6.0 Stationary: letterhead

7.0 Stationary: envelopes, invoices and fax sheets

8.0 Business cards

9.0 Vehicles

1.0 COMMUNICATE YOUR CERTIFICATION TO THE MARKET

Certification according to international or national standards by an independent third party demonstrates your commitment to continual improvement and sustainable business performance. This achievement is more than a ticket-to-trade. It is something to be proud of, and communicating your commitment in the market can help build stakeholder trust and brand confidence.

The Certification Mark is designed specifically for this purpose, to support you in visually and clearly communicating your commitment to the market.

You can put your certification mark in most places, from marketing material to company buildings. There is a set of rules for how the certification mark should be used, and this handbook aims to guide you to the correct use. Perhaps you will even find some new ways to use your mark.

Congratulations and good luck.

DNV GL - Business Assurance

1.0 Communicate your certification to the market

2.0 Basic design elements

- 2.1 Colors
- 2.2 Basic rules
- 2.3 Improper use
- 2.4 Space and size
- 2.5 Use with accreditation marks

3.0 Marketing material and annual report

4.0 Website

5.0 Stands, buildings and signs

6.0 Stationary: letterhead

7.0 Stationary: envelopes, invoices and fax sheets

8.0 Business cards

9.0 Vehicles

2.0 BASIC DESIGN ELEMENTS

Certification Mark

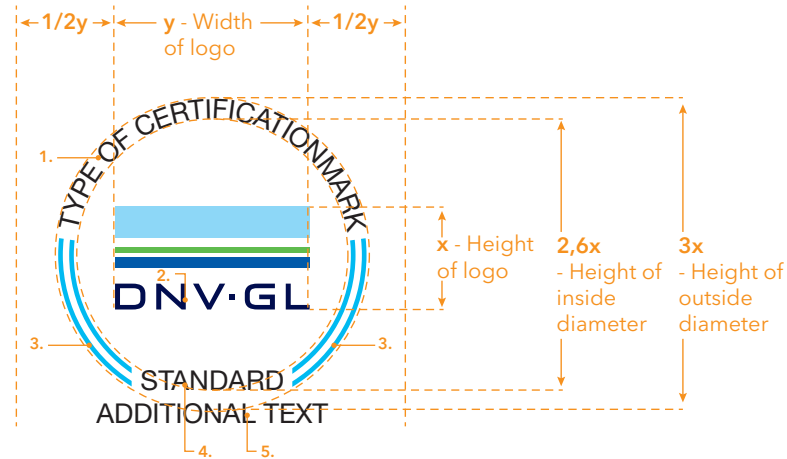
The basic design element of the certification mark is a circle in which the DNV GL logo is embedded.

The description of the certification achieved is placed centered on top as part of the circle. The standard is placed horizontally and centered; cutting into the base of the circle.

Detailed information about the type of certification can be added centered below the standard.

Font

The typeface for certification achieved, standard and detailed information is Helvetica Neue 55 Roman.



The typeface used for the text is Helvetica Neue 55 Roman

1. Description of the certification achieved.
2. Standard of certification.
3. Lines to close the circle. Height is the line of the "L" in the logo, color is 80% Cyan.
4. Detailed information about the type of certification. The width of the text should aim to be the same as the width of the certification mark.
5. Additional text to the type of certification. The width of the text shall not exceed 1/2 of the width of the logo on each side of the certification mark.



Inscription

The inscription is used in cases where you are not allowed to use the certification mark but still wish to communicate your certification.

The basic design elements of the inscription consists of a text that indicates the type of certification in plain text and the standard accentuated by two lines.

Font

The typeface used for the inscription is Helvetica Neue 75 Bold.

**COMPANY WITH
XXXXX SYSTEM
CERTIFIED BY DNV GL
= ABCD EFGH:XXXX =**

The typeface used for the text is Helvetica Neue 75 Bold.

1. Description of the certification achieved colored 100% black.
2. Standard of certification colored 80% Cyan.

1.0 Communicate your certification to the market

2.0 Basic design elements

- 2.1 Colors
- 2.2 Basic rules
- 2.3 Improper use
- 2.4 Space and size
- 2.5 Use with accreditation marks

3.0 Marketing material and annual report

4.0 Website

5.0 Stands, buildings and signs

6.0 Stationary: letterhead

7.0 Stationary: envelopes, invoices and fax sheets

8.0 Business cards

9.0 Vehicles

2.1 COLORS

Certification Mark

The certification mark should maintain the original color and preferably be set on a white background.

Inscription

The inscription may be reproduced:

- in black
- in negative: white inscription on a dark background.

If translating the inscription into other languages, the structure of the inscription must remain unaltered.

Color references

- Sky blue
Pantone® 291C/U
C40 M0 Y0 K0
R153 G214 B240
HEX 99 D9 F0
- Land Green
Pantone® 362C/U
C65 M0 Y95 K0
R63 G156 B53
HEX 3F 9C 35
- Sea Blue
Pantone® 661C/U
C100 M70 Y0 K0
R0 G53 B145
HEX 00 35 91
- Dark Blue
Pantone® 2768C/U
C100 M90 Y0 K60
R15 G32 B75
HEX 0F 20 4B
- Cyan 80%
Pantone® Process Cyan C/U 80%
C80 M0 Y0 K0
R51 G178 B225
HEX 33 B2 E1
- Black
Pantone® -
C0 M0 Y0 K100
R0 G0 B0
HEX 00 00 00



Coloured certification marks should be used only on a light colour background (less than 20% CMYK).



The management system certification marks can also be applied in black.

For specific application on a dark background certification marks can be reversed.

1.

**COMPANY WITH
XXXXX SYSTEM
CERTIFIED BY DNV GL
= ABCD EFGH:XXXX =**

2.

**COMPANY WITH
XXXXX SYSTEM
CERTIFIED BY DNV GL
= ABCD EFGH:XXXX =**

The inscriptions can be:
 1. Black and 80% Cyan.
 2. Black and 80% Cyan on colored background.
 3. Black.
 4. White on colored background.

3.

**COMPANY WITH
XXXXX SYSTEM
CERTIFIED BY DNV GL
= ABCD EFGH:XXXX =**

4.

**COMPANY WITH
XXXXX SYSTEM
CERTIFIED BY DNV GL
= ABCD EFGH:XXXX =**

1.0 Communicate your certification to the market

2.0 Basic design elements

- 2.1 Colors
- 2.2 Basic rules
- 2.3 Improper use
- 2.4 Space and size
- 2.5 Use with accreditation marks

3.0 Marketing material and annual report

4.0 Website

5.0 Stands, buildings and signs

6.0 Stationary: letterhead

7.0 Stationary: envelopes, invoices and fax sheets

8.0 Business cards

9.0 Vehicles

2.2 BASIC RULES

As a certified company:

1. Only use the official artwork of the DNV GL - Business Assurance Certification Marks for management systems and/or the official DNV GL - Business Assurance Inscription that corresponds with the scheme(s) to which your company is certified for.
2. Always use the DNV GL - Business Assurance Certification Mark and/or Inscription in conjunction with your company's name and/or logo.
3. You may use the DNV GL - Business Assurance Certification Mark and/or Inscription on:
 - Marketing material
 - Stationery: Letterheads, envelopes, invoices etc
 - Corporate publications (e.g. annual reports)
 - Websites
 - Stands

The DNV GL - Business Assurance Certification Mark for management systems **shall not be used in a way that could indicate that the product or service provided is certified.**

To avoid misinterpretation, the Certification Mark is therefore not allowed to be used on:

- Products and product packaging (including accompanying information and adhesive tape)
Note: Product packaging is considered as that which can be removed without the product disintegrating or being damaged
- Product documentation (e.g. technical specifications and product catalogue pages)
- Certificates, statements of conformity, reports etc. as an output from services provided (e.g. testing and calibration activities, inspections, assessments etc.)

The Inscription can in general be applied where the Certification Mark can be applied. However, the Inscription can in addition be used where the Mark has its restrictions as listed, except directly on products where it is not allowed.

For use on product packaging or in accompanying information the Inscription shall always be visible and used in conjunction with and close to the clients name or logo (see example on this page).

