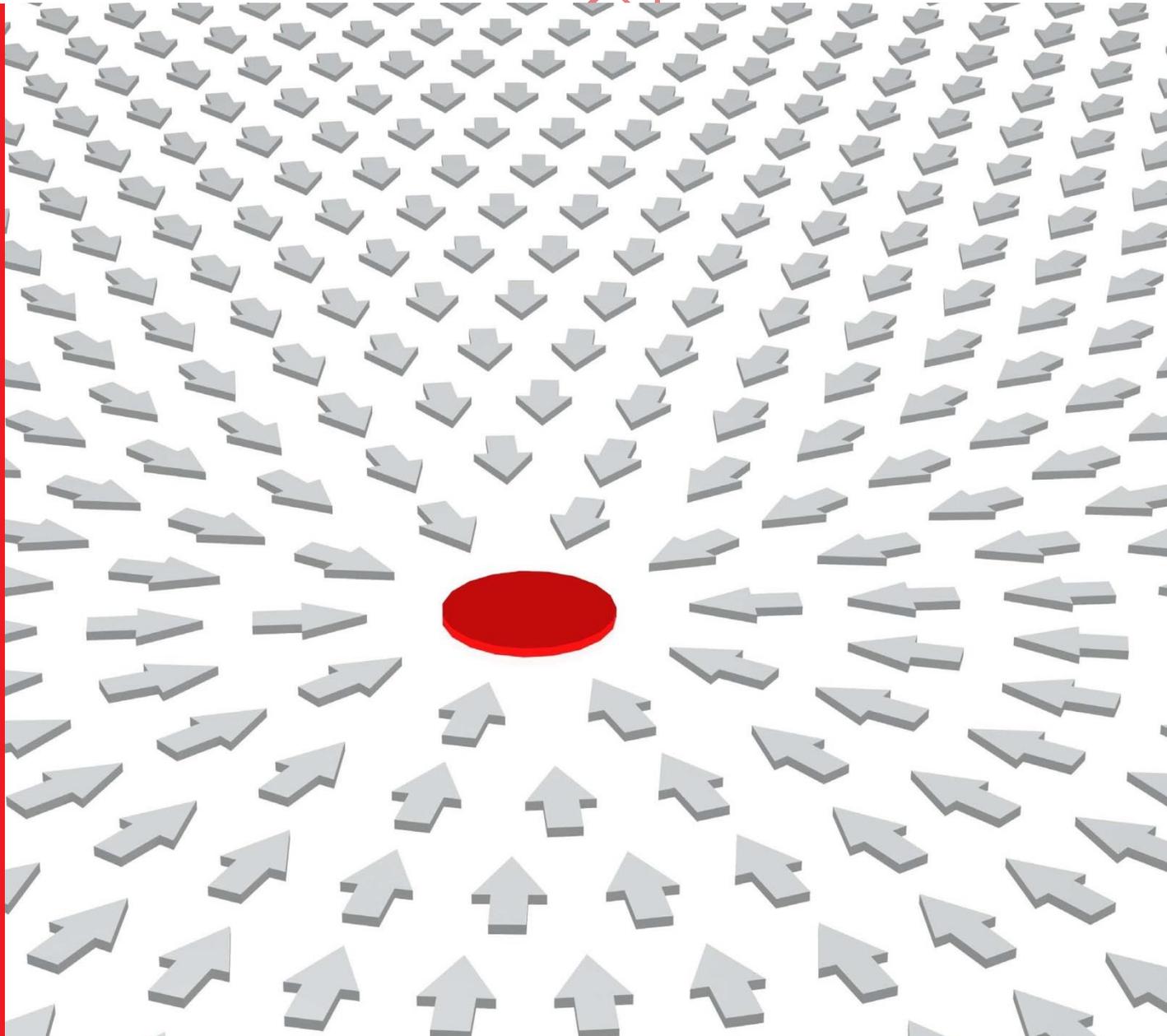


# Logo Usage Guide

Guide for document designs *Rev. 06 / 11.09.2020*



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## Introduction

### Corporate design handbook

Defines the basic principles of corporate design for internal and external communication and the rules regarding the use of logos and brands by our customers.

### More than one logo

The choice and use of fonts, colors and formats can not chosen by chance and are part of the overall strategy carefully selected and thought out by TÜV AUSTRIA TURK.

Corporate Design defines the identity of TÜV AUSTRIA TURK's difference in all its relations with its business partners, customers, competitors, employees and the general public.

