R20.6: Conditions for Use of the Accreditation Mark(s) and the PRI Certification Mark

1. An PRI registered supplier (organization) may use the PRI Certification Mark(s) (along with the statement "[specify standard] Registered by PRI Certification" or "Registered to [specify standard] by PRI Certification") on its materials (i.e., stationery, literature, electronic media, website, business cards) subject to the conditions below. *Note: If selecting an PRI Certification mark(s) where the specific standard is indicated on the mark, the additional statement above is not required, it is considered as part of the mark.*

2. A registered supplier may use authorized[1] accreditation mark(s) **only in conjunction** with the PRI Certification Mark(s). Such mark(s) may be used on the supplier's materials subject to the conditions below and to the conditions for use of the registration mark.

3. The PRI Certification Mark(s) and any authorized accompanying accreditation mark(s) shall be reproduced (applies ONLY if used with the ANAB mark):
   - in black or in a process color reproduction as approved by the owner of the mark;
   - for the ANAB accreditation mark, the mark shall be reproduced only in black ink on a white or light-colored background or blue (PMS286 or equivalent) and red (PMS 485 or equivalent) ink,
     - see ANNEX 2 attached for a full description of ANAB requirements for use of its symbol
     - the ANAB accreditation symbol is being revised and issued in early 2020 with up to a five-year implementation period;

   - on a clearly contrasting background;
   - in a size which makes all features of the mark(s) clearly distinguishable without distortion of its dimensions;
   - with the PRI Certification Mark , not less than 5 mm;
   - with the accompanying accreditation mark(s) in a size not exceeding the size of the PRI Certification Mark:

     - PRI IATF 16949 clients are not permitted to reproduce the IATF logo, refer to Rules 3.1.f.
       - Organizations are permitted to copy the entire IATF 16949 certificate of registration for marketing purposes (i.e., placement on the company website).

4. The PRI Certification Mark(s) shall be used by a registered supplier in a manner consistent with its registration. This shall not prevent a registered supplier from including the registration mark on its letterhead, marketing materials, website, banners, advertising, etc.

The PRI Certification Mark(s), a client designated logo, or a statement shall not be used in such a way, or in any misleading, manner as to suggest that PRI has registered or approved any product, or service of a registered organization. This applies equally to representations of the product (such as websites, product information sheets, etc.). The PRI Certification mark, client designated logo, or a statement shall not be used on laboratory test and/or calibration reports, or in combination with a product, i.e., not directly on a product, product label, identification plates, product package seen by consumer, product information sheet, or website/webpage regarding specific products.

A. A statement that an PRI certified client has a certified management system may be used alone, or in combination with the PRI mark or client designated logo, on non-consumer boxes, containers or vehicles for transportation of product. The statement cannot be used in any fashion that suggests PRI has approved a product or service of a registered organization.

   1. The statement must include:
      - identification (e.g. brand or name) of the certified client
      - the [specify type] management systems (e.g. quality, medical, aerospace) certified as being in

[1] Authorization for use of an accreditation mark [ANAB (ANSI National Accreditation Board).] in conjunction with the registration mark is specifically granted in the PRI Registration Agreement (R20.4) Scope of Registration.

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conformity with [specific standard: version]
- the certification body: by PRI Certification.

B. If the client designated logo makes reference to certification to a management system and is used on a website, advertisements, printed materials, public displays, etc., then the design of the logo must meet the following requirements:
   - Must include a reference to the specific management system standard and its version.
   - Must identify PRI as the source of the certification within the logo or in a statement that is directly associated with the logo.
   - PRI recommends the clients use the PRI logos, as these meet all requirements.

C. Regarding websites, if the client makes a statement regarding certification to a management system standard or uses an PRI or client designated logo then PRI strongly recommends the client provides a link to their current certificate. This helps avoid any ambiguity regarding the nature and scope of the reference to the client's certification status (see step 6 below). In addition, statements, logos, or use of certification documents (in whole any part) that claim registration to a management system standard:
   - Cannot be misleading in any manner regarding the identity of the registered organization, the location(s) of the organization that are within the scope of the registration, and the activities of the organization that are within the scope of the certification.
   - Cannot imply the certification applies to activities and sites that are outside the scope of certification.
   - Does not bring PRI or the certification system into disrepute and bring loss of public trust.