In cases where only a part of a company is covered by the certification, the Certification Mark or Inscription is only allowed to be used if effective controls are applied to ensure that the marks are used solely for the certified part of the company. Examples of such companies include:

- Multiple site companies where one or more sites are not covered by the certification
- Companies where one or more Business Areas are not covered by the certification
- Corporations where certification is limited to certain geographies

Please also see page 12 for further guidance.



The Certification Mark for management system certification cannot be used on products and product packaging. Only Certification Mark for product certification can be used on products and product packaging (if the product is certified).



Companies with a certified management system may use the Inscription on product packaging. For use on packaging the Inscription shall always be displayed in conjunction and close to the company name or logo.

**COMPANY WITH
XXXXX SYSTEM
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= ABCD EFGH =**

1.0 Communicate your certification to the market

2.0 Basic design elements

2.1 Colors

2.2 Basic rules

2.3 Improper use

2.4 Space and size

2.5 Use with accreditation marks

3.0 Marketing material and annual report

4.0 Website

5.0 Stands, buildings and signs

6.0 Stationary: letterhead

7.0 Stationary: envelopes, invoices and fax sheets

8.0 Business cards

9.0 Vehicles

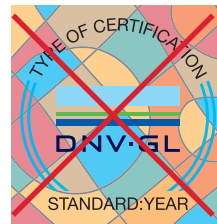
2.3 IMPROPER USE

The original artwork of the DNV GL - Business Assurance Certification Mark should be used in a way that preserves the integrity of the mark.

Therefore the mark should not be altered or used in an improper way. Here are some examples of incorrect use.



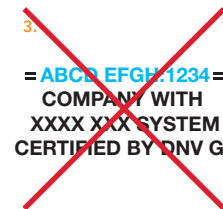
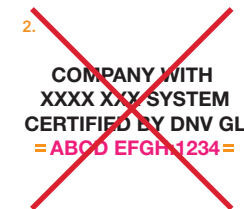
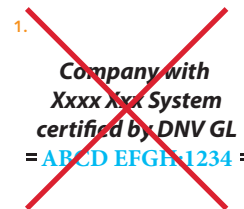
1. Do not modify the colors of the mark.
2. Do not distort any parts of the mark.
3. Do not alter the relative size of any element.



Do not position the mark on a visually distracting background or on pictures.



Do not separate and modify any elements.



1. Do not modify the font.
2. Do not modify the color.
3. Do not separate and modify any elements.

Only official artwork versions of the mark and/or inscription should be used.

1.0 Communicate your certification to the market

2.0 Basic design elements

- 2.1 Colors
- 2.2 Basic rules
- 2.3 Improper use
- 2.4 Space and size
- 2.5 Use with accreditation marks

3.0 Marketing material and annual report

4.0 Website

5.0 Stands, buildings and signs

6.0 Stationary: letterhead

7.0 Stationary: envelopes, invoices and fax sheets

8.0 Business cards

9.0 Vehicles

2.4 SPACE AND SIZE

The certification mark may be enlarged or reduced.

The size of the certification mark should be in proportion to the size of your company logo.

Minimum size

The minimum reduced size is 15 mm wide (figure 1). This is the minimum size at which numbers and letters are legible.

Maximum size

The maximum size of the certification mark should be such that it does not predominate over the size of the company logo. It is recommended that the size of the certification mark should not exceed one-third or one-half the height of the surface to which it is affixed.

Please note

The certification mark may be used in such a way that:

- It is the same height as the company logo (figure 2).
- The space between the DNV GL logo and the blue line is the same height as the company logo (figure 3).
- Even when the company logo is very small, the certification mark must be at least 15 mm high (figure 4).

The distance between the company logo and the certification mark must not be less than the base width of the certification mark. (figures 2-3-4)
This rule must be applied even when the certification mark is placed below the certified company's logo (figure 5).

! Certification marks should always be used in conjunction with the certified company's name and/or logo.

