

LOGO AND BRAND USAGE PROCEDURE

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1. Objective

The purpose of this procedure is to define the conditions for the use of the TÜRKAK Accreditation Logo within the scope approved by TÜRKAK and for advertising, promotion, etc.

2. Extent

The conditions for the use of the TURKAK Accreditation Mark are covered by this procedure.

3. Definitions and Abbreviations

QVW	: QVV Engineering San. and Tic. Ltd. Şti.
TÜRKAK	: Turkish Accreditation Agency
EA	: European Accreditation Association
IAF	: International Accreditation Forum
ILAC	: International Laboratory Accreditation Association

TURKAK Logo: The symbol used by TURKAK to identify its name or accreditation programmes



Şekil 1: TÜRKAK Logosu
Fig. 1 : TÜRKAK LOGO

TURKAK Accreditation Mark : It is the symbol used by organisations accredited by TÜRKAK to indicate their accreditation status. The Accreditation Mark is created by adding the accreditation area, the number of the standard subject to accreditation and the accreditation number of the accredited body under the TÜRKAK logo.



Şekil 2: TÜRKAK Akreditasyon Markası

Fig. 2 : TÜRKAK Accreditation Mark

Unified Mark : International Accreditation Forum (IAF) Multilateral Agreement (MLA) or International Laboratory Accreditation Association (International

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Laboratory Accreditation Cooperation (ILAC) Mutual Recognition Arrangement (MRA) trademarks are used together with TURKAK Accreditation Mark. Figure 3 shows examples of combined trademarks created by using IAF MLA and ILAC MRA trademarks.



Şekil 3: Birleşik Marka Örnekleri

Fig. 3 : Combined Brand Examples



Şekil 4: QVV Logo
Fig: 4: QVV LOGO



Şekil 5: QVV Marka
Fig. 5 : QVV Mark

4. Responsibility

The Quality Management Representative is responsible for the implementation of this procedure.

5. Procedure Detail

- ❖ The use of the TURKAK Logo belongs exclusively to the Turkish Accreditation Agency and cannot be used in any way by other institutions and organisations. However, it may be used in printed/visual materials prepared for national or international events or projects supported by TURKAK with the written permission of TURKAK.
- ❖ The logos of the European Accreditation Association (EA), International Accreditation Forum (IAF), International Laboratory Accreditation Cooperation (ILAC) may not be used in any way by Conformity Assessment Bodies.
- ❖ The right to use the TURKAK Accreditation Mark belongs only to the Turkish Accreditation Agency.



