Guidelines for use and printing the

Telarc SAI Registered logo

REGISTRATION

All organisations that receive certification in one or more of the various Telarc SAI Limited management systems programmes are registered in accordance with the Testing Laboratories Registration Council Act. These organisations can be recognised by the distinctive red **Telarc SAI Registered** logo and is recognised proof of an organisation's commitment to effective management systems. It gives assurance to customers, stakeholders, regulators and the business community of an organisation's ability to do business better.

Separate logos apply for **Telarc SAI Certified Product** certification and for **Telarc SAI Endorsed** certification.

CERTIFICATION

The **Telarc SAI Registered** logo is used by organisations certified by Telarc SAI Limited to one or more of the following management systems standards:

Management System	Standard
Quality	ISO 9001 Telarc SAI Q-Base Code
Environmental	ISO 14001
Food Safety	HACCP Food Safety
Health & Safety	AS/NZS 4801 Telarc SAI Q-Safe Code
Health and Disability Services	NZS 8134 NZS 8141, 8142, 8143 NZS 8156 NZS 8157 NZS 8158 NZS 8165 NZS 8171
NZ Physiotherapy Accreditation Scheme	NZPAS
Transit New Zealand	TQS1 TQS2
Workplace Safety	Telarc SAI Workplace Safety Code

IDENTIFICATION

The management system standard for which Telarc SAI certification has been obtained must appear at the foot of the logo symbol. If you have Telarc SAI certification for more than one management system, please include the applicable standards underneath the logo (see Multiple Standard Identification examples) but no more than four standards only.

ISO 9001	ISO 14001	Q-BASE	Q-SAFE	HACCP FOOD SAFETY	AS/NZS 4801

WORKPLACE SAFETY	NZS 8134	NZS 8156	NZS 8157	NZS 8158	NZS 8165

NZS 8141 NZS 8142 NZS 8143	NZS 8171	NZPAS	TQS1	TQS2

Multiple Standard Identification

ISO 9001
ISO 14001
AS/NZS 4801

NZS 8134
NZS 8141
NZS 8142
NZS 8143

Standard Description Identification

If required, a description of the certification can be used instead of the identifying standard on its own. The description must be placed to the right of the logo (see example below). If you have Telarc SAI certification for more than one management system, you may include the applicable standards' descriptions along the same line.

Registered by Telarc SAI Limited to Q-Safe Code

Registered by Telarc SAI Limited to ISO 9001, ISO 14001, AS/NZS 4801

Registered by Telarc SAI Limited to NZS 8134, 8141, 8142, 8143

PRINTING SPECIFICATIONS

Logo Structure

The shape or design of the logo may not be altered in any way.
If incorporating the applicable standard/s, place these at the foot of the logo (see illustration).
If incorporating the description/s of the standard, place these to the right of the logo, starting in line with the base of the logo and adding any others above (see illustration).
The typeface to be used is Trade Gothic Bold No. 2 (see example below).
Do not place any text or object within the logo.

Standard Identification

WORKPLACE registered
SAFETY

ISO 9001

TRADE GOTHIC BOLD NO. 2

Description Application

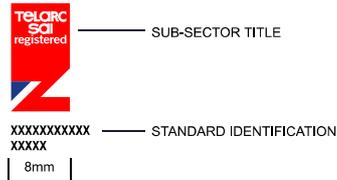**Registered by Telarc SAI Limited to ISO 9001** registered

Clear Space

No other graphic object or text should sit within the clear space that surrounds the format.
The minimum clear space should be equal to the word **Telarc SAI** in the logo.
The size may be adjusted to suit your printing layout requirements. Some lettering definition may be lost when reduced to less than 20 mm.

Maximum / Minimum Size

Minimum Size

8mm across width.

Maximum Size

There is no maximum size for the Telarc SAI Registered logo, provided the necessary reproduction quality is achieved. The vector logo (.ai) must be used at all times (where possible).

Colour Processes

The logos can be reproduced in one colour, two colour and four colour processes.
Please conform to the colour specifications, as the Telarc SAI red is distinctive in recognising your Telarc SAI registration status. The colours specified are readily available.
Note: Colour reproduction on-screen and from laser printers will not be as exact as that produced by offset printing.

Mono

The mono version is either the specified PMS or black. Only in circumstances where the PMS or black are not being used may another single colour be used. The same tonal breakdowns apply.
The mono version is appropriate for faxing, laser printing or one colour printing or advertising.

