

Citation quality marks user manual



Why should you use your quality marks?

When you work with Citation, Citation ISO Certification or Smas Worksafe, you'll get your very own quality mark (or marks) to help you stand out from the crowd. After all, why wouldn't you want to shout about being the best you can be?

You can use your quality marks in loads of ways, depending on your business and which forms of promotion your employees, customers and suppliers see most. Here's a couple of ideas...

- Display your quality mark on all stationery including letterheads, business cards, compliment slips, quotations, purchase orders, fax headers etc.
- Display your quality mark on staff noticeboards and in your reception area - or maybe on your marketing materials like brochures, advertisements, website, point of sale, mail shots, exhibition stands...the possibilities are endless.
- Display your quality mark in your email signature (find out how best to do this [click here](#)).

You can even print off your quality mark into stickers to display on your vehicles just email us at marketing@citation.co.uk and we'll send over an high resolution EPS file.

Benefits of displaying the quality mark:

- Demonstrates commitment to meeting your legal obligations as an employer
- Reinforces your position as a reputable supplier/employer
- Increases your chances of winning tenders for contracts
- Demonstrates your corporate awareness and responsibility
- Shows you put people first



Using your Citation HR & Employment Law quality mark



As a Citation member, you can use the Citation HR & Employment Law quality mark following these terms:

- You must use the HR & Employment Law documents and systems we supply and take and follow the advice we give. Provided you do, you can display the Citation HR & Employment Law quality mark to show that your business is a current Citation HR & Employment Law client and subscribes to Citation's HR & Employment Law services.
- You must use the Citation HR & Employment Law quality mark as designed by Citation. This may be in any size, provided the text is legible and not distorted in any way.
- The Citation HR & Employment Law quality mark may be used on notepaper, electronic communications, advertising and promotional material (including website, brochures and business cards), exhibition stands, quotations for work and in your premises. This is provided that your own business name is also prominently displayed.
- The Citation HR & Employment Law quality mark may be displayed on your business vehicles provided that your own business name (or trademark) is also prominently displayed.
- Your permission to use the Citation HR & Employment Law quality mark may be terminated by Citation at any time at Citation's discretion. It will automatically terminate if you cease to be an HR & Employment Law client, or if you fail to pay any fees or costs due to Citation.

You must not...

- Use the Citation HR & Employment Law quality mark in any way which may be interpreted as indicating any of the following: product or service conformity; proof of current compliance with employment laws; that Citation has assumed responsibility or liability for your HR & Employment Law affairs; or that Citation has certified that you are or will be compliant in HR & Employment Law matters.
- Use the Citation HR & Employment Law quality mark in any other misleading way.
- Use or display the Citation HR & Employment Law quality mark on any products or packaging.
- Permit or assist any other organisation (whether or not connected to you) to use the Citation HR & Employment Law quality mark.

Using your Citation Health & Safety quality mark



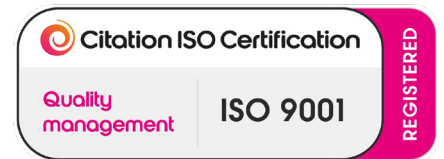
As a Citation member, you can use the Citation Health & Safety quality mark following these terms:

- You must use the Health & Safety documents and systems we supply and take and follow the advice we give. Provided you do, you can display the Citation Health & Safety quality mark to show that your business is a current Citation Health & Safety client and that it subscribes to Citation's Health & Safety services.
- You must use the Citation Health & Safety quality mark as designed by Citation. This may be in any size, provided the text is legible and not distorted in any way.
- The Citation Health & Safety quality mark may be used on notepaper, electronic communications, advertising and promotional material (including website, brochures and business cards), exhibition stands, quotations for work and in your premises. This is provided that your own business name is also prominently displayed.
- The Citation Health & Safety quality mark may be displayed on your business vehicles provided that your own business name (or trademark) is also prominently displayed.
- Your permission to use the Citation Health & Safety quality mark may be terminated by Citation at any time at Citation's discretion. It will automatically terminate if you cease to be a Health & Safety client, or if you fail to pay any fees or costs due to Citation.

You must not...

