



# Certification Marketing Guidelines & Tips

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# Certification Marketing Guidelines & Tips

Hello!

## Congratulations on achieving your certification/re-certification from Smithers Quality Assessments, Inc.

Your hard work has paid off, and now it's time to let everyone know about it! Show your customers that you implement a business management system that meets the requirements of internationally accepted standards.

For your convenience, included in each of our electronic certificates is an embedded secure digital signature. This will ensure our certificate can be linked to SQA's website for immediate validation.

There are many ways to publicize your quality certification online. These communication methods may vary based on the online channels available to you. The following e-marketing guidelines are intended to help you make the most of your achievement on your company's various online communication channels:

- Website
- Blog
- Email campaign
- Twitter
- Facebook
- LinkedIn

Along with these guidelines, you should have also received the following electronic items:

- SQA Mark Artwork
- SQA Certification Badge Artwork

This document also explains the difference between the two types of artwork, rules of use, and examples of using them

If you have **any** questions, or need assistance, please don't hesitate to contact us.

Sincerely,

The Smithers Quality Assessments Team

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# Certification Marketing Guidelines & Tips

## On Your Website:

1. Locate an appropriate section on your website to link to the .pdf of your official Certificate of Approval. Depending on where your website displays quality-related information, this link may be under the About Us section, or Quality, for example. Some companies opt to put a link directly on their home page.
2. You can create a "Quality Certification" text link to the .pdf of your certification. Or you can use the **SQA Certificate Badge .jpg** to link to the .pdf. (*see Pg. 4 for Rules on Using SQA Certificate Badges*)
3. Be sure to link to the Smithers Quality Assessments website ([www.smithersregistrar.com](http://www.smithersregistrar.com)) so that readers know you have been certified by an accredited, respected quality and environmental management systems certification body.

## On Your Company Blog:

1. Write a brief Blog entry promoting your certification, and link to the .pdf of your Certificate of Approval. Also, be sure to link to the Smithers Quality Assessments website ([www.smithersregistrar.com](http://www.smithersregistrar.com)) so that readers know you have been certified by an accredited, respected quality and environmental management systems certification body.

Here is some sample text to use:

As of (date), (company name) has been certified to the (standard name) standard. We are delighted to serve our customers even better through the well-defined and documented processes this certification requires. While we've always been committed to quality in our products and services, this certification ensures a more productive environment through faster identification and resolution of quality issues, among many other benefits.

We partnered with Smithers Quality Assessments, [www.smithersregistrar.com](http://www.smithersregistrar.com), an accredited quality and environmental management systems certification body, to achieve our certification.

2. Publish the Blog Entry

## Email Campaign:

Publish a special email campaign announcing your certification to customer and prospects. Outline why you went through with the certification process and what it means to them. Include any interesting stories or key learnings. Link to the certificate and to the SQA website.

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## On Twitter:

1. Write an announcement using 140 characters or less. Use a hashtag (#) before each mention of the quality (no space) standard to categorize those Tweets to show more easily in Twitter Search. Don't put a space between the letters and the number in the standard; otherwise, the Tweet will only be categorized by the prefix. Also, don't forget to mention Smithers in your Tweet by tagging us @SmithersQuality.

Here is some sample text to use:

(ABC Company) certified/re-certified as (#ISO9001)-certified organization. See the official announcement! @SmithersQuality

2. Tweet the announcement

## On Facebook:

1. Create an announcement on Facebook using a more causal tone. Consider putting a personal voice on the post. Link to the picture of your certificate... or better yet, a photo of your staff holding the new certificate!

Here is some sample text to use:

We're officially (ISO9001)-certified by Smithers Quality Assessments! Check out our certification and visit our website (link to blog announcement or quality webpage) for more information!

2. Post the announcement.

## On LinkedIn:

1. Post an update on your Company page and ask your sales force to post the same message to their profile pages.

Here is some sample text to use:

We are proud to announce that we recently achieved/recertified our (standard) certification! Check out our new/updated certificate on our website (link to certificate or quality webpage)

2. Post the update

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## The SQA Mark:

You may recognize the SQA Mark from the lower left-hand section of your certificate. As a registered client with Smithers Quality Assessments, you are authorized to use the SQA Mark as illustrated in figure 1 below. However, your use of the SQA Mark is subject to the following conditions:

1. The SQA Mark must **ALWAYS** be used in conjunction with the client's **name, certificate number, and the applicable Management System Standard(s)**.
2. The SQA Mark can be used on written material such as correspondence, advertisements, and promotional documents only in reference to the applicable Management System. It must **NOT** be used in any way to infer that **the product or service carries the registration**. The SQA Mark may **NOT** be used on **laboratory tests, calibration or inspection reports**. The registered client shall inform SQA of **each separate use** of the SQA Mark and provide **documented illustrations of each such use**.
3. The client must discontinue the use of the SQA Mark if, in the opinion of SQA, any registration documentation, use of the SQA Mark or reports (or any thereof) is misleading or improper.
4. When the Registration is terminated, for whatever the reason, the client shall **immediately discontinue** use of the SQA Mark.
5. If surveillance audits discover items of nonconformity in the Management System that are not corrected as agreed to by the registered client, registration of the client's system and the client's use of the SQA Mark be temporarily suspended until such time that the identified nonconformities are corrected or permanently revoked.
6. The client must **develop and maintain a written procedure which describes the internal and external controls and conditions for use of the SQA Mark**, including a procedure to discontinue use if so directed by SQA. The client must provide a copy to SQA.
7. Should the client want to use the SQA Mark in any fashion not consistent with items 1 to 6, they must request and receive permission, in writing, from the SQA Director of Operations.

