

# **AFAQ USER CHARTER**

by **AFNOR ASIA, AFNOR ITALIA,**  
**AFAQ AFNOR INTERNATIONAL**



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# GENERAL RULES FOR USING THE AFAQ MARK

The mark's structure and colours cannot be changed.  
Under no circumstances can it be redesigned or adapted.



## Preamble: logo's composition

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The AFAQ logo is made up of the following elements:

- the AFAQ trademark
- the certification standard

## GENERAL RULES FOR USING THE AFAQ MARK

Owner of AFAQ collective trademark, AFNOR has authorized the Group's certification bodies to issue licenses to use AFAQ trademark.

AFNOR Group's certification bodies are:

### **AFAQ AFNOR INTERNATIONAL S.A**

Centre Urbain Nord - Golden Towers  
A2.8 - A2.9  
1082 Tunis - Tunisie  
R.C. : B199831997

### **AFNOR Asia Ltd**

艾法諾國際股份有限公司 - Chung-Ping Road  
No. 102-20F  
Taoyuan, 330 R.O.C. - Taiwan - China  
No. 29099712

### **AFNOR Italia**

Via Ghisallo, 9  
20052 Monza (MI) - Italia  
CN.REA 1474554

## Purpose of the mark

The collective mark serves to certify, upon request of businesses, compliance of the measures adopted by the said businesses, with the provisions set out by the AFNOR Group's certification bodies as reference guide, in the fields of quality management system, environmental management, service quality, health and safety, or any other standard approved by AFNOR Group's competent authorities, in accordance with applicable international requirements.

## Beneficiaries of the mark's user rights

Beneficiaries of the mark's user rights are businesses:

- having currently valid certificate(s) issued by the AFNOR Group's certification bodies, and
- which respect the legal and contractual provisions, and
- which respect this charter, along with the graphic charter applicable to the collective mark in question.

In accordance with section 20 of the law of 31<sup>st</sup> December 1964, authorized use of the trademark is strictly personal and cannot be transferred to a third-party be it licensed or successor.

## Exercising the mark's user rights

Communication on certification shall be in compliance with legal and contractual provisions and in observance of this charter along with the applicable graphic charter.

The business (or the beneficiary of the mark's user rights) undertakes not to use its certification in a way that could damage the reputation of the certification body and/or the certification system and jeopardize public confidence in it.

The collective mark in question may be used by certified businesses for their shop signs, store window signs, company cars, packaging and any advertising documents or media.

It is **compulsory** to indicate the AFAQ **certification standard** into the logo

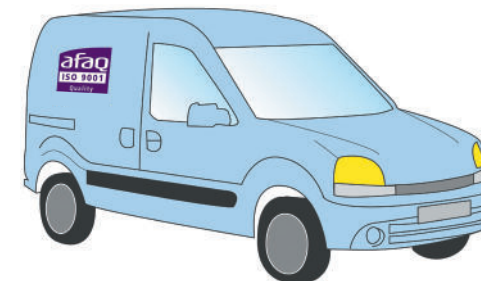
The **certificate number** next to the logo **is optional**.

**Where certification does not cover all of a business's sites or activities, the logo can only be used if the site(s) or activity or activities concerned by the certification are mentioned.** If this mention is clear and intelligible enough, it can be shortened as far as possible even to a single word.

Generally, communication concerning AFAQ certification shall be clear and honest, notably with respect to the scope of application of the certification (certified entities, sites and activities).

Some businesses (Professional practice structure of regulated professions) are subject to specific communication regulations. In this specific case, businesses must observe these specific provisions when communicating on certification.

Examples:



.../...

## GENERAL RULES FOR USING THE AFAQ MARK

### ■ Specific case of test and calibration laboratories

Quality management systems certification of testing or calibration laboratories is not equivalent to accreditation of testing or calibration laboratories.

Affixing AFAQ trademarks to testing reports and calibration certifications and calibration certificates is not authorised, these documents being considered as products in this context.

However, it is perfectly acceptable to use the following statement for test results, where this statement is not placed next to one's own logo (if used by the laboratory): "Calibration/verification was carried out in a laboratory/ company (or the name of the entity, possibly specifying the site if the entity comprises several sites and not all are certified) of which the quality management system is AFAQ ISO 9001-certified".

