



Procedure: Mark of Conformity

The purpose of this procedure is to define Platinum Certification AQA Pty Ltd.'s (Platinum Certification AQA's) rules for the use of our mark of conformity and any corrective actions that may be taken in event that the mark of conformity is misused.

Platinum Certification AQA exercises control as specified by the Joint Accreditation System of Australia and New Zealand (JAS-ANZ) and AS/NZS ISO 17065:2013 in the use and display of licenses, certificates, marks of conformity and any other mechanism, including misleading statements. Guidance on the use of marks permitted are issued to the certified client.

The use of marks of conformity is reviewed during surveillance and triennial audits. Incorrect references to the certification schemes, or misleading use of licenses, marks or any other mechanism for indicating a product is certified, found in documentation or other publicity by any company which Platinum Certification AQA certifies may result in the withdrawal of certification.

Definitions	
JASANZ	Joint Accreditation Systems of Australia and New Zealand
Mark of Conformity	A protected mark issued by a body performing third-party conformity assessment, indicating that an object of conformity assessment (Product, Process, Person, System of Body) is in conformity with specified requirements.
Misleading Statements	Misleading statements are those which convey inaccurate or incorrect statements about the services offered by an accredited body or about JASANZ or about the accreditation system as a whole. Misleading statements include stating or implying that: • an accredited body can issue accredited certification outside the scope of its accreditation schedule or • can transfer its accreditation status or function to an overseas agent or that: an accredited certificate means that the product, process or service certified is approved or warranted by the: - JASANZ Governing Board or - The Australian or New Zealand Government • Certification is guaranteed as a certain Outcome for a client engaging the accredited body.



or when:

- an accredited body knowingly makes a false declaration to JASANZ.

Mark of Conformity



Platinum Certification
A REFRESHING ALTERNATIVE...

Style Guide

Minimum Size

When using the Platinum Certification AQA's Mark at reduced sizes, the logo must not appear smaller than 20mm in height.





Exclusion Zones



When using the Platinum Certification AQA Mark, an exclusion zone must be incorporated. No typography or graphic elements are to appear within the specified area surrounding the logo.

The correct exclusion zone 'X' is equal to the distance between the sharp point of the 'Q' and the right edge of the mark. This distance scales in proportion to the logo size and measures an equal distance on all sides of the logo.

Primary Colours



CMYK: 90, 31, 0, 18
RGB: 20, 144, 208
HEX / HTML: #1490D0



CMYK: 0, 54, 84, 13
RGB: 223, 102, 36
HEX / HTML: #DF6624



CMYK: 95, 45, 0, 53
RGB: 6, 66, 120
HEX / HTML: #064278



CMYK: 0, 0, 0, 76
RGB: 60, 60, 60
HEX / HTML: #3C3C3C

General Guidelines for Use

Upon granting certification, the client shall be granted use of Platinum Certification AQA mark of conformity upon completion of:

- A Licensing Agreement which must be read, signed returned to Platinum Certification AQA; and
- A Licence which is signed by the CEO, grants permission for the client to use the mark of Conformity in line with the Licensing Agreement and this procedure.

The mark shall be displayed only in appropriate form, size and colour;

The organisation's certificate number shall be printed under the mark;

Accreditation marks shall be a minimum size of 20mm in diameter;

The colour of the logo must not be altered in any way;

The mark must always be legible and clear;

The mark must always be in proportion (when resizing always lock ratio of height to width);



Embossed, relief, or die-stamped versions may be used. The marks may be reproduced as water marks;

Electronic reproduction of the mark is permitted (including Internet websites) provided that the following requirements are met and:

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- The mark is reproduced so that infilling does not occur;
- Degradation or distortion of the mark graphic is avoided;
- Computer files of the mark shall be prepared from mark masters. Redrawn approximations may not be used.

The mark of conformity shall not be used in any way that might mislead the reader about the status of a certified organisation, activities outside the scope and imply that product, process or service is certified;

Holders of a Certification status shall not make, use or permit any misleading statement about the certification it holds;

The Platinum Certification AQA mark of conformity is not permitted to be applied to laboratory test, calibration or inspection reports;

The mark must not be applied to any packaging of any product or accompanying information. This ensures that a statement will no way imply that the product or process is certified;

The mark or accompanying publicly available information shall identify the issuer and the aspects covered by the mark in a way that avoids potential misrepresentation and misunderstanding;

Holders of certification issued by Platinum Certification AQA may use the appropriate mark in the manner prescribed, on stationery and publicity material or other items relevant to their certificate;

Holders of certification shall not use its certification in such a manner that would bring Platinum Certification AQA or system into disrepute and lose public trust;

The term 'publicity material' shall not include notices, labels, documents or written announcements affixed to or otherwise appearing on goods or products, unless the goods or products have been manufactured under an accredited product conformity scheme. This restriction shall also apply to primary (e.g. blister packs) packaging, promotional products and test certificates / certificate of analysis;

Upon reduction in scope, advertising matter shall be amended;

For Quality Management Systems, the organisation must specify the type of management system certified by Platinum Certification AQA (e.g. NDIS Scheme) and the applicable standard.

