



# CERTIFICATION. A VALUE TO COMMUNICATE.

DNV Business Assurance  
Management System  
Certification Marks

Guidelines

June 2011



## GUIDELINES

- 01. Introduction. Communicate your certification to the market
- 02. Basic design elements
- 03. Colours
- 04. Basic rules
- 05. Mark and inscription misuse
- 06. Distance and size
- 07. Use with accreditation marks
- 08. Marketing material and annual report
- 09. Website
- 10. Stands, buildings and signs
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# 1. Introduction.

## Communicate your certification to the market.

Certification according to international or national standards by an independent third party demonstrates your commitment to continual improvement and sustainable business performance. This achievement is more than a ticket-to-trade. It is something to be proud of, and communicating your commitment in the market can help build stakeholder trust and brand confidence.

The DNV Certification Mark is designed specifically for this purpose, to support you in visually and clearly communicating your commitment to the market.

You can put your certification mark in most places, from marketing material to company buildings. There is a set of rules for how the certification mark should be used, and this handbook aims to guide you to the correct use. Perhaps you will even find some new ways to use your mark.

Congratulations and good luck.

DNV Business Assurance

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## 2. Basic design elements

### Certification Mark

The basic design elements of the certification mark are two concentric circles in which the DNV logo is embedded.

The certification mark indicates the type of certification in the outer circle and the standard (i.e. ISO 9001) in the inner circle.

The length of the text in the outer circle varies depending on the type of certification. A single blue line is inserted to complete the circle.

**Font.** The typeface for the standard (i.e. ISO 9001) and the type of certification (i.e. SYSTEM CERTIFICATION) is Helvetica Neue 55 Roman.

### Inscription

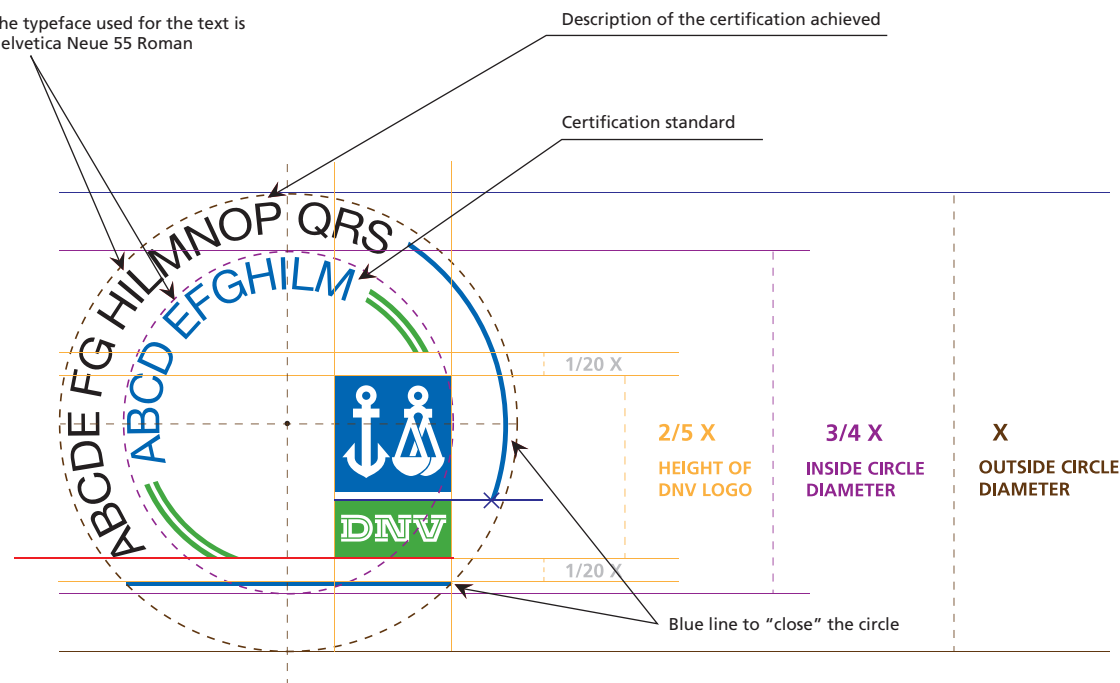
The inscription is used in cases where you are not allowed to use the certification mark but still wish to communicate your certification.