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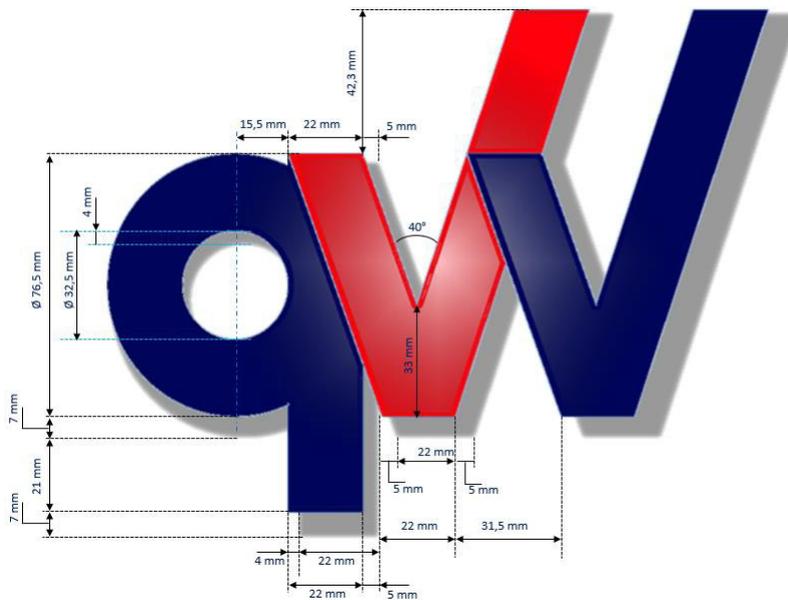
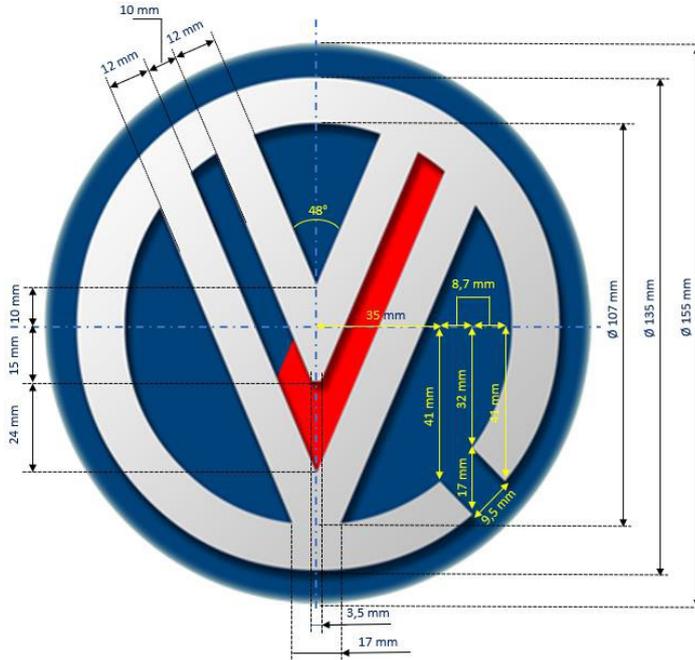
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- ❖ TURKAK is responsible for fully explaining the scope and limits of accreditation to its customers.
- ❖ The QVV organisation accredited by TURKAK may use the relevant TURKAK Accreditation Mark only in its reports, certificates, brochures and all kinds of works related to accreditation activities within the scope of accreditation in accordance with the conditions specified in this procedure.

5.1 Use of QVV Logo and Marks



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- ⌚ The right to use the logo and/or trademarks on QVV documents belongs exclusively to QVV and may be used in test, inspection reports and/or certificates issued by QVV.
- ⌚ The original colours and sizes of the QVV logo and trademark are given above. The colour and format of the QVV logo and mark may not be changed under any circumstances and may be enlarged or reduced, provided that the original format is preserved, remains legible and the document mark is not smaller than 20 mm.
- ⌚ It is essential that the QVV logo and trademarks are used in their original colours.
- ⌚ The QVV Logo and Mark may only be used on test/examination reports/certificates that have been assessed by QVV as appropriate.
- ⌚ In the Management System Documents issued in QVV, the QVV Brand can also be used with its originality intact.
- ⌚ In the event of misleading or unauthorised use of the QVV logo and trademarks; QVV has the right to initiate legal proceedings and immediately notify the accreditation body of the details of the matter.
- ⌚ Test/inspection reports/certificates bearing QVV trademarks and logos are issued only for the items tested/inspected.
- ⌚ QVV is obliged to use the full trade name of QVV, the addresses where QVV is accredited/authorised in the relevant scope, the identifying logo/brand/document mark and the authorisation number issued by the relevant institution or authority / the trademark permitted for the use of QVV in the documents, certificates and reports issued in the areas where QVV is accredited/authorised.

5.2 Format and Use of TÜRKAK Accreditation Mark

- ⌚ TÜRKAK Accreditation Mark shall be used in the format, size and colour detailed in this section.
- ⌚ The conformity assessment activity subject to accreditation, the number of the standard and the accreditation number of the organisation should be placed centrally just below the TÜRKAK Logo as shown in Figure 3.



