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ISO 17021-1:2015, ISO 17021-2: 2016, ISO 17021-3:2017, ISO 17021-7:2014, ISO 17021-10:2018 and SANAS accreditation requirements requires that JC Auditors ensure that their certified clients use the JC Auditors certification mark in accordance with defined criteria. These criteria together with the certification agreement ensure that the marks and logos are not used in such a manner that may be misleading to the organizations and individuals that purchase goods and services from certified companies. Where the word mark and logo are used in this document this also covers the certificate, reports and other associated documentation which must not be used in a misleading manner or bring JC Auditors into disrepute. Any promotion of the management system must be clear. For example, it is not acceptable to imply that any part of the organization is certified unless this is part of the certification scope.

The certification agreement expands on these guidelines have been developed to ensure that the rules for use of marks and logos are communicated to all JC Auditors certification clients. This allows JC Auditors clients to take full advantage of using the JC Auditors certification marks without breaching the certification rules. Use of the SANAS accreditation body logo is strictly not to be used by any of JC Auditors' certified clients.

This mark shall not be used on a product nor product packaging nor in any other way that may be interpreted as denoting product conformity. This mark shall is not permitted to be applied by certified clients to laboratory test, calibration or inspection reports or certificates. JC Auditors are responsible for verifying, at each visit, which certified clients use certificates, certification marks and accreditation body marks in accordance with the rules provided in this document and reporting infringements to the same, if any. When continuing use of a product certification mark is authorized for placement on a product (or its packaging, or information accompanying it) of a type which has been certified, surveillance shall be established and shall include periodic surveillance of marked products to ensure ongoing validity of the demonstration of fulfilment of product requirements. When continuing use of a product certification mark is authorized for a process or service, surveillance shall be established and shall include periodic surveillance activities to ensure ongoing validity of the demonstration of fulfilment


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of process or service requirements. JC Auditors will provide its certified clients with the relevant JC Auditors certification mark(s). Certified clients may utilize the certification mark in communication media such as the internet, brochures, letter paper, envelopes and business cards. Under no conditions shall the management system mark be affixed to a product or used in any other misleading manner that might suggest product, process or service certification. The mark applies only to management system certification. Upon withdrawal or termination of its certification, the client shall discontinue its use of all advertising material that contains a reference to certification, and take actions as required by the certification scheme and any other required measures as directed by JC Auditors. Certified laboratories are not permitted to apply JC Auditors' mark (with or without the accreditation marks) to their laboratory test and/or calibration reports, as such reports are deemed to be products in this context. Correct use of the certificate, certification mark or accreditation mark is a contractual obligation and will be monitored at surveillance and certificate renewal assessments. Any misuse of the certificate, certification mark or accreditation by the client may result in suspension or withdrawal of the certification by JC Auditors.

JC Auditors' considerations with respect to suspension or withdrawal will be as follows:

- ✓ Inadvertent misuse: with this activity, the organization will be required to immediately withdraw the offending materials, or JC Auditors will suspend certification until the misuse is rectified.
- ✓ Repeated inadvertent misuse will not be tolerated by JC Auditors and therefore will be cause for withdrawal of certification.
- ✓ Fraud: with an activity considered premeditated on the part of the organization, JC Auditors will withdraw certification and publish notices to that effect in the directory of certified companies.

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The JC Auditors certification marks must be displayed as indicated in Figure 1.



Fig 1: JC Auditors Certification Mark

The combination of JC Auditors Certification marks can be produced in any size, provided that the legibility and the proportions are maintained. As guidance the normal height of the JC Auditors Certification mark should be 33mm. The combination JC Auditors Certification mark can be used on all stationary, promotional literature and business cards.

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