

### **CERTIFICATION SCHEME**

Document No:

CERT/POL/04

Document Title:

### POLICY ON USE OF MARKS AND REFERENCE TO CERTIFICATION AND/OR ACCREDITATION

Issue No: 03 Revision No: 05 Effective Date: 06/12/2023

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Approved by:

Approval Date:

Deputy Executive Director/Standards

6th December 2023



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#### 1. Introduction

- 1.1 The UNBS certification process climaxes with the issuance of permits/certificates which carry the authorisation to use the UNBS certification marks by the certified companies. Certification Marks indicate the certification status and give the market the confidence that the users of the marks meet the relevant standards and certification requirements.
- 1.2 This policy sets out the rules for proper use of the UNBS certification marks, accreditation marks and certificates/permits issued to companies and reference to certification and/or accreditation and actions to be taken on misuse.
- The UNBS certification scheme is governed by the UNBS Act and the attendant 1.3 Certification Regulations.

#### 2. Responsibility

- The Manager Certification Department is responsible for enforcing this policy 2.1 assisted by the Heads of Division.
- 2.2 The Heads of the respective Division are responsible for providing the correct design of the Certification Marks and ensuring that use of the respective Certification Marks are monitored on an on-going basis.
- Certified clients shall be responsible for the proper use of the Certification Marks 2.3 and permits/certificates issued to them by UNBS. The certified client agrees to exercise continuous control over the certified products, processes or services to ensure that all the terms of the certification agreement and standards are met while using the Mark.
- 2.4 UNBS auditors are responsible for verifying, at each visit that UNBS certified clients or clients whose products have been certified by UNBS, use certificates/permits and Certification Marks according to these rules, the certification agreement and the certification regulations. They are accordingly responsible for reporting any misuse.

#### 3. The UNBS Certification Marks

- UNBS has two (2) Certification Marks, one for systems certification and the other for product certification. The UNBS Systems Certification Mark and the UNBS Product Certification Mark (The Distinctive Mark) have been illustrated and described in Annex A and B respectively and on the website www.unbs.go.ug
- UNBS owns and has legal rights over its certification marks which are registered as trademarks to confer protection against unauthorised use.

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- 3.3 The use of the UNBS Certification Marks is only granted through a certificate/permit following a certification decision.
- 3.4 The UNBS certification permits/certificates are valid for 1 year for product certification and 3 years for systems certification.
- 3.5 The UNBS Certification Marks are available electronically and are provided by the respective Heads of Division in user-friendly formats upon confirmation that the due process of certification has been completed.
- 3.6 UNBS maintains and updates registers of certified products and systems clients on its website <a href="www.unbs.go.ug">www.unbs.go.ug</a>
- 3.7 The reference to UNBS certification in text and statements is equated to the use of a UNBS Certification Mark.
- 3.8 The <u>UNBS Corporate Logo</u> (Annex C) is for the exclusive use by UNBS and shall not be used to indicate a certification status by any organisation.

Table 1: Summary on proper use of Systems and Product Certification Marks

Medium of application of Mark	Systems certification mark	Product Certification Mark
On product or primary packaging	Not permitted	Permitted
Communications and promotional tools (e.g. presentation slides, press releases, brochures, advertisements, pop-up banners, stand displays, signage, posters, websites, newsletters, etc.	Permitted	Permitted
On vehicles or permanent structures such as buildings for advertisement	Permitted	Permitted
Corporate stationary (e.g., promotional gifts, calendars, letterheads, envelopes, compliment slips, business cards, faxes, etc.)	Permitted	Not Permitted
On larger boxes, etc. used for transportation of products (secondary or transit packaging)	Not Permitted ONLY Certification Statement permitted * a	Permitted

<sup>&</sup>lt;sup>a</sup> Use of the systems certification mark or the certification statement is **not permitted** on the product nor product packaging (primary or secondary) for Food Safety (Management) systems.

