



NSF-ISR CERTIFICATION MARKS & CO-MARKETING REQUIREMENTS

A publication by
NSF INTERNATIONAL STRATEGIC REGISTRATIONS (NSF-ISR)
An NSF company

MARKETING YOUR MANAGEMENT SYSTEMS CERTIFICATION

Congratulations! You've obtained your certification, and it's time to shout it from the roof tops!

The next step is to **follow the conformance checklist** to build a communications and marketing strategy to promote your certification while maintaining conformance. Here you will find resources to help drive awareness among clients, prospects, the media, influencers and your online community.

We've created this interactive guide and a co-marketing portal to use as a turnkey or customized solution for your organization's promotions of certification(s).

Use the turquoise button to access our co-marketing portal.

The portal includes a variety of resources:

- > Explanation of filetypes
- > Language and graphics for social media
- > And more...

Still don't see what you're looking for or have a co-marketing idea? Email us at ISRMark@nsf.org.

NSF-ISR CO-MARKETING PORTAL ▶

Click this button on any page to access the co-marketing portal.

HOW TO USE THIS GUIDE

- Use the conformance checklist to meet requirements
- Share this document with your team members, an agency or others who will be marketing your certification
- Submit any descriptive language, press releases or other collateral items (e.g. video) that reference NSF-ISR or your management systems certification(s) for approval prior to finalizing and distributing
- Maximize your certification investment by incorporating the provided language, text and tools throughout organizational marketing materials

CONFORMANCE CHECKLIST

You can use the NSF-ISR marks, certificates, custom logos or statements of management system certification on sales literature, websites, brochures, promotions, catalogs or any other media to promote your certification. Nonconformities can occur when specific guidelines are not adhered to. Please use the below checklist to check your conformance. Read the following pages for further details on each of these items and more.

All statements of certification must be clear and not ambiguous. Below are recommendations on how to achieve this:

- A** The organization name (organization is registered to the standard displayed in the mark)
- B** Name of the registered site(s) (locations/sites represented correctly)
- C** The correct standard in the certification mark or statement with NSF-ISR noted as the certification body
- D** Information of activity covered within scope

If using the NSF-ISR mark, the mark must be (details on [pages 6-7](#)):

- > Unedited/alterd
- > The most up-to-date version

Optional: Use of ANSI National Accreditation Body (ANAB) symbol

MARK MISUSE

If misuse of an NSF-ISR mark occurs your organization will be contacted by a member of the NSF-ISR team. Your organization will need to fix any mark misuse as soon as possible.

Conversely, if you see an NSF-ISR mark you believe is being misused, please reach out to us directly. Email us at ISRMark@nsf.org.



Example advertisement

TABLE OF CONTENTS

Statement of Certification Dos and Don'ts..... 4-5 ▶	Other Organizations' Trademarks..... 11 ▶
NSF-ISR Mark Usage Guidelines 6 ▶	Promote Your Certification Using Social Media..... 12 ▶
NSF-ISR Mark Incorrect Usage..... 7 ▶	Promote Your Certification On Your Website..... 13 ▶
Available Certification Marks 8 ▶	Press Release Template..... 14 ▶
Certification Body vs. Accreditation Body..... 9 ▶	Logo vs. Certification Mark..... 15 ▶
ANAB Symbol Usage 10 ▶	Contact information..... 16 ▶

STATEMENTS OF CERTIFICATION DOS AND DON'TS

CONTEXT	DO	DO NOT
Location/site clarity	It is important across all content to be clear which sites are certified and which sites are not certified by NSF-ISR. The statements need to be unambiguous and clearly specify which locations are certified by NSF-ISR.	Place the NSF-ISR mark or certification statement at the bottom of all media without clarifying which locations or sites are not certified to the standard or by NSF-ISR.
State NSF-ISR as the certification body	Be specific; NSF-ISR or NSF International Strategic Registrations needs to be referenced as the certification body with the specific standard.	State NSF as the certification body, as this is not true. NSF-ISR is an NSF company and NSF-ISR needs to be referenced as the certification body.
NSF-ISR mark	Refer to page 6 for correct criteria. PRO-TIP: If you have multiple NSF-ISR certifications, you can request a combined mark.	Edit or alter the NSF-ISR mark. Examples can be found on page 7 .
Statement of certification	<insert company name> is ISO 9001 certified by NSF-ISR. We are ISO 9001 certified by NSF-ISR at the following sites: Site A, Site B, Site Z.	Solely state ISO 9001, ISO Certified or ISO 9001 certified.
Scope of work	Ensure the scope of your certificate is clearly covered	Misrepresent the scope of your certification by including activities outside of your certification scope

