



# DQS 认证标志使用要求和证书内容说明

## DQS 获证客户指南

设置您的标志！DQS 证书以及受到版权保护的认证标志都是贵司成功获得认证的外在标识，在全世界享有极佳的声誉。

向公众展示和传达您已具备可靠的、高质量的和以顾客为导向的流程。DQS 证书以及在全世界范围内受到保护的认证标志，可以广泛应用于：商务文书，宣传单和宣传手册，在线广告，车辆，展台，或互联网上。

### 建立信任，信守承诺

DQS 很高兴地了解到，您希望在商业和营销文件中关注成功的管理体系，以及 DQS。为此，我们开发了不同的证书标志。

## 如何使用 DQS 标志

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- 在使用认证标志时，要求持有有效的 DQS 证书或 DQS 签发的其他符合性声明。您只能使用与您所获得的有效证书一致的 DQS 标志（参见第 6 页）。在证书有效期结束后，或在认证暂停、撤销或注销的情况下，应立即停止所有含 DQS 认证的广告宣传。
- 如果您所获得的证书范围不适用于您的整个组织，则要求明确该证书适用的范围(参见第 3 页)。
- 认证标志必须与贵司名称一起使用。认证标志只能用于证书上提到的公司名称场所。如果贵司有多个场所，则实际被认证的场所才能使用认证标志。
- 在使用认证标志时，需要在标志旁注明基本标准或规范（参见第 3 页）。
- 贵司使用的 DQS 标志需要与所获得认证证书上的 DQS 标志保持一致。
- DQS 标志不得用于产品或产品包装上，也不得以任何其他方式被误解为产品符合要求。此外，经认证的客户不得在实验室测试、校准或检查报告上使用 DQS 标志，被误认为产品或服务认证（证书）。
- 在 DQS 网站上，可下载各种格式的 DQS 标志模板（德文和英文），具体链接如下：

EN: <https://dqsglobal.com/int/about/certification/certificate-logos>

DQS 标志不得以任何方式进行改变。但是，您可以选择 DQS 标志的尺寸、颜色（单色）。

- 建议在使用 DQS 标志时，附上证书注册号（\*UL 注册标志强制要求）。
- DQS 认为，宣传或广告材料不应存在冲突，也不应在认证状态的性质方面产生误导性印象，但在此规定使用的标志除外。

## 设计样例

### 适用于管理体系认证的 DQS 标志

e.g. ISO 9001



### 适用于管理体系认证的 UL 注册标志

应始终与下列要素结合起来:

- 获证客户名称
- 客户注册号
- 适用的管理体系标准及版本日期, i.e. ISO 9001:2015
- 发证机构 (e.g. DQS Inc.)

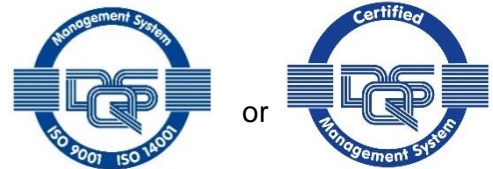


DQS Inc.  
FACILITY NAME  
REGISTERED TO ISO \_\_\_\_  
AND \_\_\_\_ (other registration  
standard number, if any)  
BR NUMBER

### 适用于整合管理体系认证的 DQS 标志

e.g. 依据以下标准发证

- ISO 9001
- ISO 14001
- ISO 45001



DQS-certified for ISO 9001,  
ISO 14001 and ISO 45001

### 适用于受限范围的 DQS 标志

如果证书范围不适用于贵司的整个组织体系, 您需要指出证书适用的有效范围。



Organization name, DQS-certified for ISO 14001 for the  
restricted scope

### 适用于管理体系认证的 DQS 标志

e.g. IATF 16949

注意: IATF 标志仅用于 DQS 颁发的证书上。禁止对 IATF 标志的任何其他使用。



### 适用于管理体系认证的 DQS 标志

e.g. EfbV – Ordinance on Specialised Waste Management Companies

注意: 如果是按照《Ordinance on Specialised Waste Management Companies》(EfbV) 进行认证, 必须始终在 DQS 标志的旁边注明 EfbV 定义的认证活动(储存、收集、运输、处理、回收、处置)。



