BP-MS-P08-Rules for the Use of Mark and Logo
Owner: Practice Leader, Risk and Compliance
Classification: Public | ACL: Internal
Status: Approved

Approver: ISF Committee
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Page: 1 of 4

RULES GOVERNING THE USE OF CERTIFICATION AND ACCREDITATION MARK

Bulletproof issues certification marks corresponding to the management system standard for which approval has been given, by way of a current Certificate of Registration.

The certification mark used must correspond to the standard against which the company has been audited and achieved registration (i.e. ISO/IEC 27001).

NOTE: Any misuse of the mark may result in withdrawal of certificates.

To ensure that the correct markings are used the following rules shall be observed by all companies who receive certification through Bulletproof:

1. The marks shall be displayed only in the appropriate form, size and color detailed in this section.

2. The organization's certificate number is printed under the mark.

3. Electronic reproduction of the marks is permitted (including Internet web sites) provided that the requirements are met and

   - the organization's certificate number is printed under the mark
   - the mark is reproduced so that infilling does not occur
   - degradation and/or distortion of the mark graphic is avoided
   - computer files of the marks shall be prepared from mark masters. Redrawn approximations may not be used.

4. The certified mark/logo shall not be used in any way that might mislead the reader about the status of a certified organization, activities outside the scope and imply that product, process or service is certified. Holders of Certificate shall not make, use or permit any misleading statement and certification document.

5. Holders of certificates issued by Bulletproof may use the appropriate mark in the manner prescribed, on stationery and publicity material or other items relevant to their certificate. The accreditation mark shall always be used in conjunction with the Bulletproof mark. Holders of accredited certificates may use the Bulletproof mark without accreditation mark if they wish.

6. Holders of certificates should not use their certification in such a manner that would bring the certification body and/or system into disrepute and lose public trust.

7. The term 'publicity material' shall not include notices, labels, documents or written announcements affixed to or otherwise appearing on goods or products, unless the goods or products have been manufactured under an accredited product conformity scheme. This restriction shall also apply to primary (e.g. blister packs) packaging, promotional products and test certificates/certificate of analysis.

8. Upon suspension or withdrawal of its certification, the use of the Bulletproof mark or logo shall be discontinued from all advertising matter, stationery etc. that contains a reference to certification. The use of the logo on all stationery/advertising material shall be amended if the scope of certification is reduced.

9. Upon a reduction in scope, advertising matter shall be amended.

OTHER RESTRICTIONS ON THE USE OF THE MARKS

1. The accreditation marks shall not be displayed on vehicles, except in publicity material containing an accreditation mark as part of a larger advertisement, provided the mark is used in the publicity material in accordance with the conditions detailed elsewhere in this information sheet.

2. The accreditation marks shall not be displayed on buildings and flags.

3. Accreditation marks may be displayed on internal walls and doors, and on exhibition stands.

4. Accreditation marks shall not be used in such a way as to suggest that Bulletproof has certified, or approved, any product or any service supplied by a licensee of a mark, or in any other misleading manner.

5. Accreditation marks shall not be used in such a way as to imply that SCC accepts responsibility for activities carried out under the scope of accreditation and/or certification.

6. All quotations for work that contain an accreditation mark shall clearly indicate those activities that are not SCC accredited.

7. Marks - other than the Testing, Inspection and Calibration marks - may not be used on the test, inspection and calibration reports and certificates, respectively.

8. Any use of an accreditation mark that might contravene the conditions laid down in this publication shall be referred to SCC.

9. Bulletproof shall ensure that they audit the use of national accreditation marks by their certificate holders. Conditions for the use of the marks by such certificate holders are given in these rules.

10. Reproduction of the marks shall be based on master versions supplied at the time of certification, to which certificate holders must add their certificate number.

11. Do not use its certification in such a manner that would bring the certification into disrepute and lose public trust.

