



TL.05

Revision 11 / 29.07.2023

LOGO-BRAND - DOCUMENT AND VERIFICATION REPORT USAGE INSTRUCTIONS



LOGO-BRAND - DOCUMENT AND VERIFICATION REPORT USER INSTRUCTIONS

CONTENTS

1.	PURPOSE	3
2.	SCOPE.....	3
3.	RESPONSIBILITIES	3
4.	REFERENCE DOCUMENTS	3
4.1.	Forms	3
4.2.	Other Documents	3
5.	APPLICATION	3
5.1.	Logo Terms of Use (For System Certification Customers)	3
5.2.	Document Terms of Use.....	6
5.3.	Logo Terms of Use (For Greenhouse Gas Verification Customers)	6
5.4.	Verification Report Terms of Use.....	7
5.5.	Control of Document, Report and Logo Terms of Use	7
5.6.	Logo and Brand Terms of Use (For Product Certification Customers).....	7
5.7.	Logo and Brand Terms of Use (For Halal Certification Customers).....	11
6.	REVISION TRACKING PAGE.....	15

Dock. No.	TL.05	Preparer	Approved by
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Revision Number	11		
Page No/Total. Page	2/15		

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LOGO-BRAND - DOCUMENT AND VERIFICATION REPORT USER INSTRUCTIONS

1. PURPOSE

This instruction has been created to determine the principles for the use and traceability of customers' Brand-Logo-Document and Verification Report as a result of the activities carried out by QSI.

2. SCOPE

This instruction covers all activities that QSI serves.

3. RESPONSIBILITIES

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

Management Systems, Product Certification and Halal Certification Organizations certified in this regard are obliged to comply with the provisions of this instruction after the certification agreement is signed, as long as the validity of the document continues.

4. REFERENCE DOCUMENTS

4.1. Forms

4.2. Other Documents

5. APPLICATION

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

- a) Organizations certified by QSI have the right to use the QSI logo in their fields of activity within the scope of the certificate during the validity period of the system certificate. The QSI logo cannot be used for areas of activity outside the scope of the document.
- b) If the certification agreement/certificate is suspended or terminated/cancelled, the organization will cease all advertising including the use of the logo and reference to the certification. When the scope of the document is narrowed, the advertising work or materials covering all logo usage and attribution will be revised in accordance with this narrowing.
- c) Organizations that do not fulfill the conditions specified in this instruction will be subject to suspension, termination and, if necessary, legal action.
- d) QSI System Certification Logos in accordance with the System Certification Rules;
 - It cannot be used on the product. (Here, the term product can be a product that can be touched directly or a product that is in a separate package, container, etc.)

Doc. No.	TL.05	Preparer	Approved by
First release date	10.05.2010		
Revision date	29.07.2023		
Revision Number	11		
Page No/Total. Page	3/15		

ELECTRONIC COPY. THE PRINTED VERSION IS AN UNCONTROLLED COPY



LOGO-BRAND - DOCUMENT AND VERIFICATION REPORT USER INSTRUCTIONS

- It may not be used in a way that gives the impression that QSI certifies the product (including service) or process.
 - It can be used on the packaging used for the transportation of products, together with a statement indicating that the certificate is given to the relevant Management System, not to the product. (Cannot be used on product packaging visible to the consumer)
 - A statement explaining that the document has been submitted to the Management System, for example; "This product is manufactured in a factory whose quality management system is certified to comply with ISO 9001 standards." It may be in the form.
 - It can be used in the organization's advertising publications or promotional brochures, with or without stating that the document has been submitted to the relevant Management System.
 - The organization's logo; Its application to laboratory tests, calibration and audit reports is not permitted, as this would imply that such reports would be deemed to be products in this context.
 - The organization cannot use the certificate it has received in a way that would tarnish the reputation of QSI or the certification system and lose public trust.
- e) System Certification symbols can be used in the shapes and sizes specified on our website. Additionally, dimensions can be reduced or enlarged, provided that the proportions remain constant. If necessary, changes that may be made by QSI in the system certification symbols (logo) in terms of format, shape, dimensions or reduction and enlargement ratios are announced to the relevant parties by the Management Representative.
- f) TÜRKAK accreditation brand, belonging to QSI, is used in promotional/advertising materials, stationery, documents, letterheads, paper etc. It is available upon request by QSI. However, it cannot be used on business cards printed for personnel.
- g) TÜRKAK accreditation Mark must be used together with the QSI logo.
- h) If the TÜRKAK accreditation mark will be used by an organization certified by QSI, they must comply with the following restrictions.
- TÜRKAK accreditation brand must be used together with the QSI brand and as given on our website.
 - TÜRKAK accreditation mark cannot be used alone on vehicles, buildings and flags.
 - TÜRKAK accreditation mark cannot be used outside the standard or scope subject to certification.
 - TÜRKAK accreditation mark cannot be used on products or packaging in a way that implies that the products have been tested and approved.
 - Organizations whose certification has been suspended or whose certification has been canceled must immediately stop using the QSI and TÜRKAK trademarks and remove them from wherever they use them.

