

INTRODUCTION

Logos or Marks for any organization is something that a company would like to show to the world market that it proud of., and when any publication show this logo it means that this representing the company and its service or product quality and its reputation as well.

So , care use of this logo in correct and appropriate way is something that should all take into our consideration and do not allow any mis-use of it and as a result impact on organization reputation in marketplace.

GCB establish this rules to protect the use of certification marks or logos in order to protect reputation for GCB and its client as well.

Who Authorized to use Logo ?

Any Certified Company by GCB can use management system certification logo and this action can be done after certification decision have been made and issuing the certificate , the use of logo can not be used before issuing the certificate .

Where Client Can found GCB Logo ?

GCB Management System certificate logo shall be found in :

- GCB Website under use of logos.
- In client account it self (client area) , this shall be uploaded after get certified.
- Send By Email with Electronic Certificate(s) after issuing it.

How Can I use It ?

Client can use Management system logo in any publications , or media without making any changes in shape or colors , but can change size but taken into consideration the size ratios.

The cases that client can not use logo or mark with are:

- There is no ambiguity, in the mark or accompanying text, as to what has been certified and which GCB has granted the certification.
- This mark shall not be used on a product nor product packaging nor in any other way that may be interpreted as denoting product conformity.

- This mark shall not be used on laboratory test, calibration or inspection reports or certificates.

It is not allow to use of any statement on product packaging or in accompanying information that the certified client has a certified management system. And if required to have a statement (without use of logo) , The statement shall include reference to:

- identification (e.g. brand or name) of the certified client;
- the type of management system (e.g. quality, environment) and the applicable standard;
- GCB issuing the certificate.

Note that

Product packaging is considered as that which can be removed without the product disintegrating or being damaged. Accompanying information is considered as separately available or easily detachable. Type labels or identification plates are considered as part of the product.

The statement shall in no way imply that the product, process or service is certified by this means.

Mis-use of Logo











GCB Client through a contractual agreement QMS-P01-F06 require that the certified client:

- a) conforms to the requirements of GCB when making reference to its certification status in communication media such as the internet, brochures or advertising, or other documents;
- b) does not make or permit any misleading statement regarding its certification;
- c) does not use or permit the use of a certification document or any part thereof in a misleading manner;
- d) upon withdrawal of its certification, discontinues its use of all advertising matter that contains a reference to certification, as directed by GCB.
- e) amends all advertising matter when the scope of certification has been reduced;
- f) does not allow reference to its management system certification to be used in such a way as to imply that GCB certifies a product (including service) or process;
- g) does not imply that the certification applies to activities and sites that are outside the scope of certification;
- h) does not use its certification in such a manner that would bring GCB and/or certification system into disrepute and lose public trust.

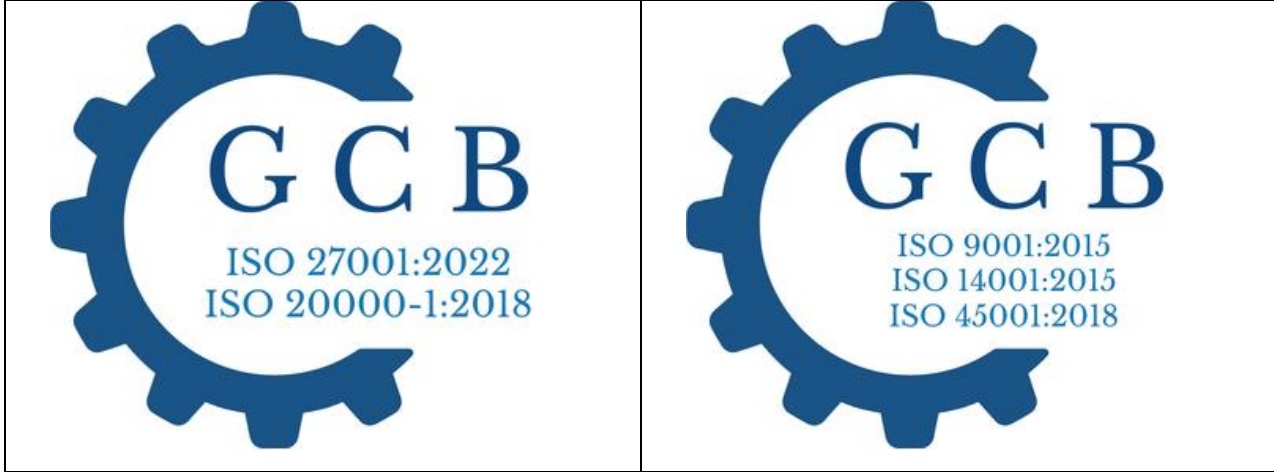
So ,If by any means GCB found any mis-use of logo ,GCB shall inform the client by email about the misleading (if this is the first time) and clarify for him how to use the logo. And allow (30 days) to make correction and corrective action.

If this case is recur by the client or client not comply to request , GCB will take action and suspend the client certificates and these may lead to terminate the contractual agreement.

GCB Logos

For Integrated Management System



In Case EGAC Accreditation





CAB # 0124019



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