

Orion Registrar, Inc.

Use of Logos – Rules and Regulations and Clients’ Representation of Their Certification

Representation of Certification

Companies certified by Orion Registrar are not required to publicize their certification, nor to use any restricted logos or marks. However, if they do, they must comply with requirements. If they do not comply, the Orion Auditor must write a nonconformity report (NCR) to the client referencing the ORI Application for Certification section 2.1.6.

Orion Auditors are required to review the client's website, marketing, and other materials to ensure the client's representation of their certification (if any) is accurate and in compliance with the following requirements. This includes the proper usage of ANAB Marks, Orion Marks and to ensure there is no misleading, inaccurate or outdated information regarding the client's certification. This would include information that is unclear or misleading regarding which locations or products/services are included in the certification scope or information that misleads a viewer into believing a management system standard certifies products. If there are unclear, incorrect or obsolete representations of the certification or improper usage of logos or marks per Orion's Use of Logos Rules and Regulations, the Orion Auditor must issue a nonconformity report (NCR) to the client referencing the ORI Application for Certification section 2.1.6. Examples of audits trails include:

- If a copy of the client's certificate is displayed on its website or wall or elsewhere, is it current?
- If there are statements or symbols that reference the Client's Certification, are each of these statements clear & accurate regarding the scope of the certification? This includes information on which locations or products/services are included in the certification scope or statements that mislead a viewer into believing a management system standard certifies products.
- If a client uses the Orion, accreditation body (ANAB) or scheme holder's (R2, RIOS, e-Stewards, TL9000) name, mark or logo, is it an acceptable version and do they use it correctly per the following requirements?
- Do the client's letterhead, business cards and email signatures meet requirements?

Note: If one page of a website is misleading, and clarifying statements are on other pages, the misleading page must still be corrected.

The following sections of this document summarize the requirements for using the Orion, accreditation body and scheme holders; logos by Orion clients.

Statements Regarding Client Certification

Per ISO 17021-1, 8.2.1 Certification bodies, such as Orion, must have rules governing the use of any statement on product packaging or in accompanying information that the certified client has a certified management system. 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 statement shall include reference to:

- identification (e.g. brand or name) of the certified client;
- the type of management system (e.g. quality, environment) and the applicable standard; (including the revision year)
- the certification body issuing the certificate.

IAF Logo

1. Orion Clients may not use the IAF logo.

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Orion’s Logo

Although Orion’s logo has changed, there is no deadline for ORI, its partners or clients, to transition to the new Orion logo, with the exception of those Orion logos which contain the revision of the standard. For these logos, only the version with the correct revision of the standard may be used. The new Orion logo is shown at the end of this document.

1. The Orion logo may be used alone, but any and all accreditation agency logos/marks must **always** be used in conjunction with the Orion logo in order to provide traceability back to the certification body as required by ISO 17021-1, 8.3.1.
2. The Orion logo must appear to be about the same size as the accreditation logo(s) and in a size which makes all features of the mark clearly distinguishable **without distortion of its dimensions**. If a client uses the “Orion Certified” standard-specific logo(s) provided, the logo must not be reduced to an illegible size, nor should the type be blurry. If you have a special placement issue concerning any “Orion Certified” logo, contact Barb Bernhardt bbernhardt@orion4value.com for assistance in presenting the best Orion image possible.
3. The Orion logo shall not be more conspicuous than the name and logo of the registered organization.
4. The Orion mark may be embossed on paper or it may be printed in the color green (as specified in Graphic Code PMS 3435 or CMYK equivalent), or in black on a white or other clearly contrasting background, or in white on a black or clearly contrasting background.
5. Special effects applied electronically (i.e. Photoshop, Corel, etc.) are not permitted. These include but are not limited to drop shadows, bevel and emboss, outlines, glow, etc.
6. For Management Systems Certification, Orion’s logo may not be used on products, nor on a product’s individual package, container, etc. In the case of calibration or testing / analyzing activities, it may not be used on a calibration or test/analysis report. The mark shall not be used in any way that may be interpreted as denoting product or service conformity.
7. For Management Systems Certification, Orion's logos may be used on larger boxes, et cetera used for transportation of products and which can be reasonably considered as not reaching end users, if accompanied by a clear, explanatory statement such as "This product was manufactured in a plant whose quality management system is registered as being in conformity with ISO 9001." The following rules must be followed for the use of any statement on product packaging or in accompanying information that the certified client has a certified management system. 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 statement shall include reference to:
 - a) identification (e.g., brand or name) of the certified client;
 - b) the type of management system (e.g., quality, environment) and the applicable standard;
 - c) the certification body issuing the certificate.
8. For Product Certification, the Orion logo may not be used on products or on a product individual package, container, etc. in accordance with the specific Product Certification Standard, Program or Scheme.