Dock. No.	TL.05	Preparer	Approved by
First release date	10.05.2010		
Revision date	29.07.2023		
Revision Number	11		
Page No/Total. Page	4/15		

ELECTRONIC COPY. THE PRINTED VERSION IS AN UNCONTROLLED COPY



LOGO-BRAND - DOCUMENT AND VERIFICATION REPORT USER INSTRUCTIONS

Area of Use	TÜRKAK unbranded QSI logos	TÜRKAK branded QSI logos
Second Packaging (packaging on)	Available <i>(There should be a clear statement such as "This product is manufactured in a factory whose quality management system is certified to comply with ISO 9001 standards.")</i>	Not used
In stationery materials (letterhead, envelopes, invoices, etc.)	Available	Available
Advertising Materials (Catalog, poster, brochure, advertisement, visual press, website, fair promotion stand)	Available (With Registration Numbers)	Available (With Registration Numbers)
Flag	Available	Not used
business cards	Available	Not used
Promotional Products (Calendar/Agenda/New Year's card)	Available	Not used
vehicle tops	Available	Not used
Window Adhesive & on walls of buildings	Available	Available (interior wall, interior doors and windows)
In staff uniforms	Available	Not used
On the Product	Not used	Not used
Nonconformance Report (Ex: Test/Calibration Report)	Not used	Not used
Laboratory Tests, Calibration and Audit Reports	Not used	Not used

Dock. No.	TL.05	Preparer	Approved by
First release date	10.05.2010		
Revision date	29.07.2023		
Revision Number	11		
Page No/Total. Page	5/15		

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Sample Logo Usage



5.2. Document Terms of Use

- The ownership of the document belongs to QSI, and in cases such as suspension or cancellation of the certificate, the certified organization is obliged to return the document to QSI.
- The certified organization cannot damage the document in any way.
- The document is issued for the organization whose name, address and activities/products are included in the document and cannot be transferred to another institution or legal entity in any way. The responsibility arising from the unfair use of the document by third parties belongs to the organization.
- Organizations that have the right to use the document cannot use the system/product document or information related to the document in promotional documents in a misleading or unfair manner to the consumer.
- Any organization that uses the system/product documentation in a misleading or unfair manner will first be 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 QSI's reputation, and does not take into account written warnings, legal proceedings will be initiated regarding the issue.

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

Dock. No.	TL.05	Preparer	Approved by
First release date	10.05.2010		
Revision date	29.07.2023		
Revision Number	11		
Page No/Total. Page	6/15		



LOGO-BRAND - DOCUMENT AND VERIFICATION REPORT USER INSTRUCTIONS

Customers who receive Greenhouse Gas Verification Service cannot use the QSI and TÜRKAĞ logos in any way. They can only declare that Greenhouse Gases have been verified by QSI as TÜRKAĞ accredited for the period in which the verification is made.

5.4. Verification Report Terms of Use

- The organization cannot damage the report in any way.
- The report is prepared for the organization whose name, address and activities 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.
- The Customer cannot use the information contained in the Report in a misleading or unfair manner.
- An organization that uses the report in a misleading or unfair manner will first be warned in writing. When necessary, the Verification Manager evaluates the issue with the cooperation of legal experts.
- If it is determined by the Verification Directorate that the organization has violated the terms of the contract and created situations that will damage QSI's reputation, and has not taken into account written warnings, legal proceedings will be initiated.