The laboratory may also feature the AFAQ logo on any other written supports: advertising brochures, letterheads, etc. in observance of the regulations of use of the AFAQ mark.

### Specific use of the logo on documents

Any document issued by an AFAQ-certified business, may feature the AFAQ logo, as long as it is placed next to the business's name or logo, to avoid any risk of confusion with respect to the scope of application of the certification.

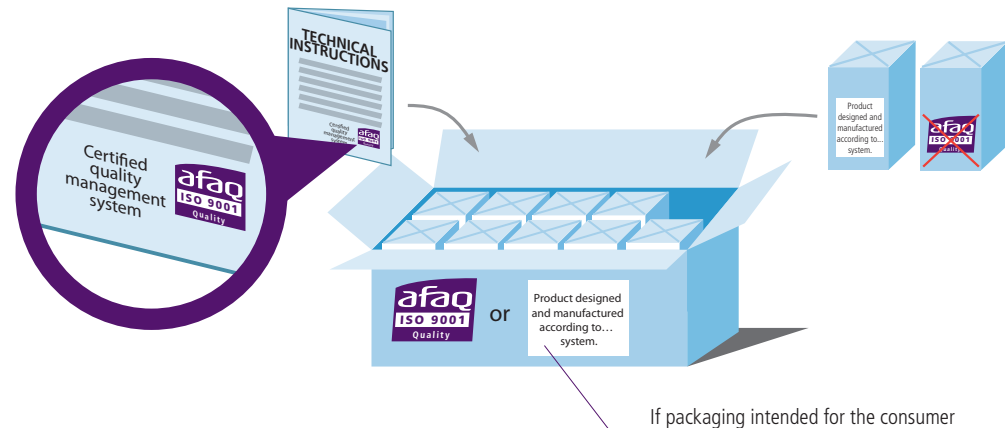
A business certified by one of the AFNOR Group's certification bodies may wish to see such certification displayed by a distributor, in a catalogue for example. The business thus becomes responsible for observing the rules set out in this document with respect to the AFNOR Group's certification bodies. The business must notably ensure that there is no risk of confusion with respect to the identity of the certified party, or to the object of the certification. It shall place the certification statement next to its name and not next to a picture of the product, abstract logo or illustrations, texts or images.

### Specific use of the logo on products/packaging/technical data sheets

AFAQ-certified business shall be careful not to confuse their own certification with that of their suppliers, in particular on packaging.

The AFAQ logo cannot, under any circumstances, be used on the product or packaging visible to the consumer. However, the statement below may be placed directly on the product or packaging: "Product designed and manufactured according to an AFAQ ISO 9001-certified quality management system", or "Product manufactured 'in a company/ factory/site' according to an AFAQ ISO 14001-certified environmental management system" or any clear and honest equivalent.

It is possible to place the AFAQ logo on a technical data sheet separate from the product and its packaging, as long as the following instructions are complied with: the technical data sheet is inserted inside the inner packaging and is not visible from the outside, the logo is accompanied by wording of the type "certified management system", and the rules for specific use of the logo on documentation are applied (cf. previous paragraph).



## GENERAL RULES FOR USING THE AFAQ MARK

### Use of the logo per category of standard

If a business holds a number of certifications, it shall use **one logo per category of standard**.

#### Authorized use:



#### Forbidden use:



### Special case of QSE certification

If a business holds a QSE (Quality Health & Safety Environment) certification based on the 3 standards ISO 9001 + ISO 14001 + ISO 45001, the scope of which is identical (identical sites and activities), it may choose to use **one logo per category of standard** or **one logo bearing the QSE wording**.

#### Uses choice:



or



The business can add mention of **the standards** underneath the logo.

### Special case of double certifications QE, QS and ES

If a business holds a QE, QS, or ES certificate based on the standards: ISO 9001 (Quality), ISO 14001 (Environment), ISO 45001 (Health & Safety), the scope of which is identical (identical sites and activities), it may choose to use **one logo per category of standard** or **a unique logo combining the two standards**.