Other Points to Note

The certification marks shall not be displayed on vehicles, except in publicity material containing an accreditation mark as part of a larger advertisement, provided the mark is used in the publicity material in accordance with the conditions detailed elsewhere in this information sheet;

Certification marks may be displayed on internal walls and doors, and on exhibition stands;

All quotations for work that contain a certification mark shall clearly indicate those activities that are not certified by Platinum Certification AQA;



Upon signing the Fee Proposal, the client enters into a binding contract to abide by the rules of certification and the use of certification marks;

Marks may not be used on laboratory tests and calibration reports or certificates;

Any use of a certification mark that might contravene the conditions laid down in this publication shall be referred to Platinum Certification AQA;

Platinum Certification AQA shall ensure that they audit the use of marks of conformity by their certificate holders. Conditions for the use of the marks by such certificate holders are given in these rules and upon certification;

Reproduction of the marks shall be based on master versions supplied at the time of certification;

Platinum Certification AQA shall provide the client with information that explains the meaning of the certification mark;

Platinum Certification AQA shall maintain a list of clients that have been granted use of the mark of conformity.

Organisational References

When communicating about your certification in your promotional or marketing material or other, please follow these simple rules.

When first referencing our organisation, write out the name in full, followed by the abbreviation in brackets:

- Platinum Certification AQA Ltd Pty (Platinum Certification AQA).

Avoid:

- Platinum Cert.

After writing our organisation's name in full for the first instance, simply use the abbreviation references throughout the rest of the communication.

It is essential that there be no ambiguity in the mark or accompanying text as to what has been certified or granted certification by Platinum Certification AQA.

Misuse of Marks of Conformity

Platinum Certification AQA will investigate all reports regarding the misuse of its certification mark. Where it is established that a misuse has occurred, Platinum Certification AQA shall raise a corrective action plan and take the following corrective actions:

- Determine the scope of misuse including products, Model Number, Serial Number and quantities involved;
- Notify the client or party responsible to remove the mark from the area that is not certified;
- Determine the type and severity of the misuse;
- Establish facts with regard to the misuse of the mark which may include an unplanned audit;

Where facts are conclusive, corrective actions shall proceed and may include but are not limited to:

- Notifying regulatory bodies in writing regarding the misuse and at the same time;



- Notify the misuser (see below for the registered letter details);
- Suspend authorisation to use the mark.

The registered letter shall contain at a minimum:

- The reason for corrective action;
- The actions to be taken by the misuser to resolve the problem.

The degree of corrective action shall depend largely on the severity of the transgression.

The following actions may result on behalf of Platinum Certification AQA following misuse of the mark of conformity:

- Periodical surveillance;
- Further corrective action;
- Withdrawal of certification;
- Publication of transgression;
- Other legal action if deemed necessary.

Where a misuser refuses to take corrective action, the regulatory bodies shall be informed that the misuser has refused to take corrective action and that the certification of the transgressor has been cancelled. In some cases, legal action may take place if deemed necessary.

Where the corrective action has been resolved to the satisfaction of Platinum Certification AQA, the following should occur:

All recipients of the initial letter asking for corrective action should receive a second letter which includes:

- That the suspension imposed has been lifted;
- Authorisation to use the mark has been reinstated;
- States the corrective action taken by the misuser;
- If applicable, describes the new marking required.

Certification shall be revised, if necessary, to include any changes necessitated by corrective actions;

Platinum Certification AQA shall carry out an internal audit of its own duties, activities and procedures to determine if the misuse was due to a weakness within its own organisation and whether through altering its activities, further misuse of the mark may not be repeated.

Upon suspension or withdrawal or loss of its certification, the use of Platinum Certification AQA marks of conformity be discontinued from all advertising matter, stationery etc., that contains a reference to certification. The use of logo on all stationery / advertising material shall be amended if the scope of certification is reduced.