5.5. Control of Document, Report and Logo Terms of Use

In audits carried out by QSI, the use of documents and logos is checked. Moreover;

- Other certified organizations inform QSI that the certificate is being used misleadingly and unfairly,
- Questioning the content of the document by public institutions, consumer courts and private companies that open tenders,
- Follow-up in written and visual media,
- By conducting on-site observations and conducting audits

Necessary checks are carried out.

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

5.6.1 QSI Product Certification Directorate After signing the certification agreement, organizations certified by the Company regarding Product Certification are obliged to comply with the provisions of this instruction as long as the validity of the document continues.

Dock. No.	TL.05	Preparer	Approved by
First release date	10.05.2010		
Revision date	29.07.2023		
Revision Number	11		
Page No/Total. Page	7/15		

ELECTRONIC COPY. THE PRINTED VERSION IS AN UNCONTROLLED COPY



LOGO-BRAND - DOCUMENT AND VERIFICATION REPORT USER INSTRUCTIONS

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

5.6.2. The organization cannot use the Product Certification and audit symbol (logo) in its activities and advertisements outside the scope of the document of the product certification system.

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

5.6.4. If the document agreement is suspended or terminated, the organization will stop using the logo.

5.6.5. Suspension or termination of the certificate will be applied to organizations that do not fulfill the conditions specified in this instruction.

5.6.6 QSI Product Certification Logos in accordance with the instructions of the Product Certification Directorate;

-Can be used on the product. (Here, the term "product" covers the product included in the document in the form of model/type/serial number. The product's components, spare parts, etc. equipment and materials cannot be mentioned.)

-It can be used on the outer packaging used for the transportation of the products, together with a statement indicating that the certificate is given to the product within the scope.

-It can be used in the organization's advertising publications or promotional brochures by stating that the certificate is given to the relevant product.

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

The statement explaining that the certificate was given to the product, for example; "This product has been certified under the ISO/IEC 17065 standard." It may be in the form.

5.6.7. Product Certification symbols can be used in the shapes and sizes specified on our website. Additionally, dimensions can be reduced or enlarged, provided that the proportions remain constant.

5.6.8. TÜRKAK accreditation brand is used in QSI's promotional/advertising materials, stationery, documents, letterheads, etc. It can be used whenever desired. However, it cannot be used on business cards printed for personnel.

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

Doc. No.	TL.05	Preparer	Approved by
First release date	10.05.2010		
Revision date	29.07.2023		
Revision Number	11		
Page No/Total. Page	8/15		

ELECTRONIC COPY. THE PRINTED VERSION IS AN UNCONTROLLED COPY



LOGO-BRAND - DOCUMENT AND VERIFICATION REPORT USER INSTRUCTIONS

5.6.10. If the TÜRKAK 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.

- TÜRKAK accreditation mark must be used together with the QSI mark and as provided by the office.
- TÜRKAK accreditation mark cannot be used alone on vehicles, buildings and flags.
- TÜRKAK accreditation mark cannot be used outside the standard or scope subject to certification.
- Organizations whose certification has been suspended or whose certification has been canceled must immediately stop using the QSI and TÜRKAK trademarks and remove them from wherever they use them.

5.6.10 QSI undertakes to use the TÜRKAK accreditation brand and certificate within the scope of the relevant accreditation.

5.6.11 QSI cannot use the accreditation brand and certificate issued by TÜRKAK for departments, subsidiaries or affiliates that are not included in the scope of the accreditation certificate, or for conformity assessment issues and activities that are not included in the document.

5.6.12 QSI must use the Accreditation certificate and its scope together and cannot reproduce it partially.

5.6.13 QSI cannot transfer the use of the Accreditation mark and certificate to third parties.

5.6.14 QSI undertakes to comply with the rules specified in the relevant TÜRKAK guides and ILAC, IAF documents in the use of TÜRKAK Accreditation Mark and ILAC, IAF MLA/MRA Marks. (such as R10.06 and R20.18)

5.6.15 The company can use the OSI report, certificate and identification number for the product and field of activity for which it is certified. The company cannot use reports and documents after the date it completely terminates its relationship with QSI.