#### Uses choice:



or



or



or



## GENERAL RULES FOR USING THE AFAQ MARK

### Use of the AFAQ ASSESSMENT logo

Businesses having addressed the AFNOR Group's certification bodies to conduct a specific assessment, or assessment as part of certification-based regulations may add the reference at the bottom of the certificate. For example: "CERTIFICATE 11 b" for a personal protective equipment manufacturer.

Businesses having undergone assessment with a scoring system must mention the level awarded. The score features as shown on the following diagram:



### Editorial recommendations

Businesses shall avoid confusion between "certification" and "assessment", the AFAQ Eco-design recognition scheme being an assessment, giving rise to issuance of a certificate.

**Expressions not to be used:** "AFAQ Eco-design Certification", "The business is AFAQ Eco-design certified", "The business has attained AFAQ Eco-design certification", "The business has attained standard ISO Eco-design", "The business is ISO Eco-design compliant".

**Correct phrasing:** "The business has been AFAQ Eco-design assessed", "The business has attained AFAQ Eco-design assessment", "The business has had its Eco-design approach assessed in accordance with standard Eco-design".

## Mark's user rights validity period

Authorization to use the mark shall remain valid as long as the business concerned continues to meet the conditions of the mark's user rights.

Certificate validity may be suspended, either upon request of the business, for example in the event of restructuring temporarily preventing compliance with the guideline, or as a sanction, due to deviations from the guideline observed, or due to serious noncompliance with contractual requirements.

During suspension, the business cannot mention its certification.

## Withdrawal of user rights

The AFNOR Group's certification bodies expressly reserve the right to withdraw the right to use the mark at any time from businesses having been awarded certificate(s) but where the conditions of use of the mark are no longer met.

Such withdrawal of user rights should entail prompt application and all necessary steps should be taken immediately to remove the mark for which user rights have been removed, notably in all store windows, on packaging and on advertising documents and media.

... / ...



### Audiovisual and multimedia

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These rules shall be transposed as far as is reasonably possible to audiovisual communication.

The business may use the AFAQ mark on its website in observance of the present rules, and in observance of any legal and contractual provisions.

The mark may therefore be linked directly to the business's electronic certificate, available for consultation via the AFNOR Group's website portal.

However, the business undertakes to delete the AFAQ mark immediately upon request of the AFNOR Group's certification body, since it is specified that the AFNOR Group's certification body shall formulate such a request once it considers that the business's website content is not compliant with its ethics, that it is likely to harm the interests, whether direct or indirect, of entities belonging to the AFNOR Group.

### Formalities and control of use of the mark

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The AFNOR Group's certification bodies shall undertake the following in order to ensure the legitimacy of the allocation of certificates:

- the AFNOR Group's certification bodies shall monitor, further to issue of the certificate or certificates, maintenance of compliance with the criteria, and of the provisions, which, for the business in question, were subject to certification,
- the AFNOR Group's certification bodies shall ensure contact and relations with foreign organisations or bodies with the same vocation, notably with respect to mutual recognition of the certificates issued,
- the AFNOR Group's certification bodies shall study any concerns of general interest in the field of activity of the AFNOR Group's certification bodies and take any necessary action to promote the AFAQ mark.

Beyond this, the AFNOR Group's certification body shall implement action strategies to fulfil its objective, the list not being limited. It shall also implement the necessary means for:

- establishing reference guides per field of activity ensuring compliance with the requirements of the corresponding international documents,
- carrying out, on the request of businesses, missions relating to auditing of compliance of the provisions made by the business with the prescriptions of the related standard(s),
- issuing certificates further to the certification procedure,
- recognising, through agreements and contracts, where the conditions permit it, equivalence of the certificates it issues to any other document of the same type,
- promoting the certificates that it issues, establishing and signing with third parties contracts relating to the objectives of the AFNOR Group's certification bodies,
- taking into account any documents similar to its certificates which enable issue of the latter through recognition of an equivalence.

# STYLE GUIDE FOR THE AFAQ MARK (CERTIFICATION)

The digital art work (.eps, .jpg, .png) is required to reproduce the mark. Files available for download in your customer portal.

The mark's structure and colours cannot be changed. Under no circumstances can it be redesigned or adapted.