The basic design elements of the inscription consists of a text that indicates the type of certification in plain text and the standard accentuated by two green lines.

**Font.** The typeface used for the inscription is Helvetica Neue 75 Bold.

### DNV Certification Mark

The typeface used for the text is Helvetica Neue 55 Roman



### Inscription

**COMPANY WITH  
XXXXXX SYSTEM  
CERTIFIED BY DNV  
= ABCD EFGH =**

The typeface used for the text is Helvetica Neue 75 Bold



Only official artwork versions of the mark should be used.

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## 3. Colours

### Certification Mark

The certification mark colours are Blue PMS 286 and Green PMS 370 and Black.

The certification mark should maintain the original colour and preferably be set on a white background.

### Inscription

The inscription may be reproduced:

- in black or 80% black
- in two colours - the colours must be those in the official artwork. For the blue and green Pantone colours please consult the colour references.
- in one colour (Blue PMS 286)
- in negative: white inscription on a black background.

If translating the inscription into other languages, the structure of the inscription must remain unaltered.

### Colour references

#### ■ PMS 286

(CMYK for four colour printing: 100% Cyan, 60% Magenta, 0% Yellow, 0% Black)

RGB : R4 G52 B177

Web: 005EA8

The green in the DNV logo and green lines is

#### ■ PMS 370

(CMYK for four colour printing: 70% Cyan, 0% Magenta, 100% Yellow, 10% Black)

RGB : R78 G146 B0

Web: 4e9200

### Examples of certification marks



Coloured background should be used only with light colour (less 30% CMYK)



The management system certification marks can be applied also in black and/or PMS 286.



For specific application on a dark background the certification mark can be reversed.

### Examples of inscriptions

**COMPANY WITH  
QUALITY SYSTEM  
CERTIFIED BY DNV  
= ISO 9001 =**

Blue PMS 286 and Green PMS 370

**COMPANY WITH  
ENVIRONMENTAL SYSTEM  
CERTIFIED BY DNV  
= ISO 14001 =**

Blue PMS 286

**COMPANY WITH  
MANAGEMENT SYSTEM  
CERTIFIED BY DNV  
= ISO 9001 =  
= ISO 14001 =  
= OHSAS 18001 =**

100% Black

**COMPANY WITH  
SAFETY SYSTEM  
CERTIFIED BY DNV  
= OHSAS 18001 =**

80% Black

**COMPANY WITH  
QUALITY SYSTEM  
CERTIFIED BY DNV  
= ISO 9001 =**

Negative on a dark background

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## 4. Basic rules

As a certified company:

1. You should only use the official artwork of the DNV Certification Marks for management systems and/or the official DNV Inscription that corresponds with the scheme(s) to which you are certified.
2. Always use the DNV Certification Mark in conjunction with your company's name and/or logo.
3. You may use the DNV Certification Mark on:
  - Marketing material
  - Corporate publications (e.g. annual reports)
  - Websites
  - Stands

The DNV Certification Mark for management systems shall not be used in a way that could indicate that the product or service provided is certified. To avoid misinterpretation, the DNV Certification Mark is therefore not allowed to be used on:

- Products, including packaging or adhesive tape
- Product documentation (e.g. technical specifications and catalogue pages)
- Certificates, statements of conformity, reports etc. as an output from services provided (e.g. testing and calibration activities, inspections, assessments etc.)

In addition the Mark should not be used on letterheads for companies representing multiple sites where one or more sites are not covered by the certification (except where use can be properly controlled).