CONTINUED >

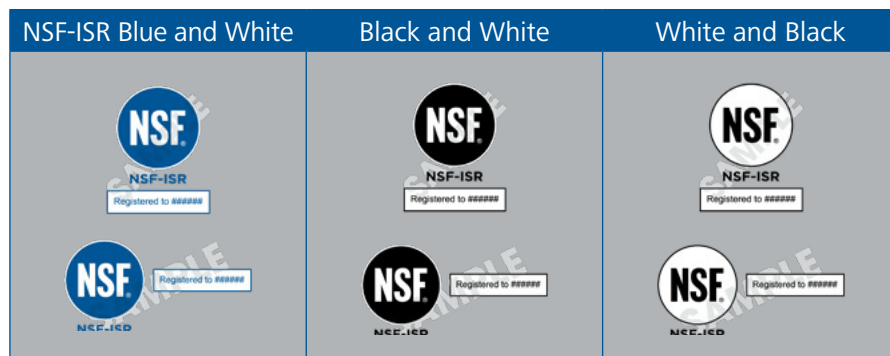
STATEMENTS OF CERTIFICATION DOS AND DON'TS (CONTINUED)

[NSF-ISR CO-MARKETING PORTAL >](#)

CONTEXT	DO	DO NOT
Certification promotion	Use the NSF-ISR mark or statement of certification on advertisements and promotional materials to proudly display certified sites within the proper scope.	Directly or indirectly represent, advertise, imply or claim that products (including services) or a non-certified site are certified by NSF-ISR. (This includes any business activities not covered under the scope of certification in your NSF-ISR certificate.)
	State that your organization's management system is certified to a specific standard by NSF-ISR, which helps your organization to continuously improve itself.	Use on lab test, calibration or inspection reports or any document/record that attests to product suitability, fitness or conformance (e.g. product specification sheets, technical data sheets, certificates of conformance, certificates of analysis, etc.). When using symbols or logos, make sure no certificate document, mark or report is used in a misleading manner.
	Use the NSF-ISR mark or statement of certification to promote your organization's certification on advertisements, organizational collateral, displays, website, social media and elsewhere as outlined in this guide.	Imply that a product is certified, has an environmental benefit or is of superior quality. (A product is defined as a tangible product or its packaging. In the case of testing/analyzing activities, it could be a test/analysis report, certificate of conformance, product warrantee or guarantee.) Note: If your organization has product certifications with NSF, please refer to appropriate use of marks information.
Abide by the usage requirements	Reference certification in a manner which abides by the conformance checklist. Also, if your organization elects to use the ANAB symbol, it must abide by ANAB's conditions (see page 10).	Reference certification in a manner that would bring the accreditation body or NSF-ISR into disrepute and lose public trust.
Website certification promotion	Proudly display your organization's certification in your certified sites and on your website.	Use any images, claims or statements of certification on products or consumer packaging, under any circumstances.
Certification representation	Celebrate your organization's certification.	Continue to advertise or promote your certification if your certification is suspended, withdrawn or expired.
	Truthfully represent your organization's certification in alignment with the scope of the certificate.	Imply that activities, processes, products, services or sites outside of the scope of certification are part of the certification.

NSF-ISR MARK USAGE GUIDELINES

We offer NSF-ISR marks for our certification services. NSF-ISR marks are for use on company websites, letterheads, business cards, placards and other promotional materials and must clearly and unmistakably represent covered systems and applicable sites. NSF-ISR certification marks are never for use on products. **Our certification marks are provided by your account manager or in your certification package.** NSF-ISR marks are available in different formats for optimal use in different media such as printed materials, Word or PowerPoint documents, web pages and general communications. *A full list of NSF-ISR marks and format descriptions can be found on [page 8](#).*



Gray background to show how the mark should appear on a background other than white. ##### represents the space where the specified certification numbers would be inserted. See [page 8](#) for a list of available marks.

COLOR OPTIONS

When using the NSF-ISR mark in color, it must be produced using Pantone 294 blue and white. Alternatively, it can be produced in black and white, or reverse (white body and black letters). **No other colors of the mark are permitted.**

	NSF-ISR Blue PMS 294C C 100 M 58 Y 0 K 21 R0 G85 B150 HEX 005596
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Please do not alter, rotate, crop or change the mark in any way.