5.6.16 QSI Identification number can be used on the product, delivery note, invoice, customer web address, stationery, promotional materials and correspondence. The company must remove the logo and sign from all use upon termination of the contract. Approved Organization Identification Number and Conformity Assessment Organization Identification Number cannot be used other than the methods and methods specified in the relevant legislation and standards.

**This instruction will be revised to specify the identification number when our organization's identification numbers are known.*

5.6.17 The company cannot in any way transfer the rights arising from the relevant documents and reports delivered to it to third parties or organizations without the permission of QSI. The document is the property of QSI and may not be reproduced in any way. Legal liability arising from the unfair use of the document by third parties belongs to the organization mentioned in the document.

Dock. No.	TL.05	Preparer	Approved by
First release date	10.05.2010		
Revision date	29.07.2023		
Revision Number	11		
Page No/Total. Page	9/15		

ELECTRONIC COPY. THE PRINTED VERSION IS AN UNCONTROLLED COPY

5.6.15. Sample Logo Usage: CE marking cannot be used without QSI's authorized body number (XXXX). The CE mark with the number XXXX at the bottom 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




5.6.16 Approved Organization Number; It must be used as defined in the regulation within the scope of 305/2011/EU Construction Materials Regulation.

5.6.17

G Sign Usage:

The use of the G mark must be carried out in accordance with the current Regulation Rules on the Criteria to be Subject to Construction Materials. If misleading or deceptive use or statements of logos and documents issued by QSI are detected, the matter will be referred to the Ankara Enforcement Offices and Courts of the Republic of Turkey.

	Times New Roman, minimum 5 mm yüksekliğinde siyah büyük harf ile deforme edilmeden 5/4 oranında kutu içine yazılacaktır.
Kuruluş No.	XXX
Firma	İmalatçının Adı veya Tescilli Markası
Adres	İmalatçının Kayıtlı Adresi
Fabrika	Ürünün imal edildiği fabrikanın adı veya tescilli markası
YIL	İşaretin basıldığı yılın son iki basamağının yazılması
0YYY-0XXX	OYYY: Kuruluş No. OXXX: Kuruluş tarafından verilen belge no.(Sistem 4'de sadece 0XXX kısmı beyan numarası olarak yer alacaktır)
Standard Numarası	Standart numarası
Ürün Tipi	Ürün tipini belirten standart işaretlemesi
X İlave Bilgiler	Uygunluk Teyit sistemi ve Madde 5(2)'de belirtilen ürün karakteristikleri

Doc. No.	TL.05	Preparer	Approved by
First release date	10.05.2010		
Revision date	29.07.2023		
Revision Number	11		
Page No/Total. Page	10/15		



LOGO-BRAND - DOCUMENT AND VERIFICATION REPORT USER INSTRUCTIONS

5.7. Logo and Brand Terms of Use (For Halal Certification Customers)

5.7.1 Uses Related to the Halal Accreditation Agency (HAK) are explained in the relevant document of the HAK (AKR-Rh-005).

5.7.2 QSI Brand is registered by the Turkish Patent and Trademark Office. It cannot be used in any way by other national and/or international institutions/organizations. However, it can be used in printed materials and digital media prepared for national/international events or projects to which QSI CERTIFICATION is a party, with the written permission of QSI CERTIFICATION and special conditions to be determined.

5.7.3 QSI Halal Brand must be used in the form and color specified in this instruction. The QSI Halal Mark format cannot be changed under any circumstances. QSI CERTIFICATION Halal Brand cannot be used in a size smaller than 10 mm in height under any circumstances, provided that the aspect ratio remains constant. It can be used in any size, taking into account these lower limits and ratios.

5.7.4 QSI Halal Brand can be used as a whole with the standard information and document number subject to certification. In this case, the standard information and document number are added to a suitable place outside the shape, without interfering with the proportions of the brand.

QSI Halal Brand example; Appropriate formats are prepared and shared electronically with certified customers.