You can also find these rules in section XIV of your agreement for services with SQA.



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## Certification Badge(s):

Smithers Quality Assessments designed new Certification Badges for registered clients at the start of 2014. A separate Certification Badge has been created for each international standard that SQA is accredited to grant certification. Examples can be seen in figure 2 and figure 3. Unlike the SQA Mark, you do not require a written procedure to use the Certification Badge(s).

1. The registered client may only use the Certification Badge(s) that show the standard(s) to which the client is certified.
2. The registered client may NOT use the Certification Badge(s) in any way that may convey that their products are certified to the standard. Remember: it is your Quality Management System that is certified – not your products!



Figure 2



Figure 3

- a. Don't display the Certification Badge(s) on products, product labels, or product packaging, or in any way that may be interpreted as denoting product conformity.
  - b. Don't give the impression in any context that your certification(s) is/are product certification(s) of product guarantees.
3. The Certification Badge(s) may not be used on laboratory tests, calibration or inspection reports.
  4. When using the Certification Badge(s) on your website, be sure to link the picture to the electronic/pdf version of your certification so that your visitors can view your certificate.
  5. The Certification Badge(s) may be on written material such as correspondence, advertisements, and promotional documents only in reference to the applicable Management System. For example, use it on business cards, trade show booth displays, banners, signs, and brochures (as long as it does not give the impression of product certification).
  6. If certification is terminated, the client must immediately remove the Certification Badge from all online and print material.

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## Rules of Statement on Product Packaging:

SQA can now allow clients to add verbiage on certification to their packaging. Your use of this verbiage is subject to the following conditions:

1. Product packaging is considered as that which can be removed without the product disintegrating or being damaged.
2. Accompanying information is considered as separately available or easily detachable.
3. Type labels or identification plates are considered as part of the product.
4. The statement shall in no way imply that the product, process or service is certified.
5. The only statement approved for use without SQA management approval is "*CLIENT NAME* Quality/Environmental/Safety Management System is certified to *STANDARD* by Smithers Quality Assessments".
6. Additional Statements **must** be approved by SQA Management and must contain the brand/name of certified client, type of management system (quality/environmental/safety), the standard, and SQA's name.

*ABC's Quality Management System is certified to ISO 9001 by Smithers Quality Assessments*

*ABC's Occupational Health and Safety Management System is certified to ISO 45001 by Smithers Quality Assessments*

*ABC's Environmental Management System is certified to ISO 14001 by Smithers Quality Assessments*

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## Some More Tips...

The following tips come from ISO (International Organization for Standardization) and the SQA Marketing staff.

1. Never use ISO's logo as it is a registered trademark. Do not adapt or modify it for your use in any way.



1. Use the full designation of your certification. For example, if your organization is certified to ISO 9001 :2015, don't use just "ISO 9001".
2. Do not say that your organization is "accredited" to the standard. Accreditation refers to the formal recognition by an accreditation body (like ANAB) that a certification body (like SQA) is competent to carry out third party audits and grant certification.
3. Except as part of the entire SQA "Certificate of Approval," the mark of the SQA accreditation body (ANAB) **may not be used unless written permission is obtained directly from SQA.** Should SQA grant permission to use the ANAB mark, such use must always be in conjunction.





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## Conditions for Use of the ANAB Name and Accreditation Symbol (Annex 2.)

A2.1. Organizations certified by an ANAB-accredited management systems certification body shall use the ANAB accreditation symbol only in conjunction with the accredited certification body's symbol on the organization's stationery and literature and in its advertising, subject to the conditions in this annex and the certification body's conditions for use of its symbol.

A2.2. An organization certified by ANAB-accredited management systems certification bodies shall use only approved accreditation symbols provided by its ANAB-accredited certification body.

A2.3. The ANAB accreditation symbol shall be reproduced on a background that will not impede readability:

- a. In black or in blue (PMS 286 or equivalent) and red (PMS 485 or equivalent) on a white or light-colored background;
- b. In a size that makes all features of the symbol clearly distinguishable; and
- c. Without distortion of its dimensions.

A2.4. The certified organization may not place the ANAB accreditation symbol in isolation from the certification body's symbol, and the size of the ANAB symbol must not exceed the size of the certification body's symbol.

A2.5. ANAB's accreditation symbol shall not be used on a product or in such a way as to suggest that the certification body and/or ANAB have certified or approved any product, process, or service of a certified organization, or in any other misleading manner.

A2.5.1. If packaging, etc., used for transportation includes the approved accreditation and certification symbols, a clear statement must be included to the effect that the product contained therein was manufactured in a facility with [specify] management systems certified as being in conformity with [specific standard].

A.2.6. Upon withdrawal of the ANAB-accredited certification or the certification body's ANAB accreditation, the organization shall immediately discontinue use of ANAB's accreditation symbol, ANAB's name, and claims of accredited certification in any medium, including letterhead, electronic media, etc., and return or destroy any ANAB-accredited certification documents as required by the certification body or ANAB.

A.2.6.1. If an organization continues to use the ANAB accreditation symbol or reference to ANAB, ANAB will publish a notice on its website indicating that the organization is making a false claim of ANAB-accredited certification, and ANAB may take legal action.

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5. SQA is not permitted to grant permission for use of the IATF Mark except as part of the entire Certificate of Approval
6. Do not use the Smithers Quality Assessments, Inc. company logo.