The mark must always appear **exactly** as the example shown above.

The mark must always display:

- > The standard the organization is certified to (e.g. ISO 9001)
- > The name of the certification body (e.g. NSF-ISR)

EXCLUSION ZONE AND VISIBILITY



In order to maintain the integrity of the mark there should always be clear space around the mark. This space is equal to the width of the N in NSF.

The NSF-ISR certification mark cannot be cropped. The mark must be 100% visible and the NSF-ISR letters must be legible. **The trademark symbol ® must be visible, although need not be legible, and positioned to the bottom right of the F.**



min. 0.375" / 0.9525 cm

SIZE

The standard or standards you are certified to needs to be visible, therefore it is recommended that the NSF-ISR mark be reproduced no smaller than 3/8 inches (.9525 cm) in diameter in print materials. The ratio must remain consistent so that the mark does not appear stretched, shortened or elongated in any manner.



QUESTIONS? Contact us at ISRMark@nsf.org.

NSF-ISR MARK INCORRECT USAGE

Please respect the NSF-ISR marks and understand they should never be altered in any way. Though not an exhaustive list, here are some examples of INCORRECT usage. (Examples are shown using the ISO 9001 English NSF-ISR blue and white mark, but rules apply to all languages, formats and color options.)

DO NOT:



Change the color of the mark



Screen or make transparent in any way (this applies to the entire mark as well as any elements of the mark)



Change the "NSF" or certification mark text



Rotate or render the certification mark three-dimensionally



Modify the size or position relationship of any element within the mark



Position the mark within another graphic element, so that it is a component of a larger image



Remove elements from or add additional copy or graphic elements to the mark



Use the NSF corporate logo or NSF-ISR logo. The certification mark must display the standard the organization is certified to and the CB, NSF-ISR



Remove the trademark symbol from the logo; the mark requires the ® symbol to be included after NSF in the blue circle (no matter the country of sale)



Use the color certification mark on a background similar in color or heavily patterned; please allow for the certification mark to be easily identified



QUESTIONS? Contact us at ISRMark@nsf.org.

AVAILABLE CERTIFICATION MARKS

[NSF-ISR CO-MARKETING PORTAL >](#)

Marks may be obtained from your account manager. They are available in the orientation and colors seen on [page 6](#). Available file formats are .jpg, .png and .eps. For clarification on file formats, see the Co-Marketing Portal.

CERTIFICATION MARKS

Below are NSF-ISR's accredited certification schemes. These marks cannot be used for unaccredited services.

ISO 9001	AS9100	ISO 45001	ISO/IEC 20000-1	RC14001	eStewards
ISO 14001	AS9110	ISO 13485	ISO 22000	R2	SFI®
IATF 16949	AS9120	ISO/IEC 27001	FSSC 22000	RIOS™	ATFS

If the mark you are looking for is not found here please contact your account manager for the specific mark and usage guidelines.

Combined Certification Marks

We can create custom combinations of our marks, and a number of these combinations are readily available. Please contact your account manager to see if a customized certification mark exists or to have one created for your organization.

Please note, the ANAB mark can only be used with schemes covered under NSF-ISR's ISO/IEC 17021-1 accreditation including ISO 9001, ISO 14001, ISO 13485, ISO/IEC 27001, ISO/IEC 20000-1, AS91XX series and ISO 45001. Additional information about the ANAB symbol can be found on [page 10](#) of this guide.

Examples:

- > AS9100, ISO 9001
- > ISO 9001, ISO 14001, ISO 45001
- > IATF 16949, ISO 9001, ISO 14001
- > ISO 14001, ISO 22000
- > RC 14001, ISO 14001

2018 UPDATE

Please note that NSF-ISR revised marks in 2018 to no longer include the associated version year with the standard (e.g. ISO 9001:2015 is now just ISO 9001).



If you are looking for a mark associated with one of the below schemes, please note these schemes have different usage guides.

