



AFAQ USER CHARTER

AFAQ User Charter

Owner of AFAQ collective trademark, AFNOR has authorized the Group's certification bodies to issue licenses to use AFAQ trademark.

AFNOR Group's certification bodies are:

AFNOR Certification, 11 rue Francis de Pressensé,
93571 La Plaine Saint-Denis – France. 479 076 002 RCS Bobigny.

Purpose of the mark

The collective mark serves to certify, upon request of businesses, compliance of the measures adopted by the said businesses, with the provisions set out by the AFNOR Group's certification bodies as reference guide, in the fields of quality assurance, environmental management, service quality and safety, or any other standard approved by AFNOR Group's competent authorities, in accordance with applicable international requirements.

Beneficiaries of the mark's user rights

Beneficiaries of the mark's user rights are businesses:

- having currently valid certificate(s) issued by the AFNOR Group's certification bodies, and
- which respect the legal and contractual provisions, and
- which respect this charter, along with the graphic charter applicable to the collective mark in question.

In accordance with section 20 of the law of 31st December 1964, authorized use of the trademark is strictly personal and cannot be transferred to a third-party be it licensed or successor.

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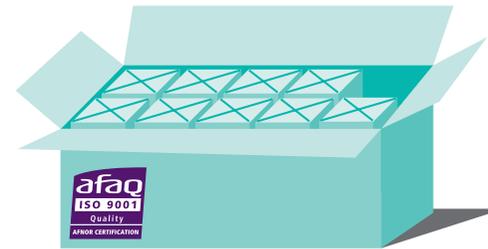
Exercising the mark's user rightse

Communication on certification shall be in compliance with legal and contractual provisions and in observance of this charter along with the applicable graphic charter.

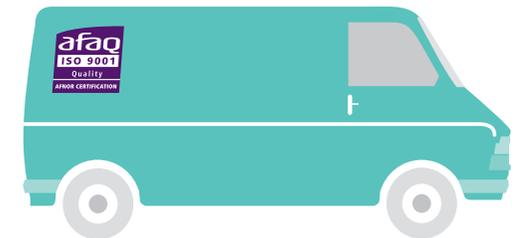
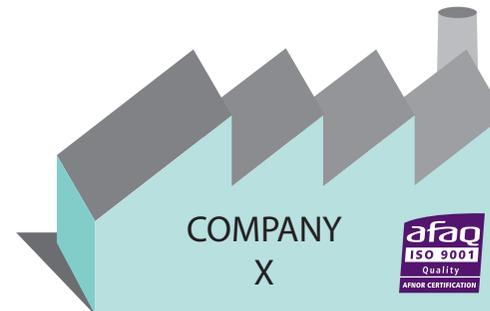
The collective mark in question may be used by certified businesses for their shop signs, store window signs, company cars, packaging and any advertising documents or media.

The certificate number next to the logo is optional.

It is compulsory to indicate the AFAQ certification standard into the logo.



Examples:



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continued - § Exercising the mark's user rights

Where certification does not cover all of a business's sites or activities, the logo can only be used if the site (s) or activity or activities concerned by the certification are mentioned. If this mention is clear and intelligible enough, it can be shortened as far as possible even to a single word.

Generally, communication concerning AFAQ certification shall be clear and honest, notably with respect to the scope of application of the certification (certified entities, sites and activities).

Some businesses (Professional practice structure of regulated professions) are subject to specific communication regulations. In this specific case, businesses must observe these specific provisions when communicating on certification.

Specific case of test and calibration laboratories

Quality management systems certification of testing or calibration laboratories is not equivalent to accreditation of testing or calibration laboratories.

Affixing AFAQ trademarks to testing reports and calibration certifications and calibration certificates is not authorised, these documents being considered as products in this context.

However, it is perfectly acceptable to use the following statement for test results, where this statement is not placed next to one's own logo (if used by the laboratory): "Calibration/verification was carried out in a laboratory/company (or the name of the entity, possibly specifying the site if the entity comprises several sites and not all are certified) of which the quality management system is AFAQ ISO 9001-certified".

