MANAGEMENT SYSTEM CERTIFICATION

GUIDELINE

Communicate your certification to the market

Certification according to international or national standards by an independent third party demonstrates your commitment to continual improvement and sustainable business performance. This achievement is more than a ticket-to-trade. Communicating your commitment in the market helps build stakeholder trust and brand confidence. The certification mark is designed to clearly communicate your commitment to the market in a visual way.

You can put your certification mark in most places, from marketing material to company buildings. This handbook aims to guide you to the correct use.

Congratulations!

1.0 Basic design components

The DNV logo
Centered in the certification mark sits the stacked version of DNV logo. The stacked version is used to ensure maximum prominence.

Type of certification
The text surrounding the top of the certification mark describes the type of certification the mark covers. It is set in DNV Display in 100% black.

Standards
Up to three lines of text can be applied to describe the standards the certification mark covers. A maximum of five standards can be included in the same mark and inscription. The standards are set in DNV Display in 100% black.

Seperator symbol
If multiple standards appear on the same line, a square bullet in 100% cyan is used as a separator mark.

Circular frame
The double circular component surrounding the mark contributes to framing it independent of the length

of texts appearing in the top or bottom. The lines are 100% cyan.

Language variations
If translating the certification mark or inscription into other languages, the layout, typeface and colors of the original base templates must remain unaltered.

Inscription
The inscription is used in cases where you are not allowed to use the certification mark but still would like to communicate your certification.

The inscription decribes the certification in a text-based visual layout.

Font
The typeface used for the inscription is DNV Display. Description of the certification achieved is in 100% black, while the standard achieved is in 100% cyan.

Seperator symbol
If multiple standards appear on the same line, a square bullet in 100% black is used as a separator mark.

TYPE OF CERTIFICATION MARK
DNV
STANDARD 1

TYPE OF CERTIFICATION MARK
DNV
LONG STANDARD 1

TYPE OF CERTIFICATION MARK
DNV
STD 1 ▪ STD 2
STD 3 ▪ STD 4
STD 5

COMPANY WITH
XXXXX SYSTEM
CERTIFIED BY DNV
STD 1 ▪ STD 2

COMPANY WITH
XXXXX SYSTEM
CERTIFIED BY DNV
STD 1 ▪ STD 2
STD 3 ▪ STD 4
STD 5

1.1 Colors

Certification mark
Only official artwork versions of the certification mark and inscription should be used. They should maintain the original colors and preferably be set on a white background.

Colors
The certification mark and inscription may be reproduced in 100% black or as inverted, i.e. white on a dark background.

Color references

Sky blue
Pantone® 291C/U
C40 M0 Y0 K0
R153 G214 B240
HEX 99 D9 F0

Land Green
Pantone® 362C/U
C65 M0 Y95 K0
R63 G156 B53
HEX 3F 9C 35

Sea Blue
Pantone® 661C/U
C100 M70 Y0 K0
R0 G53 B145
HEX 00 35 91

Dark Blue
Pantone® 2768C/U
C100 M90 Y0 K60
R15 G32 B75
HEX 0F 20 4B

Cyan
Pantone® Proc. Cyan C/U
C100 M0 Y0 K0
R0 G159 B218
HEX 00 9f da

Black
Pantone® Proc. Black C/U
C0 M0 Y0 K100
R0 G0 B0
HEX 00 00 00

A full-color certification mark should preferably be used on a white background. It can be placed on a light-coloured background as long as it is clearly legible.

Where a full-colour version is not practicable to reproduce, such as when print restrictions apply, the certification mark can be reproduced in black or inverted/white.

The gudelines above are also applicable for inscriptions.