\*Option 2: This product (mention product brand name) has been manufactured/packaged/distributed by XXX, a UNBS ABC Certified Company - YYY.

Where **XXX**, refers to the certified client's name; **ABC** is the full code of the relevant system standard, e.g. ISO 9001:2015 and **YYY** is the Certificate Number.

<sup>\*</sup> Where a particular medium of application is permitted, the certified company may choose to use the Mark with or without a Certification Statement in either of Options 1 or 2 below:

<sup>\*</sup>Option 1: 'XXX, a UNBS ABC Certified Company - YYY'

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#### 4. Application of the UNBS Systems Certification Mark

- 4.1 A Systems Certification Mark shall not be displayed on a product nor the product packaging or in any way that may be interpreted as denoting product conformity or product certification.
- 4.2 The use of the Systems Certification Mark on advertising/promotional material is subject to the company identifying the specific areas for which it is certified and ensuring that the certification is not implied for non-certified activities, products, services or sites.
- 4.3 The use of any statement on product packaging that the client has a certified FSMS is **not permitted**. This includes both primary packaging (which contains the product) and any outer or secondary packaging.
- 4.4 UNBS Certification Marks shall not be applied by certified clients to laboratory test, calibration or inspection reports or certificates.
- 4.5 Further guidance on use of the Systems Certification Mark is given in Table 1 above.

#### 5. Application of the UNBS Product Certification Mark (The Distinctive Mark)

- 5.1 Only UNBS certified products shall bear the UNBS Distinctive Mark. The Mark shall be displayed on the product and/or product packaging visibly, legibly, indelibly and on a background that will not impede readability.
- 5.2 The Distinctive Mark may be enlarged or reduced to an appropriate size depending on the size of the commodity on which it is intended to be used, provided the visual integrity is maintained.
- 5.3 Where the physical size of the product does not permit direct application on the product or when the application is not appropriate for the type of product, the Distinctive Mark may be applied on the package or other accompanying information.
- 5.4 The Distinctive Mark shall be accompanied by the standard that the product is certified against.
- 5.5 The Distinctive Mark can only be used on a proper product label that has been assessed and verified for conformance to applicable requirements.
- 5.6 Where the Distinctive Mark only relates to certain parts of a product, the company shall make every effort to ensure that there is no misunderstanding that the Mark applies to the entire product.
- 5.7 The client whose products have been certified by UNBS, may additionally display the Distinctive Mark:
  - a. on advertising or promotional material,

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- b. on a signpost that identifies client's premises or the client's business,
- c. on a vehicle or delivery van;

on condition that it is clear from such display that the Distinctive Mark relates to only the subject of certification.

- 5.8 UNBS Distinctive Mark shall not be used on company letterheads and stationary.
- 5.9 Where a customer of the certified organisation applies its own label including the Distinctive Mark to the product under agreement, the customer will have to independently seek certification for such products.
- 5.10 For products under the Digital Conformity Marking scheme, specific guidance is provided in CERT/PC/ID02 Digital Conformity Marking Guidelines for Locally Manufactured Products.

#### 6. Rules for use of Marks, Certificates/Permits and Reference to Certification

#### 7. Use of Certificates / Permits

- 7.1.1 Any reference to certification must be done only after obtaining a valid certificate/permit from UNBS.
- 7.1.2 All Product Certification permits are issued electronically as *e-permits* through the Certification Information Management System (CIMS), while systems certificates are issued in hard copy.
- 7.1.3 The use of the certificate/permit is restricted to the scope of certification and the period of validity of the certification.
- 7.1.4 The certificate/permit is specific to the organization or product/process to which they have been issued, and the client shall not transfer any right nor give permission to a third party to use them or the Mark.
- 7.1.5 The certificate/permit and all copies thereof remain at all times the property of UNBS and shall immediately be surrendered to UNBS upon suspension, withdrawal, scope reduction or termination of the certification, or if requested by UNBS.
- 7.1.6 Subject to terms and conditions, the client may scan or copy the permit/certificate to publicise the fact that certification has been granted and use the certificate as evidence of certification.
- 7.1.7 If the client provides copies of the certification documents to others, the permit/certificate shall be reproduced in their entirety. Any printed copies of e-permits may be certified by the Executive Director upon request.
- 7.1.8 The certified client must not, alter, modify, deface or destroy the certificate/permit.