- > RCMS®
- > COC
- > PEFC™
- > GWO

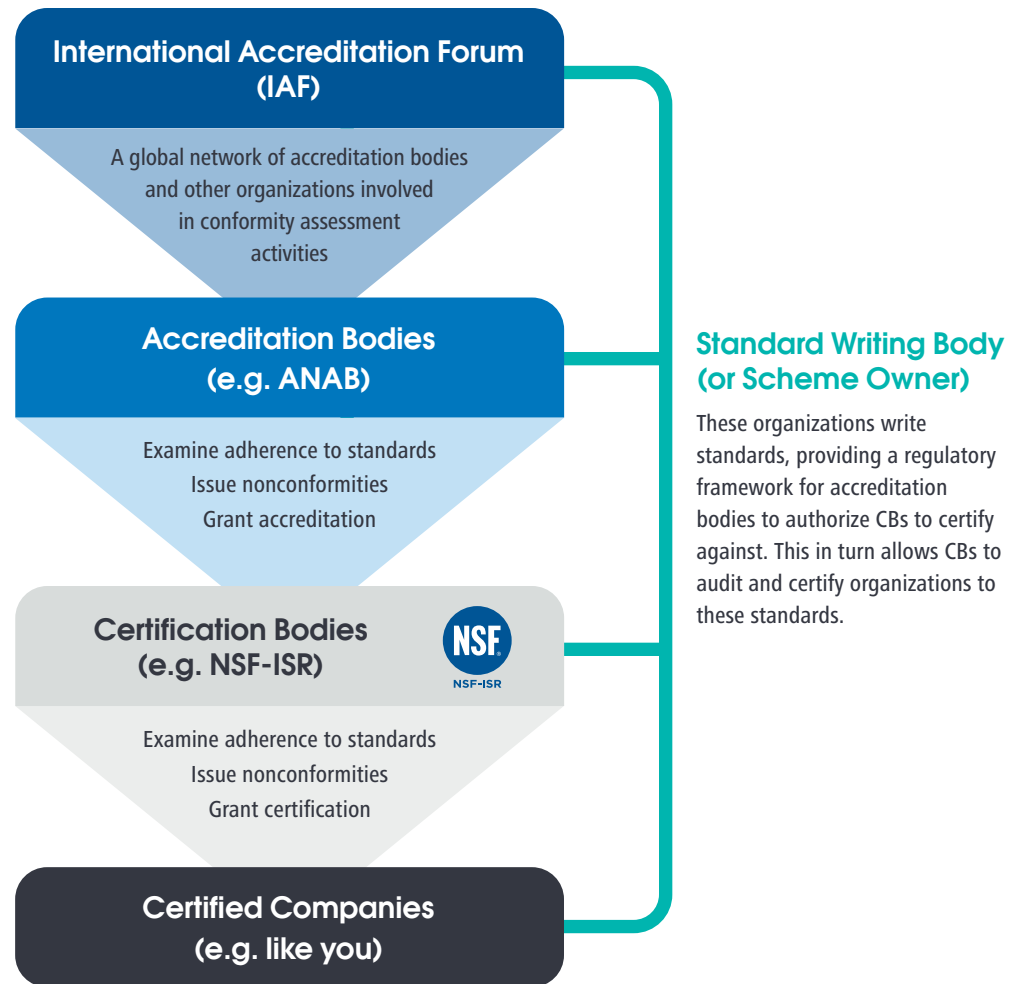
CERTIFICATION BODY VS. ACCREDITATION BODY

ACCREDITATION BODY

An **accreditation body (AB)** confirms the acceptability of services provided by the certification body and assures compliance with established national and international standards for a third-party certification. *ANAB is an example of an accreditation body.* It is important to note not all accreditation bodies allow certified parties to use their logos, symbols or marks.

CERTIFICATION BODY

A **certification body (CB)** is an organization approved (or accredited) by an AB for its ability to audit and certify that a company meets the requirements of a specific standard. *NSF-ISR is a certification body accredited by ANAB to ISO/IEC 17021-1 for a number of management system-focused standards.*



ANAB SYMBOL USAGE

ANAB (ANSI National Accreditation Body) is NSF-ISR's accreditation body. Our ANAB accreditation helps to ensure our impartiality and competence as a certification body. To maintain our accredited status, we must continue to demonstrate competence to audit and certify organizations in conformance with ISO/IEC 17021-1, the international standard for certification bodies.

Maintaining accreditation from ANAB allows us to confidently provide certification to organizations like yours. Our accreditation further generates the acceptance of our certifications by end users in the public and private sectors.

The ANAB symbol can only be used with schemes covered under NSF-ISR's ISO/IEC 17021-1 accreditation.

