

 भारतीय मानक ब्यूरो BUREAU OF INDIAN STANDARDS MANAGEMENT SYSTEMS CERTIFICATION		GUIDELINES	
TITLE: GUIDELINES FOR THE USE OF STANDARD MARK			
DOC: MSC-G6.10-01	ISSUE: 03	DATE: OCT 2016	PAGE: 1 OF 3
PREPARED BY: HEAD (MSCD)		APPROVED BY: DDG (MSCD)	

1. INTRODUCTION

The BIS (Certification) Regulations provides for the use of Bureau's Standard Mark for Management Systems Certification by licensees as authorized by the Bureau. This guideline gives the details about the use of the Standard Mark for Management Systems Certification and also for use of accreditation Mark.

2. DETAILS OF USE OF BIS STANDARD MARK/CERTIFICATION MARK

2.1 The Standard Mark/Certification Mark for Management Systems Certification giving the preferred dimensions and sizes and colour scheme as gazetted by BIS shall be used by the licensee to prepare the designs of the Standard Mark/Certification Mark for reproducing on publicity material, brochures and letter heads. With regard to the colour of the standard mark, there is no bar if Standard Mark is used in single colour. However, for multi-colour standard mark, colour scheme must be restricted to Red & Blue. Standard Mark /Certification Mark should be used in such a manner that it clearly appears that Management Systems Certification Licence applies to the Management Systems only and does not relate to the product. Letter heads and brochures etc. with Standard Mark of Management Systems Certification Licence shall not be used while referring to products which are not covered by the Licence.

2.2 Details about the use of Standard Mark/Certification Mark are given below:-

- i) Only those firms holding a valid licence under the BIS Management System Certification Scheme are authorized to use this Standard Mark/Certification Mark. The Standard mark specified for each system only shall be used.
- ii) Licensee can use the Standard Mark/Certification Mark on their publicity material brochures and letter heads etc. The Standard Mark/Certification Mark shall not be used on the product. It should be used in such a manner that it clearly appears that Management Systems Certification Licence applies to the Management Systems only and does not relate to the product. Products which are not covered by the Management System Certification Licence shall not be referred in the letter heads, brochures etc bearing the Standard Mark/Certification Mark of Management Systems Certification Licence.
- iii) Licensee shall not use ISO logo and such terms as "ISO certified" in any form whatsoever, e.g. in publicity material or on letter-head, product, package etc. In addition, the impression that the ISO itself awards certificate may not be aroused. Don't adapt or modify ISO's logo for your use.
- iv) Licensee shall not use its Certification/Standard Mark in such a manner as to bring BIS into disrepute and licensee shall not make any statement regarding its certification which BIS may consider misleading or unauthorized.

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- v) "QMS Quality Management Systems certified by BIS", "EMS Environmental Management Systems certified by BIS", "OHSMS Occupational Health and Safety Management Systems certified by BIS" and "HACCP- Food Hygiene - Hazard Analysis and Critical Control Point System, EnMS-Energy Management System certified by BIS" may be used on letter-heads, publicity literature, advertisements, product related information in such a way that the certification should not be interpreted as being product certification or product guarantee.
- vi) **Don't use** "IS/ISO 9000 certification" or "IS/ISO 14000 certification" or "IS 18000 certification" or "HACCP certification", etc as applicable. **Use** "IS/ISO 9001:2008 certified" IS/ISO 9001:2015 certified", "IS/ISO 14001:2004 certified" IS/ISO 14001:2015 certified, "IS/ISO 50001:2011 certified", "IS 18001:2007 certified" and "IS 15000:1998 certified, etc as applicable".
- vii) The licensee should be accurate and precise about the scope (the extent) of their Management Systems Certification, as far as both the activities and geographical locations covered by the certification are concerned. The same should be accordingly displayed, placed or inserted in the letter-heads and other publicity/ advertisements documents.
- viii) The licensee shall use the Standard/Certification Mark and statements in such a way that it does not confuse purchasers.
- ix) The licensee shall not use the standard mark to a laboratory test, calibration or inspection reports or certificates.
- x) Neither the accreditation mark nor the Standard Mark to be used on products. The table below provides guidance on the use of certification/standard mark for indicating when a product has been made under a certified management system.

TABLE 1

		On Product*1	On larger boxes, etc. used for transportation of products*2	In pamphlets, etc. for advertisement
Use of marks *3	Without a statement	Not allowed	Not allowed	Allowed *5
	With a statement *4	Not allowed	Allowed *5	Allowed *5

*1. This could be a tangible product itself or product in an individual package, container, etc. In the case of testing/analyzing activities, it could be a test/analysis report.

*2 This could be over-packaging made of cardboard etc. that can be reasonably considered as not reaching end users.

*3 This applies to marks that have a specific form including some basic description of its applicability. A statement in words alone does not constitute a mark in this sense. Any such wording should be true and not mislead.

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- *4 This could be a clear statement that “(This product) was manufactured in a plant whose management system is certified as being in conformity with any of the management systems or their combination thereof.
- *5 When using symbols or logos, adequate attention should be paid by the licensee to avoid disrepute to BIS and should not make any statement which may be considered as misleading or unauthorized. Use of symbols or logos should be adopted in such a manner that they should not be interpreted as denoting product conformity.
- xi) The licensee shall use only the preferred sizes of the Standard Mark/Certification Mark. However, when larger sizes other than those given in the preferred dimensions sheet are to be used, the enlarged sizes shall be in multiples of 10 of any of the preferred dimensions.
- xii) For Management System Certification multi colour Standard Mark, the colour scheme shall be as follows:
- a) For printing purposes, colours for letter "Q" shall be "Oriental Blue" and letter "S" in "Monopol Red" as per IS 1222: 'Ink, duplicating for twin cylinder rotary machines'
- b) For sign board purposes, colours for letter "Q" shall be "French Blue" (No 166) and letter "S" in "Signal Red" (No 537) as per IS 5:1994 'Colours for ready mixed paints and enamels (Fourth Revision)'. For Single colour Standard Mark, there is no restriction in the choice of the colour.

3. DETAILS OF USE OF ACCREDITATION MARK

3.1 The licensee shall not say that the organization has been 'accredited'. BIS Quality Management Systems Certification Scheme has been accredited by accreditation body for various sectors and Environment Management Certification Scheme. Only those licensees which are holding QMS according to IS/ISO 9001 certificate and/ or IS/ISO 14001 certificate and operating under the scope sector for which BIS QMSCS and EMSC has been accredited by accreditation body would use accreditation mark.

3.2 The accreditation mark may be used in combination with the certification mark on letters and other documents. The use of the accreditation mark on business cards by any person employed or acting on behalf of licensee is not permitted.

3.3 The accreditation mark shall not appear more conspicuous than the certification mark.

3.4 The accreditation mark for Management Systems Certification may not be affixed to the products or their packages or to related products as given above in Table 1.

3.5 The licensee shall refer and follow Accreditation body's regulations for the use of accreditation marks given under their licence conditions.