



Logo Usage Guide

Guide for document designs

Logo Usage Guide
标志使用导则

TÜV AUSTRIA (SHANGHAI) CO., LTD.
奥焯检测技术服务（上海）有限公司



TASH-QP-029, Rev.B/00

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Introduction

Corporate design manual

Defines the basic principles of corporate design for internal and external communication and logo and trademark usage rules for our customers

More than a logo

Fonts, colors, and formats are not random, but are part of a deliberate overall strategy of the company.

The corporate design positions TÜV AUSTRIA in relation to its business partners, customers, competitors, and the public at large clearly through a recurrent, uniform, and unmistakable design.

Scope of the application

All Departments in TUV AUSTRIA SHANGHAI or the following customers having the natural right to use "TÜV AUSTRIA" logo;

- Customers certified under EN ISO / IEC 17065 for TÜV AUSTRIA Mark
- Inspection reports and certificates under EN ISO / IEC 17020
- Test reports and certificates under EN ISO / IEC 17025
- Special projects

Important notes

- The specifications are binding.
- Each activity in the context of corporate design must be agreed with TÜV AUSTRIA Group Marketing & Communication.
- No designs, advertising material, etc. may be produced without authorization, even if they are not mentioned in this manual.
- If a new development appears to make sense, this will be created in conjunction with the Corporate Marketing and Communications department of TÜV AUSTRIA and included in the CD manual.

Logo

Derivation, structure, and specifications

The TÜV AUSTRIA logo is largely based on the checkmark. Its characteristics: plain, straight lines, technical, competent.



AUSTRIA is a unit

The TÜV AUSTRIA logo consists of the three characters T, U with the overlying cross bar and V in the form of a checkmark, as well as the underlying designation AUSTRIA.

The AUSTRIA lettering is part of the logo. The logo may only be used in its entirety.

The colors may not be changed, unless special production processes require a monochrome proof.

Monochrome use of the logo

In order to facilitate customers' and advertisers' use of the TÜV AUSTRIA logos to the best possible extent, it is not mandatory to use the logo in its defined colors (black CMYK 0-0-0-100 and red CMYK 0-100-100-0, page 18). A fully monochrome use is possible.

Etching, stamping, casting, etc. of the logo is allowed. When doing so, the logo appears naturally in the color of the corresponding material.

Colors can not be changed in specific situations that do not require single color use. (Please check single color use of logo)

Page ratio

It was determined in the VdTÜV trademark committee that, according to the trademark convention, the tolerance limit between TÜV and AUSTRIA is a size ratio of 1: 3.6.

Caution: The logo has an absolute side ratio of 1 : 0.57 and may not be changed, i. e., skewed.

These specifications apply in the same way to the TÜV AUSTRIA logo.

The characters T, U, V and the designation AUSTRIA form a single unit. AUSTRIA is centered, and so are the country names, i. e., without justification.

See page 8 for colors

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Single color use of logo

It shall not always be possible to print the logo with its original colors. (photocopies and some printed species). The entire document shall be printed in one color when printed in one color.

Logo on black

If the logo is placed on a black background, the entire logo is to be printed in white, except for the checkmark. The TÜV tick keeps its red color



The TÜV AUSTRIA logo

T, U with thick mark V and "AUSTRIA" are a whole.

"AUSTRIA" shall be on the center and the use of countries shall be under it.

NOTE: Logo has an absolute aspect ratio of 1:0,56 and cannot be changed. (see page 6).

Important: Never use the following logos.

Variants of this and similar styles are not allowed.

The logo can not be printed in different colors. In monochrome printing, whole logo must be the same color. The original colors of the logon should be used in color prints.



Logo can not be used in different external color schemes or outline lines.



Logo shadowing is not allowed except for an advertising film or video: in such cases, it is preferred when the video or ad carries movement within the movie.



The aspect ratio is 1: 0.56. Logo cannot be used with distorted aspect ratios.



No character can be in a different text format, including the T, U, and V in tick sign in the Logo.



The letter V cannot be written in red in any article or footer in the mail.



Registered brand

TÜV®

"TÜV AUSTRIA" and "TÜV" brands are protected with brand laws.