The laboratory may also feature the AFAQ logo on any other written supports: advertising brochures, letterheads, etc. in observance of the regulations of use of the AFAQ mark.

Specific use of the logo on documents

Certificates of compliance, material orders, or other documents of the same type issued by an AFAQ-certified business, may feature the AFAQ logo, as long as it is placed next to the business's name or logo, to avoid any risk of confusion with respect to the scope of application of the certification.

A business certified by one of the AFNOR Group's certification bodies may wish to see such certification displayed by a distributor, in a catalogue for example. The business thus becomes responsible for observing the rules set out in this document with respect to the AFNOR Group's certification bodies. The business must notably ensure that there is no risk of confusion with respect to the identity of the certified party, or to the object of the certification. It shall place the certification statement next to its name and not next to a picture of the product, abstract logo or illustrations, texts or images.

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continued - § Exercising the mark's user rights

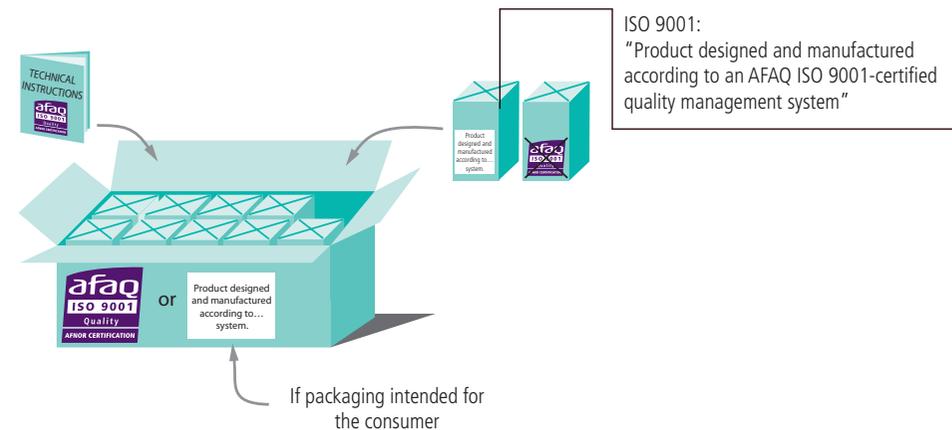
Specific use of the logo on products/packaging

Certified trading companies shall be careful not to confuse their own certification with that of their suppliers, in particular on packaging.

The AFAQ logo cannot, under any circumstances, be used on the product or packaging visible to the consumer.

However, the statement below may be placed directly on the product or packaging: *"Product designed and manufactured according to an AFAQ ISO 9001-certified quality management system"*, or *"Product manufactured 'in a company/factory/site' according to an AFAQ ISO 14001-certified environmental management system"* or any clear and honest equivalent.

The logo may be placed on a document separate from the product and its packaging; e.g. a leaflet inserted inside the inner packaging, as long it is not visible from the outside, and as long as these provisions respect the specific regulations of use of the logo on the documentation (see paragraph above).



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continued - § Exercising the mark's user rights

Use of the AFAQ ASSESSMENT logo

Businesses having addressed the AFNOR Group's certification bodies to conduct a specific assessment, or assessment as part of certification-based regulations may add the reference at the bottom of the certificate. For example: "CERTIFICATE 11 b" for a personal protective equipment manufacturer.

Businesses having undergone assessment with a scoring system must mention the level awarded. The score features as shown on the following diagram:

● **Specific case of AFAQ 26000 assessment**

AFAQ 26000-assessed businesses should, in addition to the level awarded, specify the name of the level: level 1 = Initial, level 2 = Progression, level 3 = Confirmed, level 4 = Exemplary.

Below level 2, Progression, no external communication is possible.



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Mark's user rights validity period

Authorization to use the mark shall remain valid as long as the business concerned continues to meet the conditions of the mark's user rights.

