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PROMOTE YOUR  
CERTIFICATION  
WITH US

**GUIDELINES FOR  
USING CBQA GLOBAL's  
ASSURANCE MARKS**

# LET THE WORLD KNOW YOUR COMMITMENT

ACHIEVING CERTIFICATION DEMONSTRATES YOUR ORGANIZATION'S COMMITMENT TO IMPLEMENTING SUCCESSFUL MANAGEMENT SYSTEMS AND CONTINUING TO IMPROVE

Only the most outstanding organizations achieve certification from CBQA Global. The CBQA Global certification mark symbolizes dependability, sustainability, and trust, enhancing the value of your brand.

Congratulations! As a certified entity, you are now authorized to utilize this prestigious, internationally recognized mark across various platforms, including your website, printed materials, vehicles, office buildings, and more.

Beyond being a testament to your successful completion of the CBQA Global certification process, the CBQA Global marks we provide serve as a powerful tool to showcase and promote the certification you have rightfully earned.

## CERTIFICATION MARKS ARE AVAILABLE FOR ALL TYPES OF CERTIFICATION



INFORMATION  
SECURITY &  
RESILIENCE  
**ISO/IEC 27001**  
**ISO/IEC 20000-1**



PRIVACY DATA  
PROTECTION  
**ISO/IEC 27701**



GOVERNANCE  
RISK &  
COMPLIANCE  
**ISO 37001**



QUALITY  
& SERVICE  
MANAGEMENT  
**ISO 9001**



HEALTH & SAFETY  
**ISO 45001**



## HOW AND WHERE CAN YOU USE YOUR CERTIFICATION MARK?

Your certification confirms that your management systems comply with relevant standards; it does not certify specific products or services. Therefore, it's essential to use certification marks carefully to avoid any misleading implications that products or services are certified, or that the certification extends beyond its defined scope.

### The certification mark can be applied in the following ways:

- ✓ On literature, brochures, company leaflets and reports
- ✓ In corporate advertising and website
- ✓ On company vehicles such as trucks and vans
- ✓ On company signs and flags
- ✓ On exhibition equipment and company displays

### The table below summarizes the allowable limits for use of certification marks for advertisement purpose and on product / primary packaging:

	In pamphlets / brochures, website, etc. (for advertisement)	On vehicles or permanent structures such as buildings (for advertisement)	On product or primary (display or retail) packaging, and On larger boxes, etc. used for transportation of products (secondary or transit packaging)
CBQA Global certification mark	Allowed	Not Allowed	Not Allowed
CBQA Global certification mark with a statement	Allowed	Allowed*	Not Allowed

\*Refer to Note (1) below

# CBQA GLOBAL CERTIFICATION MARK GUIDELINES

In order to maintain the visual integrity of the logo, a minimum amount of free space (blank surround) must always be respected.

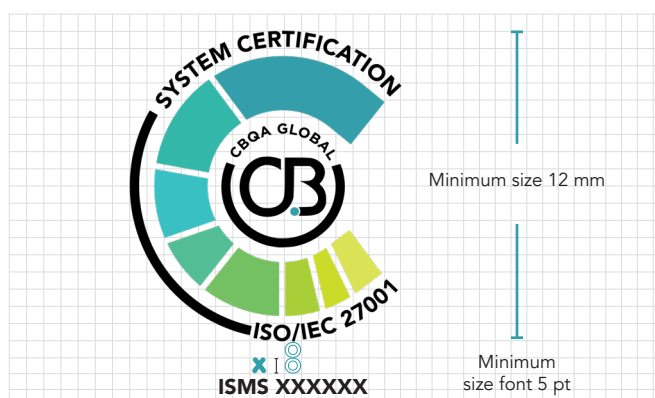
The protection zone, as shown on this page, must never include any other text, graphic element or visual and be left blank (containing no external items).

The strip for the protection zone is the same width (b) as the distance between the bottom of the seal and the bottom of the red band

## MINIMUM SIZE

The minimum height of the logo is 12 mm (a).

