



QAS International Logo & Colour Guide

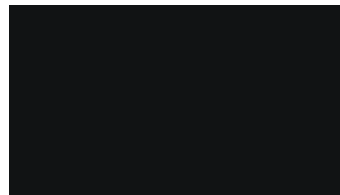


QAS INTERNATIONAL COLOUR PALETTE

These are the colours of the QAS International company logo. Only the colours listed below can be used when creating any version of the QAS International company logo, and any other associated branding.



CMYK: C0 M60 Y99 K0
RGB: R239 G125 B4
HEX: #EF7D00



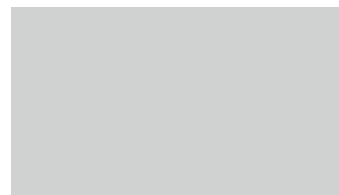
CMYK: C74 M65 Y63 K81
RGB: R30 G30 B28
HEX: #1D1D1B



CMYK: C62 M52 Y51 K48
RGB: R77 G77 B77
HEX: #4D4D4C



CMYK: C57 M49 Y47 K38
RGB: R94 G92 B92
HEX: #5E5C5C



CMYK: C18 M12 Y14 K0
RGB: R217 G217 B217
HEX: #D9D9D9

QAS INTERNATIONAL LOGO GUIDE



This is the primary company logo. The logo must be used with the 'QAS International' tagline underneath.

In some cases the logo may be used without the tagline:

- When logo legibility is compromised. If the size of the logo would make the wordmark illegible
- When space is extremely limited. For example, when the logo must live within a square or circle shape

Do not alter the logo

Some examples of things you should NOT do with our logo



- ✗ Don't stretch or squeeze it
- ✗ Don't modify it
- ✗ Don't rotate it
- ✗ Don't change brand colours
- ✗ Don't break composition of logo
- ✗ Don't use a low resolution logo



All QAS International communications must include the QAS International letterhead using these dimensions. This helps establish the organisation as recognisable, trustworthy, and aesthetically appealing.



X		X
		
X		X

When the logo is used elsewhere on other communication you must ensure equal white space around the logo.

This white space increases the visibility and impression on the audience by creating distance from other design elements that surround the logo.

Any co-branding logo must be separated by a pipe, with equal spacing between each logo. QAS International logo must be on the left with the co-brand logo on the right.

The co-branded logo must be either the same size or smaller than QAS International logo. Any co-branding requirements must come through the marketing team.



QAS INTERNATIONAL LICENCE OF USE

Subject to the auditee and the client fulfilling their responsibilities hereunder, and during the currency of this agreement, QAS International (QAS) grants a licence for the auditee to use the logo and the certificate.

After the granting of a management system conformity certificate, the client may use the QAS conformity logo on documents, advertising material, etc.

The use of the QAS logo is voluntary. It is not allowed to use the QAS logo on the products of their primary packaging, or make misleading statements in regard to certification.

The logo can be used under the following conditions:

- In combination with the name of the certified company / or the certified division of the client and with a strict reference to the certified scope of the management system conformity certificate,
- With reference to the certification number
- With a clear reference to the certification standard
- With the indication, e.g. certified management system, according to the following example:
“CERTIFIED MANAGEMENT SYSTEM - ISO 9001:2015”
- With a clear reference to activities or sites in cases where the management system conformity certificate does not cover all activities and/or sites of the client
- On the secondary packaging, only in combination with the following sentence and in a way that does not cause confusion or the impression that the products are certified: “the [name of client] implements a management system, certified by QAS according to standard ISO 9001:2015” (under the condition that it is not forbidden by legislation)
- The mark may appear in its original colours or black/grey.

The QAS conformity logo for management systems is the exclusive property of QAS.

The logo may be used on correspondence, advertising and promotion, but only as this relates to the client, locations and scope of registered activities that are detailed on a client certificate of registration.

The client commits itself to stop the use of the QAS conformity logo for their management system(s) if it is justifiably asked to do so by QAS or when the validity period of the corresponding management system conformity certificate expires.

When the scope of application of the management system conformity certificate cover only part of the products and services or part of the clients activities, the management system of the client must contain a reference and the client is obliged to notify this fact to its clients, in cases of supply of products and services not included in the scope of certification of the management system conformity certificate. The notification must be carried out before the order of the respective products and services.

Incorrect references to the certification system, certification logo or misleading use of certificates in advertisements, sales brochures, etc. are not acceptable.

Neither the logo nor the certificate may be used in any way, which is unacceptable to QAS or bring QAS into disrepute or even report in a misleading manner.

QAS requires the client to work within its activities (as defined in its scope) for which it has been granted certification / registration. Failure to comply could lead to suspension or termination of certification if not fully notified by the client of any changes to its scope.

QAS may revoke the auditee's licence to use the logo and terminate the certificate if the auditee or the client fails to comply with any of these terms and conditions, or if the client becomes bankrupt or makes an arrangement with its creditors or enters into liquidation (except for purposes of reconstruction) or has a receiver appointed, or if the client fails to pay fees in due time.



Approved by QAS International
Date: 12 December 2022