Şekil.6 TÜRKAK Akreditasyon Markası
Figure.6 TURKAK Accreditation Mark



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- ⌚ If the TÜRKAK Accreditation Mark is printed on a consumable not larger than A4 size, its width should not be larger than 30 mm with a constant aspect ratio. In case the Trademark is printed on a consumable material of a larger size, the Trademark of the appropriate size obtained electronically from TÜRKAK may be used.
- ⌚ The minimum height of the Logo in the Mark must be 20 mm.
- ⌚ TÜRKAK Accreditation Mark may also be used on stationery. However, the Trademark
 - a) It must be on the printed document together with the logo or name of QVV.
 - b) It should not be more dominant than the QVV logo or name.
- ⌚ TÜRKAK Accreditation Mark may be used in embossed or hologram form.
- ⌚ Electronic reproductions of the TÜRKAK Accreditation Mark may be accepted provided that, in addition to all the requirements of this procedure, they meet the following conditions
 - a) The accreditation number of the QVV is centrally written directly below the mark.
 - b) No changes should be made to the TÜRKAK Logo.
 - c) No changes should be made to the format of the mark.
 - d) If the background of the document on which the TÜRKAK Accreditation Mark is to be used is coloured, the TÜRKAK Accreditation Mark should be framed with a white background. (Fig.2)



Şekil.7 TÜRKAK Akreditasyon Markasının Renkli Zeminli Dokümanlarda Kullanım Şekli

Figure.7 Usage of TÜRKAK Accreditation Mark on Documents with Coloured Background

- e) Computerised marks must be prepared in accordance with the formats specified in this procedure or in accordance with the formats provided by TÜRKAK in electronic environment.
- TÜRKAK Accreditation Mark is prepared by TÜRKAK in 50 mm width in tif, jpg, gif and bmp formats. Examples of TÜRKAK Accreditation Marks in different formats,



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It is delivered to QVV or made accessible. If it is necessary to use the TURKAK Accreditation Mark other than the specified size, the approval of TURKAK shall be obtained in advance.

5.3 Use of TURKAK Accreditation Mark in Promotional/Advertising Materials

- ⌚ The TURKAK Accreditation Mark shall not be used in a way that may cause misunderstanding about the status of QVV.
- ⌚ QVV has the right to use the TURKAK Accreditation Mark in relevant promotional/advertising materials, provided that the conditions in R10-06 Guidelines for the Use of the TURKAK Accreditation Mark by Accredited Bodies are met.
- ⌚ The TURKAK Accreditation Mark used on letterheads must comply with the format specified in the R10-06 Guidelines on the Conditions for the Use of the TURKAK Accreditation Mark by Accredited Bodies and transmitted electronically to QVV. The TURKAK Accreditation Mark should not be more prominent than the QVV logo.
- ⌚ When letterheads with TURKAK's Accreditation Mark are used in proposals for an activity not covered by accreditation, it shall be clearly indicated which activities are accredited.
- ⌚ TURKAK Accreditation Mark cannot be used on business cards printed for QVV personnel. No reference to accreditation can be made on business cards. Signatures/business cards used in electronic mails are also considered within this scope.
- ⌚ QVV shall obtain the approval of TÜRKAK for any material (stationery, etc.) on which it will use the TÜRKAK Accreditation Mark before it is put into use

