

	MSI Usage of Certification Marks				
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Accreditation bodies require that MSI ensure that their certified clients use the MSI Certification Mark and the relevant Accreditation Logo in accordance with national and in some cases international criteria.

These criteria ensure that the marks and logos are not used in such a manner that may be misleading to the organisations and individuals that purchase goods and services from certified companies.

Where the word mark and logo are used in this document this also covers the certificate, reports and other associated documentation which must not be used in a misleading manner or bring MSI into disrepute.

Any promotion of the management system must be clear, it is not acceptable to imply that it is the product that is certified and not the management system.

These guidelines have been developed to ensure that the rules for use of marks and logos are communicated to all MSI clients. This allows MSI clients to take full advantage of using the MSI Certification marks and accreditation body logos without breaching the accreditation rules.

For those MSI clients who have been certified against the requirements of either the ISO 9001 or ISO 14001 family of standards, the guidelines on the use of the marks and logo's stipulate that they must not be used in such a manner as to confuse purchasers.

This means that the marks and logos must not be used to infer that the product or service has been certified.

	On product (1)	For Transportation of Products (2)	On vehicles or Permanent Structures	In Pamphlets,
Use of Marks(3) Without a Statement	Not allowed	Not allowed	Not allowed	Allowed (5)
Use of Marks(3) With a Statement(4)	Not allowed	Allowed (5)	Allowed (5)	Allowed (5)

- 1) This could be a tangible product itself or product in an individual package, container, etc. In case of testing / analysing activities, the product could be a test/analysis report or certificate of conformity or certificate of training or achievement.
- 2) This could be over-packaging made of cardboard etc. that can be reasonably considered as not reaching end users.
- 3) This applies to marks that have a specific form including some basic description of its applicability. A statement in words alone does not constitute a mark in this sense. Any such wording should be true and not mislead.
- 4) This could be a clear statement that "(This product) was manufactured in a plant whose quality management system is certified / registered as being in conformity with ISO xyz".
- 5) When using accreditation logos, the MSI client must pay adequate attention to avoid infringement of any specific accreditation body requirement.

The MSI Certification Mark (not limited to) must be displayed as flowed figures. The corresponding accreditation body logo must always be accompanied by the MSI mark in a combination logo.

ISO/IEC 27001:2022	ISO 9001:2026	ISO 13485:2016	ISO 14001:2018	ISO 22301:2019	ANSI/TIA 942 C
					

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The combination MSI mark and accreditation logo can be produced in any size, provided that the legibility and the proportions are maintained.

As guidance the normal size of the MSI mark and accreditation should be 20mm*18.9mm. The combination MSI mark and accreditation can be used on all stationary, promotional literature and business cards. Certain logos, can only be produced in a single colour.

This can be in blue or black. Details of the colour restrictions for individual logos can be obtained from the MSI office by emailing your request at info@MSIcert.ca. The logo can also be embossed on corporate stationary, provided no additional colour is used.

For those customers wishing to demonstrate that products have been manufactured under their certified ISO xyz management system, without using the above logo's the following statements can be made on both the product and its respective packaging:

"This product/Service has been manufactured/delivered under the controls established by a MSI approved quality/environmental/.... management system that conforms to ISO xyz. MSI under certificate number: XYZ."