If the logo were any smaller it would be illegible, and our visual identity would become indistinct.



x = the height of the letter O in the word ISO  
Certificate Number (shown as above) as ISMSXXXXX  
(Font type Calibri Light)  
(Minimum font size 5 pt)

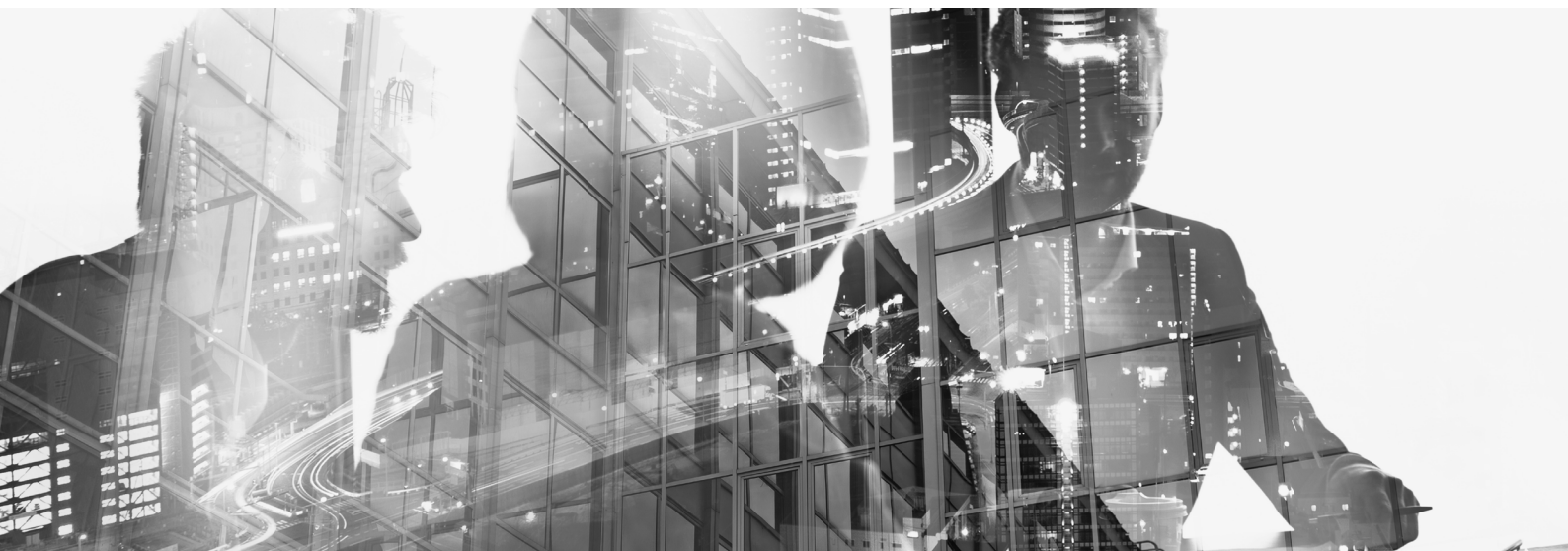
Note (1):

**The statement shall include reference to:**

- Identification (e.g. brand or name) of the certified client,
- The type of management system (e.g. quality, health&safety) and the applicable standard
- The certification body issuing the certificate. This could be a clear statement like: "This product / service has been designed, developed or manufactured under a (be specific: Information Security, Quality, etc.) management system certified by CBQA Global against (standard to be identified: e.g. ISO/IEC 27001:2022, ISO 45001:2018, etc.)"