D. PRI's related accreditation body marks such as the ANAB mark (see items 2 & 3 above) cannot be used in any form on non-consumer packaging, as described within 4A and 4B.

5. When using an authorized accreditation mark in conjunction with the PRI Certification mark, the accreditation mark may not be placed in isolation from the registration mark.

6. Organizations are permitted to copy the entire certificate of registration for marketing purposes (i.e., placement on the company website, public display). If organizations use the certificate of registration, it must be accurately maintained (watch expiry date). If the certificate is revised for any reason, the new certificate must be immediately utilized upon receipt. As applicable, please update your website accordingly.

7. If an organization is placed on status or delisted, PRI requires that the company cease displaying or otherwise using the management system certification in any manner including advertising and the PRI trademarks or accreditation body logos during the defined period. If applicable, the PRI Certificate(s) of Registration posted on your website must also be removed during the status period. This applies similarly to any corporate advertising that may imply applicability to the notified site.

8. If necessary, PRI will develop additional requirements in consultation with other suppliers and registrars regarding the use of its mark(s). Such requirements will be made part of the registration agreement and the registered supplier will immediately be subject to such requirements.

9. Any questions regarding the use of the PRI Certification Mark(s) or this document should be directed to your PRI Account Specialist.

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ANNEX 2. CONDITIONS FOR USE OF THE ANAB NAME AND ACCREDITATION SYMBOL BY ORGANIZATIONS HOLDING AN ANAB-ACCREDITED MANAGEMENT SYSTEMS CERTIFICATION OR VALIDATION/VERIFICATION

A2.1. Terminology

a. Activity: An ANAB-accredited management systems certification (e.g., ISO 9001), validation, or verification (e.g., GHG verification).

b. Conformity assessment body (CAB): Management systems certification body (CB) or validation/verification body (VVB).

c. Entity: Organization or intended user that has been granted ANAB-accredited certification or issued a validation or verification opinion or statement.

A.2.2. Entities with ANAB-accredited activities may choose to use the ANAB Accreditation Symbol and in doing so agree to follow this Annex.

A.2.3. Entities with ANAB-accredited activities shall use the ANAB Accreditation Symbol only in conjunction with the accredited CAB's mark on the entity's stationery and literature and in its marketing, subject to the conditions in this annex and the CAB's conditions for use of its mark.

A.2.3.1. VVBs shall conform to ISO 14065 Annex B.

A2.4. Entities shall use only approved accreditation symbols provided by their ANAB-accredited CAB.

A2.5. The ANAB accreditation symbol shall be reproduced on a background that will not impede readability:

a. In black or blue (PMS 286 or equivalent) and red (PMS 485 or equivalent) on a white or light-colored background, or white on a dark-colored background;
b. In a size that makes all features of the symbol clearly distinguishable; and
c. Without distortion of its dimensions.

A2.6. The entity may not place the ANAB Accreditation Symbol in isolation from the CAB's mark, and the size of the ANAB symbol must not exceed the size of the CAB's mark.

A2.7. The ANAB Accreditation Symbol shall not be used on a product or packaging or in such a way as to suggest that the CAB and/or ANAB have certified or approved any product, process, statement, claim, or service of an entity, or in any other misleading manner.

A.2.8. Upon withdrawal of the ANAB-accredited activity or the CAB's ANAB accreditation, the entity shall immediately discontinue use of the ANAB Accreditation Symbol, ANAB's name, and claims of accredited certification in any medium, including letterhead, electronic media, etc., and return or destroy any ANAB-accredited documents (e.g., certificates) referring to ANAB accreditation as required by the CAB or ANAB.

A.2.8.1. If the entity continues to use the ANAB Accreditation Symbol or reference to ANAB, ANAB will issue a cease-and-desist order and, if the order is not met, may publish a notice on its website indicating that the entity is making a false claim of ANAB-accredited activity, and ANAB may take legal action.