Sizing/Symbol Integrity

The ANAB symbol size must not exceed the size of the NSF-ISR mark, nor can it be more prominently displayed than the associated NSF-ISR mark. Additionally, the ANAB symbol font must be smaller than the NSF-ISR mark font, so it does not create a perception of the ANAB symbol being larger. The ANAB symbol may not be cropped or have the size / ratio altered in any manner.

Color Limitations

The ANAB symbol must be on a white or light background and in blue (PMS 286) and red (PMS 485). Alternatively, this symbol can be used in all black, but is still required to be on a white or light background.

Please note, the blue of NSF-ISR certification marks is different from the ANAB symbol. If your organization wishes to print these marks together you are able to print both in all black on a white or light background.

CORRECT USAGE



INCORRECT USAGE



The above image is incorrect as "EXAMPLE CORP" does not name NSF-ISR as the certification body. Also please note neither of these examples includes the necessary mention of scope, which is one of the four requirements to maintaining your conformance when promoting your certification.

Please note if your organization decides to use the ANAB accreditation symbol, it is the responsibility of your organization to abide by the conditions in the **ANAB annex**. Additionally, your organization will need to ensure you are using the most up-to-date symbol.

OTHER ORGANIZATIONS' TRADEMARKS

INTERNATIONAL ACCREDITATION FORUM (IAF)

IAF is a global network of accreditation bodies and other organizations involved in conformity assessment activities. One of NSF-ISR's accreditation bodies, ANAB (ANSI National Accreditation Body), is an IAF member.

Using the IAF logo, requires permission from the IAF Secretariat. To learn more about IAF visit [its website](#), where more information about their logo and [IAF MLA mark guidance](#) can be found.

INTERNATIONAL AEROSPACE QUALITY GROUP (IAQG)

The IAQG sets the quality standard within the global aerospace industry and its supply chain. The IAQG trademarked logo is not to be used to represent certification. We encourage you to review and learn more by visiting the [IAQG website](#).

INTERNATIONAL AUTOMOTIVE TASK FORCE (IATF)

The IATF is a group of automotive manufacturers and trade associations, which was formed to provide improved quality products to automotive customers worldwide.

If your organization is IATF 16949 certified, please note your certification should not be represented using the IATF logo. As referenced in the [Rules for Achieving and Maintaining IATF Recognition](#):

"The only use of the IATF logo related to this certification scheme is as displayed on the certificate issued by the certification body. Any other use of the IATF logo, separately or not, is prohibited."

FOUNDATION FOOD SAFETY SYSTEM CERTIFICATION 22000



The FSSC 22000 scheme is managed by a foundation and governed by a board of food industry stakeholders.

The FSSC 22000 logo is only to be used by certified organizations, certification bodies and training organizations for marketing activities such as printed, website and other promotional materials.

Certified organizations are not allowed to use the FSSC 22000 logo or any statement or refer to its certified status on a product, labeling, packaging (primary, secondary or any other form) or in any other manner that implies FSSC 22000 approves a product, process or service.

Please contact your account manager to obtain the FSSC logo and mark. For more information visit the [FSSC 22000 website](#).



THE INTERNATIONAL ORGANIZATION OF STANDARDIZATION (ISO)

ISO is not an accreditation body but develops and publishes international standards. As a registered trademark, the ISO logo cannot be used to represent your certification.

Learn more about the appropriate usage of the ISO logo by visiting the [ISO website](#).

PROMOTE YOUR CERTIFICATION USING SOCIAL MEDIA

NSF-ISR CO-MARKETING PORTAL >

Now is the perfect time to begin planning your social media activity. To make this straightforward we've created a checklist specifically for social media usage, which mirrors the conformance checklist at the beginning of this guide. Access the co-marketing portal for social media graphics and posts your organization can copy and paste. All statements of certification must be clear and not ambiguous. Below are recommendations on how to achieve this.

Note: This usage is only for social media purposes.

- A** The organization name is appropriately displayed.
- B** The name of the registered site is represented correctly.
- C** The correct standard is displayed with NSF-ISR noted as the certification body. Feel free to use our #NSFISR hashtag.
- D** Information on the activity covered within the scope is displayed.

FOLLOW, LIKE & TAG

Share your organization's certification posts with NSF-ISR by using our hashtag, #NSFISR. Follow NSF's social media accounts for more NSF-ISR content.



Be careful not to misrepresent the scope of your certification in social media posts. For example, if you are a manufacturing company that does some engineering and you are certified to ISO 9001 under a manufacturing scope, you could not state "We are #ISO9001 certified by #NSFISR! Visit us for all your engineering needs." since engineering is not covered under the scope of your certification.



