



INSTRUCTIONS FOR USING LOGO, DOCUMENT AND VERIFICATION REPORT

1. PURPOSE

The purpose of this instruction is to determine the amount of professional liability insurance taken out to cover the damages that may be incurred by the 1st, 2nd and 3rd parties as a result of the activities carried out by QSI.

2. SCOPE

This instruction covers all activities that QSI serves.

3. RESPONSIBILITIES

Chief Inspectors, Inspectors and Certification / Product Certification / Verification Manager are responsible for controlling the implementation of this instruction by customers.

Organizations certified by QSI on Management Systems and Product Certification are obliged to comply with the provisions of this instruction after the signing of the certificate agreement, as long as the validity of the certificate continues.

4. RELATED DOCUMENTS

4.1. Related Documents

4.2. References

5. IMPLEMENTATION

5.1. Terms of Use for Logo (For System Certification Customers)

- a) Organizations certified by QSI have the right to use the QSI logo in the fields of activity within the scope of the certificate during the validity period of the system certificate. The QSI logo cannot be used for fields of activity outside the scope of the certificate.
- b) In case of suspension or termination / cancellation of the certificate contract / certificate, the organization shall cease the use of logo and all advertising work including reference to certification. When the scope of the certificate is narrowed, it shall revise all its logo use and the advertising work or materials covering the reference in accordance with this narrowing.
- c) Suspension and termination of the certificate and legal action, if necessary, are applied to the organizations that do not fulfill the conditions specified in this instruction.
- d) Pursuant to the System Certification Rules, QSI System Certification Logos;
 - Cannot be used on the product. (Here, the term product can be a product that can be touched directly or a product in a separate package, container, etc.)

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- It cannot be used in a way that gives the impression that QSI has certified the product (including service) or process.
 - It can be used on the packages used for the transportation of the products with an expression indicating that the certificate was not given for the product, but for the relevant Management System. (It cannot be used on the product packaging visible to the consumer).
 - The expression indicating that the certificate was given for the Management System can be, for example, "This product was manufactured in a factory, the compliance with the quality management system ISO 9001 standards of which has been documented."
 - It can be used on the organization's publications for advertising purposes or on promotional brochures, with or without stating that the certificate has been given for the relevant Management System.
 - It is not allowed for the organization to apply the logo to laboratory tests, calibration and inspection reports, as it would imply that such reports will be regarded as products in this context.
 - The organization cannot use the certificate it has received in a way that will harm the reputation of the QSI or certification system and cause the loss of public trust.
- e) System Certification symbols can be used as specified and in sizes on our website. In addition, the sizes can be reduced or enlarged, provided that the ratios remain constant. If necessary, changes that can be made by QSI in terms of form, shape, dimensions or reduction and enlargement ratios in the system certification symbols (logo) are announced to the relevant parties by the Management Representative.
- f) TURKAK accreditation mark can be used on promotional/advertising materials, stationery, documents, letterhead etc. belonging to QSI when requested by QSI. However, it cannot be used on business cards printed for the personnel.
- g) TURKAK accreditation mark must be used together with the QSI logo.
- h) If the TURKAK accreditation mark will be used by an organization certified by QSI, they must comply with the following restrictions.
- TURKAK accreditation mark must be used together with the QSI mark and as stated on our website.
 - TURKAK accreditation mark cannot be used alone on vehicles, buildings and flags.
 - TURKAK accreditation mark cannot be used outside the standard or scope subject to certification.
 - TURKAK accreditation mark cannot be used on the products or their packaging, implying that the products have been tested and approved.
 - Organizations, the certificates of which have been suspended or the certifications of which have been revoked must immediately stop using the QSI and TURKAK mark and remove it from wherever they are used.