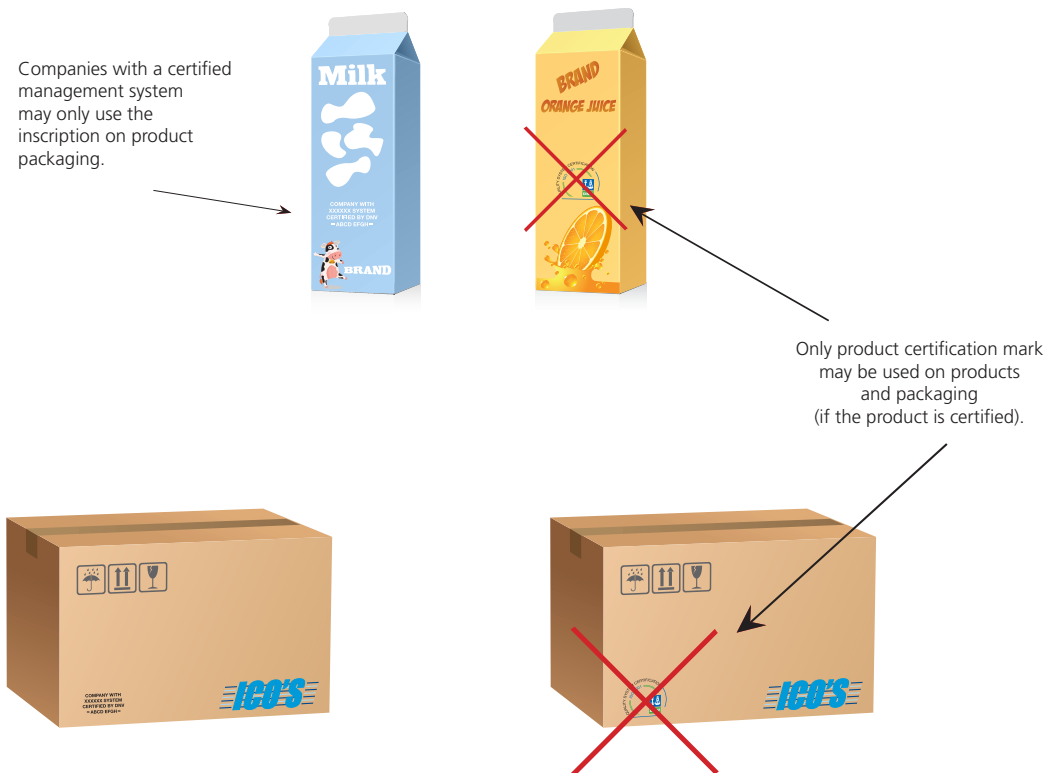
To communicate your certification for the above purposes, you may however use the following inscription:

**COMPANY WITH  
XXXXXX SYSTEM  
CERTIFIED BY DNV  
= ABCD EFGH =**



If in doubt regarding use of marks, you should contact DNV.

### Examples

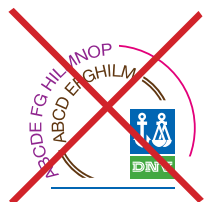


# GUIDELINES

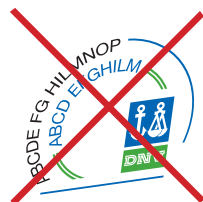
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## 5. Mark and inscription misuse

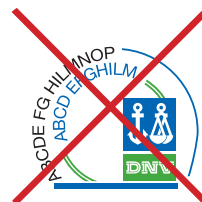
The original artwork of the DNV Certification Mark should be used in a way that preserves the integrity of the mark. Therefore the mark should not be altered or used in an improper way. Below are some examples of things not to do with the mark.



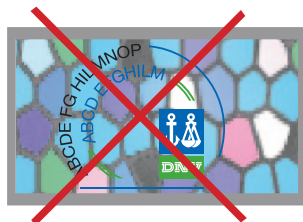
DO NOT modify the colours of the mark.