5.4 Other Restrictions on the Use of TURKAK Accreditation Mark

- ⌚ The TURKAK Accreditation Mark shall not be used in a way that may cause misunderstanding about the status of QVV.
- ⌚ QVV has the right to use the TURKAK Accreditation Mark in relevant promotional/advertising materials, provided that the conditions in R10-06 Guidelines for the Use of the TURKAK Accreditation Mark by Accredited Bodies are met.
- ⌚ The TURKAK Accreditation Mark used on letterheads must comply with the format specified in the R10-06 Guidelines on the Conditions for the Use of the TURKAK Accreditation Mark by Accredited Bodies and transmitted electronically to QVV. The TURKAK Accreditation Mark should not be more prominent than the QVV logo.
- ⌚ When letterheads with TURKAK's Accreditation Mark are used in proposals for an activity not covered by accreditation, it shall be clearly indicated which activities are accredited.
- ⌚ TURKAK Accreditation Mark cannot be used on business cards printed for QVV personnel. No reference to accreditation can be made on business cards. Signatures/business cards used in electronic mails are also considered within this scope.
- ⌚ QVV shall obtain the approval of TÜRKAK for any material (stationery, etc.) on which it will use the TÜRKAK Accreditation Mark before it is put into use.



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- ⌚ All activities accredited by TÜRKAK must be clearly stated in all documents and reports containing the TÜRKAK Accreditation Mark.
- ⌚ The TURKAK Accreditation Mark issued to QVV shall not be placed on a material or product that has been subjected to testing and shall not be used in a manner implying product certification or approval.
- ⌚ In case of suspension of accreditation by TÜRKAK, QVV shall immediately cease to issue various certificates, reports, etc. containing the TÜRKAK Accreditation Mark.
- ⌚ In the event of cancellation of accreditation by TURKAK, all kinds of certificates, reports, promotional, advertising materials, etc. containing the TURKAK Accreditation Mark shall immediately cease to be distributed.

5.5 Conditions for the Use of TURKAK Accreditation Mark in Test / Examination Reports

- ⌚ QVV is only responsible for the use of the relevant Accreditation Mark in the Test / Examination Reports.
 - ⌚ All responsibility for the accuracy of the test/examination results with TURKAK Accreditation Mark belongs to QVV.
 - ⌚ TURKAK Accreditation Mark shall not be used in a manner implying that the Test / Examination Reports are approved by TURKAK.
 - ⌚ TURKAK Accreditation Mark shall not be used on test/examination reports or certificates that do not contain any accredited results. No reference to accreditation and multilateral recognition agreements should be made in such reports/certificates.
 - ⌚ If a laboratory/examination body accredited by TÜRKAK is also accredited by another accreditation body, the QVV should use either the TÜRKAK Accreditation Mark or the accreditation mark of the other accreditation body without using the TÜRKAK Accreditation Mark.
 - ⌚ In case the TURKAK Accreditation Mark is used in test/examination reports including non-accredited results, the QVV shall add a warning note on the cover page of the reports and/or a warning note to distinguish non-accredited methods.
 - ⌚ In cases outside the scope of accreditation where QVV is required to provide an opinion or comment at the request of the customer in its TURKAK Accreditation Marked reports, a warning note such as "The results commented on are not related to the accredited scope" should be placed next to the TURKAK Accreditation Mark or the opinion expressed.
 - ⌚ In the event that QVV uses letterhead bearing the TURKAK Accreditation Mark in the letters to be sent for reports or reports that do not contain accredited results, it should add a warning phrase stating that the results in the attached report are not within the scope of accreditation.