DQS-certified according to  
EfbV - disposal

### 适用于管理体系认证的 DQS 标志

对于未经认可的或自愿性的标准, 您需要指出 DQS 标志所适用的限制性项目。



DQS-certified for 5S

## 适用于管理体系认证的 DQS 标志

DQS MED 管理体系认证标志适用于以下标准

- ISO 9001 DAkkS 认可
- ISO 15378 DAkkS 认可
- ISO 13485 DAkkS or SCC (Standard Council Canada) 认可
- MDSAP
- TCP III



Example Symbol - certification specific versions may be available at the website

## 适用于公告机构证书的 DQS 标志

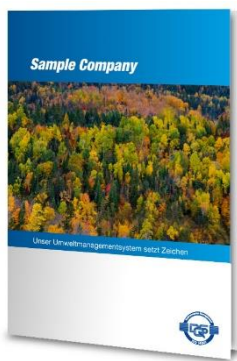
DQS MED 符合性评估认证标志适用于以下标准

- REG (EU) 2017/745



## 应用示例

DQS 标志代表了贵司组织的质量和内在价值，并允许您向公众展示这一点。e.g.:



## 如何使用认可标志

通常情况下，认可标志只适用于认证机构，而不允许用于 DQS 证书持有人（DAkkS, IATF 已有明确规定）。根据 DQS 证书和认证项目的不同情况，您可以在以下条件下使用认可标志（参见证书的内容）。

### a) ANAB 标志

允许第三方使用 ANAB 认可标志，需要考虑到以下几点：

- 只有证书上有 ANAB 标志的客户才有权使用。
- 经认证的客户不得以损害 ANAB 声誉的方式使用 ANAB 认证标志，不得就其在 ANAB 认证下的认证发表任何 ANAB 认为不准确、误导或未经授权的声明。
- ANAB 认证标志只能与经认证的企业公司标志和 DQS 标志一起使用在客户的文具和资料上，以及在符合 DQS 标志使用条件的广告中使用。ANAB 认证标志应放在经认证的企业公司标志和 DQS 标志的旁边。

- ANAB 的认证标志不得在产品上使用，或以暗示 DQS 和/或 ANAB 已经认证或批准经认证的客户的任何产品、工艺或服务的方式使用，或以任何其他误导方式使用。ANAB 的认证标志应按以下要求进行复制：
  - 黑色（白色或浅色背景），或蓝色（PMS 286 或同等颜色）和红色（PMS 485 或同等规格）
  - 尺寸要能使商标的所有特征清晰可辨
  - 不改变标志的各部分比例
- 当使用 ANAB 认证标志时，其大小不得超过经认证的企业公司标志和 DQS 标志的大小。
- 当使用 ANAB 标志时，它必须与经认证的企业公司标志和 DQS 标志一起使用，如下所述：



- 一旦 DQS 认证或 ANAB 认可被撤销，客户应停止使用所有包含引用了认证认可标志的广告材料。

## b) 接受其他认可机构监督管理的认证

具体要求可能适用，将由各自负责的 DQS 办公室另外通知。

## c) IQNET 标志和证书

对于某些标准，经 DQS 认证的客户可以自行生成 IQNET 证书。对于这些证书，根据适用的 IQNET 用户指南，证书持有者也可以使用 IQNET 标志，网址是 <https://www.iqnet-certification.com>。

## d) 禁止使用的标志

ISO 组织和 DAkkS 拥有其注册商标的所有权，经 DQS 认证的客户不得使用。e.g.:



ISO  
CERTIFIED

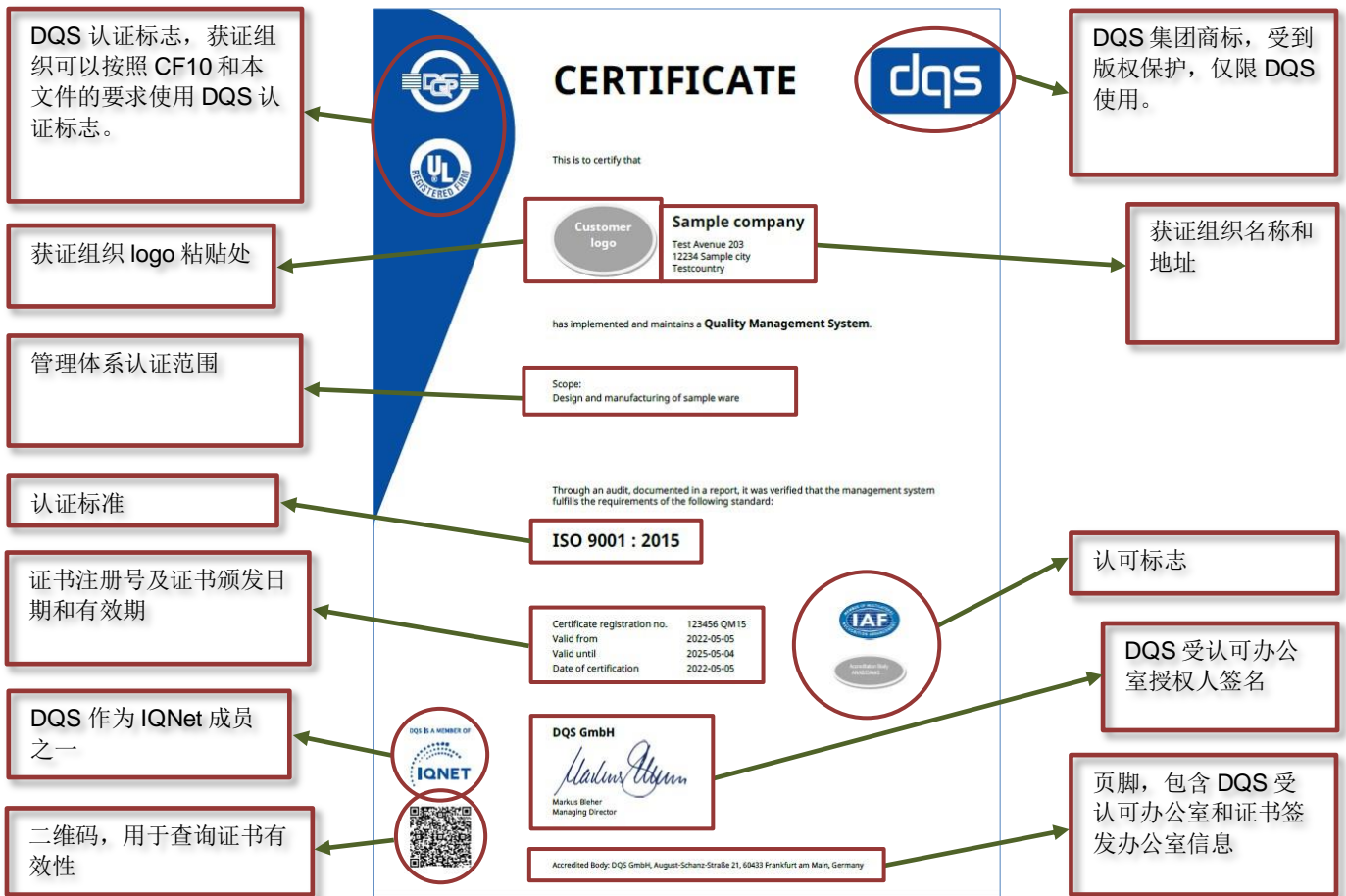


## e) 用语规范

- 不要将 "ISO "作为您的域名、网站或公司名称进行注册，也不要包含在其中。e.g. [www.isodatabase.com](http://www.isodatabase.com).
- 不要将 "ISO "作为你的产品或服务名称，或在其中使用。

- 不要宣称您的产品或您的服务得到了 ISO 的认可、批准或认证。(记住, ISO 并不进行认证)。
- 始终用全称及版本号来引用一个标准。例如, "XXX (经认证的企业名称) 已获得 DQS 颁发的 ISO 9001:2015 认证证书。"
- 请以公平和适当的方式提及 ISO 国际标准化组织。
- 符合性声明不得作出可能产生误导的保证或声称。例如 ("作为一家通过 ISO 9001:2015 认证公司, 我们提供世界上最好的咖啡。")。

## 证书内容的解释和意义



在某些情况下, 证书由多页证书内容组成。第一页 (主页) 的 "附件" 包含审核范围内的所有地点/场所清单和/或审核结果的细节以及相关产品和/或过程数据。证书只有在完整情况下才有效。

DQS "子证书" 是指为 DQS 主证书附页中列出的地点/场所颁发的证书。"子证书" 的有效性取决于主证书的有效性。

DQS 审核员或您的客户服务人员将很乐意支持您, 在审核期间检查您对认证认可标志的使用情况, 并在必要时与您商定改正措施。

如果您对广告中如何使用认证认可标志有任何疑问, 对在互联网上的介绍和建议有任何疑问, 或对联合公共关系工作的机会有任何疑问, 请随时与我们联系。



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# Conditions of DQS certification marks and explanation of the certificate content

## **Guidelines for DQS certificate holders**

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Show your mark! DQS certificates as well as the copyrighted certification marks are the visible symbols of a successful certification – and enjoy an excellent reputation anywhere in the world.