Fig. 1



Fig. 2



Fig. 3



Fig. 4



Fig. 4



1.0 Communicate your certification to the market

2.0 Basic design elements

- 2.1 Colors
- 2.2 Basic rules
- 2.3 Improper use
- 2.4 Space and size
- 2.5 Use with accreditation marks

3.0 Marketing material and annual report

4.0 Website

5.0 Stands, buildings and signs

6.0 Stationary: letterhead

7.0 Stationary: envelopes, invoices and fax sheets

8.0 Business cards

9.0 Vehicles

2.5 USE WITH ACCREDITATION MARKS

In some cases, it may be required or preferred to use the certification mark in conjunction with the appropriate accreditation mark. Use of the accreditation mark is permitted for holders of certificates issued by an accredited certification body. Use of the accredited mark is governed by the rules of each respective accreditation body.

When using the DNV GL - Business Assurance Certification Mark together with an accreditation mark, the two should always appear in conjunction and linked with a visual element (e.g. a frame). Some accreditation bodies govern how the two should be linked. You should follow the rules of the applicable accreditation body.



! For further details about the use of those joint marks please contact your local DNV GL office.

1.0 Communicate your certification to the market

2.0 Basic design elements

- 2.1 Colors
- 2.2 Basic rules
- 2.3 Improper use
- 2.4 Space and size
- 2.5 Use with accreditation marks

3.0 Marketing material and annual report

4.0 Website

5.0 Stands, buildings and signs

6.0 Stationary: letterhead

7.0 Stationary: envelopes, invoices and fax sheets

8.0 Business cards

9.0 Vehicles

3.0 MARKETING MATERIAL AND ANNUAL REPORT

Marketing material

The certification mark may be used on company brochures, leaflets and other promotional material.



Some examples of certification mark positioning on marketing literature and media advertising.

To avoid misinterpretation of what is certified, the inscription may be used on product documentation such as technical specifications, catalogue pages and laboratory certificates.

**COMPANY WITH
XXXXX SYSTEM
CERTIFIED BY DNV GL
= ABCD EFGH:XXXX =**



1. Product catalogue pages.
2. Technical product specifications sheet.

Annual Report

The certification mark may be used on both the cover (near to or aligned with the company logo) and on the title page (near the company name).



1. Example of certification mark usage on an Annual Report cover.
2. Example of certification mark usage on the title page of an Annual Report.

1.0 Communicate your certification to the market

2.0 Basic design elements

- 2.1 Colors
- 2.2 Basic rules
- 2.3 Improper use
- 2.4 Space and size
- 2.5 Use with accreditation marks

3.0 Marketing material and annual report

4.0 Website

5.0 Stands, buildings and signs

6.0 Stationary: letterhead

7.0 Stationary: envelopes, invoices and fax sheets

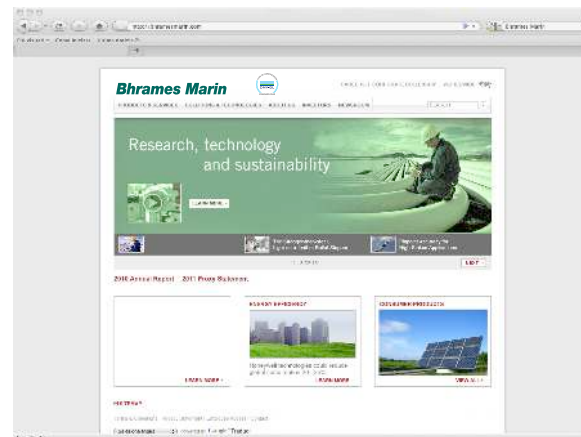
8.0 Business cards

9.0 Vehicles

4.0 WEBSITE

You may put the certification mark on your website, applying the same rules as outlined in previous chapters.

If you use the certification mark on your website to indicate that you have been certified, you could link your certification mark back to the DNV GL - Business Assurance's website.



1.0 Communicate your certification to the market

2.0 Basic design elements

- 2.1 Colors
- 2.2 Basic rules
- 2.3 Improper use
- 2.4 Space and size
- 2.5 Use with accreditation marks

3.0 Marketing material and annual report

4.0 Website

5.0 Stands, buildings and signs

6.0 Stationary: letterhead

7.0 Stationary: envelopes, invoices and fax sheets

8.0 Business cards

9.0 Vehicles

5.0 STANDS, BUILDINGS AND SIGNS

Stands

The certification mark may be used on company stands. If you wish you can give great prominence to the certification mark. Just make sure it is done in accordance with the guidelines described in previous chapters.



