

BM TRADA VENTURES LLC

Use of Marks and Symbols by Certificate Holders

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BM TRADA VENTURES Certification Marks

Congratulations on achieving EIAC Accredited certification with BMTV LLC. Your BMTV LLC EIAC Accredited certificate and certification marks are valuable tools to help you show your organization's commitment to certain standards.

The BMTV LLC Certification Marks are for customers, who have been assessed and certified as meeting the requirements of a given scheme.

As recognized signs of achievement, we encourage you to use the mark(s) you have earned as widely as possible to promote your certification.

By following these guidelines, you will be able to successfully promote your certification on brochures, stationery, websites, vehicles and other materials.

Our certification marks and symbols are associated with BMTV LLC certification services only. They are not associated with service such as training.

Introducing the BM TRADA VENTURES Certification Marks

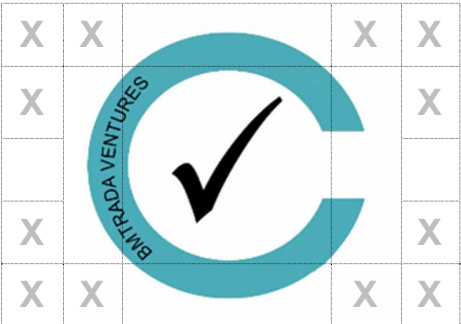
The BM TRADA Certification Mark is to be used for most types of EIAC Accredited certification



Size Matters

You may need to use our certification marks and symbols at quite small sizes, often in squashed areas. For optimum reproduction of the certification marks and symbols, please adhere to these minimum sizes or print and screen formats.

Certification mark exclusion zone



Certification mark minimum size for print
20mm high

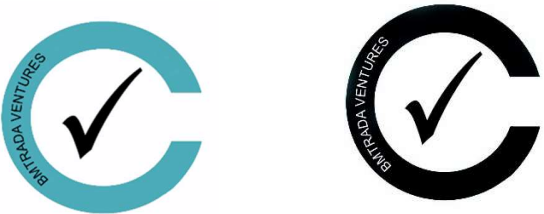




Certification mark minimum size for use online
20mm high



Colors

The only permitted color variations for BM TRADA certification marks are two color (teal and slate) or single color (black or white).



	FOR PRINT CMYK: 81/0/39/0 Pantone: 326c	FOR WEB RGB: 0/181/175 Hex: #00B5AF		CMYK: 0/0/0/85 RGB: 77/77/79 Hex: #4D4D4D
	Important: Do not use as a spot color.			

Using the BMTV LLC certification marks

To maintain the value and integrity of the certification marks, with the exception of certificates, they are the sole use of certified clients. For the purpose of communication and promotion BMTV TRADA VENTURES will use the certification symbols.

Certification marks on other materials

You may use **certification marks** on a range of other materials. They must be used to suggest certification applies anything other than the defined scope.

There is a set of defined formats for the use of each marks in the table on page 9.

A1-A3 apply to use the Cert Mark for all applicable schemes

The appropriate mark shall only be used by clients on:

- Letterhead, envelopes, compliments slips, business cards, invoices, advertising, display, marketing material, documentation and manuals – Formats A1 & A2
- Vehicles, buildings and flags – Format A1 ONLY
- Shipping boxes/secondary packaging – Format A3 ONLY The marks shall only be used in its entirety and without amendment.

Use on stationery items

Formats A1 & A2 may used on: Letterhead, envelopes, compliments slips, business cards, invoices but only when used in conjunction with the user's own mark/logo. When used on these items, the area (w x h) of the mark shall not exceed 75% of the area (w x h) of the user's own mark/logo. The minimum size requirements still apply.

Promotional items

Formats A1 & A2 may be used on: advertisements, articles, brochures, websites, exhibition display panels only when used in conjunction with the user's own mark/logo. When used on these items, the area (w x h) of the mark shall not exceed 75% of the area (w x h) of the user's own mark/logo. The minimum size requirements still apply.