# CBQA GLOBAL CERTIFICATION MARK'S POLICY

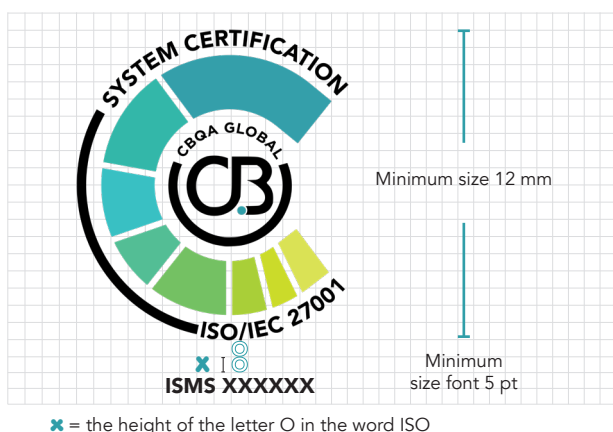
- These certification marks are associated only with CBQA Global certification services, and not with other services of the CBQA Global such as training, etc.
- Where the word "certification mark" is used in this document, it also covers the certificate reports and other associated documentation which must not be used in a misleading manner or bring CBQA Global certification into disrepute. Any promotion of the management system must be clear as it is not acceptable to imply that it is the product that is certified
- CBQA Global certification marks must not be applied to products, primary packaging, or secondary (transit) packaging materials intended for consumer communication or use. However, for those organizations wishing to demonstrate that products have been manufactured under their certified (e.g. ISO/IEC 27001 or ISO 9001) management system, the marks may still be used on vehicles or permanent infrastructure (such as: building, i.e. not normally viewed by the consumer) with an appropriate product statement(s) as Note(1) above
- CBQA Global is required to ensure that certified clients use the certification mark in accordance with relevant national and international criteria. These criteria ensure that the mark is not used in a way that may cause confusion or be misleading to the organizations and individuals that purchase goods and services from certified companies
- If the scope of certification does not include all products and/or services provided by the organization, and/or all locations/facilities of the organization, the material bearing the mark shall not suggest that all products/services/sites/locations of the organization are covered by the scope of certification
- CBQA Global certification marks shall not be applied to laboratory test, calibration or inspection reports or certificates



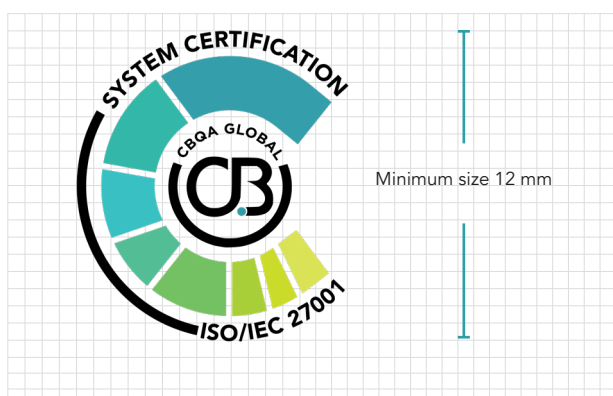
# SAMPLE USE OF CERTIFICATION MARK

## WITH OR WITHOUT CERTIFICATE NUMBER

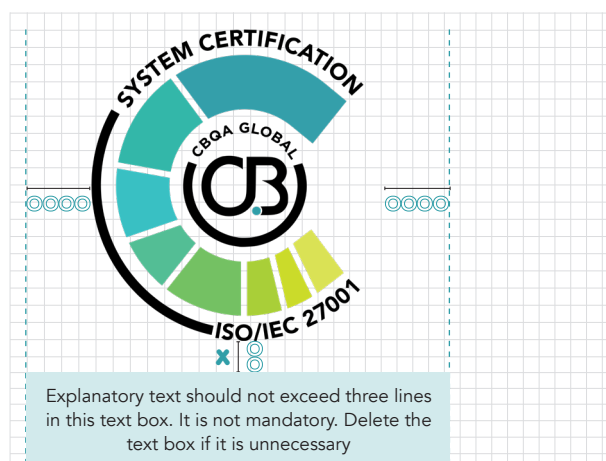
### With Certificate Number



### Without Certificate Number



## WITH OR WITHOUT EXPLANATORY TEXT



- You can add a short explanatory text to your certificate.
- This text should not exceed three lines in the space provided.
- If you delete it, do not move the other elements.