Buildings and signs

You can use both the certification mark and inscription on your company's office buildings, plants or signs.

Figure 1: the certification mark placed near the company logo on corporate sign.

Figure 2: the inscription placed at eye level near the company entrance.

Fig. 1

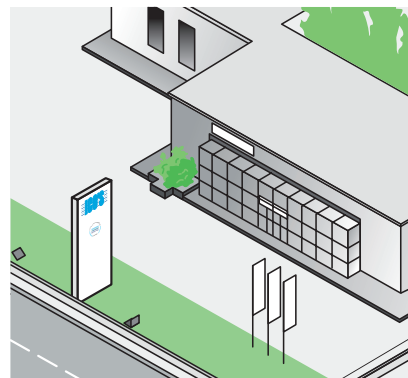


Fig. 2



1.0 Communicate your certification to the market

2.0 Basic design elements

- 2.1 Colors
- 2.2 Basic rules
- 2.3 Improper use
- 2.4 Space and size
- 2.5 Use with accreditation marks

3.0 Marketing material and annual report

4.0 Website

5.0 Stands, buildings and signs

6.0 Stationery: letterhead

7.0 Stationery: envelopes, invoices and fax sheets

8.0 Business cards

9.0 Vehicles

6.0 STATIONERY: LETTERHEAD

On letterheads and following pages, the certification mark must be positioned near the company logo (figure 1) or on the baseline (figure 2).
If the size of the certified company logo is very small, the certification mark should be placed at the foot of the letterhead.

Figs. 1-2: Some examples of the certification mark positioning on the first page.

Figs. 3-4: Some examples of the certification mark positioning on a second page.

When letterheads contain the addresses of different branches/sites, some of which are not covered by the certification, the certification mark may not be used. In such cases the inscription should be used:

**COMPANY WITH
XXXXX SYSTEM
CERTIFIED BY DNV GL
= ABCD EFGH:XXXX =**

with an explanation of which of the company's sites or branches are certified (figure 5).

When a certified company belongs to a Group or is associated with other companies which are not certified and both names appear on the letterhead, one of the following solutions must be adopted:

- The certification mark is reproduced with an indication of which company is certified (preferred solution). (figure 6)
- The certification mark is replaced with the inscription, clarifying the certified company to which the certification refers (figure 7).

Fig. 5: Companies with more than one site or branch.

Figs. 6-7: Companies belonging to a group.