Certificate validity may be suspended, either upon request of the business, for example in the event of restructuring temporarily preventing compliance with the guideline, or as a sanction, due to deviations from the guideline observed, or due to serious noncompliance with contractual requirements.

During suspension, the business cannot mention its certification.

Withdrawal of user rights

The AFNOR Group's certification bodies expressly reserve the right to withdraw the right to use the mark at any time from businesses having been awarded certificate(s) but where the conditions of use of the mark are no longer met.

Such withdrawal of user rights should entail prompt application and all necessary steps should be taken immediately to remove the mark for which user rights have been removed, notably in all store windows, on packaging and on advertising documents and media.

Audiovisual and multimedia

These rules shall be transposed as far as is reasonably possible to audiovisual communication.

The company may use the AFAQ mark on its website in observance of the present rules, and in observance of any legal and contractual provisions.

The mark may therefore be linked directly to the business's electronic certificate, available for consultation via the AFNOR Group's website portal.

However, the business undertakes to delete the AFAQ mark immediately upon request of the AFNOR Group's certification body, since it is specified that the AFNOR Group's certification body shall formulate such a request once it considers that the business's website content is not compliant with its ethics, that it is likely to harm the interests, whether direct or indirect, of entities belonging to the AFNOR Group.

Formalities and control of use of the mark

The AFNOR Group's certification bodies shall undertake the following in order to ensure the legitimacy of the allocation of certificates:

- the AFNOR Group's certification bodies shall monitor, further to issue of the certificate or certificates, maintenance of compliance with the criteria, and of the provisions, which, for the business in question, were subject to certification.
- the AFNOR Group's certification bodies shall ensure contact and relations with foreign organisations or bodies with the same vocation, notably with respect to mutual recognition of the certificates issued.
- the AFNOR Group's certification bodies shall study any concerns of general interest in the field of activity of the AFNOR Group's certification bodies and take any necessary action to promote the AFAQ mark.

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Beyond this, the AFNOR Group's certification body shall implement action strategies to fulfil its objective, the list not being limited. It shall also implement the necessary means for:

- establishing reference guides per field of activity ensuring compliance with the requirements of the corresponding international documents,
- carrying out, on the request of businesses, missions relating to auditing of compliance of the provisions made by the business with the prescriptions of the the related standard(s),
- issuing certificates further to the certification procedure,
- recognising, through agreements and contracts, where the conditions permit it, equivalence of the certificates it issues to any other document of the same type,
- promoting the certificates that it issues, establishing and signing with third parties contracts relating to the objectives of the AFNOR Group's certification bodies,
- taking into account any documents similar to its certificates which enable issue of the latter through recognition of an equivalence.

The AFAQ Mark (CERTIFICATION)

The mark's structure or colours cannot be changed. It shall not be redesigned or adapted in any way.

The digital art work (.eps, .jpg, .png) is required to reproduce the mark.

> Files available for download in your customer portal, at <http://espaceclient.afaq.org>,

"Communication tools" section.

NB: Information such as "points", "body type size"... are defined on the basis of a 5 cm wide logo and are given in reference to the Adobe Illustrator® software

Colour



 Pantone Pantone 260 C	 RGB R60 G00 B90
 Quadri C70 M100 Y00 K30	 RAL 4007 Purple violet

Exceptional monochrome application



Minimum size 1.5 cm
However, if the reproduction process allows, it is possible to reduce the minimum size to 1 cm (e.g. print application on a business card).

Font



On the basis of a 5 cm logotype.

> The font used for the guideline, in this case «ISO 9001», is FRUTIGER Black, Body 21 pt, letterspacing 140, inclined at an angle of 4°.

> The font used to indicate the field, in this case "Quality", is FRUTIGER Bold condensed, in lower case letters. Body 17pt, letterspacing 155, inclined at an angle of 4°.

> OPTIONAL: the font used for the certificate number is ARIAL. Body 13 pt, character spacing 90, inclined at an angle of 4°. The text space must not exceed the width of the inset.



Maximum body size for a short text = 16 pt.