### Scope of the application

All departments within TÜV AUSTRIA TURK or have the natural right to use the "TÜV AUSTRIA TURK" logo and brand;

- Customers certified under EN ISO / IEC 17065
- Customers certified under EN ISO / IEC 17021
- Inspection reports and certificates under EN ISO / IEC 17020
- Test reports and certificates under EN ISO / IEC 17025
- Special projects

### Please note

- ✓ Principles are binding.
- ✓ All marketing activities must be carried out under control of TÜV AUSTRIA TURK Sales & Marketing.
- ✓ Applications that are not included in the design manual can be developed within the principles contained herein.
- ✓ When new designs are found suitable and useful by TÜV AUSTRIA TURK Quality Management team, they shall be added to this guide..

## Logo

The TÜV Austria's logo was originally designed as a confirmation symbol. Characteristics; unpretentious, competent, technical, plain.



TÜV AUSTRIA logo has been developed with three characters T, Ü and the letter V in the form of a "tick" sign and the expression "AUSTRIA" below them.

"AUSTRIA" is a part of the logo. Logo must be used as a whole.

TÜV brand committee determined the ratio between TÜV and AUSTRIA as 1: 3.6 as a result of the VdTÜV [Association of Technical Inspection Agencies] brand congress.

These details are the same for "TÜV ÖSTERREICH" logo.

### Colors

Colors cannot be changed only in situations that require the use of a single color. (Please refer to the logo's use of single color)

### Single color use of logo

It will not always be possible to print the logo in its original colors. (photocopies and some printed types). When the entire document is printed in one color, logo shall be printed in one color too.

Etching, minting, casting techniques are allowed. In such cases, the logo shall be the same color as the ground material. (for example, the logo on the seal).



### Logo on black

If the logo is used on a black background, the entire logo must be white, except for the V symbol. TÜV tick symbol (V) red code CMYK 0-100-100-0 (also "Colors and fonts" on page 8).



### The TÜV AUSTRIA logo

- ✓ T, U with thick mark V and "AUSTRIA" are a whole.
- ✓ "AUSTRIA" shall be in the center and the use of countries shall be under it.

NOTE: Logo has an absolute size ratio of 1:0,56 and cannot be changed. (see page 6).

## Important: Never use the following logos.

Variants of this and similar styles are not allowed.

The logo can not be printed in different colors. In single color printing, whole logo must be in the same color. The original colors of the logo shall be used in colorful prints.



Logo can not be used in different external color schemes or outline lines.



Shading cannot be used in the logo except for a commercial or video: in such cases, it is preferred when the video or commercial contains an element of movement.



The size ratio is 1: 0.56. Logo cannot be used with distorted size ratios.



No character can be in a different text format, including the T, U, and V as tick symbol on the Logo.



The letter V cannot be written in red in any article or sub information in the mail.



## Registeredrand

**TÜV**®

"TÜV AUSTRIA TURK", "TÜV AUSTRIA" and "TÜV" brands are protected with brand laws.

"TÜV AUSTRIA" brand is regularly used by TÜV AUSTRIA TURK in the upper right part of business documents, reports, certificates and letterheads in order to maintain brand protection rights.

Fax:  
+90 (216) 537 08 13  
infoturkey@tuv.at

**Contact:**

Ing. Selim Yılmaz  
Tel.: +90 (216) 537 0811/150  
selim.yilmaz@tuv.at

**TÜV**®

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## Colors and text formats

### Red

Magenta 100 % + Yellow 100 %  
Pantone 1797 C  
RGB 226-0-26  
#e2001a



### Grey edge

Black 8 %  
Pantone Cool Gray I C  
RGB 136-139-141



### Text formats

The corporate text format of TÜV AUSTRIA Group is Arial - an international standard form that can be used in all languages. The Arial font format shall also be used in emails.

Only titles can be written as Arial Bold.

Instead of underlining the text you would like to highlight, you can use it as Arial Bold.

Alternatively, Sans-Serif may be used if the Arial font format is not supported. (In languages such as Greek, Chinese.)

Arial  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

## Terms of use

### TÜV AUSTRIA Logo

All logos and brands are subject to written usage contract. Such arrangements must be notified before signing a contract with any third party or as the subject of the contract.

Logos must not be produced or reproduced individually. It must be within the knowledge of TÜV AUSTRIA TURK. TÜV AUSTRIA Logo cannot be used by customers, only TÜV AUSTRIA brands can use it under the contract.