PROMOTE YOUR CERTIFICATION ON YOUR WEBSITE

One of the most common areas to promote your organization’s certification is on your website. Below are a few visual examples of how your organization can choose to display your certification in your website footer. Please note, the dos and don’ts ([pages 4-5](#)) apply to website certification promotion.

Certification statement (two examples):

EXAMPLE CORP

ISO 9001 certified by NSF-ISR for engineering and design project management.

- > Home
- > Contact Us
- > Newsroom
- > We are hiring!

Follow us

About Example Corp
Example corp has been around since the summer of 1986 in Forest, North Carolina. We are proud to be an engineering and design project management firm assisting the greater south eastern regions of the United States and beyond.

EXAMPLE CORP

- > Home
- > Contact Us
- > Newsroom
- > We are hiring!
- > **ISO 9001 Certified by NSF-ISR**

Follow us

About Example Corp
Example corp has been around since the summer of 1986 in Forest, North Carolina. We are proud to be an engineering and design project management firm assisting the greater south eastern regions of the United States and beyond.

SPECIAL CASE SCENARIO

If your organization shares its name with your **product**, you will need to establish that your organization’s management system is certified by NSF-ISR.

- > Example Corp.’s management system is ISO 9001 certified by NSF-ISR.

NOTE: Be aware of what locations/sites are certified to a specific standard and ensure there is no misrepresentation on your website. (See [pages 4-5](#) to avoid misrepresentation of sites/locations.)

Using the NSF-ISR mark:

EXAMPLE CORP

- > Home
- > Contact Us
- > Newsroom
- > We are hiring!

Follow us

About Example Corp
Example corp has been around since the summer of 1986 in Forest, North Carolina. We are proud to be an engineering and design project management firm assisting the greater south eastern regions of the United States and beyond.

PRO-TIP: Link the text or mark to your certificate, this is preferable as it allows the scope of your certification to be easily accessible.

PRESS RELEASE TEMPLATE

Now it's time to let the media know about your accomplishment. NSF-ISR has generated a series of press release templates that you can easily customize for your business. Access available press release templates from here by choosing the standard your certified to.

[ISO 9001](#)

[ISO/IEC 20000-1](#)

[DWQMS](#)

[IATF 16949](#)

[ISO/IEC 27001](#)

[ISO 13485](#)

[AS 9100](#)

[FSSC 22000](#)

[SFI Fiber Sourcing](#)

[AS 9110](#)

[ISO 22000](#)

[SFI Forest Management Standard](#)

[AS 9120](#)

[AC 00-56B](#)

[Responsible Recycling \(R2\)](#)

[ISO 14001](#)

[RC14001](#)

[RIOS](#)

[ISO 45001](#)

[RCMS](#)

[e-stewards](#)

PRO-TIP: Build in a week for the NSF-ISR review process, as our communications team will need to ensure everything is in order for both your organization and ours.






[NSF-ISR CO-MARKETING PORTAL >](#)

TO USE THE TEMPLATES:

- > Use the indicated fields to fill in the necessary information for your company.
- > When completed, please send to media@nsf.org to gain the necessary approval. ***You must receive final approval before distributing this press release to the media.***

LOGO VS. CERTIFICATION MARK

It's important to understand the differences between NSF's brand logos and the certification marks. Each has a very distinct purpose according to the United States Patent and Trademark Office (USPTO), as well as other international trademark bodies.

LOGOS (not for client use)			CERTIFICATION MARKS (for client use)	
NSF Brand Logo	NSF-ISR Logo	The "Swirl" Logo	NSF-ISR Certification Mark	The "Swirl" Certification Mark
				
Not for use by clients unless explicitly authorized by NSF.	Not for use by clients unless explicitly authorized by NSF-ISR.	This logo is on all NSF-ISR certificates issued globally and NSF-ISR's internal documentation. In addition, it is used for official NSF-ISR business conducted in China.	For use anywhere with the exception of China.	For use only in China.

 **QUESTIONS ABOUT THE NSF-ISR MARK?**
Contact us at ISRMark@nsf.org.

CONTACT INFORMATION

Have questions about promoting your certification or general use of the mark? Please email us: ISRmark@nsf.org

MARKETING

For other inquires or questions about the use of the mark:

(734) 769-8010 | isr-mktg@nsf.org



NSF INTERNATIONAL STRATEGIC REGISTRATIONS (NSF-ISR)

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