- Use the Citation Health & Safety quality mark in any way which may be interpreted as indicating any of the following: product or service conformity; proof of Health & Safety compliance; that Citation has assumed responsibility or liability for your Health & Safety affairs; that Citation have been appointed as a Competent Person; or that Citation has certified that you are or will be compliant in Health & Safety matters.
- Use the Citation Health & Safety quality mark in any other misleading way.
- Use or display the Citation Health & Safety quality mark on any products or packaging.
- Permit or assist any other organisation (whether or not connected to you) to use the Citation Health & Safety quality mark.

Using your Citation ISO Certification quality mark



After you've achieved any ISO certification with us, you can use the Citation ISO Certification certification marks following these terms:

- You must not use the certification marks on products or product packaging seen by customers, or in other ways that could be interpreted as showing product, process or service conformity.
- You must not use statements on product packaging or accompanying information that implies the product, process or service is also certified and shall include reference to:
 - a. Identification of the organisation
 - b. The type of management system and the applicable standard
 - c. The certifying body (Citation ISO Certification)
- N.B. Product packaging is considered as that which can be removed without damage or disintegration being caused to the product. Accompanying information is considered as separately available or detached.
- The certification marks must not be used on laboratory tests, calibration or inspection reports.
- You must conform to Citation ISO Certification's requirements and brand guidelines when making reference to your certification status or when using the certification marks.
- You must not make any kind of misleading statement regarding your certification, or permit the use of a certification document in a misleading manner.
- You must not imply that certification applies to any sites or activities that Citation ISO Certification hasn't specifically agreed to be included in.
- If your certificate is withdrawn, suspended or reduced, you must immediately stop using all advertising matter that refers to the certification.
- If the scope of your certification is reduced, any advertising material affected by this should be amended accordingly.
- You must not allow your certification to be referred to in any way which implies that you are certifying a product, service or process.
- You must ensure that your certification is not referred to in a way which implies that it includes activities outside the scope of your certification.

- You must not use your certification in a manner which would bring Citation ISO Certification or its certification system into disrepute and/or lose public trust.
- The certification marks should only be used in the colours and sizes provided by Citation ISO Certification.
- Citation ISO Certification will take action, including legal action, if any of the above instructions are not followed.

Other important notes

- You can use the certification marks on marketing materials, websites, emails, social media sites, corporate stationery, vehicles and many more places.
- You shouldn't use the marks on goods or products, packaging and labels, test or calibration certificates or training certificates.
- Only ISO itself, ISO members and ISO technical committees are allowed to use ISO logos - you can't use these for your own purposes or imply that your organisation is ISO-endorsed.



Using your Smas Worksafe accreditation marks



After you've achieved a Smas Worksafe accreditation, you can use the Smas accreditation marks following these terms:

- You must not use the accreditation marks on products or product packaging seen by customers, or in other ways that could be interpreted as showing product, process or service conformity.
- You must not use statements on product packaging or accompanying information that implies the product, process or service is also certified and shall include reference to:
 - a. Identification of the organisation
 - b. The type of management system and the applicable standard
 - c. The certifying body (Smas Worksafe)
- N.B. Product packaging is considered as that which can be removed without damage or disintegration being caused to the product. Accompanying information is considered as separately available or detached.
- The accreditation marks must not be used on laboratory tests, calibration or inspection reports.
- You must conform to Smas Worksafe's requirements and brand guidelines when making reference to your certification status or when using the accreditation marks.
- You must not make any kind of misleading statement regarding your certification, or permit the use of a certification document in a misleading manner.
- You must not imply that certification applies to any sites or activities that Smas Worksafe hasn't specifically agreed to be included in.
- If your certificate is withdrawn, suspended or reduced, you must immediately stop using all advertising matter that refers to the certification.
- If the scope of your certification is reduced, any advertising material affected by this should be amended accordingly.

- You must not allow your certification to be referred to in any way which implies that you are certifying a product, service or process.
- The accreditation marks should only be used in the colours and sizes provided by Smas Worksafe.
- Smas Worksafe will take action, including legal action, if any of the above instructions are not followed.

Other important notes

- You can use the accreditation marks on marketing materials, websites, emails, social media sites, corporate stationery, vehicles and many more places.
- You shouldn't use the marks on goods or products, packaging and labels, test or calibration certificates or training certificates.

We're here to help.

Got any follow up questions? Just get in touch with us...

Citation: marketing@citation.co.uk

Citation ISO: 0333 344 3646

Smas: 01752 697370