

LOGO USAGE MANUAL

Stichting Certificatie Grafimedia Branche



This manual was written to guarantee correct and consistent use of the different logos of the Independent Certification Institute for the Printing, Media and Packaging Industry (Dutch: Stichting Certificatie Grafimedia Branche; further referred to as SCGM).

The logos in this manual may not be altered without permission from the SCGM.

The logos are available in the file formats eps and jpeg.

You can contact the SCGM for any questions about these logos or their use.

STICHTING
CERTIFICATIE
GRAFIMEDIA
BRANCHE

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Introduction

The Supervisory Board of the SCGM has granted permission for both 'Off product' and 'On product' use of the SCGM Certification logos that accompany a certified quality management system. In this manner a certified company can prove that it meets the demands on process control that are imposed by the accompanying standard. This may be used in the marketing of the company. The client can also prove his care in production of the product to the consumer.

The following topics are present in this guideline:

- Definitions
- The rules pertaining to use
- 'On product' use
- 'Off product' use
- Graphical requirements

The rules

A number of rules apply to use of the logos. The relevant definitions and rules follow below.

'Off product'

Use of the logo to inform third parties and promotion of the company, for instance on letterhead, signs, promotional elements, advertisements, etc.

'On product'

Use of the logo and accompanying pay off on your client's product, for instance in books, magazines, etc.

Use of the logo

The logo and the proper names of the SCGM certificates, such as ISO 9001, ISO 12647, ISO 14001 and OHSAS 18001 are important for the recognition value of the certified companies by customers. As such 'Use of the Seal of Approval' is one of the basic topics that need to be properly managed - from the SCGM certification viewpoint - within a company.

Unjustified use of the SCGM Seal of Approval will irrevocably result in one or more shortcomings during following audits and may/will require correction of this erroneous claim to your customer. If the customer has distributed any products, the customer's clients must also receive this correction. As SCGM certification is mostly sought for commercial advantage in the graphics media market, any such rectification of logo use is commercially wholly unacceptable. General requirements apply for use of the SCGM logos. Specific requirements exist for logo use on certified products ('on product' use) and use of the Seal of Approval and logos for promotional ends ('off product' use).

Intellectual property

It is essential that certified companies are aware that the SCGM logos are the intellectual property of the SCGM. You are fully responsible for the use of the SCGM logos and use of these logos by third parties that operate in your name.

Integrity and credibility

Use of the Seal of Approval may not cause any damage to the integrity and credibility of the SCGM.

Misleading information

No misleading information may be provided which would imply that uncertified processes are approved by the SCGM.

Neutral/Independent position of the SCGM

No promotional materials bearing the SCGM Seal of Approval may imply that the SCGM either: participates in, bears responsibility for, and/or approves any activity that does not fall in the specific purview of the company's certificate and/or the mission of the SCGM. Use of the Seal of Approval may not imply that the SCGM is responsible for production of associated document or promotional materials.

Sublicensing of rights

The right of use of the Seal of Approval may not be transferred to any third person or entity without prior consent from the SCGM.

Certified products

The Seal of Approval may only be used for the promotion of products for which the associated production processes are certified in compliance with the relevant SCGM-standards and within the boundaries of SCGM logo use.

Connection of promotion and product

When promoting a specific product a user of the SCGM logo must indicate a clear connection between the SCGM logo and the specific product that is being promoted.

Quantifiability and verifiability

Any claims about the certified status of processes must be quantifiable and verifiable.

Logo package

The logo package is provided once at time of certification and may not be transferred to other organizations.

Archive of evidence

In support of the use of the Seal of Approval the user of the logo must collect all the relevant evidence. This evidence must be made available to the SCGM when requested.

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Verification of logo use

The auditor will verify use of the logos. To enable this verification a register of logo use and associated products must be kept by the company.

Archive of approval

The user of the logo must maintain a register of formal approval for at least a period of three years, to be made available to the SCGM when requested.

Use of the name SCGM

The name Stichting Certificatie Grafimedia Branche, the abbreviation 'SCGM' and the certification logos are trademarks of the SCGM. The SCGM does not allow use of these trademarks by companies. As such, restrictions apply on the use of the name SCGM or the logos in company names, trade names, domain names and product names.

SCGM in a company or trade name

Use of the SCGM trademarks in company name, trade name, or otherwise, to typify your company activity is not permitted.

SCGM or Grafimedia ISO standard in a domain name

Users will not use the trademarks of standard names in a domain name unless express permission has been given by SCGM through a license agreement.

'On product' logo use

Companies that are SCGM certified may place the SCGM certification logo on products (or packaging thereof) that they produce. If you wish to use the logo on product, all steps in the production process, from blank paper to end product, must be SCGM certified. Use of the logo on the product or the packaging (to identify the certified status of the producer) is called 'on product' logo use. Companies that are not certified may not identify their product as process-certified, and as such may not employ the SCGM logo on product. Specific requirements for 'on product' use exist.

Different logos exist, their use depends on the composition of the product. Additional graphical requirements exist for the rendering of the logos. As such, specific agreements need to be made concerning 'on product' logo use.

Pay off

Different logos exist. With the logo, the following pay off must be mentioned:

This (product type) has been produced by (Company Name) under controlled conditions in agreement with (Name of Standard), audited by the SCGM, certificate number (your number).

The SCGM identifies the following standards:

- ISO 9001 PrintMedia
- ISO 12647-1 / ISO 12647-7
- ISO 14001 PrintMedia
- OHSAS 18001 PrintMedia

Graphical requirements

General requirements

The SCGM imposes requirements on the graphical reproduction of the products. The logos provided by SCGM may not be altered: neither in shape, font, color or content.