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Usage Area	QSI logos without TURKAK mark	QSI logos with TURKAK mark
Second Packing (on the packaging)	Can be used <i>(There should be a clear expression such as "This product was manufactured in a factory that has been certified to comply with ISO 9001 quality management system standards.)</i>	Not used
On stationery materials (letterhead, envelopes, invoices, etc.)	Can be used	Can be used
Advertising Materials (Catalogue, poster, brochure, advertisement, visual media, website, fair promotion stand)	Can be used (with Registration Numbers)	Can be used (with Registration Numbers)
Flag	Can be used	Not used
Business Cards	Can be used	Not used
Promotion Products (Calendar/Agenda/New Year's card)	Can be used	Not used
On vehicles	Can be used	Not used
On window adhesives & the walls of buildings	Can be used	Can be used (interior wall, interior door and windows)
On personnel uniforms	Can be used	Not used
On the product	Not used	Not used
Nonconformity Report (E.g.: Test/Calibration Report)	Not used	Not used
Laboratory Tests, Calibration and Inspection Reports	Not used	Not used

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Example of Logo Use



5.2. Terms of Use for Certificate

- The ownership of the certificate belongs to QSI and the certified body is obliged to return the certificate to QSI in case of suspension or cancellation of the certificate.
- The certified organization cannot make any alterations on the certificate in any way.
- The certificate is issued for the organization, the name, address and activities/products of which are included in the certificate and cannot be transferred to another institution or legal entity in any way. The responsibility arising from the unfair use of the certificate by third parties belongs to the organization.
- Organizations entitled to use the certificate cannot use the system/product certificate or the information pertaining to the certificate in the promotional documents in a misleading or unfair manner to the consumer.
- The organization that uses the system/product certificate in a misleading or unfair manner is first warned in writing. When necessary, the System/Product Certification Manager evaluates the issue with the cooperation of legal experts.
- If it is determined by the System/Product Certification Directorate that the organization violates the terms of the contract and creates situations that will damage the reputation of QSI, and does not take into account the written warnings, legal proceedings are initiated regarding the issue.

5.3. Terms of Use for Logo (For Greenhouse Gas Verification Customers)

Customers who are provided with Greenhouse Gas Verification Service cannot use the QSI and TURKAK logos in any way. They can only declare that the Greenhouse Gases have been verified by QSI with TURKAK accreditation for the period for which the verification is made.

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5.4. Terms of Use for the Verification Report

- a) The organization cannot make any alterations on the report in any way.
- b) The report is issued for the organization, the name, address and activities of which are included in the report and cannot be transferred to another institution or legal entity in any way. The responsibility arising from the unfair use of the report by third parties belongs to the organization.
- c) The customer cannot use the information contained in the report in a misleading or unfair manner to the consumer.
- d) The organization that uses the report in a misleading or unfair manner is first warned in writing. When necessary, the Verification Manager evaluates the issue with the cooperation of legal experts.
- e) If it is determined by the Verification Directorate that the organization violates the terms of the contract and creates situations that will damage the reputation of QSI, and does not take into account the written warnings, legal proceedings are initiated regarding the issue.

5.5. Checking the Terms of Use for Certificate, Report and Logo

In the inspections carried out by QSI, the use of certificate and logo is checked. In addition, necessary checks are carried out by;

- Informing QSI about the misleading and unfair use of the certificate by other certified organizations,
- Questioning the content of the scope of the certificate by public institutions, consumer courts and private companies that initiate tenders,
- Follow-up in the written and visual media,
- Carrying out on-site observations

5.6. Terms of Use for Logo (For Product Certification Customers)

5.6.1 Organizations certified by QSI Product Certification Directorate on Product Certification are obliged to comply with the provisions of this instruction after the signing of the certificate agreement, as long as the validity of the certificate continues.

In addition, if the certified organizations have certificates other than the product certificate (such as system certificate), they should avoid the use of logos that will cause confusion in the use of these certificates.

5.6.2. The organization cannot use the Product Certification and inspection symbol (logo) in the fields of activity and advertisements outside the scope of the certificate belonging to the product certification system.

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5.6.3. The organization can only use the relevant product certification symbol (logo) in the fields of activity and advertisements within the scope of the certificate.

5.6.4. In case the certificate contract is suspended or terminated, the organization shall stop using the logo.

5.6.5. Procedures for the suspension and termination of the certificate are applied to the organizations that do not fulfill the conditions specified in this instruction.

5.6.6 Pursuant to the instructions of the Product Certification Department, QSI Product Certification Logos;

- Can be used on the product. (Here, the product expression includes the product included in the certificate in the form of model/type/serial number. Components, spare parts, etc. cannot be pressed on the equipment and materials of the product.

- It can be used on the packages used for the transportation of the products with an expression indicating that the certificate was given for the product included within the scope of the certificate.

