

# HOW TO DISPLAY THE BSI CERTIFICATION MARK

The BSI certification mark is for organizations whose management systems have been assessed by BSI as fulfilling the requirements of a given standard or scheme. It is a valuable marketing tool to promote your overall

organization and service capability and we encourage you to use it fully. Your assessment team will be pleased to assist with any queries relating to displaying the BSI certification mark.

## As a BSI certified organization you may:

- Only use the mark as designed by BSI
- Print the mark in any colour as long as it is uniform
- Use the mark on correspondence, advertising and promotional material, internal walls and doors and on exhibition stands relating to your certification, providing such material is not misleading
- Display the mark on vehicles without the certificate number providing that the organization name or trademark is displayed adjacent to it
- Use the mark on electronic media (e.g. the Internet) accompanied by your certificate number
- Display your scope of certification on electronic media
- Add the management standard (e.g. ISO 9001) beneath the mark so long as it is legible



## When the certification mark is used alone, it is recommended that:

- The logo is no smaller than 10x10mm, except in exceptional circumstances (e.g. on a business card)
- The font below the mark is Frutiger Light italics or Arial Light italics and is centered below the mark. Font size should be proportional to the size of the mark, as shown above. Text can flow onto two lines if required
- The text should be set below the mark at a distance equal to the height of the BSI lettering within the logo, as shown above

## As a BSI certified organization you may not:

- Use the mark without the certificate number written adjacent to it, except on vehicles
- Use the mark on product certificates, (e.g. certificates of analysis, conformity, calibration certificates or testing certificates)
- Display the mark on a product, or its packaging

*Note: In many cases it is permissible for service companies to use the symbol on a medium which is seen by your customers but is not the product itself, (e.g. credit cards, cheque books). Your assessment team can advise on specific instances. It is permissible to use words describing registered status as long as it is clear that the management system has been accepted, not the product. e.g. "Manufactured under an ISO 9000 registered quality management system".*

- Use the mark in association with any activity, service or product outside the scope of certification
- Use the mark on presentation-style certificates, (e.g. academic qualifications)
- Use the mark in promoting or advertising any organization other than those registered by BSI

*Note: The symbol is specific to the organization registered and may not be transferred to or used by other companies within the same group of companies.*

## BSI Management Systems

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# BSI Certification Mark

Below are the samples of marks for reference:



ISO 9001  
FM XXXXX



Integrated  
Management System  
IMS XXXXX



ISO 14001  
EMS XXXXX



ISO 9001  
PQ XXXXX



OHSAS 18001  
OHS XXXXX



HACCP  
CDX XXXXX



CMSAS 86  
CMS XXXXX



ISO 13485  
MD XXXXX



ISO 10002  
CMS XXXXX



ISO 27001  
IS XXXXX



ISO 22000  
FSMS XXXXX



ISO 20000  
ITMS XXXXX



ISO/TS 16949  
TS XXXXX



SA 8000  
SA XXXXX



TL 9000  
FM XXXXX

## BSI Certification Mark

### Colour

- Print the mark in any colour as long as it is uniform.  
For examples: Black, Red, Green, Purple.

### Size

- There is no size requirement; any size that makes all features of the mark distinguishable.

Use the mark with the certificate number written adjacent to it. (Except on vehicles)



BSI ISO 9001  
FS XXXXXXX



FS XXXXXXX



### Light box advertisement

You can use the mark on the light box advertisement locate on the station, MTR station or shopping mall by using one or combination of the followings:

A B C D



### Main gate

You can use the mark on the main gate by using one or combination of the followings:

A C D



### T-shirt / Wind Breaker / Uniform/ Bags/ Caps/ Umbrella

You can use the mark on T-shirt / Wind Breaker / Uniform/ Bags/ Caps/ Umbrella.

C



### TV advertisement

You can use the mark on TV Advertisement by using one or combination of the followings:

A B C D



### Window display

You can use the mark on window display by using one or combination of the followings:

A C D



### Company Website

You can use the mark on company website by using one or combination of the followings:

A B C D

Display the mark in a way that may be interpreted as denoting product conformity is prohibited. (The certificate should display in shading format)



### Company vehicle/ bus/ taxi

Display the mark on vehicles without the certificate number providing that the organization name or trademark is displayed adjacent to it.