COMPANY WITH XXXXX SYSTEM CERTIFIED BY DNV STD 1 ▪ STD 2

COMPANY WITH XXXXX SYSTEM CERTIFIED BY DNV STD 1 ▪ STD 2

COMPANY WITH XXXXX SYSTEM CERTIFIED BY DNV STD 1 ▪ STD 2

COMPANY WITH XXXXX SYSTEM CERTIFIED BY DNV STD 1 ▪ STD 2

1.2 Basic rules

Applying the certification mark

As a certified company:

- Only use the official artwork of the DNV certification mark or inscription that corresponds with the scheme(s) to which your company is certified for.
- Always use the DNV certification mark and/or inscription in conjunction with your company's name and/or company logo.
- You may use the DNV certification mark and/or inscription on:
  - Marketing material
  - Stationery, e.g. letterheads, envelopes, invoices.
  - Corporate publications, e.g. annual reports
  - Websites
  - Stands

The DNV certification mark for management systems **shall not be used in a way that could indicate that a product or service provided is certified.**

To avoid any misinterpretation, the certification mark is therefore not allowed to be used on:

- Products and product packaging, including accompanying information and adhesive tape. *Please note that product packaging is considered as that which can be removed without the product disintegrating or being damaged.*
- Product documentation, e.g. technical specifications and product catalogue pages.
- Certificates, statements of conformity, reports etc. as an output from services provided, e.g. testing and calibration activities, inspections, assessments etc.

Applying the inscription

The inscription can in general be applied where the certification mark can be applied. However, the inscription can in addition be used where the mark has its restrictions as listed, except directly on products where it is not allowed.

For use on product packaging or in accompanying information the inscription shall always be visible and used in conjunction with and close to the clients name or logo.

In cases where only a part of a company is covered by the certification, the certification mark or inscription are only allowed to be used if effective controls are applied to ensure that the marks are used solely for the certified part of the company. Examples of such companies include:

- Multiple site companies where one or more sites are not covered by the certification
- Companies where one or more business areas are not covered by the certification
- Corporations where certification is limited to certain geographies. Please also see chapter 6.0 for further guidance.

COMPANY WITH
XXXXX SYSTEM
CERTIFIED BY DNV
STD 1 ▪ STD 2

The certification mark for management system certification is not allowed to be used on products and product packaging. Only certification marks for product certification can be used on products and product packaging, if the product is certified.

Companies with a certified management system may use the inscription on product packaging. For use on packaging the inscription shall always be displayed in conjunction and close to the company name or logo.

1.3 Improper use

The certification mark should only be reproduced from the master artwork and not be redrawn or altered in any way. This is applicable to all versions of the certification mark and inscription.

The examples show misuse/altered certification marks.
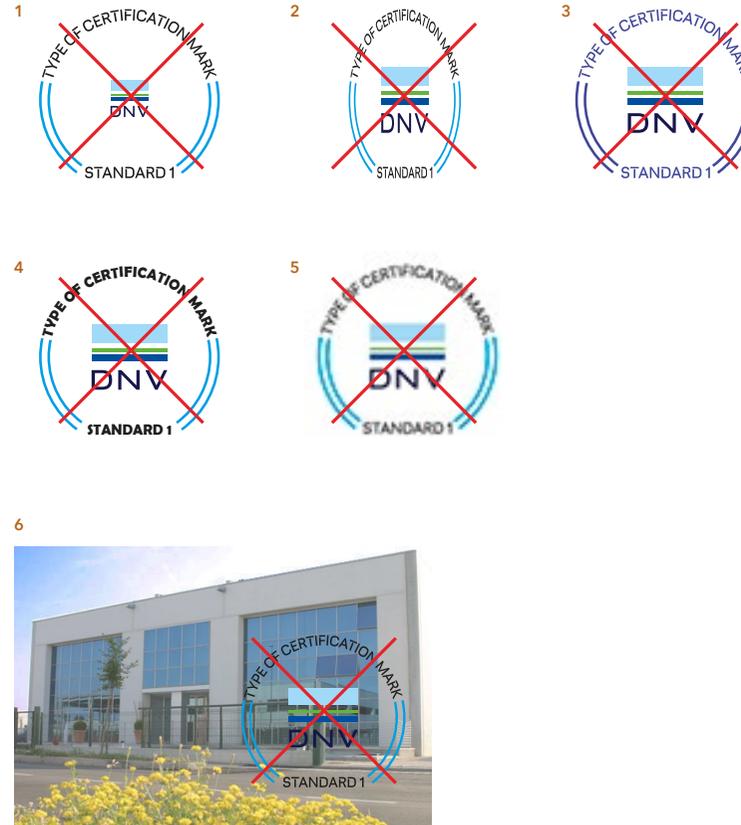
1. Do not alter the relative size of any element.
2. Make sure to scale the mark proportionally.
3. Do not modify the colors of the mark.
4. Do not distort any parts of the mark.
5. Make sure to always use the mark in high resolution.
6. Do not position the mark on a visually distracting background or on pictures.