- It can be used on the organization's publications for advertising purposes or on promotional brochures, by stating that the certificate has been given for the relevant product.

- The logo cannot be used on the organization's laboratory, test, analysis, calibration or surveillance reports.

The expression indicating that the certificate has been given for the product can be, for example, "this product has been certified under the ISO/IEC 17065 standard".

5.6.7. Product Certification symbols can be used as specified and in sizes on our website. In addition, the sizes can be reduced or enlarged, provided that the ratios remain constant.

5.6.8. TURKAK accreditation mark can be used on promotional/advertising materials, stationery, documents, letterhead etc. belonging to QSI when requested. However, it cannot be used on business cards printed for the personnel.

5.6.9. TURKAK accreditation mark must be used together with the QSI logo. It cannot be used alone in any way.

5.6.10. If the TURKAK accreditation mark will be used by an organization certified by QSI, they must comply with the following restrictions. The following restrictions are announced to the customer at the contract stage in addition to the contract.

- TURKAK accreditation mark must be used together with the QSI mark and as provided by the office.
- TURKAK accreditation mark cannot be used alone on vehicles, buildings and flags.
- TURKAK accreditation mark cannot be used outside the standard or scope subject to certification.
- Organizations, the certificates of which have been suspended or the certifications of which have been revoked must immediately stop using the QSI and TURKAK mark and remove it from wherever they are used.

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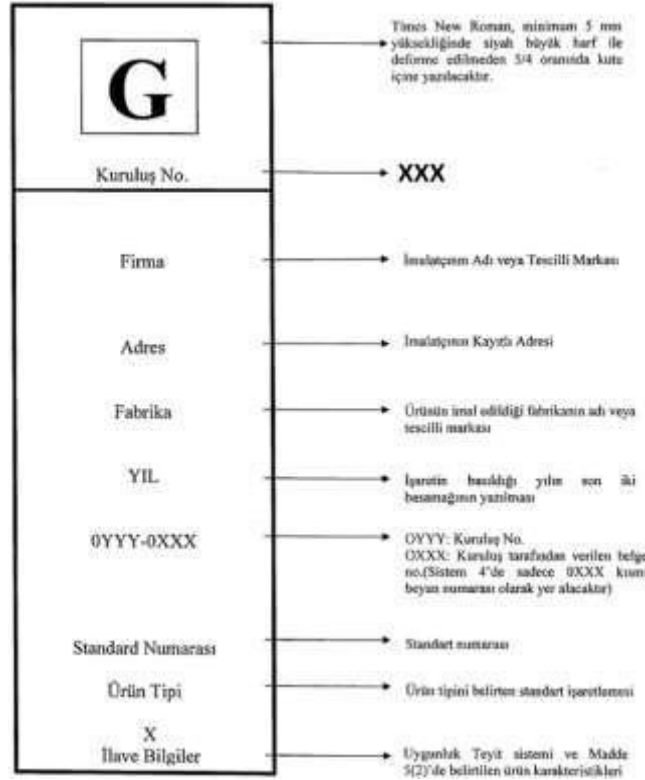
5.6.11. Example of Logo Use: CE mark cannot be used without QSI's authorized body number (XXXX). The CE mark with XXXX number in the lower part can be used alone or side by side with the QSI logo. If used together with QSI's logo, the two logos must be of equal size.



5.6.12 Notified Body Number should be used as defined in the regulation within the scope of 305/2011/EU Building Materials Regulation.

5.6.13 Use of G Mark:

The use of the G mark must be in accordance with the current Regulation Rules on the Criteria to which Building Materials will be Subject. In case of detection of misleading or deceptive uses or statements of the logos and certificates issued by QSI, the issue shall be referred to the RoT Ankara Enforcement Offices and Courts.



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6. REVISION TRACKING PAGE

Rev. No	Rev. Date	Revision Description
1	01.03.2011	
2	22.08.2011	
3	01.08.2013	Terms of use have been added on the logo product
4	08.07.2015	QSI logo change
5	20.10.2015	General revision The instruction number, which was TL.08, was amended as TL.05.
6	20.04.2019	Report and Logo Use for Greenhouse Gas Verification Customers has been added
7	10.02.2020	Logo use for Product Certification Customers has been added

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