

Use of Certification Marks, Logos, and Symbols

1. Purpose

This policy establishes the conditions for:

1. CBIP members' use of CBIP logos as a certification mark
2. CBIP's use of JASANZ accreditation symbols.

2. Scope

This policy applies to:

- Certification marks and logos used on company websites
- Any visual use of CBIP's logo as a certification mark
- Any document issued, published or approved by CBIP that uses a CBIP logo
- CBIP's use of other organisation's logos e.g. JAS-ANZ, WorkSafe and IANZ.

3. Definitions

Logo

In general, a logo is any photograph, word or symbol used to identify a brand, service, or product. Logos are a point of identification, the symbol that other people see to recognise a brand.

CBIP Logo

The CBIP logo is the first thing that people see to recognise a communication from CBIP.

The CBIP logo is a registered mark and is owned by CBIP.

CBIP Certification provides assurance that the holder has proved themselves to be competent in the scope of activity for which the certification has been granted.

JASANZ Accreditation Symbol

A symbol that may be used by an accredited body on certificates, inspection reports, stationery, documents and/or other publicity material which is used within the scope of accreditation granted by JASANZ.

Note: Neither CBIP nor its members use the JASANZ logo on inspection reports.

4. Responsibilities

4.1 The Governance Board is responsible for:

- i. establishing the conditions for use of CBIP's logo
- ii. applying corrective measure to address incidents of misuse

4.2 The Governance Board Chair is responsible for:

- i. approving requests to use a CBIP logo as a certification mark
- ii. looking into any known misuse of logos and certification marks, following CBIP's policy and procedure, Incidents and Improvements

4.3 The Operations Manager is responsible for managing the implementation of this policy and procedure including:

- i. developing, maintaining, and communicating CBIP's style guide for logo use
- ii. processing applications to use CBIP's logo and communicating with the Governance Board Chair
- iii. scheduling the annual internal audit of CBIP's website and logo use
- iv. maintaining records of logo misuse within the Incidents and Investigations Register
- v. ensuring all logos and symbols used by CBIP comply with the owner's conditions for use eg JASANZ symbols on CBIP-issued certificates and Website
- vi. ensuring use of JASANZ symbols complies with:
 - a) JASANZ Accreditation Manual, section "Use of the JASANZ accreditation symbol"; and
 - b) Deed Poll in Relation to Accreditation/Re-accreditation by JASANZ, 2 September 2023 to 4 September 2028: Attachment 2 – Licence to use the JASANZ accreditation symbol,

5. Policy

- 5.1 CBIP does not “approve”, “rate” or “endorse” specific items or activities. Such claims are not permitted. Statements that indicate any of these have no basis in truth and are in violation of this policy.
- 5.2 Individual’s using the CBIP logo must maintain their CBIP membership ie remain a current CBIP-certified inspector. Individuals who choose to cease CBIP membership must also cease using the CBIP logo.
- 5.3 To be eligible for use of CBIP’s logo, companies must employ and retain at least one CBIP member ie CBIP-certified inspector(s).
- 5.4 All CBIP-certified inspectors sign a declaration that they will comply with CBIP’s documented certification requirements which includes compliance with:
 - i. CBIP’s Code of Professional Conduct, and
 - ii. CBIP’s policy, Use of Certification Marks, Logos, and Symbols.
- 5.5 Claims about certification must be limited to the scope for which the applicant has been certified.
- 5.6 Companies or CBIP member(s) must not:
 - i. use the certification in a manner that brings CBIP into disrepute, and/or
 - ii. make misleading or unauthorised statements about CBIP or their certification.
- 5.7 The use of certificate marks, logos and symbols must be clearly applicable to individual members and must not be associated with a company or employer.
- 5.8 The size, usage or placement of the CBIP logo must not imply that the company is endorsed by CBIP or has any special relationship with CBIP.

6. Procedure

6.1 Companies or individuals (CBIP members) wanting to use the CBIP logo:

Apply to CBIP’s Operations Manager in writing for permission stating:

- i. where and how the logo will be used
- ii. the rationale for using the CBIP logo.

6.2 Operations Manager:

On receipt of an application to use the CBIP logo:

- i. advise the Governance Board Chair of the written request to use a CBIP logo
- ii. on approval, provide applicant with the style guide for use of the CBIP logo
- iii. direct approved applicant to CBIP’s Code of Professional Conduct and Ethics and this policy and procedure, Use of Certifications and Logos
- iv. provide applicant with the correct logos to use
- v. if not approved, advise applicant in writing stating the reason why the application is not approved.

- 6.3 Initiate annual checks of symbols and logos used via the internal audit process, including CBIP use of JAS-ANZ and any other logos.
- 6.4 Advise the Governance Board of any misrepresentation or unauthorised use of any logos, symbols or certificate marks identified by raising an Incident Report.

7. Record Management

The following records must be maintained for compliance purposes:

Record	Filed	Retention
Application and approval to use a CBIP Logo	One Drive	10 years
Internal Audit Checklist – ISO 14024 Standard 9.7	One Drive	4 years
Incident Report (if applicable)	OneDrive	4 years
Incidents and Investigations Register (if applicable)	WeCertify	4 years

8. Quality Standard

ISO/IEC 17024, 2nd edition, clause 9.7 Use of certificates, logos and marks

JASANZ Deed Poll in Relation to Accreditation/Re-accreditation by JASANZ, 2 September 2023 to 4 September 2028: Attachment 2 – Licence to use the JASANZ accreditation symbol.

9. Revision History

This document replaces Use of Certification Marks, Logos and Symbols, revision 01, 8 November 2023. Minor editing to clauses 4.2, 4.3 iii), 5.4, 5.5, 5.6 and 5.7 due to internal audit findings and policy review.