Communicate your success and show in the public that you have reliable, high-quality and customer-oriented processes. Use the extensive options to affix your certificate and the internationally protected DQS certificate symbols: on business papers, in flyers and brochures, in your online advertising, on vehicles, at exhibition stands, or on the Internet.

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### **BUILD TRUST AND KEEP PROMISES**

We are delighted that you want to draw attention to your successful management system and DQS in your business and marketing documents. We have developed different certificate marks for this purpose.

## How to use DQS Marks

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- Use of the certification marks requires valid certificates or other declarations of conformity issued by DQS. You may only use the DQS marks shown on your issued and valid certificate (cf. page 6). After the expiration of the validity or in case of suspension, withdrawal or cancellation of a certification, all advertising with the certification shall be discontinued immediately.
- If your certificate does not apply to the whole of your organization, you are required to indicate the restricted scope for which it is valid (cf. page 3).
- The marks shall always be used in connection with the name of your organization. The certificate marks may only be used for organizations mentioned on the certificate. If your organization has several sites, it may only use the certificate marks for the site that is actually certified.
- When using a neutral certification marks, the underlying standards or specifications need to be specified in the immediate vicinity of the symbol (cf. page 3).
- Only the DQS marks shown on your issued certificate may be used.
- The marks shall not be used on a product nor product packaging nor in any other way that may be interpreted as denoting product conformity. Furthermore, the marks shall not be applied by certified clients to laboratory test, calibration or inspection reports, quotes where it may imply product or service certification or certificates.
- The templates of DQS certificate marks are available in German and English in various file formats on our website at the following link:

EN: <https://dqsglobal.com/int/about/certification/certificate-logos>

The marks themselves shall not be changed in any way – however, you may choose which size, colour (only unichrome) to use for DQS marks.

- We recommend appending the certificate registration number to the symbol (\*required for UL Registered Firm mark)
- In the opinion of DQS the promotional or advertising material shall not be in conflict and, in no way create a misleading impression as to the nature of the certification status, except for the Mark that is prescribed for use herein.



## Design Samples

### DQS mark for certified management system

e.g. ISO 9001



### UL Registered Firm Mark for certified management systems

Shall always be in conjunction with the following elements:

- Certified Client's Name
- Business Relation Number
- Applicable MS Standard with revision year to which the client is certified, i.e. ISO 9001:2015
- Issuing Certification Body (e.g. DQS Inc.)

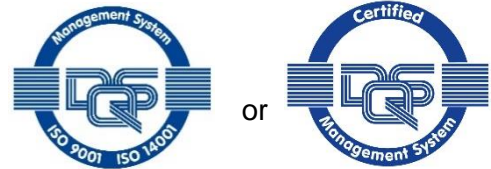


DQS Inc.  
FACILITY NAME  
REGISTERED TO ISO \_\_\_\_  
AND \_\_\_\_ (other registration  
standard number, if any)  
BR NUMBER

### DQS marks for certified integrated management systems

e.g. certified according to

- ISO 9001
- ISO 14001
- ISO 45001



DQS-certified for ISO 9001,  
ISO 14001 and ISO 45001

### DQS mark for restricted scopes

If your certificate does not apply to the whole of your organization, you are required to indicate the restricted scope for which it is valid.



Organization name, DQS-certified for ISO 14001 for the  
restricted scope

### DQS mark for certified management system

e.g. IATF 16949

NOTE: The only use of the IATF logo related to this certification scheme is as displayed on the certificate issued by DQS. Any other use of the IATF logo permitted use is prohibited.



### DQS mark for certified management system

e.g. EfbV – Ordinance on Specialised Waste Management Companies

Note: In the case of certifications in accordance with the Ordinance on Specialised Waste Management Companies (Entsorgungsfachbetriebeverordnung – EfbV), the certified activity within the meaning of the EfbV must always be indicated in the immediate vicinity of the DQS certificate symbol (storage, collection, transport, treatment, recycling, disposal).



