

QCSE Certification Mark/Logo

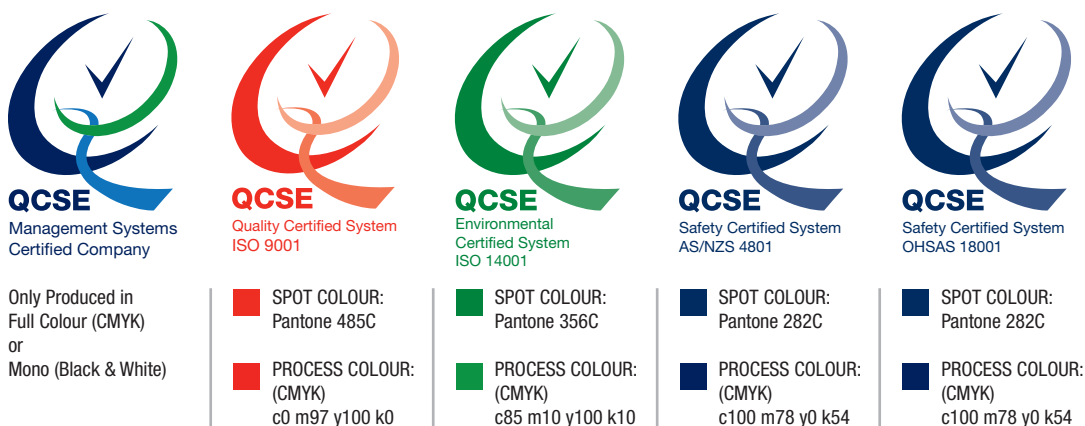
Once certification has been granted, an organisation becomes eligible to use the appropriate certification mark (logo) to promote its certification status. There are, however, controls and rules placed on the use of the logo, to ensure it is not used inadvertently in a manner that misrepresents the scope of certification.



Colour

The QCSE logo is to be used as either the tri-colour or single colour (see examples). When shown as a single colour, each Management System category must keep its signature colour, for example, a Quality Management System logo must be shown in red, not blue or green.

The QCSE logo can be reproduced in either full four colour, spot colour or mono (black and white) formats.



Each logo is available in EPS, PDF, TIF (high res), JPG (high res) and PNG (low res) format. EPS and PDF formats are high resolution and suitable for printing and signwriting applications as they are scalable without loss of quality. TIF, JPG and PNG are all bitmap formats most suited to electronic production.

Sizing and Proportion

The QCSE logo can be reproduced in any size providing the relative proportions of the logo are maintained. The logo may be used on its own without wording for very small reproductions (eg: on business cards or in an email signature).

Display Requirements

The logo can be used on letterhead, advertising material, brochures, signs, and business cards, motor vehicles, in an email signature or in promotional material.

The logo can only be used by the entity (site/s) certified. It cannot be used by parent or subsidiary companies (unless they are individually certified), or any other company that may have a connection with the certified company, eg: a supplier or consultant. It cannot be used if certification is withdrawn or suspended.

JAS-ANZ Accreditation Symbol

The JAS-ANZ accreditation symbol may be used by organisations certified under an accredited QCSE program under the following conditions:

- The JAS-ANZ symbol must always be accompanied by the QCSE logo
- It must not be more or less prominent than the QCSE logo
- It cannot be used so that it implies the company is accredited by JAS-ANZ.

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