The gudelines above are also applicable for inscriptions.

1.4 Space and size

The certification mark may be enlarged or reduced.

The size of the certification mark should be in proportion to the size of your company logo.

Certification marks should always be used in conjunction with the certified company's name and/or logo.

Minimum size
The minimum reduced size is 15 mm wide (fig 1). This is the minimum size at which numbers and letters are legible. To maintain maximum clarity, the certification mark should not be reproduced smaller than the minimum size specified.

Maximum size
The maximum size of the certification mark should be such that it does not predominate over the size of the company logo. It is recommended that the size of the certification mark should not exceed one-third or one-half the height of the surface to which it is affixed.

The certification mark may be used in such a way that:
- It is the same height as the company logo (fig 2).
- The blue line in the DNV logo is the same height as the company logo (fig 3). Even when the company logo is very small, the certification mark must be at least 15 mm in width.

The distance between the company logo and the certification mark must not be less than the base width of the certification mark. This rule must be applied even when the certification mark is placed below the certified company's logo (fig 4).
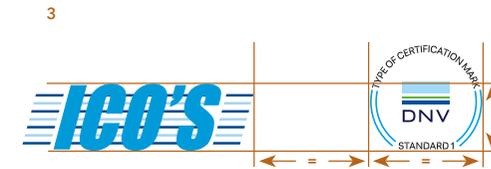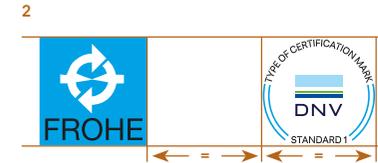
1.5 Use with accreditation marks

In some cases, it may be required or preferred to use the certification mark in conjunction with the appropriate accreditation mark.

Use of the accreditation mark is permitted for holders of certificates issued by an accredited certification body. Use of the accredited mark is governed by the rules of each respective accreditation body.

When using the DNV certification mark together with an accreditation mark, the two should always appear in conjunction and linked with a visual element (e.g. a frame).

Some accreditation bodies govern how the two should be linked. Always follow the rules of the applicable accreditation body.

2.0 Marketing material and annual report

Marketing material
The certification mark may be used on company brochures, leaflets and other promotional material.

Brochure covers

To avoid misinterpretation of what is certified, the inscription may be used on product documentation, such as technical product specifications, product catalogue pages and laboratory certificates.

COMPANY WITH XXXXX SYSTEM CERTIFIED BY DNV
STD 1 ▪ STD 2

Product catalogue / Technical product spesifications sheet

Annual report
The certification mark may be used on both cover (near to or aligned with the company logo) and title page (near the company name) on an annual report.

Annual report cover and title page of an annual report

3.0 Website

You may also use the certification mark on your website, applying the same rules as outlined in previous chapters.
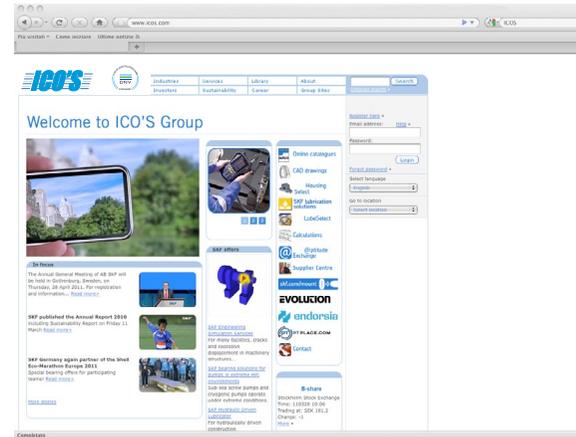
4.0 Stands, buildings and signs

Stands

The certification mark may be used on company stands. If you wish you can give great prominence to the certification mark. Just make sure it is done in accordance with the guidelines described in previous chapters.