DQS-certified according to  
EfbV - disposal

### DQS mark for certified management system

For unaccredited or voluntary standards, you are required to indicate the restricted scheme for which it is valid.



DQS-certified for 5S

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## DQS mark for certified management systems

DQS MED for certified Management Systems

- ISO 9001 DAkkS accreditation
- ISO 15378 DAkkS accreditation
- ISO 13485 DAkkS or SCC (Standard Council Canada) accreditation
- MDSAP
- TCP III



Example Symbol - certification specific versions may be available at the website

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## DQS mark for notified body certificates

DQS MED for regulated certified conformity assessments

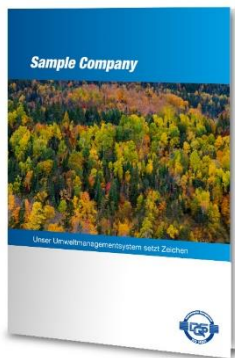
- REG (EU) 2017/745



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## Application examples

DQS marks all represent the quality and intrinsic value of your organization and allow you to make this visible to the public e.g.:



## How to use Accrediting Marks

Normally, the accreditation or scheme marks are only available for the certification bodies and it is not permitted for the certificate holder (explicitly in case of DAkkS, IATF). Depending on the DQS certificate and the certification program, you can use the accreditation or scheme marks due to the following conditions (cf. content of certificate):

### a) ANAB mark

The use of the accreditation logo by third parties is permitted considering the following:

- Only clients with the ANAB mark on their certificate are entitled to use the marks illustrated below.
- A certified client shall not use ANAB accreditation in such a manner as to bring ANAB into disrepute and shall not make any statement regarding its certification under the ANAB accreditation that ANAB may consider inaccurate, misleading, or unauthorized.
- The ANAB accreditation mark may only be used in conjunction with both the Registered Firm Mark and the DQS Mark on the client's stationery and literature, and in its advertising subject to DQS

conditions for use of its Mark. The ANAB accreditation mark shall be placed next to the Registered Firm's Mark and the DQS Mark.

- ANAB's accreditation mark shall not be used on a product or in such a way as to suggest that DQS and/or ANAB have certified or approved any product, process or service of a certified customer, or in any other misleading manner. The ANAB accreditation mark shall be reproduced:
  - a. In black on a white or light-colored background or in blue (PMS 286 or equivalent) and red (PMS 485 or equivalent).
  - b. In a size that makes all features of the mark clearly distinguishable.
  - c. Without distortion of its dimensions.
- When using the ANAB accreditation mark, its size must not exceed the size of the Registered Firm's Mark and the DQS Mark.
- When using the ANAB Mark it must be in conjunction with the complete certification mark which includes both the Registered Firm and the DQS Marks as outlined below:



- Upon withdrawal of certification or ANAB accreditation from a DQS Inc. certificate the customer shall discontinue its use of all advertising matter that contains any reference thereto

## b) For certification under other accreditation bodies

Specific requirements may apply and will be communicated by your respective DQS offices in addition.

## c) IQNET marks and certificates

For certain standards, DQS certified clients can generate the IQNET certificates by themselves. For those certificates, the certificate holder may also use the IQNET mark, according to the applicable IQNET user guide available at <https://www.iqnet-certification.com>.

## d) Marks not to be used:

ISO.org and DAkkS owns the registered trademarks for their marks and shall not be used by DQS certified clients, e.g.:



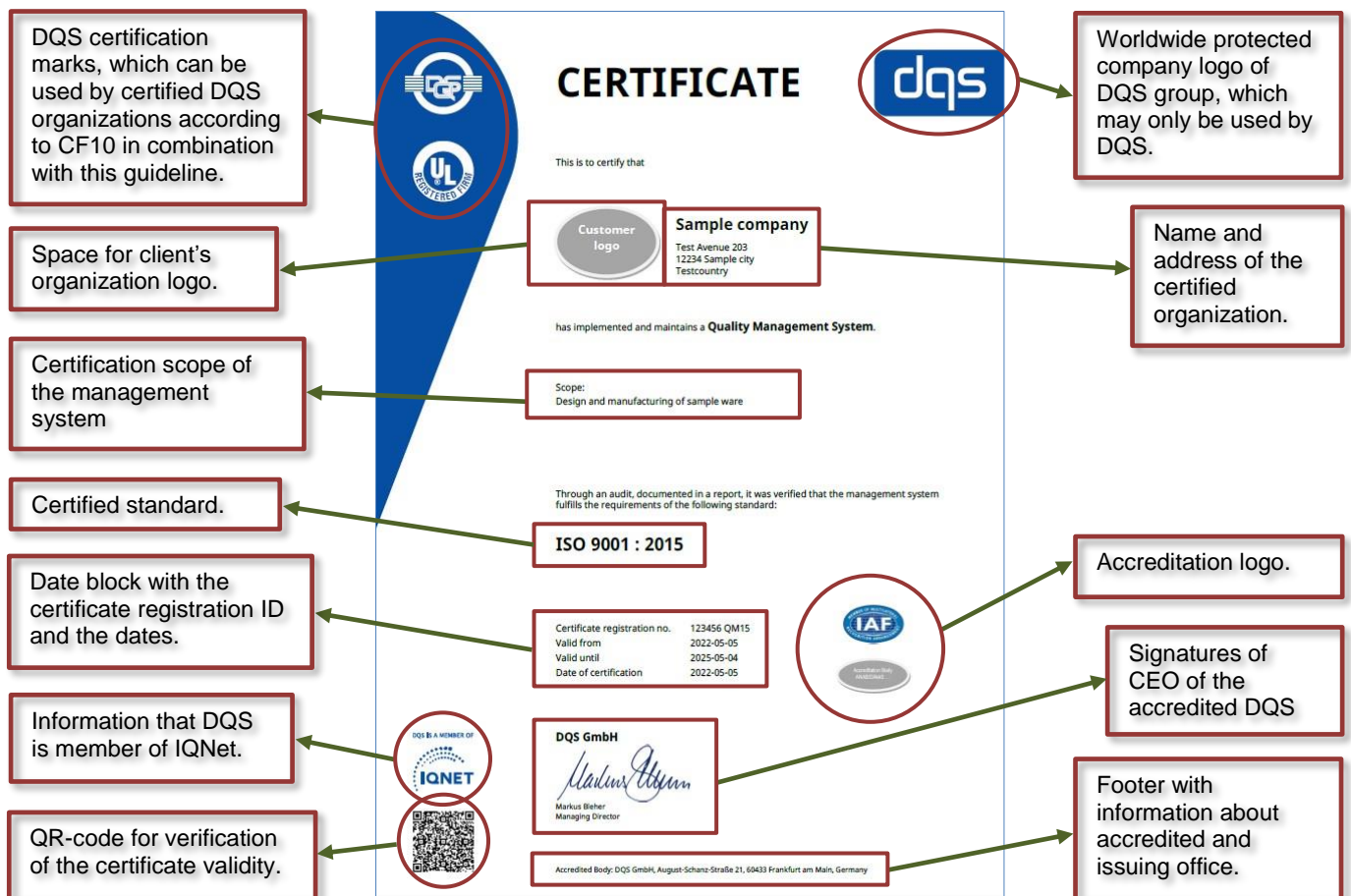
ISO  
CERTIFIED



## e) Terminology:

- Don't register "ISO" as, or in, your domain name, website, or company name, e.g. www.isodatabase.com.
- Don't use "ISO" as, or in, your product or service name.
- Don't say that you, your products or your services are endorsed, approved or certified by ISO. (Remember, ISO doesn't perform certifications.)
- Always refer to a standard by its full name and revision. E.g. like: "XXX (Name of registered site) has been certified by DQS Inc. to ISO 9001:2015."
- Do refer to ISO or the International Organization for Standardization in a fair and appropriate way.
- Statements of conformance may not make assurances or claims that may be misleading. For example ("As an ISO-9001:2015 registered company, we provide the world's best coffee.").

## Explanation and meaning of the certificate content



In some cases, the certificate consists of several pages. The **“annexes”** to the first (main) page contain either a listing of the location/sites that are within the scope of the auditing and/or a detailing of the audit results and the associated product and/or process data. The certificate is always only valid with all pages.

DQS **“Excerpt certificates”** are certificates for locations/sites listed in the annexes of the DQS main certificates. These “Excerpt certificates” only valid in connection with their main certificates.

Our auditors or your customer service person will be happy to support you, examine the use of symbols during the audits and, if necessary, agree on corrective measures with you.

If you have any questions about advertising with DQS, about presentations and suggestions on the Internet, or about opportunities for joint public relations work, please do not hesitate to contact us.