# USE OF CERTIFICATION MARK WITH ACCREDITATION SYMBOL



If your certificate shows the KAN, IAS, APMG Accreditation Mark or should you wish to reinforce the fact that you have been assessed by an accredited certification, you may wish to use the following logo

## PLEASE DON'T

- Don't use the Accreditation Mark and CBQA Global Certification Mark on product certificates (e.g certificates of analysis, conformity, calibration certificates or testing certificates)
- Don't use the Accreditation Mark in association with any activity or service outside the scope of your certification. The Accreditation Mark is specific to the certified organization and may not be transferred to or used by other companies within the same group of companies
- Don't display the Accreditation Mark on a product or its packaging as this will imply the product itself
- Don't use the Accreditation Mark on promotional items, vehicles, flags or external buildings\*
- Don't display the Accreditation Mark independently without CBQA Global Certification Mark

\* As specified within the KAN's "Penggunaan symbol akreditasi Komite Akreditasi Nasional" guideline document

\* As specified within the IAS "IAS\_ADM\_084" guideline document

# DIGITAL COMMUNICATION DO'S & DON'T

## USING THE CERTIFICATION MARK ON YOUR WEBSITE

Your certification mark applies solely to your management system, not to individual products. You may display the certification mark on webpages featuring products manufactured at certified facilities, provided a clarifying product statement is included if required. For pages showcasing multiple products, ensure ALL products displayed are sourced from certified facilities under your management system.

For responsive websites (which adapt content layout for optimal readability), ensure the following:

- ✓ The certification logo and product statement remain visually linked (not separated).
- ✓ The certification mark maintains its minimum required height across all device formats.

### RECOMMENDED SIZE:

On your website (desktop version) we recommend that the certification mark be 200 pixels wide (maximum 250 pixels).

## REFERENCING YOUR CBQA GLOBAL'S CERTIFICATION ON SOCIAL MEDIA

Social media posts require shortness, but accuracy remains critical. When referencing your CBQA Global certification, always specify the exact management system standard and avoid ambiguity. For example:

- ✓ Our information security management system is certified to ISO/IEC 27001 by CBQA Global
- ✗ CBQA Global has given our products the green stamp of approval!



## HOW CAN **CBQA GLOBAL** HELP YOU PROMOTE YOUR CERTIFICATION?

### **IF YOU'RE LOOKING TO PROMOTE YOUR CERTIFICATION, CBQA GLOBAL OFFERS SUPPORT TO HELP YOU IMPLEMENT YOUR ACTION PLAN:**

- We can assist in planning events to celebrate the co-signing of your official certificate.
- Our team provides guidance on the optimal use of certification marks.
- You may issue a press release that has been verified by CBQA Global.

### **ADDITIONALLY, WE OFFER AVENUES TO COMMUNICATE AND HIGHLIGHT YOUR CERTIFICATION:**

- Share your achievements at one of CBQA Global's seminars, available both online and offline.
- We can assist in developing and promoting your certification through our social media channels.



#### **IMPORTANT NOTICE**

Accreditation / certification standards and the terms and conditions take precedence over the information provided in this document. Use of the Assurance Mark is a right conferred by the certification body. If your certification is withdrawn or terminated, you must discontinue use of all advertising material that includes a reference to CBQA Global Certification. Correct use of the Assurance Mark is a contractual obligation and may be monitored during audits.

## CBQA GLOBAL IS YOUR TRUSTED PARTNER

CBQA Global is a private company, specializing in Certification, Audit, Training, Verification & Validation in Management Systems which helps companies and organizations improve their quality and performance, reduce risks, manage their reputation, and be sustainable.

CBQA Global customer promise:  
**3.5 weeks** certificate issuance.






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YOUR TRUSTED PARTNER

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**FOLLOW US**

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