Buildings and signs

You can use both the certification mark and inscription on your company's office buildings or signs.

TYPE OF CERTIFICATION MARK

DNV

STANDARD 1
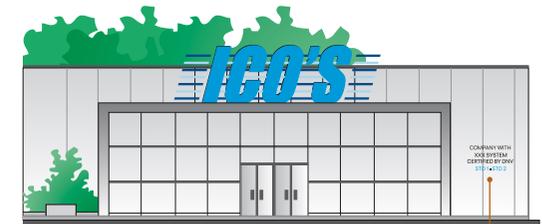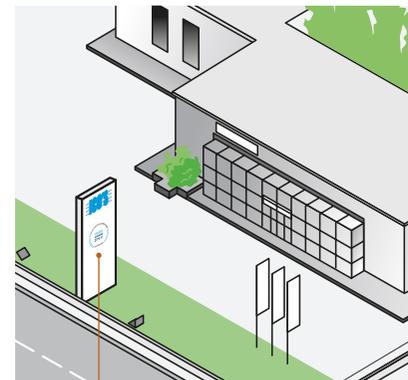
COMPANY WITH
XXXXX SYSTEM
CERTIFIED BY DNV
STD 1 ▪ STD 2

5.0 Stationery: Letterhead

On letterheads and following pages, the certification mark must be positioned near the company logo (fig 1) or on the baseline (fig 2).

If the size of the certified company logo is very small, the certification mark should be placed at the foot of the letterhead.

Fig 1-2: Some examples of the certification mark positioning on the first page.

Fig 3-4: Some examples of the certification mark positioning on a second page.

When letterheads contain the addresses of different branches/sites, some of which are not covered by the certification, the certification mark may not be used.
In such cases the inscription should be used with an explanation of which of the company's sites or branches are certified (fig 5).

When a certified company belongs to a Group or is associated with other companies which are not certified and both names appear on the letterhead, one of the following solutions must be adopted:
- The certification mark is reproduced with an indication of which company is certified (preferred solution, fig 6).
- The certification mark is replaced with the inscription, clarifying the certified company to which the certification refers (fig 7).

Company's certified site or branch.

Only the name of the certified company.

