# RULES AND GUIDELINES FOR THE USE OF CERTIFICATION & ACCREDITATION MARKS

## 1. PURPOSE AND SCOPE

1.1 This document outlines the formal governance framework, mandatory conditions, and graphical specifications for the use of the Certification Mark of NORMEIRA Standardization Certifications (hereinafter referred to as 'NORMEIRA') and the associated Accreditation Marks issued by the Emirates International Accreditation Centre (EIAC). This instruction manual replaces the legacy document TUV-CRT-WI-10.3 following the structural transition of the brand identity from TUV Apex Standardization Certifications.

1.2 These rules are strictly binding on all certified organizations and clients who have been granted conformity certification by NORMEIRA. Compliance with these rules is mandatory under the terms of the Certification Agreement and is subject to active monitoring during routine surveillance audits and market oversight.

1.3 The scope of this document encompasses all management systems certifications executed by NORMEIRA under its accreditation mandates, including but not limited to ISO 9001:2015 (Quality Management Systems), ISO 14001:2015 (Environmental Management Systems), and ISO 45001:2018 (Occupational Health and Safety Management Systems), ISO 22000:2018 (Food Safety Management System) and HACCP.

1.4 XXXX is used in the document for Management Systems i.e. QMS, EMS, OHS, FSMS, HACCP etc.

## 2. REGULATORY REFERENCES AND COMPLIANCE STANDARDS

The provisions set forth in this manual are directly harmonized with international, regional, and national standards governing accreditation and conformity assessment bodies. Any breach of these guidelines constitutes a direct violation of the following reference criteria:

- **ISO/IEC 17021-1:2015 (Clause 8.3):** Conformity assessment — Requirements for bodies providing audit and certification of management systems — Part 1: Requirements.
- **IAF MD 2:2023:** IAF Mandatory Document for the Transfer of Certified Management System Certifications.
- **EIAC-RQ-CB-001:** General Requirements for Use of EIAC Accreditation Mark.
- **UAE Federal Decree-Law No. 36 of 2021:** Concerning Trademarks and Legal Protections within the United Arab Emirates.

## 3. LEGAL OWNERSHIP AND BRAND IDENTITY

3.1 The NORMEIRA Standardization Certifications Mark is a legally protected asset proprietary to “NORMEIRA Standardization Certifications”, officially registered and published under Trademark Application No. 479638 in Class 42 within the official Trademark Journal issued by the Ministry of Economy & Tourism, United Arab Emirates.

3.2 The trademark consists of a distinctive visual composition: a geometric solid red hexagon enclosing a sharp, stylized white Latin letter 'N' that represents precision and standardized structure. Beneath the geometric component, the word 'NORMEIRA' is prominently configured in bold Latin capital letters in matching corporate red.

3.3 Only clients holding a valid, active, and unexpired certificate issued by NORMEIRA are legally permitted to utilize the certification mark. This right is non-transferable, non-exclusive, and terminates immediately upon the suspension, withdrawal, or expiration of the underlying certification.

## 4. GRAPHICAL AND VISUAL SPECIFICATIONS

### 4.1 Color Palette Integrity

The certification marks must always be reproduced precisely according to the approved corporate color specifications. No color modifications, gradient fills, or tint adjustments are permitted. The specified color values are defined as follows:

- **Primary Corporate Red (Hexagon & Text):** Hex Code: #A30000 | RGB: (163, 0, 0) | CMYK: (20, 100, 100, 12)
- **Internal Geometric Graphic (Letter 'N'):** Hex Code: #FFFFFF | RGB: (255, 255, 255) | CMYK: (0, 0, 0, 0)
- **Grayscale/Monochrome Exception:** Permitted only for monochrome corporate media, grayscale news publications, or dark backgrounds where visibility is restricted.

### 4.2 Proportional Scaling and Dimension Rules

- **Aspect Ratio:** The original aspect ratio (width-to-height proportion) must be strictly locked and preserved. Stretching, compressing, or skewing the mark is completely prohibited.
- **Minimum Digital Display:** To ensure legibility and structural integrity across digital platforms, the NORMEIRA mark and the adjacent Accreditation Mark must never be displayed at a resolution smaller than 100 pixels in width or height.
- **Minimum Print Display:** For physical letterheads, brochures, or corporate documentation, the minimum printable size for the combined mark configuration is 20mm in width.
- **Clear Space/Exclusion Zone:** A clear workspace (exclusion zone) equal to 25% of the total height of the hexagon must be maintained around the logo, completely free of text, overlapping imagery, or other branding elements.

## 5. ACCREDITATION MARK INTEGRATION (EIAC REQUIREMENTS)

5.1 NORMEIRA is formally accredited by the Emirates International Accreditation Centre (EIAC) under the unique accreditation identifier CB-XXXX-101. Certified clients are granted the privilege to use the EIAC Accreditation Mark, but ONLY in direct conjunction and side-by-side configuration with the NORMEIRA Certification Mark.

5.2 The EIAC Accreditation Mark must never be used independently by a certified client. It cannot be placed on corporate business cards, corporate vehicles, or building facades in a standalone format that falsely implies a direct relationship between the client and the accreditation center.