Application on various backgrounds



The mark shall be applied as such on all types of light backgrounds.

NB: On dark backgrounds and photo backgrounds, a white band delimits the entire inset. Its thickness is equivalent to that of the horizontal white band. The guideline text shall be used with a white reserve on dark backgrounds.

The AFAQ Mark (QSE CERTIFICATION)

The mark's structure or colours cannot be changed. It shall not be redesigned or adapted in any way.

The digital art work (.eps, .jpg, .png) is required to reproduce the mark.

> Files available for download in your customer portal, at <http://espaceclient.afaq.org>,

"Communication tools" section.

NB: Information such as "points", "body type size"... are defined on the basis of a 5 cm wide logo and are given in reference to the Adobe Illustrator® software

Colour



Pantone
Pantone 260 C

RGB
R60 G00 B90

Quadri
C70 M100 Y00 K30

RAL
4007 Purple violet

Exceptional monochrome application



Black 100%

Black 60%



1,5 cm

Minimum size 1.5 cm
However, if the reproduction process allows, it is possible to reduce the minimum size to 1 cm (e.g. print application on a business card).

Font



On the basis of a 5 cm logotype.

> The font used for the guideline, in this case "QSE", is the FRUTIGER Black, Body 21 pt, character spacing 140, inclined at an angle of 4°.

> The font used to indicate the field, in this case "Quality Health and Safety Environment", is the FRUTIGER Bold condensed, in lower case letters. Body 15 pt, character spacing 100, line spacing 18 pt, inclined at an angle of 4°.

Application on various backgrounds



The mark shall be applied as such on all types of light backgrounds.

NB: On dark backgrounds and photo backgrounds, a white band delimits the entire inset. Its thickness is equivalent to that of the horizontal white band. The guideline text shall be used with a white reserve on dark backgrounds.

THE AFAQ MARK (ASSESSMENT)

The mark's structure or colours cannot be changed. It shall not be redesigned or adapted in any way.
 The digital art work (.eps, .jpg, .png) is required to reproduce the mark.
 > Files available for download in your customer portal, at <http://espaceclient.afaq.org>,
 "Communication tools" section.

Rules for use

NB: Information such as "points", "body height" ... are defined on the basis of a 5 cm wide logo and are given in reference to the Adobe Illustrator® software

Colour



	Pantone Pantone 7505 C		RGB R110 G75 B55
	Quadri C25 M60 Y70 K50		RAL 8008 Olive brown

Exceptional monochrome application



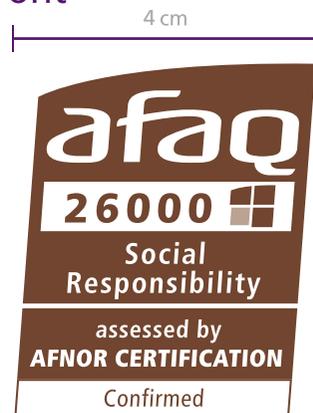
Black 100% Black 60%



Minimum size 1.5 cm
 However, if the reproduction process allows it, it is possible to reduce the minimum size to 1 cm (e.g. print application on a business card).

1.5 cm

Font



On the basis of a 4 cm logotype.
 > The font used to indicate the name of the application, is the FRUTIGER Black, Body 17 pt, character spacing 140, inclined at an angle of 4°.

> The font used to indicate the field, in this case "Social Responsibility", is the FRUTIGER Bold condensed, in lower case letters. Body 12 pt, character spacing 70, line spacing 12 pt, inclined at an angle of 4°.

> The font used to indicate the "Confirmed" level reached is FRUTIGER condensed, in lower case letters. Body 10 pt, letterspacing 40, inclined at an angle of 4°.

Level principle



40% of the colour = future level
 100% of the colour = level reached

Application on various backgrounds



The mark shall be applied as such on all types of light backgrounds.
NB: On dark backgrounds and photo backgrounds, a white band delimits the entire inset. Its thickness is equivalent to that of the horizontal white band. The guideline text shall be used with a white reserve on dark backgrounds.