



# LOGO AND CERTIFICATE USE INSTRUCTIONS

Organizations certified by FQC must use certificates and logos in accordance with accreditation rules.

## A. Use of Accredited Certificate

1. FQC management system certificates are valid for three (3) years, provided that the surveillance audits are positive.
2. The rules regarding the use of certificates are specified in the Certification Agreement mutually signed between FQC and the organization. The organization undertakes to abide by the rules specified in this contract with the contract made. Organizations can only use system certificates within the framework of the rules specified in the contract.
3. After the issuance of the certificate, the FQC monitors the organizations regarding the use of the certificate. In this context, the press, broadcast and media are monitored. In addition, when complaints from customers and a situation contrary to the determined rules are detected, corrective action is requested from the relevant institution. If corrective action is not taken within the specified time, FQC will take the following actions:
  - ✓ The accreditation body is informed,
  - ✓ It is announced to the public that the certificate has been withdrawn,
  - ✓ Legal proceedings are initiated

## Logo Usage

1. The FQC logo can be used by organizations that have passed the system certification audit by FQC.
2. Organizations certified by the FQC must use the logo in accordance with the relevant accreditation rules. A copy of the certificate and logo usage instructions of the relevant accreditation institutions is given to the organizations that are entitled to receive a certificate.
3. FQC logo and certificate cannot be used in divisions, subsidiaries or affiliates that are not covered by the certificate.
4. FQC Logo terms of use:
  - ✓ The FQC Logo cannot be used as a Product certificate.
  - ✓ The FQC Logo may not be used on the Product (The Product may be directly touched or in a package or box.)
  - ✓ FQC Logo, Products, cardboard etc. It may be used on outer packaging made of material with a statement to indicate that the certificate belongs to the management system and not to the product.
  - ✓ The organization may use the FQC Logo on its advertising publications, official documents or promotional brochures only in accordance with the terms of the FQC.
  - ✓ The organization may not use the FQC Logo in relation to any undocumented system that will cause it to be perceived as certified.
  - ✓ The organization cannot use the FQC logo of its certified system for its non-certified system in a way that will cause it to be perceived as certified.
  - ✓ When the scope is narrowed in relation to the undocumented system of the organization, it cannot be used for the sections related to its undocumented scope, which will cause it to be

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perceived as documented. In this case, he has to change the replacement of all advertising materials according to the current scope. If FQC detects the use of a logo contrary to this specified condition, it has the right to use its rights arising from the law and to take action in accordance with the legal regulations.

- ✓ In case of withdrawal / suspension of the certificate for any reason related to the certified system of the organization, it cannot be used in a way that will cause the certification to be perceived as continuing. In these cases, all advertising activities involving a reference to certification must cease. If FQC detects the use of a logo contrary to this specified condition, it has the right to use its rights arising from the law and to take action in accordance with the legal regulations.
- ✓ If the certificate is revoked for any reason regarding the certified system of the organization, it cannot be used in a way that will cause the certification to be perceived as continuing. In these cases, all advertising activities involving a reference to certification must cease. If FQC detects the use of a logo contrary to this specified condition, it has the right to use its rights arising from the law and to take action in accordance with the legal regulations.
- ✓ In case the certification period expires in relation to the certified system of the organization, it cannot use the certification in a way that will cause it to be perceived as ongoing. In these cases, all advertising activities involving a reference to certification must cease. If FQC detects the use of a logo contrary to this specified condition, it has the right to use its rights arising from the law and to take action in accordance with the legal regulations.
- ✓ Certification of the management system does not mean that the certification body certifies a product (including a service) or a process. Therefore, the organization cannot use a product (including a service) or process in a way that gives the impression that it has certified it,
- ✓ The organization cannot use it for activities outside the scope of certification.
- ✓ The organization cannot use the certificate it has received in a way that will discredit the FQC or the certification system and lose public trust.
- ✓ The organization cannot use the audit reports submitted to it related to its documented system for different purposes and as misleading.
- ✓ The organization cannot make any changes (color, appearance, etc.) on the FQC logo and must use it in its current form when using it in areas of use.