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- ⌚ If the QVV inspection organisation intends to prepare a report using the results obtained from the subcontractor and the results within its scope of accreditation, it must clearly indicate in the report or certificate which results of the inspection works were obtained from the subcontractor.
 - ⌚ In the case of issuing a joint test report with and without accreditation, QVV must ensure that the client can easily distinguish between activities within and outside the scope of accreditation.
 - ⌚ When it is found that a report containing the TURKAK mark has been inadvertently issued outside the scope of accreditation, the report should be withdrawn immediately and the client should be warned not to refer to the accreditation.
 - ⌚ In the event of suspension, withdrawal or reduction of accreditation, QVV must inform its clients affected by this action and withdraw the reports issued in this case.
 - ⌚ In reports where it is considered inappropriate to use the TURKAK Accreditation Mark, the TURKAK Accreditation Mark may be omitted or only written reference to TURKAK accreditation may be made by obtaining written permission from TURKAK together with a sample of the report in question.
 - ⌚ TURKAK Accreditation Brand shall not be used in certificates/reports issued for inspection activities not within the scope of accreditation.
 - ⌚ If QVV inadvertently publishes a report/certificate containing TURKAK trademark outside the scope of its accreditation, it should immediately withdraw such reports/certificates and warn its customers not to refer to accreditation. Furthermore, QVV must make an assessment/risk analysis on whether there are similar situations, submit corrective action plans to TURKAK and send the results to TURKAK on time.
 - ⌚ QVV may refer to Multilateral Recognition Agreements (MLA/MRA) signed by TURKAK in TURKAK Accreditation Marked reports or certificates. In order to refer to multilateral recognition agreements signed by TURKAK, the activity in the report or certificate must be within the scope of the relevant agreement(s). In these references ;
 - a) The following format must be followed in accordance with the scope of accreditation of the QVV Organization: "Turkish Accreditation Agency (TURKAK) has signed a Multilateral Recognition Agreement with European Accreditation Association (EA) and International Accreditation Cooperation (ILAC)/International Accreditation Forum (IAF)¹ for the recognition of [name of field of activity] [reports/certificates]."

QVV is obliged to fill in the above-mentioned sections in accordance with the accreditation certificate.

b) Reference to the Multilateral Recognition Agreement should not be used in a way that could lead to misunderstanding about the status of the QVV.



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5.6 Use of the ILAC MRA Mark by an Accredited Conformity Assessment Body

- ⌚ QVV must use ILAC MRA Mark only together with TURKAK Accreditation Mark, it cannot be used alone.
- ⌚ The combined trademark consisting of ILAC MRA Mark and TURKAK Accreditation Mark can be used by QVV only within the scope of the Multilateral Recognition Agreement signed by TURKAK with ILAC and within the scope of their accreditation.
- ⌚ QVV must comply with the format specified in ILAC R7 "ILAC MRA Mark Usage Rules" document while creating the Unified Mark.
- ⌚ The QVV wishing to use the Unified Mark shall fill in and send to TURKAK the form "F701084 Letter of Undertaking Regarding the Use of ILAC MRA Mark by Conformity Assessment Bodies Accredited by TURKAK" stating that it will apply the requirements of this procedure and ILAC R7 document correctly and completely. TURKAK, after receiving this written commitment, prepares a unified trademark format in accordance with the requirements of this guide and ILAC R7 document and delivers this unified trademark to the QVV requesting this unified trademark or opens it to its access provided that the format is adhered to. QVV cannot use the unified trademark until the unified trademark samples are delivered or made available to its access by TURKAK.
- ⌚ ILAC MRA Brand cannot be used when TURKAK Brand and QVV name or logo are not present on the displayed page at the same time. (The displayed page can be in any format and medium)
- ⌚ QVV ILAC MRA Brand;
 - can always use with original, designed rates,
 - may not be extended, suppressed or distorted in any direction,
 - ILAC MRA cannot use words in such low resolution that they cannot be read,
 - can use the TURKAK accreditation trademark to a similar extent. Between 2 brands a maximum tolerance of 5 per cent is permitted,
 - Uses horizontally, cannot rotate,
 - Cannot change the font,
 - It can be used on a background that will not interfere with readability,
 - Produces in high quality. It cannot be reproduced by photocopying from other documents.
- All conditions, requirements, restrictions given in this procedure for the use of TURKAK trademark are also valid for the use of the combined trademark consisting of ILAC MRA and TURKAK Accreditation Mark.

- ⌚ QVV may not use the Unified Mark on or in association with products in any way.
- ⌚ QVV customers may not use the combined mark. QVV has made this procedure publicly available to prevent QVV customers from using the combined mark.

