



## Kiwa Limited

### Use of Pictograms

Congratulations on achieving your Kiwa certificate. You can demonstrate certification by Kiwa both by showing your clients the Kiwa certificate itself, and also by using the Kiwa pictogram, which has been created to be specific to the type of certification you have been awarded. You may use this pictogram on your print work, correspondence, and in your advertising.

When displaying the Kiwa pictogram, please follow these guidelines.

#### **General**

The use of the pictogram is only permitted:

By you as a certificate holder, and by suppliers stated on the certificate; parties not specifically stated on the certificate may not use the pictogram;

In relation to the product or service that has been certified. The pictogram must not be used to imply that other subjects are certified;

For the period of validity of the certificate. During a period of suspension of the certificate, the pictogram must 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 part of the pictogram. Additions are also not permitted.

Images 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 1.5 cm.



All other aspects related to size are left to your discretion.

### **Supervision by Kiwa**

Kiwa supervises the correct usage of the 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)