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- 7.1.9 Where the client sub-contracts the manufacture of the product, including the placing of the Mark on the product, to another organisation, the name of the manufacturer whose premises are audited shall be indicated on the certificate/permit.
- 7.1.10 The certified organization shall claim that it is holding certification only in respect of the scope of the certification.

#### 8. General rules for use of UNBS Certification Marks and reference to certification

- 8.1.1 A company is only allowed to claim certification and to use a UNBS Certification Mark after they have obtained a permit/certificate duly signed by the Executive Director.
- 8.1.2 The UNBS Certification Mark must be used in its original design. The Mark may however be compressed or stretched (reduced or enlarged) proportionately provided the salient features remain readable.
- 8.1.3 The UNBS Certification Mark must be used on a background that will not impede readability.
- 8.1.4 The UNBS Certification Mark must only be used in its normal horizontal orientation. It must not be rotated or distorted.
- 8.1.5 Clients are advised to provide samples of the proposed use of the Certification Marks, as applicable, on products, advertisement/promotional material for review to confirm whether they are in conformity with these guidelines before mass production.
- 8.1.6 The Certification Marks and/or reference to certification shall be used by the certified organisation only under the name of the legal entity that holds the certification.
- 8.1.7 Where certified clients are allowed to use the Certification Mark on letterheads, the Mark shall not appear more prominently that its own logo or the name of the company.
- 8.1.8 The use of the UNBS Certification Marks and certificates/permits is controlled through a legally enforceable Certification Agreement, CERT/F15.
- 8.1.9 The use of a UNBS Certification Mark is restricted to the scope of certification and within the period of validity of the certification as declared on the certificate/permit. Certified companies shall not claim or suggest any certification for non-certified activities or products or services in particular:

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- a. A company that is certified for some of its activities may use the Certification Mark provided that no confusion arises about which part of the activities has been certified;
- b. Where a company has different sites (multi-sites) the Certification Mark can only be used if all the key activities related to the results for which the Mark is used, were conducted at sites mentioned in the scope of certification;
- c. If part of a group of organisations is certified, only that part of the group mentioned in the certification documents may use the certification mark. There shall be no lack of clarity at all about which part of the group has been certified. If a joint document is published with reference to certification by UNBS, it shall state the certified parts explicitly.
- 8.1.10 Upon reduction of the scope of certification, the client shall amend all advertising material referring to its certification to properly reflect only the certified scope.
- 8.1.11 Upon suspension, withdrawal and/or termination of its certification, the client shall discontinue its use of all advertising material that contains the Certification Mark and/or reference to certification.

#### 9. Handling misuse of UNBS Certification Marks, Certificates/Permits and Logos

- 9.1 Misuse of the certification may take such forms as:
  - a. Misapplication (incorrect or misleading use or wrong design) of the Mark by companies with valid certification;
  - b. Unauthorised use of the Mark without any form of agreement e.g. on non-certified products;
  - c. Use of marks when the permits/certificates have expired or certification suspended, withdrawn or terminated;
  - d. Use of marks while not complying with the applicable certification requirements or in violation of the certification agreement to the extent that the integrity of the Mark is jeopardised, e.g. application on non-conforming products;
  - e. Use of the UNBS Corporate Logo (Annex C) instead of the Mark;
  - f. Use of the product certification mark (Distinctive mark) when only granted systems certification or use of the systems certification mark when only granted product certification;
  - g. Use of UNBS Certification Marks on test, calibration or inspection reports or certificates.