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9. Orion’s logo may be used on business cards, advertising materials, supplier letterheads, or other material that is not used on the product so long as it is not used in any way that may be interpreted as denoting product conformity.
10. Where only one site or a portion of a site is covered by Orion’s certification, the use of Orion’s logo shall be such that it is clearly shown which sites or processes are covered by the registration.
11. A client awarded certification shall stop the display and any other use of the certificate of registration, Orion’s logo, and the accreditation agency logo, as soon as possible after a lapse, suspension, or withdrawal of registration.
12. Any organization which has not been granted permission to use the Orion logo is forbidden to use the logo in any way whatsoever. Orion may decide to change these regulations. Orion’s clients will be informed either in writing or via the web of any change in the regulations.
13. Orion auditors will routinely check our clients’ usage of Orion’s and associated accreditation logos. Orion may take the necessary measures when the logo or logos are used incorrectly. Orion will also routinely check to ensure that the certificate and the certification are not being misused or misrepresented.
14. Each accreditation agency maintains the right to verify the proper usage of its logo and to take necessary measures when the logos are used improperly.
15. After suspension or withdrawal, if an organization continues to reference the Orion certificate, name or symbol, Orion may publish a notice on its website indicating that the organization is making a false claim of Orion certification, and Orion may take legal action. In addition, Orion may notify ANAB if an organization continues to use the ANAB accreditation symbol or reference to ANAB after suspension or withdrawal. In this instance, ANAB may publish a notice on its website indicating that the organization is making a false claim of ANAB-accredited certification, and ANAB may take legal action.

In addition, please see the accreditation agency specific regulations below.

ANAB’s ISO 17021-1 Mark for Management System Certification

1. After its management system has been certified, and the ANAB mark is provided by Orion, an ANAB-accredited registered organization may use the ANAB accreditation symbol only in conjunction with Orion’s mark on the organization’s stationery and literature, and in its advertising, subject to the conditions below and to Orion’s conditions for the use of its own mark.
2. When using the ANAB accreditation symbol, the organization shall use only approved accreditation symbols provided by Orion Registrar.
3. The ANAB accreditation symbol shall be reproduced on a background that will not impede readability:
 - In black or in blue (PMS 286 or equivalent) and red (PMS 485 or equivalent) on a white or light colored background, or in white on a dark-colored background;
 - In a size that makes all features of the symbol clearly distinguishable;
 - Without distortion of its dimensions.
4. The certified organization may not place the ANAB accreditation symbol in isolation from the Orion Registrar mark, and the size of the ANAB symbol must not exceed the size of the Orion Registrar mark.

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5. Neither Orion's mark nor ANAB's accreditation symbol shall be used on a product or in such a way as to suggest that Orion and/or ANAB have certified or approved any product, process or service of a certified organization, or in any other misleading manner.
6. If packaging, etc., used for transportation include the symbol(s), a clear statement must be included to the effect that "(This product) was manufactured in a facility whose (quality/environmental/other specific type) management system is certified as conforming with (specific standards)."
7. Only the current versions of the ANAB symbol may be used. Please see the example symbols at the end of this document for the latest version of the ANAB symbol. After January 1, 2025 only the version shown at the end of this document may be used. Please contact Barb at bbernhardt@orion4value.com in order to receive this symbol.
8. Upon withdrawal of the ANAB-accredited certification or the certification body's ANAB accreditation, the organization shall immediately discontinue use of ANAB's 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 certification documents as required by the certification body or ANAB.
9. If an organization continues to use the ANAB accreditation symbol or reference to ANAB, ANAB will publish a notice on its website indicating that the organization is making a false claim of ANAB-accredited certification, and ANAB may take legal action.

ANAB's ISO 17065 Mark

Orion clients may not use the ANAB ISO 17065 mark.

BIFMA

1. The usage guidelines for program participants can be found at:
www.levelcertified.org/resources
2. Orion shall provide to the applicant organization of a certified product, the appropriate level™ certification mark artwork and shall monitor that the applicant organization applies and uses the level™ certification mark in accordance with the level™ certification mark guidelines. Use of the level™ certification mark by an applicant organization is voluntary.
3. The applicant organization of a certified product shall have the right to publish the fact that it has been authorized to apply the level™ certification mark on products to which the certification applies. The certification mark may be used in promotional literature published about the product by the applicant organization, its wholesalers, distributors, or retailers, as long as it is in direct correlation to the product.
4. The level™ certification mark must not be used to signify level™ labeling of every product from the applicant organization and may never be used to imply direct endorsement of an applicant organization or product by BIFMA.
5. Orion shall take appropriate action when an applicant organization of a product it has certified engages in unauthorized, incorrect, or misleading use of the certification or level™ mark, whether it is discovered by Orion or is brought to its attention. Circumstances for unauthorized, incorrect, or misleading use of the certification or level™ mark are described in the level™ program guidelines and the level™ certification mark guidelines. Orion shall bring to BIFMA's attention, any instances of unauthorized use of a level™ certification mark by an applicant organization of a product that has not been certified. BIFMA will engage in appropriate action with the infringing organization.

