Publicizing your certification

Correct use of IQC quality logo

- Approval of the quality management system in your organization contributes to the improvement of the product / service, and expresses the organization's commitment to quality and continuous improvement.

Usage of your ISO certification as a marketing tool

- More and more consumers in Israel, both private and institutional, are aware of the advantages of using a product / service, or of contracting with a supplier whose quality management system is approved. It is recommended to print the logo on your letterhead, brochures, ads, marketing vehicles and all advertising materials and on the website of your organization.

Advertise the quality logo across all your advertising and increase your market share!

- The criteria for the use of the logo ensure that customers and consumers who use the logo are not misled regarding the products and / or services of the organizations that have been documented.

Guidelines for the use of a logo / symbol confirming a management system (quality, safety, environment, etc.)

1. Use only the logo approved for you according to the certificate issued to your organization by IQC - Institute for Quality Control, which was provided to you by email. The logo will be clearly printed and readable. You can enlarge it without changing the proportions or colors of the logo.

2. Do not print the quality management system logo on any product or packaging of the product.

3. The logo should not be used on non-marketing paperwork such as: Certificates of Conformity (CoC), Certificates of Testing (CoT), Certificates of Analysis (CoA), sketches, etc.

4. The certification mark must be used only in relationship to the scope that is declared on the certificate and not in relationship to other scopes or activities of the client.

5. The accreditation body logo (such as UKAS / RVA when available) will always be linked to the IQC logo and be no more prominent than it and all the above requirements are applicable.

6. The logo should not be used in case of suspension or revocation of a certificate.

7. Information can be added for clarification next to the logo provided that this information does not mislead the stakeholders and the public

8. The logo may be used with an expired version (the version according to the year of issue) up to 3 years from the expiration of the version (for example: ISO 9001:2008 expired on 9.2018 and therefore the logo may be used up to 9.2021.)

9. With any question / request regarding the publication of the Quality Logo, please contact the IQC Information Center.

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