"TÜV AUSTRIA" brand is used regularly at the top right of business documents, reports, certificates and letterheads for the protection of trademark rights.

Contact:

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office@tuv-austria.cn

TÜV®

Colors and text formats

Red

Magenta 100 % + Yellow 100 %
Pantone 1797 C
RGB 226-0-26
#e2001a



Grey edge

Black 8 %
Pantone Cool Gray I C
RGB 136-139-141



Text formats

The corporate text format of TÜV AUSTRIA Group is Arial - an international standard form that can be used in all languages. The Arial font format should also be used in emails.

Only titles can be written as Arial Bold.

Instead of underlining the text you want to draw attention to, you can use it as Arial Bold.

Alternatively, sans-serif may be used if the Arial font format is not supported. (In languages such as Greek, Chinese.)

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
vwxyz
abcdefghijklmnopqrstuvwxyz 1234567890

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Terms of use
TÜV AUSTRIA Logo

All logos are written contracts of usage. Such regulations must be notified before any third party signing the contract.

Logos must not be produced individually or reproduced. TÜV AUSTRIA SHANGHAI should have knowledge.

Only the logos of legal companies are in question. (National and international).

Trademark and Logo usage shall be audited regularly by TUV AUSTRIA SHANGHAI and the customers shall be informed in case of improper use.



TÜV AUSTRIA logo and brand should never be used in any way that would damage the reputation or trust of the certification system.

Terms of use

TÜV AUSTRIA logo

Provided that they meet the requirements of these Principles, companies should only use the Mark/Logo in stationery, advertising, promotion or similar activities and materials. Brand and Logo are strictly forbidden to be used in activity areas and advertisements outside the scope of the certificate. The Brand and Logo can be used in a way that does not stand out more than the logos of the organization. Brands and Logos cannot be used on printed contacts.

If the document contract is canceled/the document is withdrawn or the document is suspended, the use of logo by the person or firm certificate and any promotions, advertising material, distribution/publication must immediately be stopped.

Suspension and/or withdrawal of documents to the persons or firms that do not fulfill the conditions stated in this instruction shall be applied according to the decision of the Certification Body / Quality Department. These decisions are made in accordance with ISO/IEC Guide 23 and ISO/IEC 17030 and are based on the guide ISO Guide 27 for the necessary actions for improper use.

The logo user may use the logo for commercial purposes (eg letter papers, business cards, e-mail, etc.) and for advertising purposes (eg company tools, web pages, prospectuses, etc.). The right to use the logo is limited to the legal entities and cannot be transferred to third or subsequent persons unless approved by TÜV AUSTRIA SHANGHAI - Certification Body.

TÜV AUSTRIA Logos cannot be used on products, inner product packaging, laboratory analysis results, Calibration analysis results, similar documents and any other documents that may lead to mistakes.

In addition, the logo user cannot use TÜV AUSTRIA logo in a way that the product itself shall give rise to the impression inspired by TÜV AUSTRIA SHANGHAI.

When the Logo is used for especially in the context of advertisement, the user shall be responsible against TÜV AUSTRIA SHANGHAI-Certification Body. In order to use Logo, a TÜV AUSTRIA SHANGHAI Certificate is needed.

Terms of use

TÜV AUSTRIA logo

TÜV AUSTRIA SHANGHAI auditors make necessary checks on the compliance of IAF, SHANGHAIK guidelines and this instruction with matters related to the use of certificates, trademarks and logos during inspections and records the results in the relevant part of the checklist.

For this purpose, the audit team takes samples, takes pictures when necessary, checks brochures, catalogs, business cards, advertising materials and products.

The auditors also check the published documents in terms of the following;

- ✓ General appearance, typographical errors,
- ✓ Usage places,
- ✓ Dates, standard and revision,
- ✓ Company name, address, signature, seal,
- ✓ Exclusions and eligibility,
- ✓ TÜV AUSTRIA SHANGHAI and the accreditation institution's logo,

and records the results in the relevant part of the checklist.



Non-Compliance Notifications

Brand, Logo and Notified Body Number Non Compliance Notifications

When accurate evidences are obtained indicating that the product is dangerous or the conformity marks are misused, the failed user of the mark and the regulatory agencies are notified of the problem within 15 working days and the authorization of the conformity mark to the product concerned is suspended.