Fig. 1

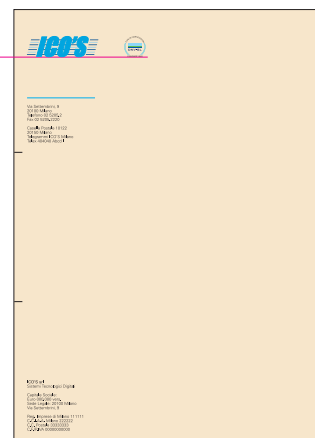


Fig. 2

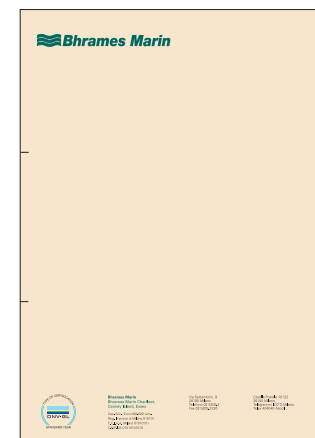


Fig. 3

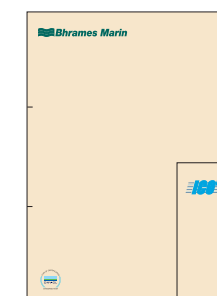


Fig. 4



Fig. 5

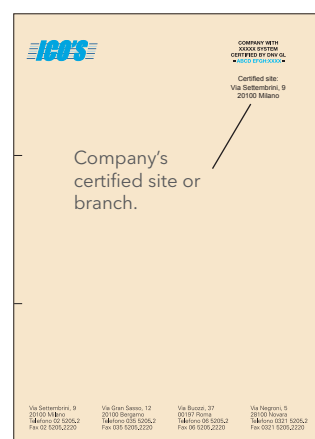


Fig. 6

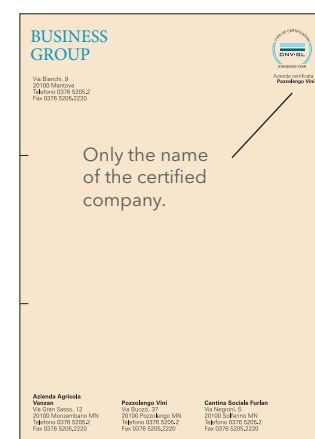
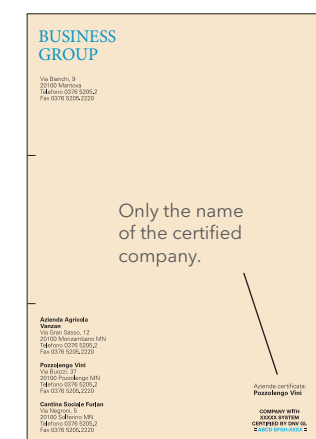


Fig. 7



1.0 Communicate your certification to the market

2.0 Basic design elements

- 2.1 Colors
- 2.2 Basic rules
- 2.3 Improper use
- 2.4 Space and size
- 2.5 Use with accreditation marks

3.0 Marketing material and annual report

4.0 Website

5.0 Stands, buildings and signs

6.0 Stationary: letterhead

7.0 Stationary: envelopes, invoices and fax sheets

8.0 Business cards

9.0 Vehicles

7.0 STATIONERY: ENVELOPES, INVOICES AND FAX SHEETS

Envelopes

You can also use the certification mark on envelopes.

The certification mark and your company logo should appear next to each other (figure 1) and/or on the same baseline (figure 2).

Other company documents

You can also use the certification mark on other company documents such as invoices and fax sheets.

In this case, the certification mark should be aligned with the base of your company logo (figure 3) or the certification mark should be placed near the company name (figure 4).

Fig. 1

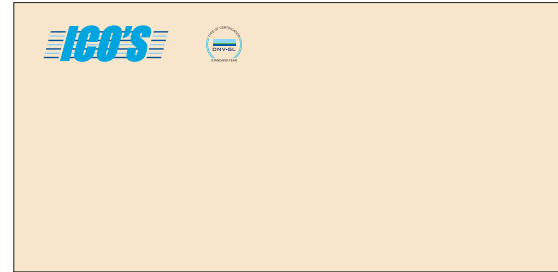


Fig. 2



Fig. 3

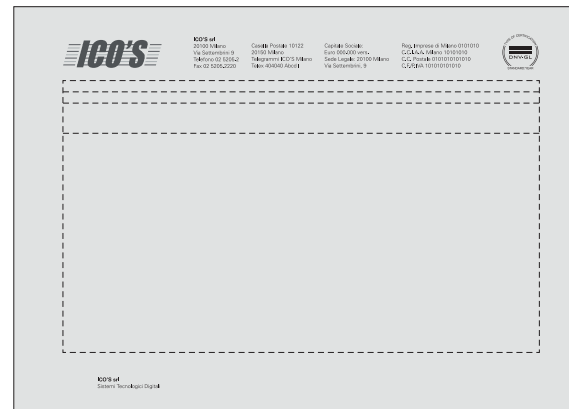
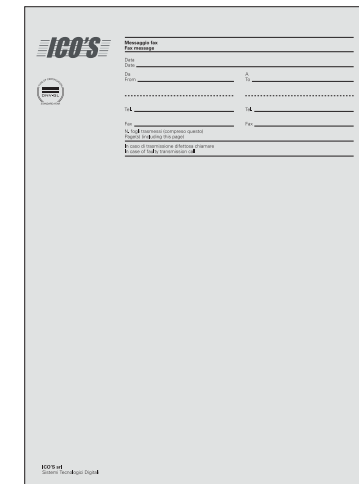


Fig. 4



1.0 Communicate your certification to the market

2.0 Basic design elements

- 2.1 Colors
- 2.2 Basic rules
- 2.3 Improper use
- 2.4 Space and size
- 2.5 Use with accreditation marks

3.0 Marketing material and annual report

4.0 Website

5.0 Stands, buildings and signs

6.0 Stationary: letterhead

7.0 Stationary: envelopes, invoices and fax sheets

8.0 Business cards

9.0 Vehicles

8.0 BUSINESS CARDS

The certification mark can also be used on business cards.

