

Logo and Brand Usage Procedure



TÜV AUSTRIA MARINE

PRO-001	
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Logo and Brand Usage Procedure		
Procedure Name Logo and Brand Usage Procedure	Procedure Lead Quality Manager and General Manager	Goals / KPI: Risk Evaluation: FRM-012a
Procedure Suppliers TÜV AUSTRIA MARINE	Procedure Clients TÜV AUSTRIA MARINE Clients, Employees	
Inputs Corporate Design Principles, Customer logo and trademark usage requests, Recognition, IAS Logo and Brand Usage	Outputs Usage of logo and brand under control	References EN ISO/IEC 17020 7.4 EN ISO/IEC 17065 4.1.3 IAS Corporate Logos and Accreditation Symbols - Transition to New Corporate Logo and Accreditation Symbols IAS /ADM/084

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Flowchart	No	Critical Activity	Description	Records	Reference	Standard
Purpose	0.1	Purpose	The purpose of this procedure is to ensure that TÜV AUSTRIA MARINE uses the inspection, test, control, product-service-process certification activities, and the logo on the reports / certificates and It is the determination, implementation and control of general principles about the use of brands.			
Scope	0.2	Scope	<p>This procedure; In the positive results of the compliance assessment and certification activities carried out within the scope of TS EN ISO / IEC 17065 and TS EN ISO / IEC 17020, the products of customers, personnel and companies / Covers the Logos and Brands allowed to be used on the documents.</p> <p>It covers the Logos and Brands that TÜV AUSTRIA MARINE offers to its customers through special projects.</p>		7.4 4.1.3	<p>EN ISO/IEC 17020</p> <p>EN ISO/IEC 17065</p>
Responsibility	0.3	Logo and Brand Responsibility	<p>As a result of the services performed within TÜV AUSTRIA MARINE, in the process starting with Article 1 of this procedure, the responsibility belongs to the Quality Manager.</p> <p>Quality Manager has defined the boundaries of the logo and brand to be used with this procedure and its annexes, produces and serves for areas of use that are likely to be developed.</p>			

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References	0.4	References	<p>Regulations obliging the operation of the necessary control mechanism regarding the use of the logo, including but not limited to the following;</p> <ul style="list-style-type: none"> ✓ TS EN ISO / IEC 17020 General Criteria for the Operation of Various Types of Inspection Institution Article 7.4 ✓ TS EN ISO / IEC 17065 Conformity assessment - Requirements for organizations that make product, process and service certification Article 4.1.3 ✓ IAS Corporate Logos and Accreditation Symbols - Transition to New Corporate Logo and Accreditation Symbols ✓ IAS /ADM/084 			
Definitions	0.5		<p>Accreditation Institution Logo: The symbol used by the Accreditation Institution (TÜRKAK, IAS etc.) to introduce their name or their accreditation programs. The Accreditation Agency Logo cannot be used alone by TÜV AUSTRIA MARINE.</p> <p>Accreditation Brand: It is the symbol used by the organizations accredited by the Accreditation Institution to show their accreditation status. The Accreditation Symbol is used in formats created by the internal publications of the relevant accreditation institution. They are private brands, usually developed from an accreditation number</p>			

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			and the logo of the Accreditation Institution.			
Definitions	1.0	Exclusions	<p>TÜV AUSTRIA MARINE Logo and Brand cannot be used in advertising such as catalogs, business cards or any media arguments etc., except for their use in the documents, reports or certifications provided by TÜV AUSTRIA MARINE as result of the inspection activities provided under EN ISO/IEC 17020.</p>		7.4.2	EN ISO/IEC 17020
			<p>TÜV AUSTRIA MARINE, IAS and (if any) other accreditation institution' activities other than the accreditation of the contract, report, certificate, form, checklist etc. does not use Accreditation Institution Brand or Accreditation Institution Logo in the system documentation.</p> <p>TÜV AUSTRIA MARINE makes compliance examination by the Quality Manager at the end of each year with Documentation within the Document Control Procedure (before the end of the year HGG). During this check, it also makes necessary observations on the use of uncontrolled and unaccredited logos. The use of unaccredited logos in the documentation is also monitored during planned internal audits.</p> <p>MRA and MLA brands can be used in a way that forms an integrity with the Accreditation Agency Brands (TÜRKAK, IAS, etc.) and TÜV AUSTRIA MARINE logos.</p>			

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Flowchart	No	Critical Activity	Description	Records	Reference	Standard
Contract	3.0	Contractual matters	In the Offer Form used within the scope of inspection services, a commitment is taken from the customer regarding the General Terms of Service and Logo Brand Use.	Proposal Form	7.4	EN ISO/IEC 17020
Logo Usage Guide		Logo	<p>The TÜV Austria Marine logo is primarily designed as a mark of approval. Characteristics: unpretentious, competent, technical, plain.</p>  <p>The TÜV AUSTRIA Marine logo has been developed with three characters T, Ü and the letter V in the form of a “tick” sign adjacent to then, the phrase “AUSTRIA” below it and below that with white characters on red background “MARINE”.</p> <p>The “AUSTRIA” and “MARINE” lettering are part of the logo. The logo must be used as a whole.</p>			

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Terms of use			<p>All logos and brands are the subject of written usage agreements. Such arrangements should be informed before signing a contract with any third party or as the subject of the contract.</p> <p>Logos should not be individually produced or reproduced. It should be within the knowledge of TÜV AUSTRIA MARINE. The TÜV AUSTRIA MARINE Logo cannot be used by customers, but TÜV AUSTRIA MARINE brands can be used within the scope of the contract.</p> <p>Brand and Logo usage will be reviewed by TÜV AUSTRIA MARINE at regular intervals and the customer will be informed in case of inappropriate use.</p> 			
			<p>After the test and inspection services, the required reports and certificates are delivered to the service receiving organizations. Organizations that receive test and inspection services cannot use the relevant logos and brands in these scopes. If they are used in their</p>	FRM-001a Sertifika ve Logo Kullanımı Uyarı Yazısı	-	EN ISO/IEC 17020

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			<p>advertisements or websites, they are warned that they should not contain misleading information, that the scope of the service received should be defined together with the limits, and that they should not be confused with quality management certificate and compliance services.</p> <p><i>Note: For the use of the IAF/IAS combined MLA mark, a request must be made to the IAS and can be used upon contract signing.</i></p>			

<p>Logo and Brand Usage Examples</p>		<p>TÜV AUSTRIA MARINE is a brand that shows that it is accredited by IAS numbered AA-XXX as A Type Inspection Organization. Unauthorized duplication or use in any way may result in TÜV AUSTRIA MARINE exercising its legal rights. (Logos are representative)</p> <p>The brand may only be used as a whole with the TÜV AUSTRIA MARINE logo.</p> <p>The brand can only be used in inspection reports and certificates carried out within the scope of IAS Accreditation of TÜV AUSTRIA MARINE.</p>
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Table 1 Revision Tracking Chart

#	Revision Date	Revision Description	Issuer	Approved by
00	04.01.2023	Document has been published	OOK	YUN

PREPARED BY / REVISED BY (Name, Surname, Position, Signature)	CONFIRM / RELEASE (Name, Surname, Position, Signature)
Özlem OK Quality Manager	Yankı ÜNAL Chairman of the Board

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