Spot

Use the PMS colours as specified for the logo below. The colours are easy to match for printing of all kinds.
The spot version is appropriate on stationery and promotional material.

CMYK

Use the CMYK formula as specified for the logo below.
The CMYK version is appropriate on printed material such as brochures, leaflets and colour advertisements.

Colour Breakdown

TELARC SAI RED

CMYK	C0 M100 Y90 K0
RGB	R253 G000 B013
SPOT	PANTONE 485C
MONO	K100 (triangle K50)

TELARC SAI BLUE

CMYK	C100 M90 Y0 K0
RGB	R017 G017 B132
SPOT	PANTONE 072C

Reverse Logo Application

The **Telarc SAI Registered** logo should appear as follows when used on a dark or solid background: Standard(s) should be reversed out of the background and the logo should have a white keyline.

Logo file formats

The **Telarc SAI Registered** logo is supplied in the following file formats:

Office

Clipart (RGB)

  Vector Word clipart for use with Office applications.

Print / Signage

EPS and PDF (CMYK, Spot, Mono)

  Vector based - for use on desktop publishers and Mac. Used by most designers, printers, publishers, etc.

Web / Multimedia

JPEG (RGB)

  Pixel based - for use on internet, websites, etc.

USING THE LOGO AND NAME

These are some of the ways the **Telarc SAI Registered** logo may be used by clients to promote their certified status:

- Display advertisements in newspapers and trade magazines
- Recruitment advertising
- Public notices
- Media releases
- Sign writing on vehicles, buildings, offices, etc
- All types of stationery
- Promotional literature and videos
- Websites
- Staff apparel

Logos on products and packaging

Your Telarc SAI registration applies to your management systems but not to the products or services you provide. Therefore, the Telarc SAI Registered logo may NOT be placed on products or retail packaging. However, the logo may be appear on outer product packaging but must be accompanied by text making it clear that the product itself is not certified, but has been produced under the specific certified management system.

The logo must not be placed on test or calibration reports.

Guidelines for promoting Telarc SAI registration

Organisations achieving Telarc SAI registration have gained an advantage over their competitors, increased customer confidence in their ability to service the market, and opened up opportunities to grow and develop new markets.

Following are guidelines for Telarc SAI registered organisations when promoting their status.

The Telarc SAI name

When making any reference to Telarc SAI, the correct names are Telarc SAI Limited or Telarc SAI. Please do not use uppercase lettering (e.g. TELARC), or the full expansion of the Telarc acronym as it no longer describes the functions and activities of Telarc SAI Limited.

Certification, not accreditation

Registrations by Telarc SAI are correctly described as "certification", which is specifically defined as such by the International Organisation for Standardisation (ISO). This applies to ISO 9001 and ISO 14001 standards as well as all other New Zealand and industry standards that Telarc SAI awards certificates for. Telarc SAI does not provide accreditation, which is separately defined by ISO, and it is incorrect to use that word in relation to Telarc SAI registrations and the ISO standards.

Examples of correct use are: Telarc SAI Registered certification
                                 Certified by Telarc SAI Limited

ISO standards

ISO (International Organisation for Standardisation) develops and publishes standards, but does not issue certificates. Certification bodies such as Telarc SAI Limited issue the certificates. It is incorrect to refer to "ISO certification" and each particular standard should be identified by name, such as:

- ISO 9001 certification
- ISO 14001 certification.

What you can say…

Here are some statements that may help you describe your Telarc SAI certification:

- You can provide your customers with the confidence that your business has an effective management system in place and that it works.
- Formal certification of your system demonstrates your commitment to quality, productivity and customer satisfaction.
- Your customers can be confident in your ability to deliver products or services that consistently meet their requirements.
- To maintain customer confidence in your effectiveness, Telarc SAI regularly reviews your management system for compliance to standards.
- ISO standards are recognised in over 160 countries, including all of New Zealand's major trading destinations.
- Your management system has been assessed and recognised by New Zealand's most popular and longest established certification body.

What you should avoid saying…

- Your products are Telarc SAI approved or certified
- Registration guarantees that you make or provide quality products or services.

If you are unsure about what to say, please contact:

Marketing   **Tel: 09 525 0100**
Telarc SAI Limited, Auckland   **Freephone: 0800 004 004**
Email: **Fax: 09 525 1900**
marketing@telarcsai.co.nz

COPYRIGHT PROTECTION

Telarc SAI Limited logos are protected by copyright and may only be used by organisations certified and approved by Telarc SAI Limited. This right does not extend to their customers, suppliers or other parts of their organisation not included the scope of certification.