



**BUREAU VERITAS CERTIFICATION**

**USER MANUAL OF  
ACCREDITATION BRANDS**

*Version 8 – December/2019*



## Change History

Page	Summary of Change	Date	Revision by
05	Inserted the contact details in case of questions	04/18/2012	Fabiana Amigo
09	Inserted sections 3 and 4	04/18/2012	Fabiana Amigo
04	Changed Cgcre rules	05/15/2014	Patrícia Moreira
09	Changed Anab logo	05/28/2015	Francine Horvat
06	New Cgcre rules	11/26/2015	Camila Abrahão
09	Exclusion of TGA mentions	08/31/2016	Heitor Grima
05 and 10	Update of emails and contact phones	12/12/2019	Renata Rangel



## Accreditation Brands

1. Introduction
2. Use rules and restrictions of accreditation brands
3. Request for accredited brand
4. Customer Service



## 1. Introduction

Bureau Veritas Certification is an independent certification body accredited by more than 35 accreditation bodies in Brazil and worldwide.

In order to complement the “User Manual of Certification Brands”, this document provides the rules to be followed by companies that want, together with the certification brands, also disclose the brands of their accreditors.

We point out that, recently, several changes have occurred in the use rules of accreditation brands for disclosing management systems certifications, making this practice more restrictive.

The accreditation bodies ensure that clients certified by Bureau Veritas Certification comply with accepted national and international criteria, such as those published by ISO/IEC(\*) and in a forum of IAF(\*) type, and such criteria determine that the compliance brand of certifying bodies and accreditors should not be used in a manner that may cause any kind of confusion or illusion to organizations and individuals who purchase goods and services from certified organizations.

This manual is designed to ensure that the use rules for the accreditation brand are communicated to the general public without violating the accreditation rules.

- (\*) **ISO - International Standardization Organization**
- IEC - International Electrician Commission;**
- IAF - International Accreditation Forum,**



## 2. Use rules and restrictions of accreditation brands

The disclosure of accreditation brands of management systems certification in vehicles and packaging is strictly prohibited.

Accreditation brands may only be used together with the Bureau Veritas Certification brand.

Below we point out the rules of the most requested accreditations by Brazilian companies. If your accreditation is not in this list, please contact us by e-mail [renata.salerno@bureauveritas.com](mailto:renata.salerno@bureauveritas.com)



## Cgcre

The General Coordination of Inmetro Accreditation (Cgcre) does not allow the use of its accreditation brand by customers, which is restricted to Cgcre itself and Bureau Veritas Certification as applicable, according to the current rules.



## UKAS

UKAS brand must always be used together with the Bureau Veritas Certification brand: Combined Brand.

The combined brand must be outlined by a border, as shown below:



The following rules apply to use the Combined Brand:

The Combined Brand <b><u>CAN</u></b> be used in:	The Combined Brand <b><u>CANNOT</u></b> be used in:
<b>Organization Documents:</b> letterhead, labels, invoices. The brand can be used on business cards, however, must always be legible.	<b>Products</b>
<b>Advertising Material:</b> Posters, TV ads, promotional videos, <i>Newsletter</i> , leaflets/brochures. The Combined Brand may be used on the company website, but cannot be inserted on pages promoting the products or services of the company.	<b>Product advertising information</b> – include news, labels, documents or advertisements, posted in or otherwise appearing in goods or products. This restriction applies to primary packaging and promotional products.
<b>Internal Walls and Doors.</b>	<b>Vehicles</b>
<b>Exhibition booths.</b>	<b>Buildings and Pavilions;</b>
	<b>Promotional gifts: mugs, calendars, Christmas cards</b>
	<b>Certificates and Measurement and Calibration Reports and Certificates.</b>

UKAS accreditation brand cannot be used in combination with other accreditors' brands. The combined form can only be applied with the specific certification brand of Bureau Veritas Certification.

UKAS accreditation brand can only be reproduced in a single color, which may be the predominant color of the document, or in the case of letterhead, the predominant color of the document.



Correct example: UKAS + ANAB



Prohibited example:







## **ANAB**

For organizations certified with ANAB accreditations, there are restrictions on the use of accreditation brands in vehicle and packaging, as described at the beginning of this chapter.

ANAB brand may be used with or without combination with other accreditation brands (except with UKAS brand as explained above), but always together with the Bureau Veritas Certification brand.

## **IATF**

The disclosure of the IATF accreditation brand is prohibited.



### 3. Request for Accreditation Brand

The accreditation brand must be requested via e-mail:

[renata.salerno@bureauveritas.com](mailto:renata.salerno@bureauveritas.com)

At the time of the request, please send the registration data of the certified company to verify the certificate validity.

### 4. Customer Service

For more information on the certification brand use, please contact the Marketing Area:

**Phone:** +55 (011) 4878-3041

**E-mail:** [renata.salerno@bureauveritas.com](mailto:renata.salerno@bureauveritas.com)

Visit our website: [www.bureauveritascertification.com.br](http://www.bureauveritascertification.com.br)