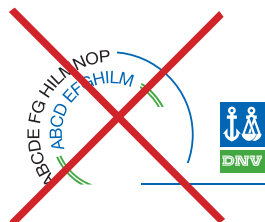
DO NOT distort any parts of the mark.



DO NOT alter the relative size of any element.



DO NOT position the mark on a visually distracting background or on pictures.



DO NOT separate and modify any elements.



### Inscription

~~Company with  
xxxxxx system  
certified by DNV  
= ABCD EFGH =~~

DO NOT modify the font.

~~COMPANY WITH  
XXXXXX SYSTEM  
CERTIFIED BY DNV  
= ABCD EFGH =~~

DO NOT modify the colour.

~~= ABCD EFGH =  
COMPANY WITH  
XXXXXX SYSTEM  
CERTIFIED BY DNV~~

DO NOT separate and modify any elements.



Only official artwork versions of the mark and/or inscription should be used.

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## 6. Distance and size

The certification mark may be enlarged or reduced.

The size of the certification mark should be in proportion to the size of your company-logo.

The minimum reduced size is 15 mm (figure 1). This is the minimum size at which numbers and letters are legible.

The certification mark may be used in such a way that:

- It is the same height as the company logo. (figure 2)
- The space between the DNV logo and the blue line is the same height as the company-logo. (figure 3)
- Even when the company-logo is very small, the certification mark must be at least 15 mm high (figure 4).

The distance between the company-logo and the certification mark must not be less than the base width of the certification mark. (figures 2-3-4) This rule must be applied even when the certification mark is placed below the certified company's logo. (figure 5)

### Maximum size

The maximum size of the certification mark should be such that it does not predominate over the size of the company logo. It is recommended that the size of the certification mark should not exceed one-third or one-half the height of the surface to which it is affixed.

figure 1

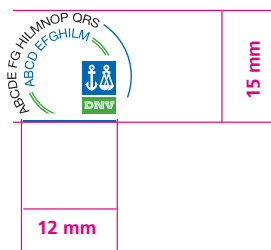


figure 2

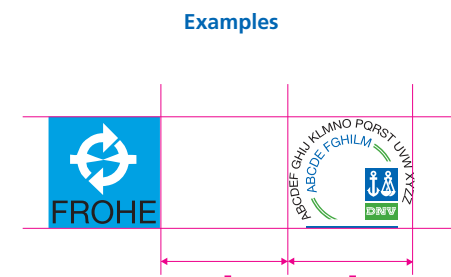


figure 3

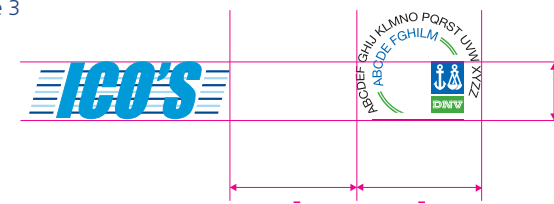


figure 4

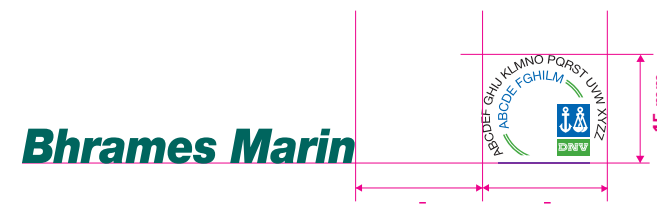
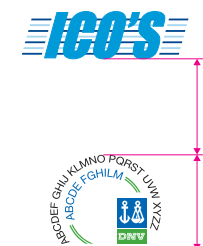


figure 5



# GUIDELINES

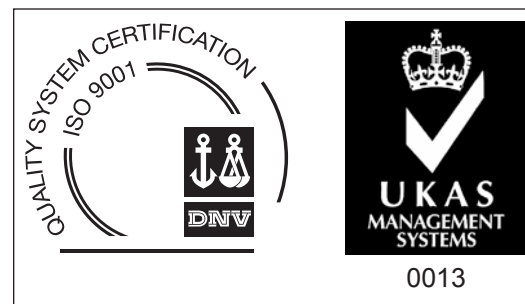
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## 7. Use with accreditation marks

In some cases, it may be required or preferred to use the certification mark in conjunction with the appropriate accreditation mark.  
Use of the accreditation mark is permitted for holders of certificates issued by an accredited certification body. Use of the accredited mark is governed by the rules of each respective accreditation body.

