Use of Certification Marks and Logos

1.1 Aspirata Certification Mark

a) The Aspirata certification mark shall only be utilised by organisations whose management system has been certified by Aspirata, and only for the standard against which they have been certified.

b) The Certified Organisation shall only use the Aspirata certification mark in relation to activities that fall within its scope of certification.

c) The Aspirata certification mark shall be used for advertising or promotional purposes only by displaying it on company documents such as:

- Letterhead of Certified Organisation
- Business cards of Certified Organisation
- Brochures of Certified Organisation
- Website of Certified Organisation
- Email signatures of Certified Organisation
- Contractual documents issued by the Certified Organisation

d) The Aspirata certification mark shall always be obtained directly from Aspirata (certification@assurecloud.co.za). This will ensure that it contains the exact corporate colour and format. The following examples are the only approved certification marks that may be used by Certified Organisations:













e) When using the Aspirata certification mark, the Certified Organisation shall comply with the below specifications. Use of the mark in black and white is permitted when all other text and images are in black and white.

Colour	RGB	CMYK	#
Blue	0/130/121	86/29/56/9	008279
Brown	92/80/65	55/56/68/38	5c5041

f) The Certified Organisation may not apply the Aspirata Certification mark to:
- A product, process, service, or product packaging to imply product conformity, inclusive of:
  - Identification (e.g. brand or name) of the certified client.
  - The type of management system (e.g. quality, environment) and the applicable standard.
  - The certification body issuing the certificate.
- Product packaging stating that the organisation has a certified management system (this includes all product packing, both primary packaging (which contains the product) and any outer or secondary packaging.
- Laboratory test reports or certificates.Calibration reports or certificates.
- Inspection reports or certificates.
- Any vehicle, building or flag (excepts for flags officially issued by Aspirata Certification).

g) Should the Certified Organisation's certificate be withdrawn at any point, the Certified Organisation shall immediately discontinue use of all Aspirata certification marks.

h) If Aspirata becomes aware of a Certified Organisation making misleading use of any of the certification marks it has been approved to use, the following action will be taken:
- Request correction and corrective action from the Certified Organisation;
- Suspend or withdraw the Certified Organisation's certification;
- Publish the transgression; and/or
- Take legal action, if required.

i) The correct use of all Aspirata as well as Scheme and Accreditation Body marks and logos shall be verified by Aspirata auditors during each audit and may be monitored throughout the period of validity of the certificate.

1.2 FSSC 22000 Logo

a) The Certified Organisation may only use the FSSC 22000 logo for marketing activities such as the organisation's printed matter, literature, business cards, website, and promotional material - subject to the design specifications.

b) In case of using the logo, the Certified Organisation shall comply with the below specifications. Use of logo in black and white is permitted when all other text and images are in black and white.

Colour	PMS	CMYK	RGB	#
Green	348 U	82/25/76/7	33/132/85	218455
Grey	60% black	0/0/0/60	135/136/138	87888a

c) The Certified Organisation is not allowed to use the FSSC 22000 logo, any statement or make reference to its certified status on:

- A product.
- Its labelling.
- Its packaging (primary, secondary or any other form).
- Certificates of analysis or certificates of conformance (COAs or COCs).
- Where exclusions to the scope of certification apply.
- In any other manner that implies FSSC 22000 approves a product, process or service.
- In any other misleading manner, to suggest that Aspirata has certified or approved any product, process or service of the certified organization.

NOTES:

- Product packaging referred to in ISO/IEC 17021-1:2015, 8.3, shall cover all product packaging, both primary packaging (which contains the product) and any outer or secondary packaging.
- Product packaging is considered as that which can be removed without the product disintegrating or being damaged.
- Accompanying information is considered as separately available or easily detachable. Type labels or identification plates are considered as part of the product. The statement shall in no way imply that the product, process, or service is certified by this means.

- The Certified Organisation shall not mention possession of a FSSC 22000 certificate or make any reference such as "Produced in an FSSC 22000 certified company" on a product label or packaging.

d) Aspirata auditors will audit the use of the FSSC 22000 logo by Certified Organisations during every surveillance and re-certification audit. Any non-conformance associated with the use of the logo will be required to be managed as per the Scheme requirements for nonconformity management.

e) During an initial certification audit the CB shall also confirm that the organization has not used the logo at all, as they are yet to hold certification.

1.3 JASANZ Accreditation Symbol

a) The certified organization may only use the JASANZ accreditation symbol provided that:
   - The accreditation symbol and Aspirata certification mark are positioned in a manner that ensures the relationship between the accreditation symbol and the Aspirata certification mark is obvious.
   - The physical dimensions of the accreditation symbol and the Aspirata certification mark are proportionately equal.

b) The combined JASANZ Accreditation Symbol/Aspirata Certification Mark shall always be obtained directly from Aspirata (certification@assurecloud.co.za). This will ensure that it contains the exact corporate colour and format. The following examples are the only approved images that may be used by Certified Organisations. Examples below:







