

<i>Document Type: Policy Manual</i>		<i>Department: CS</i>	
<i>Document No. PM/31</i>	<i>Subject: Reference to Publicising Certification and Use of Marks</i>	<i>Revision No. 9</i>	<i>Page 1 of 6</i>

### 31 REFERENCE TO PUBLICISING CERTIFICATION AND USE OF MARKS

31.1 SAZ CS shall exercise control over ownership, use and display of its management system and product certification marks and logos that it authorizes certified clients to use. This will ensure, among other things, traceability back to the Department.

31.2.2 The use of such marks shall show the name of the certification body and what has been certified to prevent any ambiguity. The guidelines published by ISO are to be followed by any organization which desires to publicize that their management systems are certified by a third party. The registered organization shall liaise with the Director CS or Manager CS during the development of the necessary information for publicity.

31.2.1 All management system registered organizations ( ZWS ISO 9001, ZWS ISO 14001, ZWS ISO 45001, ZWS ISO 22000, ZWS 749, ZWS ISO/IEC 27001, **ZWS ISO 55000 etc**) have a right to use the SAZ marks on their corporate documents such as letter heads, invoices, purchase orders, delivery notes, advertisement brochures to indicate that their management system is registered.

31.2.2 These management system marks (ISO 9001, 14001, 22000, 45001 etc.) shall not be used on a product or packaging seen by the consumer or in any other way that may be interpreted as denoting product certification.

31.2.3 **Management system certified organisations shall not put any statement on their product or product packaging in relation to their management system certification with SAZ.**

31.2.4 The logo of the accreditation body (in this case SADCAS logo) shall only be used by SAZ on its certified clients certificates or promotional materials like flags. Clients certified by SAZ cannot use the SADCAS logo on their advertisement materials. Certified organizations to FSSC 22000 shall use the FSSC 22000 logo only for marketing activities such as organization's printed matter, website and another promotional material.

In case of using the logo the organization shall comply with the following specifications:

31.3 Certification Services prohibits the use of its mark on laboratory test, calibration or inspection reports, because such reports are regarded as products in the context outlined in 31.2 above.

31.4 In-order to avoid the above mentioned pitfalls all registered organizations who would want to publicize their management systems shall consult with the CS Director or CS Manager.

All client organizations shall:

31.4.1 Conform to the requirements of the CS when making reference to its certification status in communication media e.g. the internet, brochures or advertising and other corporate documents;

31.4.2 Not make or permit any misleading statements regarding its certification;

31.4.3 Not use or permit the use of a certification document or any other part thereof in a misleading manner;

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- 31.4.4 Upon suspension or withdrawal of its certification, discontinue use of all advertising material that contains reference to certification;
- 31.4.5 Not imply that the certification applies to activities that are outside the scope of certification; and
- 31.4.6 Not to use certification in such a manner that would bring the name of the SAZ and Certification Services into disrepute and lose public trust.
- 31.4.7 In the case of using the FSSC 22000 logo the following specifications shall apply :

<b>Color</b>	<b>PMS</b>	<b>CMYK</b>	<b>RGB</b>	<b>#</b>
<b>Green</b>	348 U	82/25/76/7	33/132/85	218455
<b>Grey</b>	60% black	0/0/0/60	135/136/138	87888a

When all other text and images are in black and white can the FSSC 22000 logo be used in black and white.

- 31.4.8 Certification Services shall take action to address any misleading use and/or incorrect references to certification status, or misleading use of documents, marks or audit reports. Such action may include penalties, withdrawal of certificates, publication of the transgression both in the print and electronic media, and if necessary, legal action shall also be taken. Certification Services shall request the organization to institute timeous corrective action. This requirement applies to organizations registered by both the SAZ and any other certification body.

31.5 The following are the SAZ logos and the rules of eligibility to use them

### 31.5.1 SAZ CORPORATE LOGO

- 31.5.1.1 The logo in Figure 31.1 1 shall only be used by the Standards Association of Zimbabwe. It is SAZ’s official Corporate logo



Figure 31.1: SAZ Corporate logo

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### 31.5.2 SAZ QMS ISO 9001 logo

- 31.5.2.1 The logo in Figure 31.2 is for use by an organization that has been successfully registered by SAZ Certification Services under its ZWS ISO 9001 Quality Management System scheme. The logo shall not be used on products produced by the certified organization



Figure 31.2: SAZ QMS ISO 9001 logo

### 31.5.3 SAZ's EMS ISO 14001 logo

- 31.5.3.1 The logo in figure 31.3 is for use by an organization that has been successfully registered by SAZ Certification Services under its ZWS ISO 14001 Environmental Management System scheme. The logo shall not be used on products produced by the certified organization



Figure 31.3: SAZ EMS ZWS ISO 14001 logo

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#### 31.5.4 SAZ's FSMS ISO 22000 logo

31.5.4.1 The logo in figure 31.4 is for use by an organisation that has been successfully registered by SAZ Certification Services under its ZWS ISO 22000 Food Safety Management Systems scheme. The logo shall not be used on products produced by the certified organisation.



Figure 31.4: SAZ FSMS ZWS ISO 22000 logo

#### 31.5.5 SAZ's HACCP 749 logo

31.5.5.1 The logo in figure 31.5 is for use by an organisation that has been successfully registered by SAZ Certification Services under its ZWS 749 system scheme. The logo shall not be used on products produced by the certified organisation



Figure 31.5 SAZ ZWS 749 logo

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### 31.5.6 SAZ's OHSMS logo

31.5.6.1 The logo in figure 31.7 is for use by an organization that has been successfully registered by SAZ Certification Services under its ZWS ISO 45001 Occupational Health and Safety Management System scheme.



Figure 31.7 SAZ ZWS ISO 45001 logo

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### 31.5.7 SAZ's Product Certification logo

31.5.7.1 The logo in figure 31.8 is for use by an organization that has been successfully registered by SAZ Certification Services under the product certification scheme. The logo shall be used on the products that have been certified only and may be used on advertisement material that makes reference to the certified product only. The standard to which the organization has been certified shall be shown below the logo



Figure 31.8 SAZ Product Certification logo

31.5.8 SAZ CS shall monitor the use of certification marks by organizations through use of surveillance activities which may involve market surveillance, checking websites and checking advertisements in both electronic and print media. Organizations are therefore required by SAZ CS to ensure that they are well versed with the rules using marks of conformity.

31.5.9 Misuse of SAZ CS certification mark(s) by an organization not certified attracts a fine of double the costs of annual registration fees. Additional charges may also be charged based on the extent of the misuse of the conformity marks. Such additional charges may include transport charges, labour charges, and travel and subsistence charges incurred to investigate the misuse of certification marks or misrepresentation of certification status. The charges shall be based on SAZ operating rates at that particular time. SAZ CS may also publicize those organizations misusing the conformity marks as means of alerting and protecting the public.

**Reference Documents:**

- QAF 2- SAZ Management Systems Certification Contract
- MC 18- SAZ Product Certification Contract
- FSSC 22000 V5.1 - Part 2: Requirements for organizations to be audited

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