When using the DNV Certification Mark together with an accreditation mark, the two should always appear in conjunction and linked with a visual element (e.g. a frame).  
Some accreditation bodies govern how the two should be linked.  
You should follow the rules of the applicable accreditation body.

### Examples





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## 8. Marketing material and annual report

### Marketing material

The certification mark may be used on company brochures, leaflets and other promotional material.

To avoid misinterpretation of what is certified, the inscription may be used on product documentation such as technical specifications, catalogue pages and laboratory certificates

**COMPANY WITH  
XXXXXX SYSTEM  
CERTIFIED BY DNV**  
**= ABCD EFGH =**

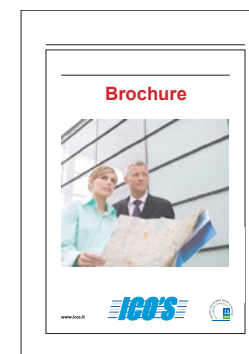
### Annual Report

The certification mark may be used on both the cover (near to or aligned with the company-logo) and on the title page (near the company name).

Figure 1: example of certification mark usage on an Annual Report cover

Figure 2: example of certification mark usage on the title page of an Annual Report

### Examples



Some examples of certification mark positioning on marketing literature and media advertising.

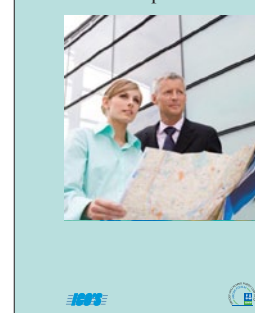
### Product Catalogue pages



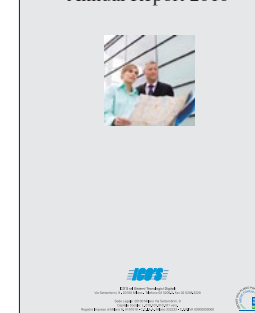
### Technical product specifications sheet



### Annual Report 2010



### Annual Report 2010



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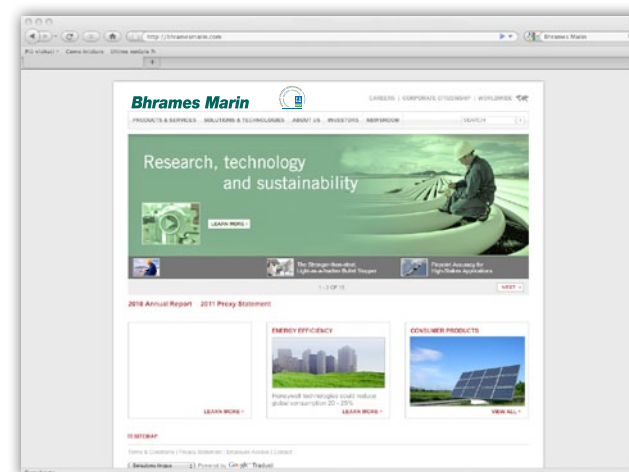
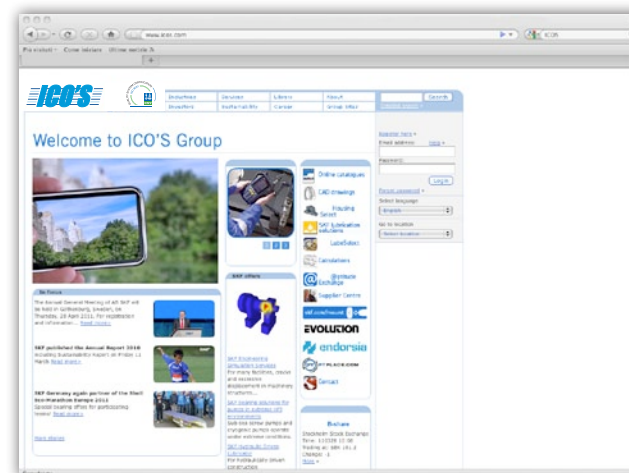
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## 9. Website