If the Halal Mark is printed on a material larger than A4, the appropriate size QSI Halal Mark to be obtained from QSI can be used.

If the document background on which the Halal Brand will be used is colored, the QSI Halal Brand can be used by applying the appropriate background and background. However, it should be easy to understand in any case.

5.7.5 Electronic reproductions of the QSI Halal Mark must meet the conditions listed below, in addition to all the conditions in this instruction:

- There should be no tampering with the QSI Halal Brand.
- If the material on which the QSI Halal Brand will be used has a colored background, the Brand must be framed with a white background.

Customer, Brand usage instructions etc. The guide and/or rule documents should be prepared to reference the format, size details and colors given in this instruction.

The Customer can use the Halal Certificate and therefore the QSI Halal Brand in Headquarters, Branches, Representative Offices, etc., which are within the scope of compliance. It will be used in appropriate areas at entrances and at eye level.

5.7.6 A customer certified by QSI uses the QSI Halal Brand in the documents he/she prepares regarding his/her own activities, adhering to the procedures and principles specified in this document.

5.7.7 Customers with halal compliance certificate cannot use any name, logo/sign/symbol or brand name or advertising material or slogan against Islamic sensitivities, values and beliefs.

The customer with the halal conformity certificate may wear signs/symbols, etc. that will remind non-Muslims of their beliefs or their institutions. cannot use it together with the Halal Trademark anywhere (in written, printed or electronic media such as the website, product packaging, brochures, promotional materials, certificates, etc.) and cannot allow such use of the relevant Trademark.

5.7.8 Certificate holders who fail to renew their halal certificate are not allowed to use the halal brand in their facilities or on manufactured halal product packaging or in places where services are provided (in the corridors of markets or supermarkets, at facility entrances or on hall walls, etc.).

Dock. No.	TL.05	Preparer	Approved by
First release date	10.05.2010		
Revision date	29.07.2023		
Revision Number	11		
Page No/Total. Page	11/15		

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LOGO-BRAND - DOCUMENT AND VERIFICATION REPORT USER INSTRUCTIONS

5.7.9If the Halal Brand is to be printed on the package, it is printed on the package clearly (legible and noticeable) and in an easy to see area. The customer organization with the Halal certificate can use the relevant Halal Brand on the primary packaging, aiming to achieve the specified color codes and color tones (as long as it does not change the original format of the QSI Halal Brand). During use, the materials to be printed/printing method etc. Due to circumstances, there may be color change/shift in the Halal Brand. Although this is an acceptable situation, it should be avoided as much as possible.

5.7.10The Customer cannot make false/misleading/unrealistic references about the certification status or use the certification documents, Halal Brand and QSI CERTIFICATION logo or audit reports in a misleading and unintended manner. (Such uses may require sanctions in the form of correction and corrective action, suspension of certification, withdrawal of certification, publication of the violation, and legal action when necessary.)

5.7.11Customer may not use the QSI Halal Mark in a manner that misleads and/or improperly provides information regarding compliance status. In the promotional documents it will issue using the QSI Halal Brand, it clearly states the products/services/processes, branch/branches, scope and activities of which conformity has been verified.

It cannot be used in a way that implies and/or indicates that any product, service, system or personnel that is out of scope has been certified as "Halal" by QSI CERTIFICATION.

It may not be used to imply that QSI assumes responsibility or is a guarantor for testing, calibration and audit activities and their results.

5.7.12If the customer's compliance has been verified by another certification body for the same scope, the customer can use the QSI Halal Brand along with the Halal brand of the other certification body in the documents, stationery, promotional and advertising materials issued by the customer. In this case, the QSI Halal Brand must have the same visibility level and proportion as the brands of other organizations.

5.7.13As a rule, the QSI Halal Brand is used on the final products/services within the scope of the conformity certificate issued by QSI CERTIFICATION. However, only if QSI CERTIFICATION's written approval is received, a reference can be made as "FOUND TO BE COMPLIANT WITH HALAL CONDITIONS BY QSI CERTIFICATION ACCORDING TO OIC/SMIIC 1 AND OTHER RELEVANT OIC/SMIIC STANDARDS".