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- 9.2 In order to protect the integrity of the Certification Marks, assist persons who may be misled by the misuse and to provide equity to competitive users of the Marks, UNBS shall periodically verify the use of the Certification Marks through market surveillance activities and on-site audits to ensure so far as realistic that misuse of Marks does not happen or appropriate action is taken when misuse happens.
- 9.3 During surveillance and recertification audits for systems certification, the auditors shall evaluate and report on the use of marks. Where there is misuse of use of the Mark, then a nonconformity shall be raised against contractual obligations in the Certification Agreement, CERT/F15 and make reference to this policy.
- 9.4 When a report of misuse of a Certification Mark is received, UNBS shall have it recorded and investigated. When there is conclusive proof of misuse of the mark, UNBS shall take the necessary steps to stop the misuse and to hold the responsible party (misuser) accountable for the consequences.
- 9.5 Misuse of UNBS Certification Marks is punishable under the UNBS Act and Certification Regulations. UNBS shall take appropriate action(s) including:
  - a. Notify the misuser and request for appropriate corrective action(s) to be taken,
     e.g. removal of mark from affected products or materials;
  - b. The misuser may be required to conduct a recall of products in which case, they withdraw products from the users, the market place or distribution sites and return them to the factory or other acceptable location for corrective action;
  - c. Suspension/withdrawal/termination of certification as per procedure CERT/OP/13;
  - d. Publication of transgression by notice to regulatory bodies and the general public;
  - e. The UNBS Surveillance Department may be notified to take the necessary action by removing the products from the market and/or factory;
  - f. Legal action The UNBS Legal Counsel may be notified to initiate legal action against the transgressors especially when the Mark has been used but not under contract or not in compliance with the contract, and no corrective action has been obtained;
- 9.6 The steps taken will be determined by the nature of the misuse and its subsequent consequences and the level of cooperation of the transgressor.



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#### 10. Use of the Accreditation Symbols and Reference to Accreditation

- 10.1Specific scopes of the UNBS management systems certification services have been accredited by the South African National Accreditation System (SANAS). The SANAS accreditation symbols for each specific field of accreditation are appended in Annex D. The guidelines for use of the SANAS accreditation marks are in "R 04 -Conditions for use of accreditation symbols, reference to accreditation and combined marks".
- 10.2UNBS shall only use the SANAS accreditation symbol and claims of accreditation status for the specific activities covered by the scope of accreditation. UNBS uses the SANAS accreditation symbol and reference to accreditation on certificates and publicity and advertising material, only for the accreditation scopes as guided by SANAS. The publicity and advertising material may include: letterheads, corporate stationery, quotations and proposals for work, business and annual reports, marketing and promotional materials like brochures, banners, posters, newsletters, presentations, press releases, website, template signature on emails, motor vehicles, uniforms and any other material as may be approved by SANAS.
- 10.3The use of the SANAS accreditation symbol on certificates is a guarantee for the certified client that the certificate has been produced under accreditation. Certificates issued within the accredited scope shall bear the SANAS accreditation symbol.
- 10.4Where the SANAS accreditation symbol is used on certificates that contain results from both accredited and non-accredited scopes, then an asterisk (\*) shall be indicated on the non-accredited scope with the disclaimer incorporated in the certificate below the scope statement:

"Results marked \* in this certificate are Not SANAS Accredited and are not included in the SANAS Scope of Accreditation for this Certification Body".

- 10.5The SANAS accreditation symbol shall not be incorporated in a certificate that does not contain any results from accredited work.
- 10.6The SANAS accreditation symbol can only be used with the accreditation number (beneath and aligned to the right, as in Annex D) and in combination with the UNBS Systems Certification Mark and without being more prominent than the UNBS Mark.
- 10.7The SANAS accreditation symbol shall not be used on business cards in order to avoid any possible confusion with accredited certification of persons.
- 10.8No UNBS client is allowed to use the accreditation symbol as this would imply that they have been certified or approved by the accreditation body.
- 10.9Upon suspension, withdrawal and/or termination of accreditation, UNBS shall discontinue issuance of any certificates with the accreditation symbol and use of any reference to accreditation in any advertising, marketing, promotional and/or publicity material during such a period.



