

Promoting Certification and Using the TRNA and ANAB Marks *Promoting Certification and Using the TRNA and ANAB Marks*

Legal Scope:

TÜV Rheinland of North America Inc.

Business Scope:

- A.01 Certification of Management Systems
- A.01 Certification of Management Systems : ISO 9001/ANAB-TR NA
- A.01 Certification of Management Systems : ISO 14001 /ANAB-TR NA
- A.01 Certification of Management Systems : ISO 45001/ANAB-TR NA
- A.01 Certification of Management Systems : ISO 50001/ANAB-TRNA
- A.01 Certification of Management Systems : ISO 27001/ANAB-TRNA
- A.01 Certification of Management Systems : ISO 27701/ANAB-TRNA
- A.01 Certification of Management Systems : AS 9100/ANAB-TR NA
- A.01 Certification of Management Systems : AS 9120/ANAB-TR NA
- A.01 Certification of Management Systems : ISO 37301/ANAB-TRNA
- A.01 Certification of Management Systems : ISO 42001/ANAB-TRNA

Process Scope:

- 6.3 Service Delivery
- 6.3 Service Delivery : 6.3.3 Certification

1. Objectives

The purpose of this procedure is to describe the applicability and conditions of use of the TRNA trademarks, ANAB accreditation marks and promotion of certification by clients certified by TRNA.

2. Terms and Abbreviations

Terms/Abbreviations	Description
Certification Body (CB)	An organization that has been accredited by an Accreditation Body to certify an organization’s management system and implementation/maintenance thereof as being in conformity to a specific standard (e.g., ISO 14001:2015).
Accreditation Body (AB)	An organization that accredits Certification Bodies to certify an organization’s management system and implementation/maintenance thereof as being in conformity to a specific standard.
Trademark and Mark	The logo, symbol, or other graphic representation that identifies the CB, AB, IAF, etc.
ANAB	The ANSI National Accreditation Board (ANAB) is a wholly owned subsidiary of the American National Standards Institute (ANSI), a nonprofit corporation.
IAF	The International Accreditation Forum, Inc. – a global association of ABs and others who develop and maintain a single worldwide program of conformity assessment to ensure that accredited certificates may be relied upon.
ISO	The International Organization for Standardization - develops and publishes international standards.
TRNA	TUV Rheinland of North America, Inc.

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Client	Company certified by TRNA
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3. Scope of Application

A.01 Certification of Management Systems.

4. Principles

4.1 General Requirements

- 4.1.1 This procedure describes how a client can properly use TRNA trademark(s) and ANAB accreditation mark(s). During audit activities, TRNA will monitor the client's promotion of its certification and its use of these trademarks and accreditation marks.
- 4.1.2 ISO publishes rules for a client to follow when publicizing the certification of its management system by an accredited CB. Certification indicates conformity to the standards for documented management systems by TRNA. It does not indicate an endorsement or approval by ISO, nor a product / service certification of any kind. ISO develops and promulgates international standards but does not operate a scheme for verifying conformity to them. Using the ISO logo alone in advertisements would give the impression that ISO has "approved" such certification or even carried it out. Therefore, it is incorrect for the certificate holder to describe the company as "ISO registered" or "ISO certified".
- 4.1.3 When the Standard is specified in conjunction with promotion of its certification, the certificate holder shall not use the generic term of the standard (e.g., ISO 9000 or ISO 14000). The certificate holder shall indicate the specific standard, including the edition year, to which its certification applies (e.g., ISO 9001:2015, ISO 14001:2015, ISO 45001:2018, etc., as appropriate).

4.2 Specifications of the TRNA Trademark and Accreditation Mark use

- 4.2.1 If the TRNA trademark is used, it must be in one the following options:



- a) The "Triangle" is a registered trademark (No. 1,674,458) with the United States Patent and Trademark Office.
- b) The trademark shall be reproduced:
- I. The triangle and line in the color blue as specified in Graphic Code PMS 300 with TÜV in black or on a clearly contrasting background;
 - II. In a size where all features of the mark are clearly distinguishable, generally with the length of the triangle side being no less than 3/16 inch (4.8 mm).
- c) A client may use the TRNA trademark by itself or in conjunction with the appropriate ANAB mark.

