

1. THE IQNET ASSOCIATION LOGO

The IQNET Association logo can be used only by the IQNET Head Office, by IQNet Ltd and by the IQNET Association Partners with reference to the Management System (MS) Certification and Assessment activities, as well to other conformity assessment services, as approved by the General Assembly.

The main purpose of the use of the IQNET Association logo is to be used as a marketing and promotional tool, differentiating the Partner of the network from the various competitors in the market giving to it a plus for its image and credibility.

The IQNET logo serves also to promote the common image of the network in the international market along with the services provided. As so, it is to be used in relation to most IQNET Association initiatives, communication channels, marketing tools, events, etc.

Apart from its use on certificates (exclusively by IQNET Members), the IQNET logo can be used by all IQNET Association Partners:

- on brochures and publicly available documents (e.g. Newsletters, corporate reports, Members' presentations in events, etc.)
- on internal documents
- on process related documentation when referring to IQNET (e.g. quotations, contracts, etc)
- on the website, advertising media, signs, office buildings, event decoration banners, etc.

For Affiliated Bodies, the IQNET logo shall be used - in all cases - with the supplementation "Affiliated to" written above the logo.

2. USE OF IQNET LOGO ON CERTIFICATES

On certificates, the IQNET logo shall be used exclusively by Members (Associated and Full Members) with the supplementation referring to membership ("Member of") written above the logo in order not to be mistaken as the issuer of the certificate, or for an accreditation mark.

It shall be used through a direct visual link to the Member's logo (e.g. in proximity, within same spatial location such as a banner, etc.) or in conjunction with other logos related to Member's affiliations/memberships, but not in a way that can induce in error (e.g. in conjunction with accreditation logos).

3. USE OF IQNET LOGO BY IQNET MEMBERS' BRANCHES, AFFILIATES, AGENTS, SUBSIDIARIES, AND REPRESENTATIVE OFFICES

The IQNET logo shall be used by Members (Associated and Full Members) with the responsibility to guard the integrity of the brand and of the Association. Branches, affiliates, agents, subsidiaries and representative offices may use the IQNET logo in consideration to the following minimum conditions:

- When formally included by the Member in its list of locations reported to the IQNET Headoffice (and included in regular SCPM surveillance audit sampling of Member's locations)
- When not bearing the same name as the Member, the IQNET logo may only be used through co-branding (IQNET logo together with the Associated/Full Members logo) to clearly signify the branches, affiliates, agents, subsidiaries and representative offices' relation to the IQNET Member

- IQNET Associated and Full Members to maintain clear guidelines and monitoring of how their branches, affiliates, agents, subsidiaries and representative offices are using the IQNET logo.

4. IQNET LOGO IN PEER ASSESSMENT

Through peer-assessment, IQNET SCPM auditors shall inform the SCPM how a Partner is using the IQNET logo and on the evaluated compliance to this document.

5. GUIDELINES ON THE USE OF IQNET LOGO

The IQNET logo shall be used:

- a. in colours as specified by IQNET
- b. enlarging or reducing is allowed, following the minimum sizes as specified by IQNET
- c. in applicable cases, together with the Partner's logo (co-branding), following the guidelines on each case
- d. supplement text:
 - IQNET Associated and Full Members may use the IQNET logo with or without the supplement text 'Member of', except for Members' own certificate which should always include 'Member of,' for IQNET not be mistaken as issuer of the certificate, nor as an accreditation body
 - When the use of the IQNET logo in documents related to the certification activities (e.g. audit report, contract, etc.) may also induce in error on who is the service provider, "Member of" should also be included
 - Affiliated Bodies shall always use the IQNET logo with the supplement text 'Affiliated to'
 - The supplement text may be translated to local language
 - The supplement text is recommended to use the IQNET official font – Raleway. Arial may be used in cases see fit by the Partner.

A. The IQNET logo colours

The IQNET logo should be applied in IQNET Blue, or in white when on IQNET Blue background, whenever possible. The IQNET Blue specific color types and their values are as follows:

for blue colour: "PANTONE" 661
for four colour printing: C100, M80, Y0 Ko
for web: R0, G53, B148

In exceptional cases where it is not possible for the logo to be applied in IQNET Blue, it may be applied in black & white.