Signage items

Format A1 may be used on: building signage, flags, vehicles but only used in conjunction with the user's own mark/logo. When used on these items, the area (w x h) of the mark shall not exceed 75% of the area (w x h) of the user's own mark/logo. The minimum size requirements still apply.

Secondary packaging/shipping boxes

Format A3 may be used for secondary packaging/shipping boxes, i.e. those that cannot be reasonably considered as not reaching end consumers, **providing that a clear statement is included alongside the certification mark**. This statement should read **"this product was manufactured in a plant whose xxxx (environmental, food, etc) management system is certified as meeting the requirements of xxxx (PV Certification)"**. The statement shall in no way imply that the product, process or service is certified by this means. The statement must include reference to:

- Identification (e.g. brand or name) of the certified client
- The type of management system (environmental, food and the applicable standard)
- BMTV as the certificate issuing entity

Size

The size of the certification mark can be adjusted as appropriate for the use required. It must always retain its correct proportions and should never be produced below the minimum size (20mm high). In addition to the usual minimum size requirements, users must also comply with the restrictions on size relative to their own company mark/logo as outlined above.

Modification

No modification or addition to the design of certification marks is permitted.

Use of EIAC symbol

When certification marks are used in conjunction with EIAC symbol. EIAC rules must be followed. (Reference: **The Conditions for the Use of EIAC Accreditation Symbol and ILAC MRA/ IAF MLA Marks Ref. EIAC-RQ-GEN-002**)

- The accreditation symbol shall be displayed in the appropriate form, and color as demonstrated. The original proportion between the height and width of the symbol shall not be affected and the symbol is legible.
- The EIAC Accreditation Symbol shall not appear in a size that makes the EIAC name unreadable, except on business cards. The minimum size for reproducing the logo in print has been specified at 25mm wide and 11mm height; while for web as 100 pixels.
- The Conformity Assessment Body's accreditation number shall be printed centrally under the EIAC logo. The Symbol shall not be displayed in a more prominent way than the logo of the accredited CAB.
- The EIAC Accreditation Symbol in black and white is only accepted on photocopies
- The EIAC Accreditation Symbol shall only be used in its normal horizontal orientation. The Symbol shall not be rotated, distorted, compressed, or stretched in any way.
- The EIAC Accreditation Symbol shall not be used on a background that will impede readability.
- The EIAC Accredited Symbol shall not be used in such a way as to state, imply or suggest that EIAC accepts responsibility of any of the statement of conformity/approval.
- The EIAC Accreditation Symbol does not imply any certification/approval of the products tested, inspected, or certified.
- The certified clients of BMTV LLC are not allowed to use IAF MLA Mark or Accredited Combined IAF MLA Mark.
- The certified clients of BMTV LLC shall always use EIAC Accreditation Symbol in conjunction with the logo of the certification body.
- BM TRADA shall monitor the use of symbols/logos/marks.
- Whenever a subsidiary belonging to a group has been accredited, there shall not be any confusion as to which part of the group holds accreditation, and it shall not imply that other subsidiaries have been accredited.
- The marks shall only be used by companies who have successfully completed all stages of the BMTV LLC initial certification process.
- The marks must be used in accordance with these guidelines and any related additions or appendices
- The marks can only be used once a certificate has been issued by BMTV LLC for the certified system
- The marks must not be used in a misleading manner or to imply that they apply to anything other than the scheme and



scope which has been certified. For example, if you are placing the certification marks on the corporate website of a group of companies where only one company in the group is certified, the certification mark must be accompanied by a statement that makes it clear which company hold certification.

- The user of the marks shall at the request of BMTV LLC to use the marks if BMTV LLC deems the applicable inappropriate.
- The user of the marks shall, upon suspension or termination of certification, immediately cease distribution of all items on which the marks is displayed and shall remove it from any form of display or promotional application.
- In using the marks, the user agrees to be bound by the above conditions. Failure to comply with the above conditions for use of the marks may result in withdrawal of certification and legal action.

USES		MARK
A1	Business stationery Promotional material Buildings, vehicles & flags	
A2	Business stationery	
A3	Secondary packaging	 This product was manufactured in a factory who is certified as meeting the requirements of Product Certification

System Certification Logo