### 5. The rules regarding the use of the FQC Logo on the product are given below:

Use of logo	On the product (*a)	Large boxes used for transporting products, etc. on (*b)	Advertising brochures etc. on
without explanation	Not available	Not available	Available (*d)
With explanation (*c)	Not available	Available (*d)	Available (*d)
With explanation (*e)	Not available	Not available	Not available

\*a. Product; It may be a tangible, tangible product, or it may be a single item in a package or box. It can be a test/analysis report for testing/analysis activities.

\*b. Cardboard, etc., which is thought to not reach the end user. may be an outer packaging made of material.\*c. "This product is certified according to the quality management system ISO 9001, ISO 14001, ISO 22000, ISO/IEC 27001, ISO 50001, ISO 45001, ISO/IEC 27701, ISO/IEC 20000-1, ISO 22301 ISO 13485 standard(s). Made in an organization." should be a clear statement.

\*D. It can be used provided that other conditions specified in these rules are complied with.

\*to. Inspection and Calibration reports, certificates, etc. cannot be used anywhere.

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6. Product packaging is considered the part that leaves without the product being disassembled or damaged. Information to be provided together is considered separately or easily separable. Type labels and identification plates are considered part of the product. The statement should in no way imply that the product, process or service has been documented. The statement should refer to:

- ✓ Identification of the certified customer (for example, brand or name),
- ✓ The type of management system (eg quality, environment) and the standard applied
- ✓ FQC issuing the certificate.

7. In cases where the Organization is in doubt/unsure about the suitability of the way the FQC logo will be used, approval should be obtained from the FQC Certification Department and used as directed.

8. Customer organizations certified by FQC can use Accreditation Marks in line with the information contained in the current versions of the Accreditation Agency logo usage documents.

9. Organizations certified by FQC can use the Accreditation Mark in stationery, advertising, promotion or similar materials if the certificate received is within the scope of accreditation. However, the Accreditation Mark cannot be used alone without the FQC logo .

10. The term "Promotional Materials" includes notes, labels, documents or written notices attached to products and materials other than products or goods manufactured under an accredited product certification activity. This restriction also applies to packaging and promotional materials.

11. The Accreditation Mark should not be used on vehicles.

12. Accreditation Marks should not be used on buildings or flags.

13. The Accreditation Mark cannot be used on the Product (the product can be touched directly or in a package or box.), it cannot be used on promotional materials, exterior walls of buildings and laboratory tests, calibration or inspection reports, product packaging.

14. In cases of suspension, cancellation of certification or cancellation of the contract between FQC and the company, the use of the logo must be strictly stopped. All brochures, packaging, flags, cars, promotional materials etc. with logo on it. should be removed from use.

15. The IAF brand cannot be used by the customer in any way.

16. FQC logo and accreditation mark will be sent to the relevant organizations upon request. The FQC logo is also available on the FQC website.

17. The certified organizations are obliged to comply with the provisions of this instruction.

18. FQC has the right to suspend, withdraw, cancel or terminate the certifications of organizations that do not fulfill the conditions specified in this instruction. In addition, if the use of a logo other than this instruction is detected, it has the right to use its rights arising from the law and to take action in accordance with legal regulations.

19. The FQC does not permit the use of the FSMS certification mark on the product and on the product packaging, all product packaging, primary packaging (containing the product) and any outer or secondary packaging referred to in ISO/IEC 22003-1, 8.3 within the scope of the document.

20. FQC does not allow the use of any statement on the product packaging that the customer has a certified FSMS referred to in ISO/IEC 22003-1, 8.4. This includes all product packaging, both the primary packaging (containing the product) and any outer or secondary packaging.

