

## Instructions pictograms

You have possession of a Kiwa certificate. A proud achievement, and perhaps an occasion to widely announce to your business relations. You can do this by providing them with the certificate itself. In addition to this, you will have a Kiwa pictogram at your disposal, which was designed for the appropriate certification subject. You may use this pictogram on your print work, correspondence, and in your advertising.

The following rules apply to the use of pictograms:

### General

The use of the pictogram is only permitted:

- By you as a certificate holder, and by suppliers stated on the certificate; parties which are not stated on the certificate may not use the pictogram;
- In relation to the certified subject; usage of the pictogram may not imply that other subjects are certified;
- For the period of validity of the certificate; during a period of suspension of the certificate, the pictogram may not be used.
- When the pictogram refers to a certified process, or a certified management system, you may not, under any circumstances, apply the pictogram to products you supply.

### Design

- Pictograms may only be depicted as a whole, in the height / width ratio as provided by Kiwa;
- It is not permitted to display only part of the pictogram. Additions are not permitted either.
- Images must be applied to a white or transparent background.
- The pictogram must be depicted in black and white. Instead of black, you may also use 'Kiwa blue' (PMS 2945). Other colours are not permitted, with the exception of:
  - PMS 356 for the VCA logo;
  - PMS 354 for the Kiwa Colour Low Consumption logo.
- In order to ensure legibility, the minimum width of the image is 1.5 cm. All other aspects related to size are left to your discretion.

### Supervision by Kiwa

Kiwa supervises the correct usage of the pictograms. In case of improper use, Kiwa may deny you the right to use the pictograms, or Kiwa may take measures, on the grounds of the certification regulations.

If you have any other questions about the usage of the pictogram, please contact your account manager at Kiwa.

The copyright of the pictograms and logo's are owned by Kiwa N.V.

#### **Kiwa N.V.**

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