



## **Kiwa UK Group Using Kiwa Pictograms Policy**

Congratulations on your Kiwa TMV certificate!

You have been granted a certificate from Kiwa for your product, process, (management) system or personal competence. A certificate is proof of the fact that we have independently ascertained that what you deliver complies to independently laid down requirements concerning quality, safety and health. That is an achievement to be proud of. We congratulate you on it!

You are most welcome to show your certificate to everyone. Feel free to use the Kiwa pictogram designed for the subject or object certified, for example on your printed matters, letterheads, in adverts, on means of transport and on your website. That way, you'll turn your certificate into an excellent promotion tool for your product or service.

Please take these regulations into account when using a Kiwa pictogram.

### **General**

The use of the TMV pictogram is only permitted:

- By you as a certificate holder, and by suppliers stated on the certificate; parties which are not stated on the certificate may not use the pictogram.
- In relation to the certified subject; usage of the pictogram may not imply that other subjects are certified.
- For the period of validity of the certificate; during a period of suspension of the certificate, the pictogram may not be used.
- When the pictogram refers to a certified process, or a certified management system, you may not, under any circumstances, apply the pictogram to products you supply.

### **Design**

- Pictograms may only be depicted as a whole, in the height-width ratio as provided by Kiwa.
- It is not permitted to display only a part of the pictogram. Additions are not permitted either.
- The pictogram must be applied to a white or transparent background.
- The pictogram must be depicted in black and white. Instead of black, you may also use 'Kiwa blue' (RAL 5017 or Pantone 300). Other colours are not permitted.
- In order to ensure legibility, the minimum width of the image is 15 mm. All other aspects related to size are left to your discretion.



### **Supervision by Kiwa**

Kiwa supervises the correct usage of pictograms. In case of improper use, Kiwa may deny you the right to use the pictograms or Kiwa may take measures on the grounds of the certification regulations.

If you have any other questions about the usage of the pictogram, please contact your account manager at Kiwa.

### **Please note**

The copyright of the Kiwa pictograms and logos is owned by Kiwa N.V. The Kiwa logo must not be used by any third party without express written permission from Kiwa.

For further information please contact [uk.marketing@kiwa.com](mailto:uk.marketing@kiwa.com)

This policy is reviewed annually and is the responsibility of Kiwa UK Group's Head of Marketing.