

 APEX	Document No. TUV-CRT-WI-10.3	Original Issue: 21.08.2021	Rev.02	Rev. Date: 22.12.2022
	Guide for Certification Mark			

WHERE LOGO CAN BE USED


	MARKETING MATERIAL	COMMUNICATION	SOCIAL MEDIA / INTERNET	ORGANIZATION STATIONERY	PRODUCTS OR CERTIFICATES
EXAMPLE	Brochures, Advertisements, Banners, Boards, Annual reports, Press release etc.	Business cards, Email signature, Vehicles	On your website, on social media websites (on your Facebook page, twitter etc.),	Letterheads, , compliment slips, invoices, Envelops, Books, Notes presentation folders etc.	Physical Products, Product Packaging, Product Certificates, Certificates of Analysis,
 APEX ISO 9001:2015	Yes	Yes	YES	YES	NO
 eiaCI مركز الإمارات العالمي للاعتماد Emirates International Accreditation Centre CB-QMS-101	YES	NO	YES	YES	NO

* Above mentioned APEX logo (ISO 9001:2015) is for example only, clients will be using the APEX logo with certification schemes against which they are certified.

* Logos will be provided by APEX coordination department via official email to client

Upon suspension or withdrawal of certification, certified client shall immediately discontinue use of all advertising matter that contains a reference to certification, as directed by APEX and amend all advertising matter where the scope of certification is reduced.

APEX verifies the use of its marks by its certificate holders during surveillance / recertification and other audits, where applicable. Suspension / withdrawal can be resulted from misuse or non-compliance to this document while using marks.

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EXAMPLES

VEHICLES:

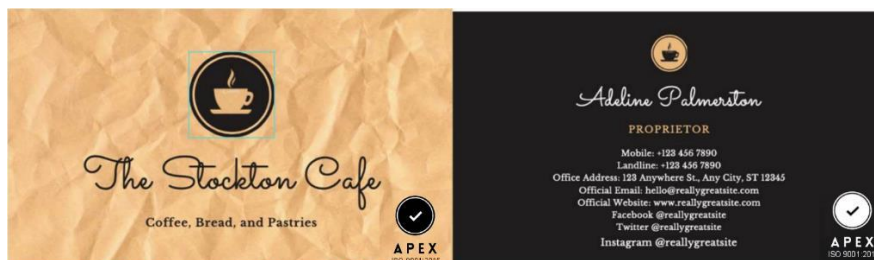


WEBSITE:


✓ Can be used




BUSINESS CARD:



✓ Can be used

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BUSINESS LETTERHEADS:



DARQ SIDE PRODUCTIONS CO.

Dear Ms. Augustin,



A letterhead refers to the heading at the top of a sheet of letter paper. It usually consists of a name and an address, or a logo. This often appears in letters created by companies and individuals for communicating messages, whether it's within the team, business partners, or with clients.

Letterheads are important branding tools as well, as they are sent out to a wide audience. They can set the tone for messages while showcasing your company's expertise and professionalism. This makes it important for you to create a letterhead that captures your brand's identity while presenting important details. It helps to create a template that you can use for different occasions, from inter-office memos to customer correspondences.

Kind regards,

MS. JOHNSON
HR HEAD

123 Anywhere St., Any City 12345
123-456-7890
Website: www.reallygreatsite.com
Email: hello@reallygreatsite.com

 **Can be used**

APEX
 ISO 9001:2015

PRODUCTS:

Can not be used









Can not be used



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USE OF APEX & ACCREDITATION MARK

The APEX Mark and EIAC Accreditation Mark shall always be placed together and certified customers are not allowed to use EIAC logo separately. They shall have to be next to each other in the same size at clear spaces, and logos are given equal weight, one should not be seen to be bigger or more prominent than the other as in the following figure:




SIZE OF APEX MARK & ACCREDITATION MARK

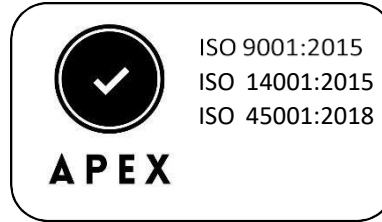
The Mark(s) shall be displayed only in the appropriate form as demonstrated in figure above. The client is entitled to enlarge, if necessary, provided that the original proportion between the height and width of the Mark(s) will not be affected and the Mark(s) is legible.

While for web the logo shall not be posted with changed ratio and both, APEX mark and Accreditation Mark, shall not be used less than 100 pixels.

APEX Mark for Multiple standard Certifications:



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✓ Can be used

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✗ Can not be used



✗ Can not be used