A C



### ATM Dispenser Card / credit card

You can use the mark on ATM Dispenser Card / credit card by using one or combination of the followings:

A B C

A = Use  Certification Mark only  
FS XXXXX

B = Use BSI certification mark with accreditation mark, eg



FS XXXXX

C = Text only (\*)

D = Format of BSI Certificate (\*\*)

# Table - Use of logo

(The logo is applicable for your scope of certification only.)

Types	Display Style			
	A) BSI Certification Mark only	B) BSI certification mark with accreditation mark	C) Text only (*)	D) Format of BSI Certificate (**)
<b>1. Product</b>	X	X	✓	X
<b>2. Product Packaging</b>				
Packaging Bag	X	X	✓	X
Packaging Paper	X	X	✓	X
Packaging Box / Carton	X	X	✓	X
<b>3. Advertisement</b>				
Signboard	✓	✓	✓	✓
Banner	✓	✓	✓	✓
Light box	✓	✓	✓	✓
LCD Display	✓	✓	✓	✓
External Building	✓	X	✓	X
Television	✓	✓	✓	✓
Newspaper	✓	✓	✓	✓
Magazine	✓	✓	✓	✓
Poster	✓	✓	✓	✓
Business Directory/ Yellow Page	✓	✓	✓	✓
Flag	✓	X	✓	X
Display the mark on vehicles (without the certificate number providing that the organization name or trademark is displayed adjacent to it)	✓	X	✓	X
Company website		✓	✓	X
Exhibition	✓	✓	✓	✓
Window Display	✓	X	✓	✓
Main Gate	✓	X	✓	✓
Reception Area	✓	✓	✓	✓
<b>4. Stationary</b>				
Letter head	✓	✓	✓	-
Envelop	✓	✓	✓	-
Business Card	✓	✓	✓	-
Notice	✓	✓	✓	-
Invoice	✓	✓	✓	-
Quotation	✓	✓	✓	-
Receipt (Water bill, Electricity bill, Telephone bill, Management Fee Debit Note)	✓	✓	✓	-
Bank Statement	✓	✓	✓	-
Bank Passbook	✓	✓	✓	-
ATM Dispenser Card / Credit Card	✓	✓	✓	-
Cash Voucher	✓	✓	✓	-
<b>5. Promotion Materials</b>				
Company Brochure	✓	✓	✓	✓
Product Catalogue	✓	✓	✓	✓
Leaflet/ Flyer	✓	✓	✓	✓
Pamphlet	✓	✓	✓	✓
Press Release	✓	✓	✓	✓
Newsletter	✓	✓	✓	✓
Annual Report	✓	✓	✓	✓
<b>6. Gift &amp; Premium</b>				
Gift Voucher	✓	✓	✓	-
Souvenirs (not for sale and print the organization name)	✓	X	✓	X
Greeting Card	✓	X	✓	X
Calendar/ Diaries	✓	X	✓	X
T-shirt / Wind Breaker / Uniform/ Bags/ Caps/ Umbrella	X	X	✓	X
<b>7. Identification Document</b>				
Staff Card	✓	✓	✓	-
Membership Card	X	X	✓	X
Student Card	X	X	✓	X
Medical Consultation Card	✓	✓	✓	-
Boarding Pass	✓	✓	✓	-
Airline Ticket	X	X	✓	X
Ferry Ticket	✓	✓	✓	X
Product Certificates (e.g. certificates of analysis or conformity)	X	X	✓	X

Keys: ✓ Yes X No - N/A

**\* Examples of Text Only include the following:**

- (a) Awarded ISO 9001 Certification by BSI; and/ or
- (b) Awarded the ISO 9001 Quality Management System Certificate by BSI; and/ or
- (c) Awarded ISO 9001, ISO 14001, OHSAS 18001 Integrated Management System Certification by BSI; and/ or
- (d) Manufactured under an ISO 9001 registered quality management system; and/ or
- (e) Any text describing certification status without misleading

**\*\* Format of BSI Registered Certificate include the following:**

- (a) Original certificate; and/ or
- (b) Black & White Photocopy; and/or
- (c) Enlarge / Reduce the Size of certificate; and/or
- (d) Printed on Copper Plate; and/or
- (e) Other formats where BSI approved