



## KENYA BUREAU OF STANDARDS CERTIFICATION BODY

### CER/POL/01: Policy on the use of Management System Certificates and Marks

#### 1. Introduction

This policy sets out the rules for the proper use of management system certification marks provided by the KEBS CB.

#### 2. Responsibility

- 2.1 Certified clients shall be responsible for the proper use of the management system certificates and marks.
- 2.2 KEBS CB shall provide the correct design, dimensions, and Pantone colors of the mark.
- 2.3 KEBS CB auditors shall be responsible for verifying, at each visit that certified clients use certificates and certification marks according to these rules and the certification contract.
- 2.4 The Head of the CB, is responsible for ensuring that use of the marks is monitored on a regular basis and for enforcing this policy

#### 3. Rules

##### 3.1 Use of certificates

- 3.1.1 The use of the certificate is restricted to the scope of certification and the period of validity of the certification and the current normative standard.
- 3.1.2 The Certificate and contract are specific to the organization to which they have been issued, and the Client shall not transfer any right nor give permission to a third party to use the Certificate.
- 3.1.3 The client may photocopy or scan their current Certificate of Registration for publicity purposes and as evidence of their certification. Photocopies or electronic copies may be in full color, and do not need to be watermarked or otherwise marked as being a copy of the original
- 3.1.4 The certificate and all copies thereof remain at all times the property of KEBS CB and shall immediately be surrendered to KEBS upon suspension, termination or annulment of the certification.

### 3.2 Use of the certification mark

The certified client may display the certification mark – (a) on letterheads and stationery;

- (b) in advertising or promotional material
- (c) on a panel or signpost that identifies the client's premises or the nature of the client's business;
- (d) On a fleet vehicle or delivery vehicle, on condition that it is clear from such display that the certification logo relates to the subject of the certification.
- (e) The certified client may print the following wording on a fleet vehicle or container packaging provided the name of the organization is included in the wording:

**'XXX: YYY: ZZZ Certified Organization,'** where XXX is the name of the certified client and YYY is full code of the relevant management system standard and ZZZ is the KEBS CB. E.g. Company Z: ISO 9001:2015 certification organization by KEBS CB.

**Note:** This wording may be accompanied by the certification mark

- (f) The KEBS CB controls the use of any certification statement on product packaging or in accompanying information that the certified client has a certified management system. Product packaging is considered as that which can be removed without the product disintegrating or being damaged. Accompanying information is considered as separately available or easily detachable. Type labels or identification plates are considered as part of the product. The statement shall in no way imply that the product, process or service is certified by this means. The statement shall include reference to:
  - i. Identification (e.g. brand or name) of the certified client
  - ii. The type of management system (e.g. quality, environment) and the applicable standard
  - iii. The certification body issuing the certificate.

The following table provides guidance on proper use of the certification mark:

|                          | <b>On Product</b>       | <b>On larger packaging used for transportation of product</b> | <b>On letterhead, pamphlets, etc. for advertisement</b> |
|--------------------------|-------------------------|---|---|
| <b>Without Statement</b> | Not allowed             | Not allowed   | Allowed   |
| <b>With statement</b>    | Allowed except for FSMS | Allowed except for FSMS                                       | Allowed   |

- (g) The use of the Certification Logo on publicity material is subject to the certified organization identifying the specific areas for which it is certified, and ensuring that the certification is not implied for non-certified activities.
- (h) A certified organization may also display the logo of the accreditation body if KEBS CB has been accredited for the specific scope. Such display must be according to the requirements of the accreditation body.

- (i) The right to use the certification mark by the organization cannot be assigned to or acquired by any other person, entity, or corporation (including through a change of ownership of the organization) without KEBS CB's prior written consent.
- (j) Upon a reduction of the scope of certification, the client shall amend all advertising material referring to its certification to properly reflect the reduced scope.
- (k) The client shall amend all advertising matter when the scope of certification has been reduced.
- (l) Upon suspension, termination and annulment of its certification, the client shall discontinue its use of all advertising material that contains a reference to certification, as directed by KEBS CB
- (m) The client shall not redesign the certification mark and shall only enlarge or reduce it proportionately
- (n) The use of the certification mark is restricted to the period of validity of the certification and the current normative standard.

### **3.3 Making Reference to the Certification**

- (a) The certified organization shall only claim that it's holding a certification in respect of the capability which is the subject of the certification and which relates to the processes in accordance with the certification requirements.
- (b) Where the certified organization wishes to make reference to its KEBS certification without using the Certification Logo, it shall without variation use the following phrase: '**a KEBS XXX Certified Organization, No. YYY,**' where XXX is the full code of the relevant management system standard and YYY is the Certificate Number'.
- (c) No person may, by claiming certification by KEBS or by referring to the Management Systems standards in an advertisement or other form of publicity, give the impression that the 'product has been approved by KEBS or that the product is 'KEBS certified'.

### **4. Dealing with incorrect use of Certification and Logo**

- KEBS CB shall take appropriate action to deal with incorrect use of the Certification and Logo or reference to the certification. The action(s) may include:
- a) Request for corrective actions;
  - b) Suspension/termination of certification, in case of certified organizations;
  - c) Publication of transgression; and if necessary legal action

### **5. Additional information**

- 5.1 For questions as to whether proposed use of the certification marks on an advertisement, brochure or other promotional material is in conformity with these guidelines, a sample may be sent to KEBS CB for review.
- 5.2 For the use of the certification mark on electronic documentation (i.e. websites), the same rules as stated in these guidelines apply.