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### B. USAGE OF GSTC LOGO

#### LOGO LICENSING AGREEMENT ANNEXES

##### Annex 1: Terms of Use of the GSTC Logo for Certified businesses

“Certified to the GSTC Criteria” Logo - for use exclusively by travel providers certified by a GSTC-Accredited certification body

Each instance of the Logo must contain a unique “Certified to the GSTC Criteria” identification code (below is a sample)



*sample logo; not authorized for usage*

##### Annex 2: Terms of Use of the GSTC-Accredited Logo



*sample logo; not authorized for usage*

#### Fundamental Eligibility of Use

1. The "GSTC-Accredited Logo" (as per the image above) may only be used by a GSTC-Accredited certification body.
2. The "GSTC-Accredited Logo" may only be used when it has been issued to the GSTC-Accredited certification body in accordance with a Certification Body License Agreement.

#### Use Subject to These Terms

3. Any use of the "GSTC-Accredited Logo" is subject to these terms of use.
4. The use of the "GSTC-Accredited Logo" is an acknowledgement of, and agreement to these terms of use.

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## LOGO AND CERTIFICATE USE INSTRUCTIONS

### Ownership of Logo

5. The intellectual property of the "GSTC-Accredited Logo", the trademark of the footprint device and control of the use of the GSTC logos, image and names remains with the GSTC at all times.

### Use While Certified

6. The "GSTC-Accredited Logo" may only be used while the certification program remains GSTC-Accredited.

7. In the event that the GSTC-Accredited status is removed, ceased, suspended, is not renewed or is removed certification, the certification body must immediately cease use of the "GSTC-Accredited Logo".

8. In the event that the certification body is no longer GSTC-Accredited, or the program ceases trading or is wound up the program must immediately cease use of the "GSTC-Accredited Logo".

### Permitted Uses

9. The "GSTC-Accredited Logo" may only be used to promote the GSTC-Accredited status of the certification body.

10. The "GSTC-Accredited Logo" may only be used on printed, electronic and broadcast media where it clearly pertains to the scope of the actual program with GSTC-Accredited status.

11. The "GSTC-Accredited Logo" may NOT be used where it may infer approval of other certification programs or any scope of certification beyond the limits of the scope of GSTC Accreditation.

12. The "GSTC-Accredited Logo" may only be used where it has a contrasting background and is of a size with the text component being readable by a person of average eyesight.

13. The "GSTC-Accredited Logo" may only be used where it is complete with all elements of the Logo.

14. The "GSTC-Accredited Logo" may be used on its own or alongside any logo used by the certification program.

15. The "GSTC-Accredited Logo" may only be used on signage, name plates etc. where the full logo is included.

### Use by Third Party

16. The GSTC-Accredited Logo may not be used by a third party and may not be used by a business or destination certified the GSTC-Accredited certification body (who may use the Certified to the GSTC Criteria Logo, subject to Terms of Use).

### Cessation of Use

17. If the certification body must cease using the "GSTC-Accredited Logo" this means that the logo must be removed from all electronic media (websites, social media etc.) within one month and any use on signage, name plates etc. must be removed within three months.

18. If the certification body must cease using the "GSTC-Accredited Logo" this means that no further printed or physical materials with the logo may be produced. Any existing physical material may continue to be distributed only for three months.

### Other GSTC Logos

19. To avoid any doubt, a GSTC-Accredited certification body may use the "Certified to the GSTC Criteria Logo" as an example of the logo it issues to certified businesses or destinations.

### Definitions

GSTC - Global Sustainable Tourism Council "GSTC-Accredited Logo" - The image presented at the top of the page and any variants provided by the GSTC.

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**Annex 3 - Terms of Issuance of the Certified to the GSTC Criteria Logo by the Licensee.**



*sample logo; not authorized for usage*

### **Fundamental Eligibility of Use**

1. The Certified to the GSTC Criteria Logo (as per the image above) may only be used by a tourism hotel (or other types of accommodation), tour operator or destination which has been certified by a GSTC Accredited certification body.
2. The Certified to the GSTC Criteria Logo may only be used when it has been issued to the tourism hotel, tour operator or destination by a GSTC Accredited certification body; and may be used only as a supplement to the CB's logo and not alone without the presence of the CB's logo.