5.3 Combined Mark Architecture: When displayed together, the NORMEIRA mark and the EIAC mark must be of equal visual weight and proportion. The specific scope of certification (e.g., ISO 9001:2015) along with the identifier 'CB-XXXX-101' must be cleanly legible immediately beneath or alongside the marks, aligned according to the approved pre-formatted layouts provided by the NORMEIRA Compliance Department.

## 6. THE PRODUCT PACKAGING EXCEPTION & TRACEABILITY RULES

6.1 Absolute Restriction on Products: Pursuant to ISO/IEC 17021-1:2015 Clause 8.3, management systems certification applies exclusively to the operational and organizational processes of the certified entity, not to tangible goods. Consequently, neither the NORMEIRA Certification Mark nor the EIAC Accreditation Mark shall ever be applied directly to physical products, primary product packaging, laboratory test reports, certificates of analysis (CoA), calibration records, or any item associated with product conformity.

6.2 Allowed Statement on Secondary Packaging: Certified clients are permitted to include a clear, unambiguous text-only statement on secondary or outer packaging (the bulk transit packaging that does not reach the ultimate end consumer) declaring that the management system is certified. The text statement must be explicit and must not imply product certification.

> **MANDATORY PACKAGING STATEMENT FORMAT:**
> *"This product was manufactured within a facility whose Management System has been formally certified to ISO 9001:2015 [or other applicable standard] by NORMEIRA Standardization Certifications under EIAC Accreditation Number CB-XXXX-101."*

## 7. COMPREHENSIVE USE-CASE MATRIX (PERMITTED VS. PROHIBITED)

The following multi-column matrix establishes the explicit authorization thresholds for the deployment of the NORMEIRA and EIAC marks across various corporate, digital, and physical mediums. Clients must conform strictly to this matrix:

| Application Medium / Use-Case Location | NORMEIRA Logo | EIAC Accreditation Mark | Mandatory Regulatory Conditions & Caveats |
|---|---|---|---|
| Corporate Letterheads, Invoices, Quotations, and Tenders | YES | YES | Must include standard version and accreditation text cleanly aligned at footer or header. |
| Digital Assets (Corporate Websites, Landing Pages) | YES | YES | Hyperlinked back to NORMEIRA directory. Minimum resolution of 100 pixels must be preserved. |
| Social Media Profiles (LinkedIn, Facebook, Instagram) | YES | YES | Permitted on cover banners and official informational posts; banned as profile pictures. |
| Corporate Business Cards (Personnel Cards) | YES | NO | EIAC Mark is strictly banned on individual business cards to prevent misleading claims of personal certification. |
| Corporate Vehicles & Delivery Fleets | YES | NO | Permitted for NORMEIRA brand to show company status. EIAC Mark is banned on vehicles due to cross-border transit limits. |
| Marketing Brochures, Annual Reports, & Press Releases | YES | YES | Permitted. Content must relate exclusively to the management system within the certified scope. |
| Physical Product Surfaces & Enclosures | NO | NO | Strictly Prohibited under ISO 17021-1. Represents a critical audit non-conformity. |
| Primary Product Packaging (Reaching End Consumer) | NO | NO | Strictly Prohibited. Only text statement allowed on secondary/transit packaging (See Section 6.2). |
| Laboratory Test Reports & Calibration Certificates | NO | NO | Strictly Prohibited. Avoids implying that specific test samples are accredited/approved. |
| Promotional Items & Corporate Gifts (Mugs, Pens, USBs) | YES | NO | Allowed for NORMEIRA logo only if the text 'Certified Management System' is clearly appended. |

## 8. MONITORING, SUSPENSION, AND WITHDRAWAL PROTOCOLS

8.1 Surveillance Mechanisms: NORMEIRA Auditors will review the client's utilization of logos, websites, marketing collaterals, and physical templates during every scheduled surveillance and recertification audit. Certified organizations must provide complete access to all branding layouts upon request.

8.2 Misuse and Non-Conformity: Unauthorized or non-compliant use of the marks will trigger an immediate Major Non-Conformity (NCR). The client will be given a maximum of fourteen (14) calendar days to execute corrective actions, recall non-compliant collaterals, or adjust digital assets.

8.3 Termination of Rights Upon Suspension/Withdrawal: If a certification is suspended, withdrawn, or voluntarily terminated, the client's legal right to use the marks is instantly revoked. The client must execute the following actions within 24 hours:

- **Digital Deletion:** Deactivate or remove the NORMEIRA and EIAC logos from the official corporate website, digital footers, and active social media platforms.
- **Physical Cease-and-Desist:** Immediately cease the distribution of physical letterheads, brochures, tenders, quotes, or marketing materials bearing the marks.
- **Signage Removal:** Obliteration of the logos from vehicles, signage, and office interiors within fifteen (15) working days.

8.4 Legal Recourse: NORMEIRA reserves the right to publish notices of non-compliance on public registries and pursue formal civil action and criminal injunctions under UAE Federal Decree-Law No. 36 of 2021 on Trademarks against entities that persist in misrepresenting their certification status.