If the certification mark does not fit with the layout/design of your business card, you can opt to use the inscription instead.



Business card with certification mark.

For both cases, you only have to make sure that the maximum size of the certification mark or inscription does not pre-dominate the company logo.

**COMPANY WITH
XXXXX SYSTEM
CERTIFIED BY DNV GL
= ABCD EFGH:XXXX =**



Business card with inscription.

1.0 Communicate your certification to the market

2.0 Basic design elements

- 2.1 Colors
- 2.2 Basic rules
- 2.3 Improper use
- 2.4 Space and size
- 2.5 Use with accreditation marks

3.0 Marketing material and annual report

4.0 Website

5.0 Stands, buildings and signs

6.0 Stationary: letterhead

7.0 Stationary: envelopes, invoices and fax sheets

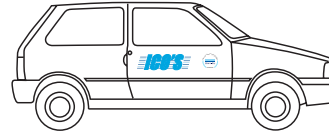
8.0 Business cards

9.0 Vehicles

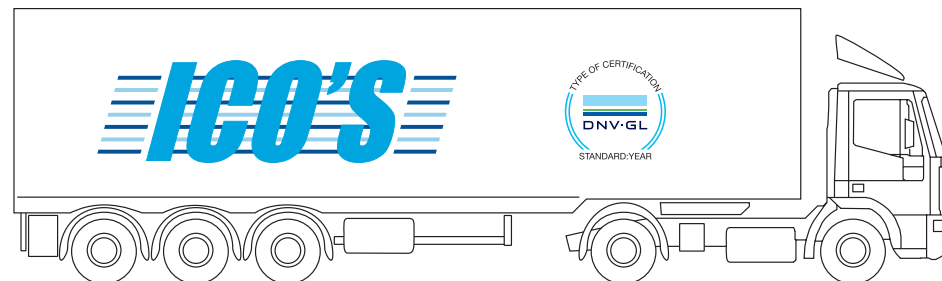
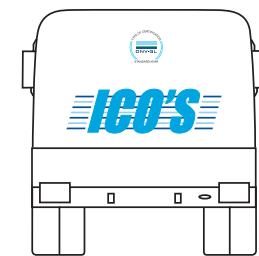
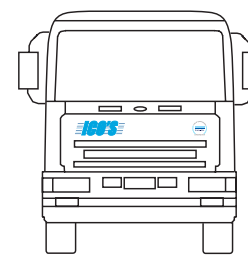
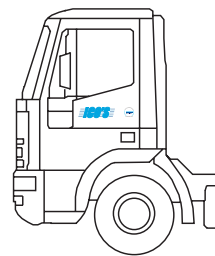
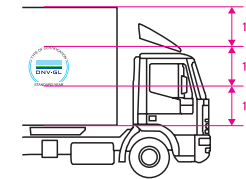
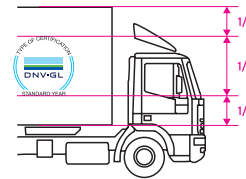
9.0 VEHICLES

When using the certification mark on your company vehicles or heavy machinery, make sure it is always positioned near the company logo. To the right you find some examples of how to position the certification mark.

If your company's logo is very large, as it may be when displayed on the side of a trailer, it is recommended that there is sufficient space around the certification mark and that the certification mark does not cover more than 1/3 to 1/2 of the height of the surface to which it is affixed.



The certification mark is always positioned near the company logo on vehicles.



SAFER, SMARTER, GREENER

www.dnvgl.com/assurance

DNV GL - Business Assurance
Management System
Certification Mark Guidelines