## Colour



- Pantone**  
Pantone 260 C
- RGB**  
R60 G0 B90
- Quadri**  
C70 M100 Y0 K30
- RAL**  
4007 Violet Purple

Exceptional monochrome application  
(if it is not possible to use the logo in its original colour)



- Black 100%**
- Black 60%**

## Application on various backgrounds



**NB:** On dark backgrounds and photo backgrounds. A white band shall surround the inset. Its thickness shall be equivalent to the horizontal white band. The guideline text shall be used with a white reserve on dark backgrounds.

## Minimum size



Minimum size 1.5 cm  
However, if the reproduction process allows it, it is possible to reduce the minimum size to 1 cm (e.g. print application on a business card).

## Font



On the basis of a 5 cm logotype.

> The font used for the guideline, in this case "ISO 9001", is the FRUTIGER Black, body 21 pt, letterspacing 140, inclined at an angle of 4°.

> The font used to indicate the field, in this case "Quality", is the FRUTIGER Bold condensed, in lower case letters, body 17 pt, letterspacing 155, inclined at an angle of 4°.

> OPTIONAL: the font used for the certificate number is ARIAL, body 13 pt, character spacing 90, inclined at an angle of 4°. The text space must not exceed the width of the inset.

### Short text

Maximum body size for a short text = 16 pt.

NB: Information such as "points", "body height" ... are defined on the basis of a 5 cm wide logo and are given in reference to the Adobe Illustrator® software

# STYLE GUIDE FOR THE AFAQ MARK (ASSESSMENT)






The digital art work (.eps, .jpg, .png) is required to reproduce the mark. Files available for download in your customer portal.

The mark's structure and colours cannot be changed. Under no circumstances can it be redesigned or adapted.

## Colour



Confirmed ★★

- |   |  |
|---|--|
|  <b>Pantone</b><br>Pantone 260 C  |  <b>RGB</b><br>R60 G0 B90         |
|  <b>Quadri</b><br>C70 M100 Y0 K30 |  <b>RAL</b><br>4007 Violet Purple |
|  <b>Pantone</b><br>Pantone 123 C  |  <b>RGB</b><br>R240 G205 B0       |
|  <b>Quadri</b><br>C0 M20 Y100 K0 |  |

Exceptional monochrome application  
(if it is not possible to use the logo in its original colour)

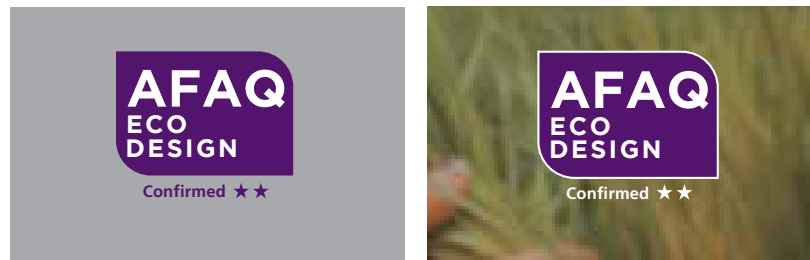


Confirmed ★★

Confirmed ★★

- |  |  |
|--|--|
|  <b>Black 100%</b> |  <b>Black 60%</b> |
|--|--|

## Application on various backgrounds



Confirmed ★★

Confirmed ★★



Confirmed ★★

**NB:** On dark backgrounds and photo backgrounds. A white band shall surround the inset. Its thickness shall be equivalent to the horizontal white band. The guideline text shall be used with a white reserve on dark backgrounds.

## Minimum size



Confirmed ★★

Minimum size 1.5 cm

However, if the reproduction process allows it, it is possible to reduce the minimum size to 1 cm (e.g. print application on a business card).



## Font



Confirmed ★★

On the basis of a 4 cm logotype.

- > The font used for AFAQ is the GOTHAM Bold, in capital letters, body 33 pt.
- > The font used to indicate the field, in this case "Eco-design", is the GOTHAM Bold, in capital letters, body 14,8 pt, letterspacing -20.
- > The font used to indicate the level is the FRUTIGER Bold, in lower case letters, body 10,5 pt, letterspacing 10.

Level principle:

- Initial
- Progression ★
- Confirmed ★★
- Exemplary ★★★

NB: Information such as "points", "body height" ... are defined on the basis of a 5 cm wide logo and are given in reference to the Adobe Illustrator® software