First notification to the wrong user shall be sent by registered letter (or equivalent) Certificate and Logo Usage Warning, copies of which shall be sent to the appropriate authorities and/or to other organizations where necessary. The letter to be written includes the following:

- ✓ Reasons of corrective action,
- ✓ Hazardous situations that may exist,
- ✓ Precautions to be taken by the wrong user to solve the problem
- ✓ A statement containing the measures to be taken to ensure that the conformity mark is not applied to non-applicable products.

Corrective Action Types that may be applied:

If it is ascertained that the wrong use occurs, TÜV AUSTRIA SHANGHAI determines the scope of misuse;

products, model numbers, serial numbers, factory manufacturing facilities, manufacturing series and quantities are included in this.

The corresponding corrective action is carried out by applying at least one of the following:

- a) According to the opinion of TÜV AUSTRIA SHANGHAI, if it is necessary to withdraw from the market for protection of the public, TÜV AUSTRIA SHANGHAI shall notify the authorized and responsible parties to withdraw from the market,
- b) Removal of the conformity mark from the product,
- c) Reconstruction of the product to meet the documentation requirements (Reconstruction is preferred in the factory, but it may be allowed to do this in places where it is impractical to bring some of the units to the factory)
- d) Junk or proper replacement of the collected product when the removal of the conformity mark or remanufacturing to conform to the product's documentation requirements is impractical,
- e) Where a dangerous situation exists and it is impractical to implement one of a), b), c) or d), a notification to the public shall be made or a measure shall be taken in accordance with national legislation.

When the conformity mark is used under contract or not in accordance with the contract

The organization that uses the document in a misleading manner or unfairly shall first be sent a letter informing all receivers of the letter that the corrective action is requested:

- ✓ A statement mentioning that the suspension applied to the wrong user is removed and authorization to

use the certification brand is given back,

- ✓
- ✓ Summary of corrective action made by wrong user,
- ✓ Where applicable, disclosure of new markings to ensure that the product is distinguished from the previous unacceptable state.
- ✓ Certification records are revised to include the changes required by the corrective action. Where necessary, the Process-Product Certification Manager-Directive Manager evaluates the issue with the cooperation of legal experts.

If the Process-Product Certification Manager-Directive Manager finds that the company has violated the terms of the contract and has created circumstances that could damage the reputation of TÜV AUSTRIA SHANGHAI, and if it does not consider written warnings, the matter is presented to the Certification Committee.

Decisions taken by the Certification Committee are communicated to the relevant organizations in writing in the Process-Product Certification Manager-Directorate and the result is followed up. According to the decisions taken, the lists in TÜV AUSTRIA SHANGHAI website are updated and informed to the public.

Improper use of the conformity mark by non-contracting parties;

Legal actions shall be initiated against the persons or organizations concerned and the decision on corrective action shall be left to the court.

Completion of Corrective Action:

If the following issues are provided, TÜV AUSTRIA SHANGHAI accepts that the corrective action has been made satisfactorily:

- a) If the wrong user informed the public on demand,
- b) Products located in the market and in distribution facilities are confiscated, repaired under custody and replaced or destroyed, or any other adjustments required within the limits of maximum applicability are performed,

- c) If the wrong user agrees to continue to execute the necessary corrective actions on the user's proprietary units until the certification body reaches the opinion that the maximum feasible outcome has been achieved,
- d) If necessary measures have been taken in the manufacturing process to prevent the manufacture of products which would require similar corrective actions.

Rejection of Corrective Action

If the wrong user refuses to take corrective action, TÜV AUSTRIA SHANGHAI takes the following precautions:

- a) Cancellation of certification contracts made with the wrong user,
- b) If the situation requires so, the regulatory authorities and/or, where appropriate, other organizations are informed of the cancellation of contracts in which the wrongful user refuses to take corrective action and on behalf of the wrongful user,
- c) Legal considerations regarding other measures that may be taken (such as court decisions, press reports on legal proceedings).

If STOBUI (a manufacturer of a product that becomes dangerous later) refuses to perform corrective action, the publicity of the danger identified through the most appropriate press organs shall be communicated to the public.