Logos are only used by companies with legal entities. (National and / or international).

Brand and Logo usage will be reviewed regularly by TÜV AUSTRIA TURK and the customer will be informed in case of improper use.



### Usage Rights of the ACCREDITATION BRAND

The brand used in the accreditation areas carried out within the scope of TURKAK is determined and protected by the Conditions Regarding the Use of R 10.06 TURKAK Accreditation Symbol by the Institutions Accredited by TURKAK.

The brand used in the areas of accreditation within the scope of IAS is defined in the PRO-001 Logo and Brand Usage Procedure.

Companies that are certified by TÜV AUSTRIA TURK are obliged to comply with the usage guidelines and the PRO-001 Usage of Logo and Brand Procedure if the certificate is valid. The Logo and Brand submitted within the scope of Management Systems Certification should not be used in a way that means any product or service is approved or recommended. Logo and Trademark PRO-001 shows the extent to which the company has been certified by TÜV AUSTRIA TURK in the formats whose examples are found in the Logo and Brand Usage Procedure. Other than that, it shall not be used in a way that leads to different implications and meanings. In this way, misunderstandings shall be avoided and shall not be allowed by the company.

Changes in color, size and shape cannot be made on the Accreditation Brand used in any pupose. Dimensions can be reduced or enlarged provided that the proportions remain constant.

TÜV AUSTRIA TURK Logo and Brand shall not be used in a way that would damage the reputation or trust of the certification, inspection and testing system.

## Terms of use

### TÜV AUSTRIA Brand

Provided that they meet the requirements of these principles, companies may use the Brand with stationery, advertisement, promotion or similar activities and materials only in the fields of activity and advertisements covered by the document. Brand is strictly forbidden to be used in field activities and advertisements outside of the scope of the certificate. The brand can be used in a way that does not stand out more than the organization's logo. The brand cannot be used on printed business cards.

In the event that the document contract is terminated / the document is withdrawn or the document is suspended, the use of the person or company certificate and all kinds of promotions, advertising materials, etc. shall immediately stop its distribution / broadcast.

Suspension and / or withdrawal of the certificate is applied according to the decision of the Certification Board / Directive Manager / Quality Department to the persons or companies who do not fulfill the conditions specified in this instruction. These decisions have been prepared in accordance with ISO / IEC Guide 23 and ISO / IEC 17030, and the guide for the necessary procedures for improper use is based on ISO Guide 27.

The brand user can use the brand in commercial correspondence (eg letter papers, business cards, e-mail, etc.) and for advertising purposes (eg company vehicles, web page, prospectus, etc.). The right to use the brand is limited to the legal person and cannot be given or transferred to third or subsequent parties without the approval of TÜV AUSTRIA TURK.

TÜV AUSTRIA and TÜV AUSTRIA TURK brands owned by TÜV AUSTRIA TURK cannot be used on products, on internal product packaging, laboratory analysis results, calibration analysis results, such documents and in a way to cause any mistake, in cases where management systems are given within the scope of certification.

In addition, the brand user cannot use the TÜV AUSTRIA or TÜV AUSTRIA TURK brand in a way that creates the impression that the product itself (if not certified by TÜV AUSTRIA TURK) has been certified by TÜV AUSTRIA TURK.

The brand is liable to TÜV AUSTRIA TURK, especially when it is used in advertising. In order to use the brand, it is necessary to have a TÜV AUSTRIA TURK Certificate.

## Terms of use

### TÜV AUSTRIA Brand

TÜV AUSTRIA TURK inspection team performs necessary checks in terms of compliance with IAF, IAS, TÜRKAK guidelines and these instructions regarding the use of certificates, brands and logos during inspections and records the results in the relevant part of the checklist.

For this purpose, the inspection team takes samples, takes pictures when necessary, checks brochures, catalogs, business cards, advertising materials and products.

Inspectors also check the published documents;

- ✓ General appearance, typographical errors,
  - ✓ Usage places,
  - ✓ Dates, standard and revision,
  - ✓ Company name, address, signature, seal,
  - ✓ Exclusions and availability,
  - ✓ Presence of TÜV AUSTRIA TURK and accreditation agency logos (TÜRKAK, IAS, etc.),
- Evaluates the flows and safes them in the relevant part of the checklist.