Technical production

The manner in which the logos must be reproduced are illustrated in detail in the included appendix 'Logo Use'.

Graphical reproduction of the logo

The SCGM certification logo may be used: it is not required.

If and when the SCGM logo is used, the following requirements must be met:

- The SCGM Logo is at least 10 mm in size
- No text or image may be shown in the white border surrounding the logo
- When printed in color the logo must be shown in the appropriate color with appropriate contrast, or, when used in black and white, in black.

Optional Elements

Additional information about the SCGM may be added to the required elements of the logo when it is used for promotional activities. Permission to place additions is required from the SCGM.

Website address

The address of the SCGM website, www.scgm.nl, may be added as additional information.

Off product logo use

The SCGM certification logo may also be used for promotional, educational, and informative purposes. This may be both as promotion of your own company, as SCGM certified printmedia company as well as promotion of products that you produce under controlled conditions. Depending on the purpose of the use of the logo specific requirements exist.

Future certification

SCGM certified companies will not make statements about the imminent acquisition of one or more SCGM certificate(s).

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Use of the SCGM logo on letterhead

Certified companies may use the logo on letterhead to indicate the certified status. When used thusly, the general requirements of promotional logo use, as previously indicated in this document, must be met. In addition, the logo may not be displayed at the top of the letterhead. (This could imply, amongst others, a legal connection between your company activities and the SCGM).

In case the letterhead is used for billing, the specific requirements for billing must be met.

Use of the SCGM logo for billing

For billing, the same requirements exist as for SCGM logo use on letterhead.

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Appendix I

Logos

The black-and-yellow logo should be used when creating full-color products.

Products in one or two colors should have the wholly black logo or its diapositive version.

Logos ISO 9001 Printmedia



logo SCGM ISO 9001 Certificate
(Dutch version)



logo SCGM ISO 9001 Certificate
(black Dutch version)



logo SCGM ISO 9001 Certificate
(English version)



logo SCGM ISO 9001 Certificate
(black English version)

Logos ISO 12647-1 through ISO 12647-7



logo SCGM ISO 12647 Certificate
(Dutch version)



logo SCGM ISO 12647 Certificate
(black Dutch version)



logo SCGM ISO 12647 Certificate
(English version)



logo SCGM ISO 12647 Certificate
(black English version)

Logos ISO 14001 Printmedia



logo SCGM ISO 14001 Certificate
(Dutch version)



logo SCGM ISO 14001 Certificate
(black Dutch version)



logo SCGM ISO 14001 Certificate
(English version)



logo SCGM ISO 14001 Certificate
(black English version)

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Logos OHSAS 18001 Printmedia



logo SCGM OHSAS 18001 Certificate
(Dutch version)



logo SCGM OHSAS 18001 Certificate
(black Dutch version)



logo SCGM OHSAS 18001 Certificate
(English version)



logo SCGM OHSAS 18001 Certificate
(black English version)

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Appendix 2

Guidelines and examples

Font and color

The used font is always **Gill Sans**.

The used colors are always **black** and **PMS 122 uncoated**.

The logos that have been provided by SCGM may not be altered in:

- Shape
- Font
- Color
- Content



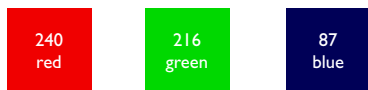
logo in eps format

For full-color print the PMS color is constructed as follows:

0% cyan	17% magenta	80 % yellow	0 % black
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CMYK-color settings

When used in websites the PMS-color is constructed as follows:



RGB color settings

When the logo is used other than full color the black version or its diapostive should be used:



logos in black and diapostive

Graphic execution of the logo

The SCGM certification logo may be used: this is not mandatory.

Should the SCGM logo be used, the following criteria must be met:

- The logo is at least 10 mm high (minimal height: 10 mm)



minimale hoogte: 10 mm

- No text or image may be shown in the white space surrounding the logo



logo with minimal white space

The minimal white space surrounding the logo is based on the height of the logo + 4 times the letter height. The width of the white space is based on the logo width + 4 times the letter width.

- The logo should be shown in an appropriate color with suitable contrast color



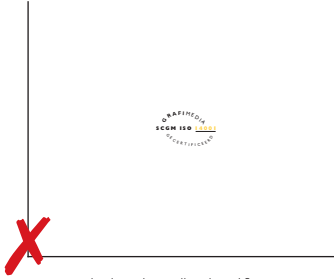
logo printed on a contrast color

The following page gives examples of incorrect logo use:

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WRONG



the logo is smaller than 10 mm

CORRECT



the logo is at least 10 mm high

WRONG



the font of the logo has been changed

CORRECT



the font of the logo is unchanged

WRONG



the color of the logo has been changed

CORRECT



the color of the logo is unchanged

WRONG



the logo was printed on a color with inappropriate contrast

CORRECT



the logo has been printed with appropriate contrast

WRONG



the logo has not been proportionally scaled

CORRECT



the logo has been proportionally scaled

WRONG



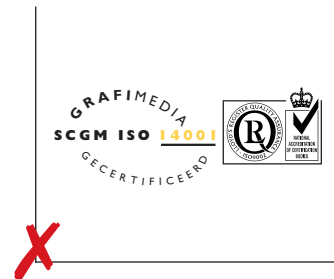
the logo has been rotated

CORRECT



the position / rotation of the logo is unchanged

WRONG



the logo is too close to another logo

CORRECT



enough space has been placed between the logo and another logo