### **Issuance of the GSTC Logo Subject to These Terms**

3. Any issuance of the Certified to the GSTC Criteria Logo by a GSTC Accredited certification body is subject to these terms of issuance.
4. The issuance of the Certified to the GSTC Criteria Logo by a certification body to a certified business or destination is an acknowledgement of, and agreement to these terms of issuance.

### **Ownership of Logo**

5. The intellectual property of the Certified to the GSTC Criteria Logo, the trademark of the footprint device and control of the use of the GSTC logos, image and names remains with the GSTC at all times.

### **Issuance only While GSTC Accredited**

7. The Certified to the GSTC Criteria Logo may only be issued whilst the certification body remains GSTC Accredited.

### **Issuance only to certified travel providers**

8. The Certified to the GSTC Criteria Logo may only be issued to a tourism hotel, tour operator or destination certified by a GSTC Accredited certification body.
9. In the event that the GSTC Accredited certification body is no longer GSTC Accredited, or the GSTC Accredited body ceases trading or is wound up, the GSTC Certified to the GSTC Criteria Logo may not be issued.

### **Permitted Issuance**

10. The Certified to the GSTC Criteria Logo may only be issued with the "Certified to the GSTC Criteria Logo Terms of Use". Suitable graphical and digital representations may be distributed only when accompanied by the "Certified to the GSTC Criteria Logo Terms of Use".
11. The Certified to the GSTC Criteria Logo may only be issued where it is complete with all elements of the Logo.
12. The Certified to the GSTC Criteria Logo may only be used while the certification program remains GSTC-Accredited.

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### Record of Issuance

13. The certification body must keep a digital and/or physical archive of all issuance of the Certified to the GSTC Criteria Logo including contact details of the recipient certified businesses or destinations. This must be provided to the GSTC if requested.
14. An annual report must be provided to the GSTC by 30 July each year with a complete list of Certified to the GSTC Criteria Logo recipients in the year up to 30th of June. NOTE another annual reporting date may be mutually agreed in writing.

### Other GSTC Logos

15. To avoid any doubt, a certification body MAY NOT issue the GSTC Accredited logo to a certified hotel, tour operator or destination.

### Definitions

GSTC - Global Sustainable Tourism Council

GSTC Logo - The image presented at the top of the page and any variants provided by the GSTC including date variants.

### Annex 4: Türkiye/TGA Sustainable Tourism program logos – FOR USE IN TÜRKİYE ONLY

*Per the terms of a formal agreement between GSTC and TGA, GSTC's name and logo shall be included inside the following Sustainable Tourism Program logo.*



These are provided here in their English forms, but of course the official public-facing logos are written in Turkish. The bottom portion of the above program logo states “GSTC tarafından kabul edilmistir”.

These English versions are provided as indicative of the official logos, which shall be issued for use only by TGA. The following three logos shall be used by the



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accommodations providers as they reach one of the three stages of the Sustainable Tourism Program.

The GSTC name or acronym appear on all four logo types. HOWEVER, the GSTC logo appears only inside two of the four logo versions:

- On the Stage 3 logo used by those businesses that are fully certified by GSTC-accredited Certification Bodies to the full requirements of the GSTC Accreditation Manual
- On the Sustainable Tourism program logo, for use only by TGA or officially designated affiliates, and NOT for use by any others including hotels

### C. Use of TÜRKAK Accredited Certificate

#### 1. Use of ITU Certificate

- ❖ The certificate belongs to the certification body.
- ❖ Certificates are valid for one year from the date of issue. Certificates are not transferable.
- ❖ The certificate can only be exhibited in the places specified in the product scope.
- ❖ The certificate cannot be used to give the impression of a quality system or service certificate.
- ❖ The certified organization is obliged to notify the certification body of any changes that will occur within the scope of product / product processing and product growing areas.
- ❖ In Option 2, the Registered producer can obtain a letter or certificate of conformity from the producer group/authority but cannot refer to the GAP certificate of the Farmer Group without the consent of the producer group.