You may put the certification mark on your website, applying the same rules as outlined in previous chapters.

If you use the certification mark on your website to indicate that you have been certified, you could link your certification mark back to the DNV website.

### Your website examples



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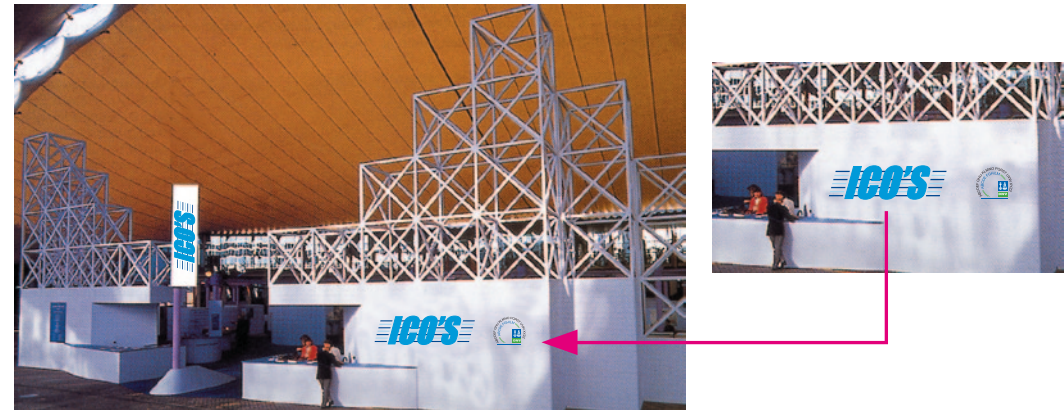
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## 10. Stands, buildings and signs

### Stands

The certification mark may be used on company stands. If you wish you can give great prominence to the certification mark. Just make sure it is done in accordance with the guidelines described in previous chapters.

### Examples



### Buildings and signs

You can use both the certification mark and inscription on your company's office buildings, plants or signs.

Figure 1: the certification mark placed near the company-logo on corporate sign.

Figure 2: the inscription placed at eye level near the company entrance.

figure 1

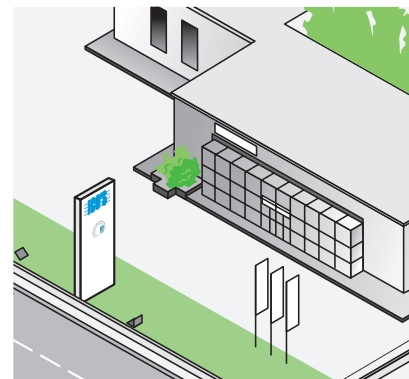


figure 2



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## 11. Stationary: Letterhead

On letterheads and following pages, the certification mark must be positioned near the company-logo (figure 1) or on the baseline (figure 2).

If the size of the certified company logo is very small, the certification mark should be placed at the foot of the letterhead.

Figs. 1-2: Some examples of the certification mark positioning on the first page.

Figs. 3-4: Some examples of the certification mark positioning on a second page.

When letterheads contain the addresses of different branches, some of which are not covered by the certification, the certification mark may not be used. In such cases the inscription should be used:

**COMPANY WITH  
XXXXXX SYSTEM  
CERTIFIED BY DNV  
= ABCD EFGH =**

with an explanation of which of the company's sites or branches are certified.