5.7 TURKAK Logo and Features

Red:

C (Cyan)	: 0 (*)	R (Red)	: 218 (*)
M (Magenta)	: 100 (*)	G (Green)	: 37 (*)
Y (Yellow)	: 100 (*)	B (Blue)	: 29 (*)
K (Black)	: 0 (*)		

White:

C (Cyan)	: 0 (*)	R (Red)	: 255 (*)
M (Magenta)	: 0 (*)	G (Green)	: 255 (*)
Y (Yellow)	: 0 (*)	B (Blue)	: 255 (*)
K (Black)	: 0 (*)		

The TURKAK Logo consists of a square with rounded corners of 155 mm in length, the Crescent-Star, the word TURKAK and the tick (tick) mark.

Square: The sides are 155 mm and the frame thickness is 5 mm. The rounding value of the corners is 44 (*).

Moon-Star: The diameter of the circle forming the background of the Moon-Star is 42 mm. The centre of the circle is 28 mm from the inner edge of the frame of the square. The centre of the circle is on the vertical line dividing the square into two equal parts. The moon-star is white and the circle is red.

TURKAK Emblem: The letters forming the word TURKAK are bold with rounded corners. TURKAK is placed symmetrically according to the lines dividing the square with rounded edges into equal parts horizontally and vertically.

The letters T, Ü, R, K are red, the outlines of A and K are red, and the inside is white.



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Tick Mark: The circle containing the tick mark has a diameter of 42 mm and a line thickness of 1.5 mm. The centre of the circle is 28 mm from the inner edge of the frame of the square. Its centre is on the vertical line dividing the square into two equal parts.

The colour of the circle is red. The part of the tick that protrudes outside the circle is white inside and red outside, corresponding to the thickness of the circle.

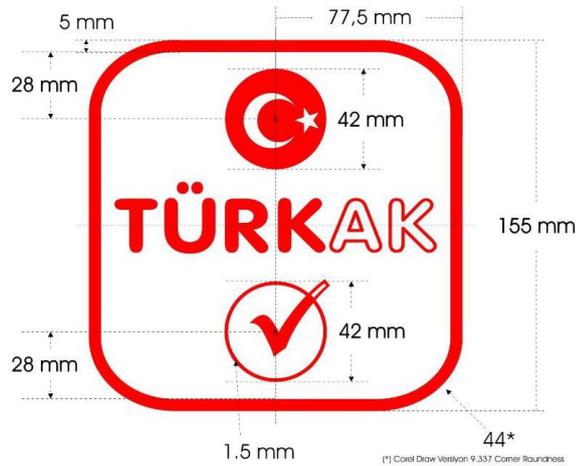


Fig.8 TURKAK Logo Dimensions

TURKAK Accreditation Brand

TURKAK Accreditation Mark is created by writing the accreditation area, the name of the standard which is the basis of accreditation and the Accreditation Number given to the accredited organisation under the TURKAK Logo as specified below.

A rectangle with a width of l and a height of $0,40 l$ and a frame thickness of 2,5 mm is drawn 5 mm below the TURKAK Logo when the edge of the square forming the Logo is taken as l . Inside this rectangle, respectively;

- ① Accreditation area,
- ② Name of the standard on which accreditation is based,
- ③ Accreditation number given to the relevant organisation

It is written in three lines in the centre of the rectangle horizontally and vertically. Swis 721 BT Bold font is used. The first two lines are written in white on a red background, the third line is written in red on white.

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Şekil.9 TÜRKAK Akreditasyon Markası
Figure.9 TURKAK Accreditation Mark

6. Related Documents

- R10.06 Conditions for the Use of TURKAK Accreditation Mark by Accredited Organisations

7. Changes

Changes to be made in this procedure are made by the Quality Management Representative.

PREPARED BY Quality Management Representative Elif ERDİNÇ ŞENKAL	CONTROLLER Quality Management Representative Süheyla OKTAR	APPROVED BY General Manager R. Bülent GÜMÜŞEL
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