Telarc.

The Mark of Success

Registered Marks

A guide to using our registered marks

Contents

Telarc.
Registered

cert **TM**

Quality
ISO 9001

Guideline for use and printing Telarc Registered Mark

All organisations will receive certification in one or more of the various Telarc management systems programmes.
These organisations can be recognised by the distinctive Telarc Registered Mark 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.

Food Safety	Medical	Health & Safety	Quality	Environment	Public Safety	Asset Management	Integrated

Telarc. Registered — HACCP Food Safety

Telarc. Registered — Ambulance & Paramedical Services NZS 8156

Telarc. Registered — Health & Safety ISO 45001

Telarc. Registered — Quality ISO 9001

Telarc. Registered — Environment ISO 14001

Telarc. Registered — Public Safety NZS 7901

Telarc. Registered — Asset Management ISO 55001

Telarc. Integrated Systems Certification — ISO 9001 ISO 14001 OHSAS 18001

Telarc. Registered — Food Safety Programme

Telarc. Registered — Ambulance New Zealand Aeromedical & Air Rescue Certified

Telarc. Registered — Health & Safety Q-Safe

Telarc. Registered — Employer License

Telarc. Integrated Systems Certification — ISO 9001 ISO 14001 ISO 45001

Telarc. Registered — Food Safety FSSC 22000

Telarc. Registered — Telecare

Telarc. Registered — Health & Safety OHSAS 18001

Telarc. Registered — Quality TQS1

Telarc. Registered — Food Safety ISO 22000

Telarc. Registered — Quality ISO 13485

Telarc. Registered — Wine WSMP

The management system standard or the product standard for which Telarc certification has been obtained must appear at the foot of the registered mark symbol. If you have Telarc certification for more than one management system we encourage you to use a separate mark for each standard. If you wish to use only the one mark, please include the applicable standards underneath the mark but no more than four standards per mark.

Helvetica Neue Condensed

The shape or design of the mark may not be altered in any way. The applicable standard/s can be placed at the foot of the mark only.

The typeface to be used is Helvetica Neue Condensed and spacing as indicated (see examples left). Do not place any text or object within the mark.

Minimum Clear Space

Minimum Size

Minimum Size
10mm

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 height of the 'T' in the word Telarc. Examples shown above.

The size may be adjusted to suit your printing layout requirements. But pay attention to the legibility of the qualification name (Quality ISO 9001 in this example).

COLOURS

Telarc. Registered (purple)	CMYK 45 / 100 / 0 / 0 RGB 155 / 24 / 137 PMS 248C
Telarc. Registered (orange)	CMYK 0 / 50 / 100 / 0 RGB 233 / 131 / 0 PMS 144C
Telarc. Registered (blue)	CMYK 90 / 10 / 0 / 0 RGB 0 / 169 / 224 PMS 2995C
Telarc. Registered (yellow)	CMYK 0 / 5 / 95 / 0 RGB 252 / 217 / 0 PMS 108C
Telarc. Registered (green)	CMYK 60 / 0 / 80 / 0 RGB 97 / 194 / 80 PMS 360C
Telarc. Registered (red)	CMYK 0 / 95 / 100 / 0 RGB 238 / 49 / 36 PMS 485C
Telarc. Integrated Systems Certification (dark red)	CMYK 0 / 100 / 100 / 64 RGB 114 / 0 / 0 PMS 7624C
Telarc. Registered (orange)	CMYK 0 / 78 / 100 / 0 RGB 225 / 82 0 PMS 021C

Logos may be presented in black and white, where the block and text underneath appears black (as per below sample).

Colours are defined by the print industry standard, the Pantone Matching System (PMS).

For four colour printing, please use the CMYK breakdowns provided here.

Note: The colours throughout this document are not an accurate representation of the printed PMS colours.

Telarc. Registered
Quality
ISO 9001

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These are some of the ways the Telarc Registered Mark 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

Use of marks on products and packaging

Your Telarc registration applies to your management system but not to the products or services you provide. Therefore, the Telarc Registered Mark must NOT be placed on laboratory test, calibration or inspection reports or certificates, products, or product packaging seen by the consumer or in any other way that may be interpreted as denoting product conformity.

Note: There will be borderline cases such as packaging material used for bulk transport where it might reasonably be expected NOT TO BE SEEN BY THE CONSUMER. In these circumstances the following text must be included in a manner that makes it obvious that the text and certification mark are linked; 'Manufactured under a quality system certified to ISO 9001 by Telarc.' The word 'manufactured' may be replaced by other words that may be a more explicit term appropriate to the scope of certification. e.g. assembled, packaged, bottled, blended etc.

Use of any statement on product packaging or in accompanying information

The statement shall in no way imply that the product, process or service is certified. It must include reference to: Identification of the Telarc registered client; the type of management system (e.g. quality, environment) and the applicable standard; Reference to Telarc as being the certification body; (e.g. A**** Limited's quality management system is certified to AS/NZS ISO 9001:2015 by Telarc).

Guidelines for promoting Telarc registration

Organisations achieving Telarc 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 registered organisations when promoting their status.

The Telarc name

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

Certification, not accreditation

Registrations by Telarc 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 awards certificates for. Telarc does not provide accreditation, which is separately defined by ISO, and it is incorrect to use that word in relation to Telarc registrations and the ISO standards. Examples of correct use are:

• Telarc Registered certification

• Certified by Telarc Limited

ISO standards

ISO (International Organisation for standardisation) develops and publishes standards, but does not issue certificates. Certification bodies such as Telarc 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.

Here are some statements that may help you describe your Telarc 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 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 recognised and longest established certification body.

What you should avoid saying:
- Your products are Telarc approved or certified
- Registration guarantee
Copyright protection
- Telarc Limited Registered Marks are protected by copyright and may only be used by organisations
certified and approved by Telarc.
- This right does not extend to their customers, suppliers or other parts of their organisation not
included in the scope of certification.

For any questions or if you are unsure what to say,
please contact our Sales and Marketing Team on 0800 004 004 or email us at admin@telarc.co.nz

Contact Us

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