Only the name of the certified company.
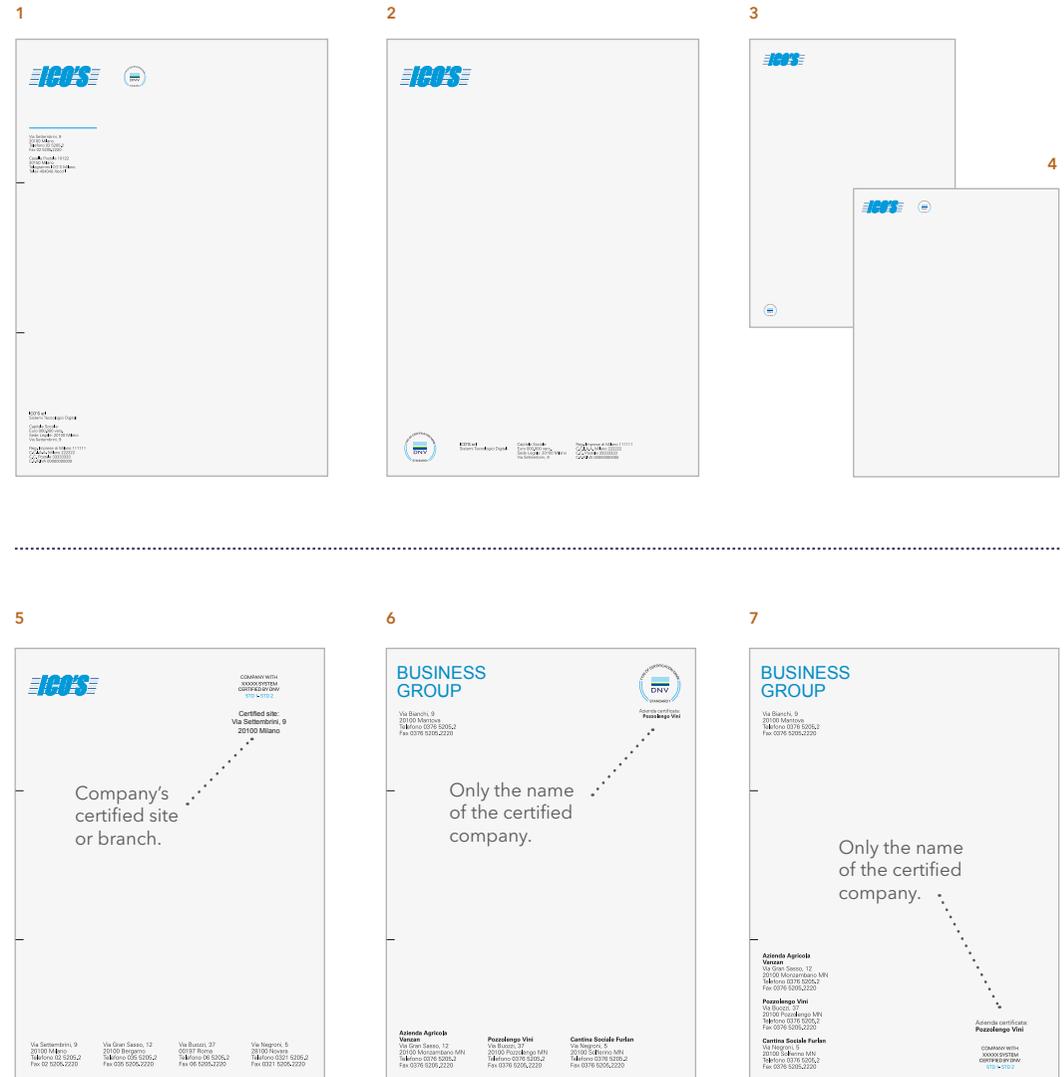
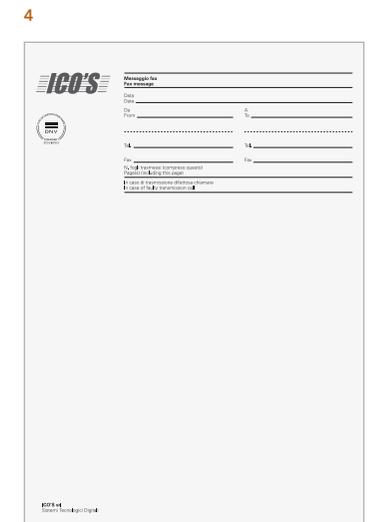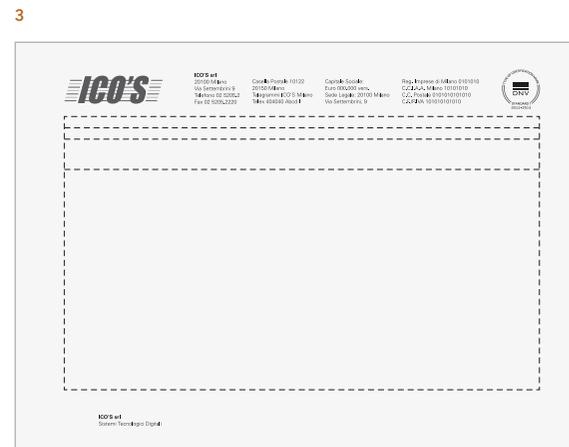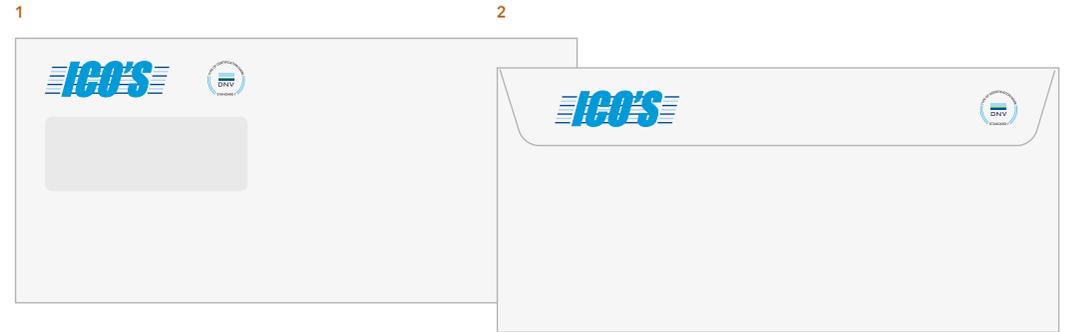# 6.0 Stationery: Envelopes and invoices