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#### 11. Use of the IAF Combined Mark

- 11.1The IAF (International Accreditation Forum) Combined Mark (as illustrated in *Annex E*) is the IAF MLA Mark used in combination with the SANAS accreditation symbol.
- 11.2UNBS shall only apply the IAF Combined Mark following approval by SANAS in the Sub-license Agreement for the Use of the IAF MLA Mark, F111.
- 11.3UNBS shall only use the IAF MLA Mark together with the SANAS symbol in the manner set out in IAF ML 2 General Principles on Use of the IAF MLA Mark, the SANAS R04 Conditions for use of accreditation symbols, reference to accreditation and combined marks, and in accordance with the main scopes and sub scopes of the IAF MLA of which the SANAS is a signatory, and for which UNBS has been accredited.
- 11.4The combined mark shall only be used in association with activities for which the UNBS is accredited by SANAS and within SANAS' IAF MLA main scopes.
- 11.5UNBS shall not use the IAF MLA Mark on any documentation unless SANAS' accreditation symbol and UNBS' name or logo are included on the same displayed page and all are of approximately the same size. The IAF MLA Mark is to be used "in conjunction" with the SANAS own logo or symbol and may be positioned under or in close proximity to the SANAS logo on the certificate.
- 11.6The IAF MLA Mark shall be reproduced using an authorized copy obtained from SANAS and shall be reprinted according to the specifications.
- 11.7The combined mark can only be used by UNBS on accredited certificates where the scope of the certificate includes an IAF MLA sub-scope.
- 11.8The combined mark can also be used on letterheads, quotations for work, advertisements, UNBS website, for SANAS' IAF MLA main scope where UNBS is accredited.
- 11.9UNBS clients shall not use the combined mark. Accordingly, UNBS shall monitor and take suitable action to control the use of the IAF MLA Mark and to prevent any incorrect references or misleading use by itself or the client organizations.
- 11.10 UNBS shall co-operate fully and in good faith with SANAS and/or IAF for the purpose of securing or protecting IAF's right in the IAF MLA Mark.
- 11.11 Upon suspension, withdrawal and/or termination of accreditation, UNBS shall discontinue issuance of any certificates with the Combined Mark and use of any reference to accreditation in any advertising, marketing, promotional and/or publicity material during such a period.

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#### Annex A: UNBS Systems Certification Mark

Name of the Mark	Design of the Mark	Description of the Mark
UNBS Systems Certification Mark	SYSTEMS	The UNBS Certification mark is printed in three colors: <i>Blue</i> #3853A3, <i>Yellow</i> #FF1000, <i>Red</i> (#FF0000). The minimum height of the mark is 27mm and width 35mm. In order to maintain the visual integrity of the mark, a minimum amount of free space (blank border) of about 5mm must always be kept especially where the mark is printed alongside other information. The certification mark will be adapted to the standard(s) for which you are certified. This is the only part of the certification mark that is modifiable with the certificate number.

#### Annex B: UNBS Product Certification Mark (Distinctive Mark)

Name of the Mark	Design of the Mark	Description of the Distinctive Mark
UNBS Distinctive Mark	UNBS	The mark takes the form of letter 'Q' representing Quality; Within the 'Q' is the abbreviation UNBS standing for Uganda National Bureau of Standards; The head of the crested crane is extracted from the UNBS corporate logo and is a symbolic borrowing from the Uganda national bird. The mark originally appears in gold and black as illustrated but may be used in any colour as long as the design remains intact.

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Annex C: UNBS Corporate Logo (For exclusive use by UNBS)



Annex D: SANAS Accreditation Symbols (for UNBS accredited scopes)





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