12. SCC logo shall not be used on visiting cards.

Bulletproof will take action and deal with incorrect references to certification status or misleading use of certification documents, marks or audit reports. The action may include requests for correction and corrective action, suspension, withdrawal of certification, publication of the transgression and if necessary legal action.

USE OF BULLETPROOF CERTIFICATION MARKS IN MARKETING MATERIALS

MARKETING MATERIALS

Bulletproof certification marks may be used in company promotional materials, including letterhead, email signatures, brochures, flyers, pamphlets, and other available promotional materials.

WEBSITE

Bulletproof certification marks may be placed in the certified company's website. This allows a certified company to share with others the success of their company to increase brand awareness and communicate

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Page: 3 of 4

trustworthiness to their customers about the products and services provided.

The Bulletproof certification marks shall be placed appropriately on the website. When it comes to the placement of certification marks and logos on the website, you shall consider the following rules:

- Positioning of certification marks and logo
- Dimensions of certification marks and logo
- Color of certification marks (available in white and black)

LETTERHEAD

The Bulletproof certification marks are available to be used also in certified company's letterheads while showing consistency, professionalism and greater credibility.

The Bulletproof certification marks must always be positioned along with the organization logo, at the header of the letterhead or at the footer of the letterhead.

Note: The Bulletproof certification marks cannot be used for the sites of the organization that have not been previously covered under the certification scope.

EMAIL SIGNATURE

By placing the Bulletproof certification mark along with your own email signature, you will inform your clients and audience about the success of your company.

The certification mark can be placed along with your email signature while the distance between email signature and certification mark should be same as the width of the certification mark.

You may also place the certification mark under your email signature while the distance should be one-half of the certification mark height.

WHERE CAN A CERTIFICATION MARK BE USED?

	On product*1	For transportation of products*2 (larger boxes, etc.)	On vehicles or permanent structures (advertisement building, etc.)	In pamphlets (for advertisement, etc.)
Use of marks*3 without statement*3	Not allowed	Not allowed	Not allowed	Allowed*5
Use of marks*3 with a statement*4	Not allowed	Allowed*5	Allowed*5	Allowed*5

1. This could be a tangible product itself or product in an individual package, container, etc. In case of testing/analyzing activities, the product could be a test/analysis report or certificate of conformity or certificate of training or achievement.

2. This could be over-packaging made of cardboard or any other material that can be reasonably considered as not reaching end users.

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Page: 4 of 4

3. This applies to marks that have a specific form including some basic description of its applicability. A statement in words alone does not constitute a mark in this sense. Any such wording should be true and not misleading.

4. This could be a clear statement that "(This product) was manufactured under an information security management system certified/registered as being in conformity with ISO 27001".

5. When using accreditation logos, the Bulletproof client must pay adequate attention to avoid infringement of any specific accreditation body requirement. E.g. IAS does not allow their logo to be displayed on vehicles or promotional items such as pens, placemats, diaries etc.

For those organizations seeking to demonstrate that their products/services have been manufactured/delivered under their certified management system (without using the Bulletproof mark/logos), the following statement can be made on the product and its respective packaging (**example only**):

"This product/service has been manufactured/delivered by *Certified Client Name* under the controls established by a Bulletproof approved Information Security Management System that conforms to ISO/IEC 27001:2013 under certificate number: XXXXX."

CYBERSECURE CANADA SPECIFIC DIRECTION FOR USE OF CERTIFICATION MARK AND LOGO

The CyberSecure Canada certification mark and logo are currently controlled by Innovation, Science and Economic Development Canada (ISED) along with Standards Council of Canada (SCC). Upon successful certification, the rules governing the use of the mark and logo will be provided by these organizations and certified candidates are required to abide by the documented rules.

Revision History

Version	Change Description	Date
1.0	Initial Release (not applicable to CSC certifications)	2022-01-07
1.1	Added language and instructions which are specific to the CyberSecure Canada certification	2022-04-25