5.7.14If the matters specified in this instruction are not complied with, QSI; It may take other legal and legitimate measures it deems appropriate, such as requesting corrective action, suspending/withdrawing certification, and announcing non-conforming work or transactions to the public. If a decision is made to suspend, cancel or withdraw certification or if the certification period expires, the customer;

* Documents, documents etc. containing QSI's Halal Brand. ceases its publication immediately.

* Immediately stops all advertising and promotional activities that make references to halal certification.

* In cases where it cannot be discontinued immediately (for example, waiting for the withdrawal of a product that has been placed on the market, etc.), it will terminate its use within the period given by QSI CERTIFICATION.

5.7.15If the customer has more than one branch and some of these branches are certified, the QSI Halal Brand can only be used by branches whose compliance has been verified.

5.7.16If there are changes in the procedures and principles regarding the terms of use of the QSI Halal Brand, QSI CERTIFICATION will notify the customer organization. At the same time, the customer organization is responsible for monitoring the current version of this document on its website (www.qsi.com.tr) in order to avoid incorrect applications or misuse.

5.7.17In addition to advertising materials, the Customer may use the QSI Halal Brand on the vehicles, exteriors of buildings and flags in his/her use/ownership, within the rules. It can also be used on the

Dock. No.	TL.05	Preparer	Approved by
First release date	10.05.2010		
Revision date	29.07.2023		
Revision Number	11		
Page No/Total. Page	12/15		

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interior walls of the building or on promotional stands at fairs, in accordance with the conditions specified in this document. The logo cannot be used on business cards printed for personnel, e-mails and signatures/business cards used on the organization's social media accounts.



HAK Accredited QSI Halal Certification Unified Brand



QSI Certification Halal Brand

Area of Use	QSI logos without HAK branding	HAK branded QSI logos
Second Packaging (on packaging)	Available	Available (There should be a clear statement such as "Accredited by the Turkish Halal Accreditation Agency").
In stationery materials (letterhead, envelopes, invoices, etc.)	Not used	Not used
Advertising Materials (Catalog, poster, brochure, advertisement, visual press, website, fair promotion stand)	Available	Available (There should be a clear statement such as "Accredited by the Turkish Halal Accreditation Agency").
Flag	Available	Not used

Doc. No.	TL.05	Preparer	Approved by
First release date	10.05.2010		
Revision date	29.07.2023		
Revision Number	11		
Page No/Total. Page	13/15		



LOGO-BRAND - DOCUMENT AND VERIFICATION REPORT USER INSTRUCTIONS

business cards	Not available	Not used
Promotional Products (Calendar/Agenda/New Year's card)	Not used	Not used
vehicle tops	Available	Not used
Window Adhesive & on walls of buildings	Available	Not used
On the Product	Available	Available (There should be a clear statement such as "Accredited by the Turkish Halal Accreditation Agency").
Nonconformance Report (Ex: Test/Calibration Report)	Not used	Not used
Laboratory Tests, Calibration and Audit Reports	Not used	Not used

Dock. No.	TL.05	Preparer	Approved by
First release date	10.05.2010		
Revision date	29.07.2023		
Revision Number	11		
Page No/Total. Page	14/15		

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LOGO-BRAND - DOCUMENT AND VERIFICATION REPORT USER INSTRUCTIONS

6. REVISION TRACKING PAGE

Rev. No.	Rev. Date	Revision Description
one	01.03.2011	
2	22.08.2011	
3	01.08.2013	Terms of use for the logo on the product have been added
4	08.07.2015	QSI logo change
5	20.10.2015	General Revision was made. The instruction number, which was TL.08, was changed to TL.05.
6	20.04.2019	Added Report and Logo Usage for Greenhouse Gas Verification Customers
7	10.02.2020	Added Logo usage for Product Certification Customers
8	04.02.2021	Added logo usage for product certification customers Brand name has been added to the Document Name.
9	14.07.2021	Requirements added.
10	02.01.2023	Brand and Logo Usage added for Halal Certification Customers

Dock. No.	TL.05	Preparer	Approved by
First release date	10.05.2010		
Revision date	29.07.2023		
Revision Number	11		
Page No/Total. Page	15/15		

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