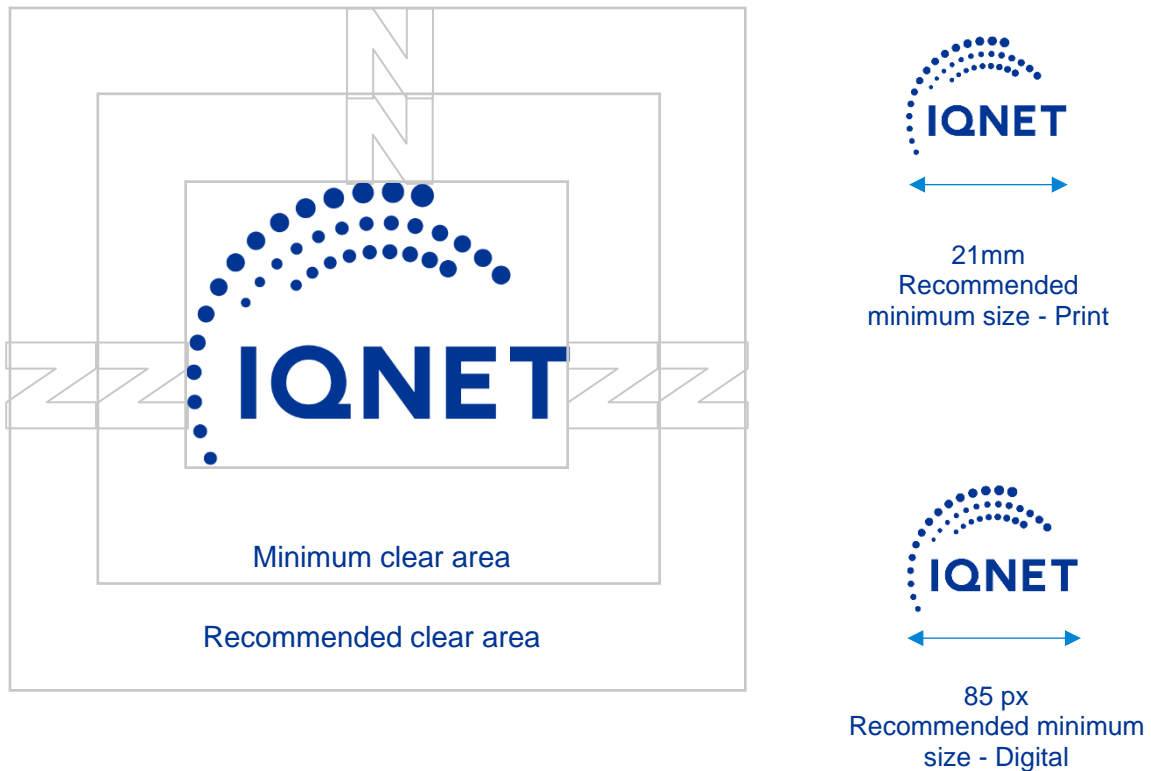


B. Clear space and minimum sizes

To make sure IQNET logo is always visible, a clear area around the logo should always be respected, where no other logos, text or graphics should be placed (with the exception of Partner logos). Recommended minimum sizes for both print and digital use are: 21 mm for print and 85 px for digital. As an extraordinary criteria (e.g. secondary pages of presentations, documents) the logo may be 15mm minimum size for print and 56px for digital.

Regardless of the size of the IQNET logo, the supplement text, when applicable, shall always be readable.

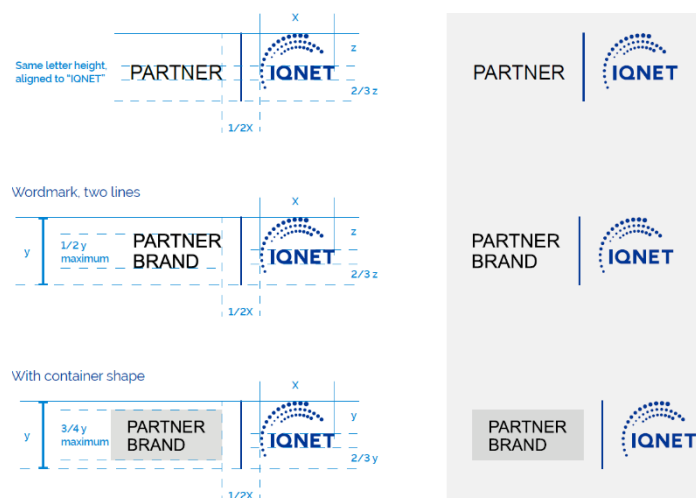
The IQNET logo should never be modified, rotated, or have special effects added.



C. Co-branding with Partners' logo

When IQNET is locked-up with a Partner's brand, we always try to ensure that the two brands are balanced and that IQNET is not dominated by the Partner's brand. The recommended sizes vary depending on the design of the Partner's logo (wordmark or with container shape).

It is strongly advised that Partners consult IQNET Headoffice on the initial design of their co-branding.



For Affiliated Bodies the supplement text shall be included (see 1).

The line between the two logos may be removed, and the recommended distance between them can be established from 1/4X to 1/2X.

An electronic file of the IQNET logo and detailed guidelines are available at the Head Office.

The current list of IQNET Partners may be viewed in the IQNET website: www.iqnet-certification.com.

NOTE:

- The IQNET Association logo may be used, under permission, in other graphic elements, specifically designed for initiatives, projects or events.
- The IQNET Association logo may be used, under permission, by liaison organizations when addressing IQNET membership or participation.