TÜV AUSTRIA TURK CERTIFIED  
PRODUCT



TÜV AUSTRIA TURK TESTED  
PRODUCT



TÜV AUSTRIA TURK CERTIFIED  
SYSTEM



TÜV AUSTRIA TURK CERTIFIED  
SERVICES



TÜV AUSTRIA TURK CERTIFIED  
SYSTEM



TÜV AUSTRIA PARTNER  
(For the detailed info please see  
Appendix 1 to KRL-030)



## CE Terms of Use

### CE Symbol Usage:

"CE" symbol;

1) It consists of the letters "CE" in accordance with the shape specified in Figure-1 and the design of the symbol cannot be changed except that it is reduced and enlarged in accordance with the proportions in the drawing,

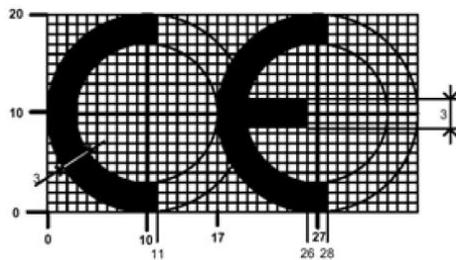


Figure 1

2) Unless otherwise specified in the relevant technical regulation, it shall be minimum of 5 mm,

3) In cases where this is not possible or its permanence cannot be guaranteed due to the product or the information plate or the structure of the product, the packaging and the accompanying documents stipulated by the relevant technical regulation shall be placed visibly, legibly and indelibly,

4) "CE" symbol is placed before the product released to the market.

5) "CE" mark shall be placed only by the manufacturer or its authorized representative.

6) In cases required by the relevant technical regulation, in addition to the "CE" symbol, the identity registration number of the notified body in the production control phase is also included. The identification number is established by the notified body itself or by the manufacturer or the manufacturer's authorized representative in accordance with the instructions of the organization.

7) Pictograms or other signs that describe a specific risk or use may be included with the "CE" symbol on the product.

8) No other signs or descriptions that may mislead third parties about the meaning and shape of the "CE" symbol can be placed on the product. All other signs can only be placed on the product in a way that does not impair the visibility, readability and meaning of the "CE" symbol.

9) The "CE" symbol can only be used on products for which technical regulations are stipulated, it cannot be used on other products.

10) The number "2737", which is the Notified Body number of TÜV AUSTRIA TURK, is attached to the right of the "CE" symbol affixed on the product whose type conformity is made by TÜV AUSTRIA TURK, in accordance with the following figure:



Regulation	Module	Document	Product
305/2011/EU	System 2+	NO	YES
2014/68/EC		NO	YES
2006/42/EC		NO	YES

## “G” Terms of Use

### “G” Symbol Usage:

"G" symbol; It is regulated in accordance with the Regulation on the Criteria for Construction Materials.

#### **Regulation on the Criteria for Construction Materials ARTICLE 10**

1) In order for the construction materials, which are determined to be placed on the market by affixing the "G" symbol by this Regulation, in accordance with the compliance confirmation system to be made in accordance with the EU Commission Decisions, the "G" symbol in Annex-1 (A) The "G" Certificate of Compliance in -1 (B) and / or the "G" Declaration of Compliance in Annex-1 (C) are kept ready. Regarding the procedures and principles of attaching the "G" symbol to the products, the provisions of the Regulation on the Attachment and Use of the CE Compliance Symbol to the product, which was put into effect with the Decree of the Council of Ministers dated 15/11/2001 and numbered 2001/3530, are applied.

2) "G" symbol; attached to the material, a label attached to the material, the packaging of the material, or the commercial documents of the material, together with the performance values describing the properties of the material based on technical specifications.

3) If the compliance verification system to which construction materials will be subject is not stipulated by EU Commission Decisions, the compliance confirmation system of products subject to national standards is accepted as 1+. If the contrary is requested, this situation is evaluated through the consultation process foreseen in the second paragraph of Article 7. If the change is deemed appropriate, the decision is announced by the Ministry. If the compliance assessment body is not assigned for the compliance assessment of the relevant national standard in accordance with the first paragraph of Article 19, the "G" symbol is attached to the product by declaring the performance values according to the results of the reports provided within the scope of the TSE certificate.

4) Within the framework of the relevant

Association Council between the EU and Turkey, according to a spouse of a national standard in pair with standard of EU members allow the placing on the market goods produced in a given state. In an EU member country, the performance values are declared according to the compliance confirmations and report results made within the framework of the procedure specified in the second paragraph of Article 19 and the "G" symbol shall be attached.

5) Imported products from a third country may be placed on the market after their compliance has been confirmed by the organizations specified in the first paragraph of Article 19.