When a certified company belongs to a Group or is associated with other companies which are not certified and both names appear on the letterhead, one of the following solutions must be adopted:

- The certification mark is reproduced with an indication of which company is certified (preferred solution). (figure 5)
- The certification mark is replaced with the inscription, clarifying the certified company to which the certification refers. (figure 6)

### Examples

figure 1

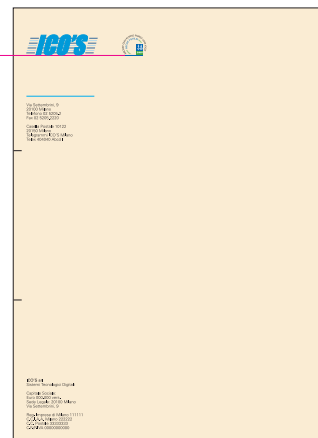


figure 2



figure 3

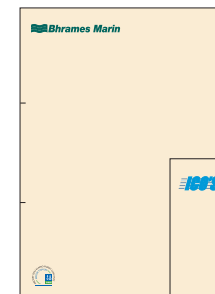
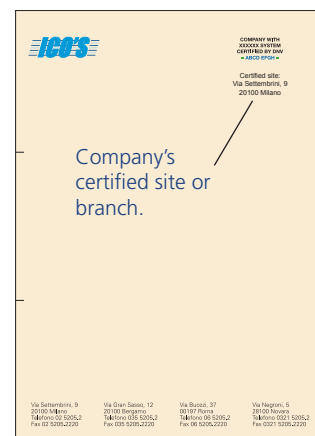


figure 4



Companies with more than one site or branch



Companies belonging to a group



figure 5

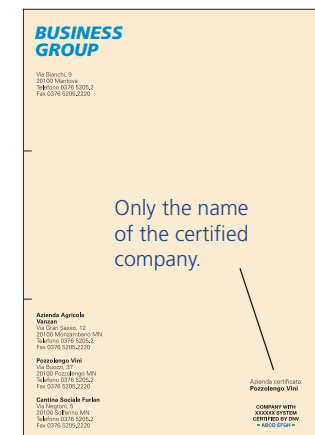


figure 6

## 12. Stationary: envelopes, invoices and fax sheets

- [illegible]

In this case, the certification mark should be aligned with the base of your company logo (figure 3) or the certification mark should be placed near the company name (figure 4).

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## 13. Business cards

The certification mark can also be used on business cards.

### Examples

Business card  
with certification mark



Business card  
with inscription



If the certification mark does not fit with the layout/design of your business card, you can opt to use the inscription instead.

**COMPANY WITH  
XXXXXX SYSTEM  
CERTIFIED BY DNV  
= ABCD EFGH =**

For both cases, you only have to make sure that the maximum size of the certification mark or inscription does not pre-dominate the company-logo.

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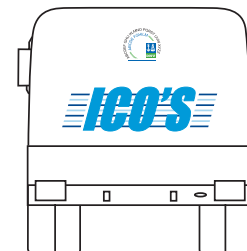
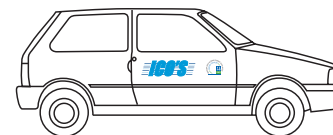
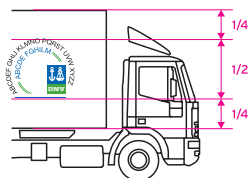
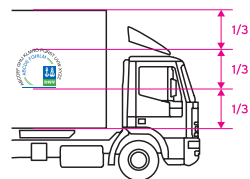
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## 14. Vehicles

When using the certification mark on your company vehicles or heavy machinery, make sure it is always positioned near the company-logo. To the right you find some examples of how to position the certification mark.

If your company's logo is very large, as it may be when displayed on the side of a trailer, it is recommended that there is sufficient space around the certification mark and that the certification mark does not cover more than 1/3 to 1/2 of the height of the surface to which it is affixed.

### Examples



The certification mark is always positioned near the company logo on vehicles.