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- 4.2.2 ANAB grants TRNA the right to apply the AB mark, subject to specific rules (i.e. color, size, and location of the mark).
- a) If the ANAB accreditation mark is used, it must be as one the following options:



- b) The ANAB accreditation mark shall be reproduced as follows:
- I. In black on a white or light-colored background or in blue (PMS 286 or equivalent) and red (PMS 485 or equivalent) or light-colored background;
 - II. In a size which makes all features of the mark clearly distinguishable;
 - III. Without distortion of its dimensions;
 - IV. When using the ANAB accreditation mark, its size must not exceed the size of TRNA's trademark;
 - V. An organization may not place the ANAB accreditation mark in isolation from TRNA's trademark.

- 4.2.3 If the IAF MLA mark and ANAB accreditation mark is used, it must be in one of the following options:



- a) The IAF MLA Mark shall not be used by the client as a stand-alone mark; it must be combined with the ANAB accreditation mark, as shown above.

4.3 Conditions of the TRNA Trademark and Accreditation Mark use

- 4.3.1 The trademark and/or accreditation mark(s) shall only be used in conjunction with the client's specific name, location that gained certification and ceases on the expiration date of the certification.
- 4.3.2 When a client only certified a portion of its manufacturing processes, products or services, the claim of certification must be specific and not provide the impression of "organization-wide" certification.
- 4.3.3 The trademark and/or accreditation mark(s) shall not be used for the labeling of individual products or evidence of service provision, or in intimate association with the products or services in a manner that suggests the products or services themselves are certified or endorsed by TRNA. 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 trademark and/or accreditation mark(s) shall not be used on test, calibration or inspection reports.
- 4.3.4 The use of the trademark and/or accreditation mark(s) must not, without the express permission of TRNA, be transferred to third parties, successors or be the subject of an assignment, sale or of any sort of enforced measure.

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- 4.3.5 Under suspension, the client's management system certificate is temporarily invalid. During the suspension the client shall refrain from any further promotion of its certification. TRNA shall make the suspension information publicly accessible. Failure to comply with this requirement may lead to withdrawal of the client's certification.
- 4.3.6 If certification is withdrawn, the client loses the right to use the trademark and/or accreditation mark(s). If an organization continues to use the trademark and/or accreditation mark(s) following withdrawal or expiration, this will be considered making a false claim of certification, and TRNA and/or ANAB may take legal action.

4.4 Statements/Examples Regarding System Certification

4.4.1 The statement shall include reference to:

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

4.4.2 The following statement is approved for use per the requirements above:

“<Company name is <standard> certified with TUV Rheinland of North America”

Deviations must be reviewed and approved by TRNA.

Please contact your Project Manager for high resolution images of the marks



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5. Roles & Responsibilities

Process Roles	Responsibilities
TRNA	Global Registrar providing accredited certification services to a variety of clients under multiple accreditations.
ANAB	Provider accreditation services to certification bodies include TRNA.
Client	The certified organization is responsible for implementing the requirements of this procedure when using certification and accreditation marks and/or promoting its certification.

6. Specifications

N/A

7. Attachments

N/A

8. Related Documents

MS-0005711 - TRNA A.01 Navigation Tool

MS-0043514 - Terms and Conditions of Certification of TÜV Rheinland Cert GmbH / LGA InterCert GmbH

9. External Reference Documents

ISO 17021 2015 - Conformity assessment – Requirements for bodies providing audit and certification of management systems

External Links

ISO requirements

IAF requirements (IAF ML2)

ANAB requirements (PR 1018)

ANAB Heads Up #34 (2004)