## Non-Compliance Notifications

### Brand, Logo and Notified Institution Number Non Compliance Notifications

When accurate evidences are obtained indicating that the product is dangerous or the compliance symbols are misused, the failed user of the symbol and the regulatory agencies are notified of the problem within 15 working days and the authorization of the compliance symbol to the product concerned is suspended.

First notification to the wrong user; FRM-001a Certificate and Logo Usage by registered (or equivalent) letter is made in the Warning Letter format, copies of this letter are sent to the appropriate competent authorities and / or other organizations when necessary. The letter to be written includes the following:

- ✓ Reasons of corrective action,
- ✓ Dangerous situations that may be present,
- ✓ Measures to be taken by the wrong user to solve the problem
- ✓ A statement containing the measures to be taken to ensure that the compliance symbol is not applied to products that are not valid.

### Corrective Action Types that may be applied:

If it is certain that misuse has occurred, TÜV AUSTRIA TURK determines the scope of misuse, including products, model number, serial numbers, factory manufacturing facilities, production series and quantities.

Correction action is carried out by applying at least one of the following:

- a) In the opinion of TÜV AUSTRIA TURK, if a withdrawal transaction is required for the protection of the public, TÜV AUSTRIA TURK will notify the parties authorized and responsible for withdrawing from the market and allowing the implementation of the transaction,
- b) Removal of the compliance symbol from the

product,

- c) Reconstruction of the product in accordance with the certification requirements (It is preferred that the reconstruction process is done in the factory, but in cases where it is not practical to bring some of the units in question to the factory, this process may be allowed to be performed on site.)
- d) In cases where it is impractical to remove the compliance symbol or rebuild the product in accordance with the certification requirements, the collected product shall be scrapped or changed appropriately,
- e) If there is a dangerous situation and it is not practical to apply one of the options a), b), c) or d), a notification is made to the public or action is taken in accordance with national legislation.

### When the compliance symbol is used under contract or not in accordance with the contract

The organization that uses the document in a misleading manner or unfairly shall first sent a letter informing all recipients of the letter requesting corrective action:

- ✓ The suspension applied to the wrong user is removed and authorization to use the certification brand is given back,
- ✓ A statement stating that it has been returned,
- ✓ Summary of correction action made by wrong user,
- ✓ Explanation of the new branding, where applicable, to distinguish the product from its previous unacceptable state.
- ✓ Documentation records are revised to include the changes required by the correction action.
- ✓ When necessary, Process-Product Certification Manager-Directive Manager evaluates the issue with the cooperation of legal experts.

If it is determined by the Process-Product Certification Manager-Directive Manager that the organization violates the terms of the contract and creates situations that will damage the reputation of TÜV AUSTRIA TURK, and also does not consider written warnings, the issue is submitted to the Certification Committee.

The decisions taken by the Certification Committee are notified in writing to the relevant

organizations by the Process-Product Certification Manager-Directive Manager and the result is followed.

According to the decisions taken, the lists on the TÜV AUSTRIA TURK website are updated and the public is informed.

### **Improper use of the compliance symbol by non-contracting parties;**

Legal action is initiated against the relevant persons or organizations and the decision on the corrective action is left to the court.

### **Completion of Correction Action:**

TÜV AUSTRIA TURK accepts that the corrective action has been satisfactorily performed if the following are met:

- a) If the wrong user is declared to the public when requested from him,
- b) If the products in the market and distribution facilities have been collected, reconstructed under supervision and changed or destroyed or other necessary corrections have been made within the limits of maximum applicability,
- c) If the wrong user has agreed to continue taking necessary corrective actions on the units owned by the user until the certification body concludes that the maximum applicable result has been achieved,
- d) If necessary measures have been taken in the manufacturing process to prevent the manufacture of products which would require similar corrective actions.

### **Rejection of Corrective Action**

If the wrong user refuses to take corrective action, TÜV AUSTRIA TURK takes the following precautions:

- a) Cancellation of certification contracts made with the wrong user,
- b) If the seriousness of the situation so requires, regulatory authorities and / or other organizations where appropriate will be notified of the refusal of the wrong user to take corrective action and the cancellation of contracts on behalf of the wrong user,
- c) Legal considerations regarding other measures that may be taken (such as court decisions, press reports on legal proceedings).

In the event that STOBUI (manufacturer of a product that becomes dangerous later) refuses to take corrective action, the public shall be notified of the identified danger through the most appropriate press organs.