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6. Orion shall determine when probationary use of the level™ certification mark may be warranted due to product nonconformance, improper use of the level™ certification mark, or infringement of the level™ certification scheme. Probationary use of the mark is allowed for a limited period of time as specified by Orion. Orion shall inform the applicant organization of the conditions under which the probationary level certification status can be removed (e.g., corrective actions that shall be taken). At the end of the probation period, Orion shall investigate whether the indicated conditions for reinstating the level™ certification mark have been fulfilled. Upon receiving proof of fulfillment of these conditions, Orion shall notify the applicant organization that the probationary use has been removed. If at the end of the probation period, the indicated conditions for removing the probationary status have not been fulfilled, a withdrawal of the certification mark shall be considered. In more severe or repeated instances of product non-conformity, misuse of the level™ certification mark, or failure to meet the requirements for removal of probationary level™ certification mark status, Orion shall withdraw a products certification and the use of the level™ certification mark. Orion shall inform the applicant organization that the certification and level™ certification mark are being withdrawn via a withdrawal notification. If the level™ certification mark is withdrawn from a product for any reason, Orion shall direct the applicant organization to notify its wholesalers, distributors, and retailers to immediately cease to use the certification mark in conjunction with that product, and the mark is to be eliminated from product packaging/promotional materials within six months from the date of withdrawal notification. Orion shall immediately notify BIFMA of any product withdrawals. When issues related to product non-conformity or improper use of the level™ certification mark come to the attention of BIFMA, BIFMA shall notify the appropriate product certification body of the product in question. Orion shall then engage in investigation and resolution of the complaint.

PEFC Chain of Custody

1. The logo user is obliged to use the PEFC logo in accordance with the *applicable* following requirements, and together with a certification number issued by the SFI so as to ensure that the logo user is identifiable on its basis.
 - PEFC Trademark Rules , PEFC ST 2001:2020
<https://cdn.pefc.org/pefc.org/media/2020-02/d1ad5a21-0267-4db4-a41b-07fd577ffdea/3abf07e8-b7f9-5f42-ba2a-9ca608ee415f.pdf>
 - PEFC Logo Usage Rules, PEFC ST 2001:2008
<https://cdn.pefc.org/pefc.org/media/2019-02/f04cfa71-b9d6-459b-8323-dbe09a968a9f/838b9c33-38ff-5e92-9a2c-ac2a700bc2fa.pdf>
 - PEFC Trademarks – Introduction to changes
<https://cdn.pefc.org/pefc.org/media/2020-02/7c414b9b-43ab-4b07-9d83-ed3aa384303b/6443f822-2c03-58ce-a0ae-9e4867c07127.pdf>

In case links above are no longer accessible, the following PEFC site (<https://www.pefc.org/standards-implementation>) lists corresponding standards. Please click on “Standards & Implementation” in the upper row.)

2. The client organization with a valid PEFC chain of custody certificate can only use the PEFC Logo with a unique PEFC license logo number for “on-product” as well as “off-product” purposes based on PEFC Logo usage license contract issued by the PEFC Council or another entity authorized by the PEFC Council and in accordance with the PEFC logo usage rules.
3. Unauthorized use of the PEFC logo is prohibited and may lead to legal action and/or fines.

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SFI

1. The SFI Mark shall be used in accordance with the following website: https://www.sfiprogram.org/wp-content/uploads/2015_2019StandardsandRules_Section5_June2019.pdf

R2

Upon final certification, SERI R2 Facilities licensees are authorized to use the R2 Certification Mark in accordance with SERI R2 Facilities Agreement. Orion will audit organizations for conformance to the SERI R2 Facilities Agreement Appendix A – Mark and Guidelines for Use.

If the facility’s R2 Certification is not in good standing at any time, the R2 Certification Mark shall be promptly removed from all publications, including but not limited to websites, email signatures, printed marketing materials, and business cards.

E-Stewards

- 1) During Audits, Orion shall confirm that the use of the e-Stewards logo by the e-Steward is in accordance with the licensing agreement with BAN and copyright provision. Identification of improper use of logo and/or copyrights will be documented as a nonconformance in accordance with the provisions of TP 01. Withdrawal of e-Steward logo will be in accordance with TP 01.

RIOS

- 1) Orion is not allowed to give the logo to the client. Only the GRSO may give this logo to clients.
- 2) Orion must put the logo on the certificate.

TL 9000

Organizations certified by Orion may publicize the fact that their quality management systems have been approved for the scope identified on their certification certificates. Organizations may not state or imply that their products are registered or certified to TL 9000. The specific rules for publicizing TL 9000 certification are documented in section 3.4 of the Requirements Handbook.

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Example 1: Current Orion, Accreditation Body and Scheme Holder Logos/Marks/Symbols



Not all Orion logo /standard combinations are represented here. Specific combination may be requested.

Please contact Orion with logo requests or logo usage questions

Email: Barb Bernhardt bbernhardt@orion4value.com