Envelopes
You can also use the certification mark on envelopes.

The certification mark and your company logo should appear next to each other (fig 1) and/or on the same baseline (fig 2).

Other company documents
You can also use the certification mark on other company documents such as invoices and fax sheets.

In this case, the certification mark should be aligned with the base of your company logo (fig 3) or the certification mark should be placed near the company name (fig 4).

1

2

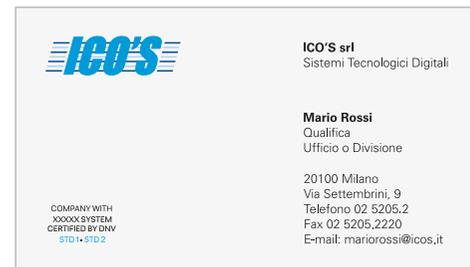
3

4

7.0 Business cards

The certification mark can also be used on business cards.

If the certification mark does not fit with the layout/design of your business card, you can opt to use the inscription instead.

For both cases, you only have to make sure that the maximum size of the certification mark or inscription does not pre-dominate the company logo.

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Business card
with certification mark

ICO'S srl
Sistemi Tecnologici Digitali

Mario Rossi
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Ufficio o Divisione

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Business card
with inscription

8.0 Vehicles

When using the certification mark on your company vehicles or heavy machinery, make sure it is always positioned near the company logo. To the right you find some examples of how to position the certification mark.

If your company's logo is very large, as it may be when displayed on the side of a trailer, it is recommended that there is sufficient space around the certification mark and that the certification mark does not cover more than 1/3 to 1/2 of the height of the surface to which it is affixed.
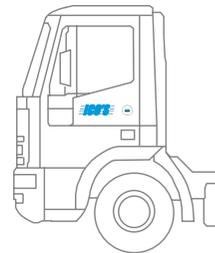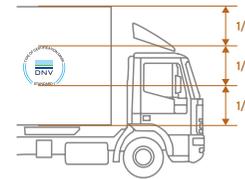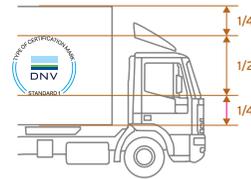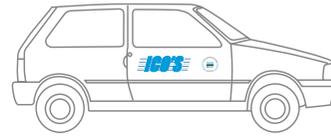
The certification mark is always positioned near the company logo on vehicles.

ABOUT DNV

DNV is one of the world's leading certification, assurance and risk management providers. Whether certifying a company's management system or products, providing training, or assessing supply chains, and digital assets, we enable customers and stakeholders to make critical decisions with confidence. We are committed to support our customers to transition and realize their long-term strategic goals sustainably, collectively contributing to the UN Sustainable Development Goals.

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