#### 2. Use of FQC Logos (Commercial Logo)



- ❖ The logo cannot be used together with the accreditation agency logo in any way.
- ❖ The logo can be used with the name of the organization.
- ❖ The logo can be used on products such as letterhead, brochures, provided that it is related to the product / location / product cultivation and product processing scope specified in the certificate.
- ❖ The logo can be used on vehicles, buildings and flags with the organization's name or emblem.
- ❖ The logo cannot be used in any way to give the impression of a quality system or service approval.
- ❖ The certified body is obliged to terminate the use of the logo if the certification body notifies it.
- ❖ The certified body will cease to use the logo after the certificate is revoked for whatever reason.

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### 3. Use of ITU Logo and Certificate Numbers



4. Producers/entrepreneurs certified by FQC can use the Features of ITU Logo in accordance with the Circular (2014/002) on the Procedures and Principles of the Use of the Good Agricultural Practices Logo of the TR Ministry of Food, Agriculture and Livestock General Directorate of Crop Production. The current version of this guide can be found at <http://www.tarim.gov.tr/Konular/Bitkisel-Uretim/Iyi-Tarim-Uygulamalari>.

5. The ITU Logo cannot be used alone by the manufacturer/entrepreneurs certified by FQC. **Use of TÜRKAK Accreditation Mark**



6. Manufacturers/entrepreneurs certified by the FQC may use the TÜRKAK logo in accordance with the "R.10.06 Guidelines for the Use of the TÜRKAK Accreditation Mark by TÜRKAK Accredited Organizations" in accordance with the relevant accreditation rules. The current version of this guide is available at [https://secure.turkak.org.tr/docs/Guidelines/R10-06\\_10\\_0.pdf](https://secure.turkak.org.tr/docs/Guidelines/R10-06_10_0.pdf).

7. The TÜRKAK Accreditation Mark cannot be used alone by the manufacturer/entrepreneurs certified by FQC.

### 8. Customer's Declaration of Acceptance of Certification and Logo Usage Conditions

By signing the control and certification contract, the customer; It accepts that it will comply with the requirements of FQC by fulfilling the above terms and responsibilities, and that in case the conditions and responsibilities are not fulfilled intentionally or unintentionally, the certification may be suspended, withdrawn, and the use of certificates and logos will cease.

In cases of suspension, cancellation or cancellation of the contract between FQC and the manufacturer/entrepreneur, the use of the logo must be strictly stopped.

FQC logo, ITU logo and accreditation mark will be sent to the relevant institutions on a "CD" upon request. The FQC logo is also available on the FQC website.

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REVISION INFORMATION		
Rev. No.	Revision date	Revision Description
0	01.11.2007	First broadcast.
one	25.02.2009	A revision was made due to the transition to ISO 9001:2008.
2	01.10.2010	New additions were made to Article.5.
3	02.01.2013	New additions for scope narrowing, cancellation, original, withdrawal, expiration have been added for item 4.
4	02.09.2013	DAkkS and JAS ANZ accreditation bodies added to the accreditation brand section
5	03.11.2014	The use of the Accreditation Mark has been elaborated
6	25.01.2016	Additions and changes have been made to comply with the ISO/IEC 17021-1:2015 standard
7	10.05.2016	In the 12th article, the last 2 sentences that would lead to the wrong perception about the 6th article were removed.
8	01.10.2017	It has not been referenced from which guides to reach about the use of TÜRKAK, DAkkS, IAS Accreditation Marks.
9	10.07.2020	IAS information extracted
10	01.11.2021	New Standard additions were made.
11	29.03.2022	ITU Added and Corrections made.
12	06.02.2023	Additions and general corrections were made according to ISO/IEC 22003-1 8.3 and 8.4.
13	27.02.2023	Additions were made based on the annex of the GSTC Convention.

PREPARER	APPROVAL
MANAGEMENT REPRESENTATIVE	GENERAL MANAGER

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