

# Guidelines On The Use Of Verification International Marks



*This leaflet has been written to clearly define how the Verification International Marks*

## THE VERIFICATION INTERNATIONAL MARK

### Examples of Mark

In using the Verification International Mark (Vi Mark as shown above) on its own the following rules apply:

- Size – When the Vi Mark is printed on an unfolded portion of stationery sized no greater than A4, it shall be displayed in a size no larger than 30mm high. On larger portions of unfolded stationery, the size may be proportionately increased. 20mm is the normal minimum height for the Vi Mark. It may be displayed smaller than this if necessary, but must always be legible.
- The Vi Mark must not be altered in shape, proportion or content. It must include the Standard and Certification number as shown above.
- Colour– The Vi Mark should be produced in a single colour, which should be the predominant ink colour of the document, or in the case of a pre-printed letterhead, the predominant ink colour of the letterhead.

The following rules apply to the use of the Vi Mark on your materials, property and documentation:

The Vi Mark **can** be used on:

1. Stationery – *Letterheads, compliment slips, labels, invoices... The Vi Mark may be used on business cards but must always be legible.*
2. Advertising material – *Posters, TV advertisements, promotional videos, newsletters, brochures. The Vi mark can be used on a company web-site but should not appear on web-pages which directly promote the client company's products or services.*
3. Internal walls and doors.
4. Exhibition stands.
5. Promotional gifts – *Mugs, calendars, Christmas cards, paperweights...*
6. Buildings and flags.
7. Vehicles.

The Vi Mark **cannot** be used on:

1. Products.
2. Publicity information on products – *This includes notices, labels, documents or written announcements, affixed to or otherwise appearing on goods or products. This restriction also applies to primary (e.g. blister packs) packaging.*
3. Test and calibration reports and certificates.

Compliance with these regulations will be included in your on-site surveillance audit programme.

***The Vi Certification Mark must only be displayed as shown on your Vi certificate including the Certification number.***

***Use of the Vi Certification Mark is restricted to those staff included within the Certification. Staff from other sections or organisations must not use the Marks.***

Compliance with these regulations will be verified during your on-site surveillance audit programme.