

HOW TO PROMOTE YOUR CERTIFICATION

PRACTICAL GUIDELINES FOR
USING CERTIFICATION MARKS

如何宣傳您獲得的驗證

使用驗證標誌的實用指南



BUREAU
VERITAS

LET THEM KNOW YOU'RE EXCELLENT

讓大眾認識卓越企業



CERTIFICATION DEMONSTRATES
YOUR ORGANIZATION'S COMMITMENT
TO EFFECTIVE IMPLEMENTATION OF
**MANAGEMENT SYSTEM AND CON-
TINUOUS IMPROVEMENT**

通過驗證代表組織有效實施**管理系統**以及對**持續改善**的承諾

Only the best companies succeed in being certified by Bureau Veritas, which has a worldwide reputation for expertise and certification services. The Bureau Veritas Certification mark stands for reliability, sustainability and trust, adding value to your brand.

只有最卓越的企業能獲得必維 (Bureau Veritas) 的驗證。必維是國際驗證業的領導品牌，必維驗證標誌代表的是可靠、永續以及信任，能為您的品牌增值。

Congratulations! Now you are certified, you are free to use this respected, globally recognized mark as advertising on your web and printed stationary, vehicles, office buildings, and more.

恭喜！現在組織已通過驗證，您可自由使用這個備受尊敬且全球認可的標誌於組織的網站、辦公室用品、運輸工具、辦公室，或其他廣告文宣上。

More than just a tool to show you passed the Bureau Veritas Certification process, the marks we provide are personalized to promote the certification you rightfully hold. 驗證標誌並非僅是一個展示您通過了必維驗證的工具，我們提供的標誌是客製化的，可宣傳您持有的證書。

CERTIFICATION MARKS ARE
AVAILABLE

**FOR ALL TYPES OF
CERTIFICATION**

驗證標誌可用於**所有類型的驗證**



QUALITY
品質管理系統
ISO 9001



HEALTH & SAFETY
職業安全衛生管理系統
ISO 45001



ENVIRONMENT
環境管理系統
ISO 14001



SOCIAL RESPONSIBILITY
社會責任
SA 8000



IT SECURITY
資訊安全
ISO 27001



**SECTOR-SPECIFIC
STANDARDS**
特定領域標準
IATF 16949 (汽車)，
AS/EN 9100 (航太)，
ISO 22000 (食品)，
FSC™ (森林)等等

Note: The delivery of FSC™ certification services is in association with Bureau Veritas Certification Holding SAS. (License code: FSC™ A000504)

HOW AND WHERE

CAN YOU USE YOUR CERTIFICATION MARK?

如何及何處 使用驗證標誌？

Your certification demonstrates the conformity of your management systems to relevant standards: it does not certify attributes of a specific product or service. For this reason, you must take care in your use of certification marks, never use a mark, or reference to your certification in a misleading way that suggests product or service certification or would imply that the certification applies to activities and sites that are outside the scope of certification.



組織的驗證表示組織管理系統對相關管理系統標準的符合性：它不是對特定產品或服務特質的證明。為此，您必須謹慎使用驗證標誌，切勿以誤導方式使用標誌或提及產品或服務被驗證，或暗示該驗證適用於驗證範圍以外的活動和場區。

BUREAU VERITAS CERTIFICATION MARK 必維驗證標誌



Mandatory disclaimer only as per below case 3.
強制性免責聲明僅是適用以下狀況3。

HOW AND WHERE TO USE IT? 如何及何處使用？

1. On brochures, website, in advertising...
在宣傳單張、網站上，或廣告中... 
2. On vehicles or permanent structures such as buildings for advertisement
在車輛或永久性建築物（如大樓）上，用作廣告用途 
3. On larger boxes or packaging (secondary or transit) used for transportation of products
用在產品運輸的大型箱子或（二次或運輸）包裝上 
4. On product or primary packaging (display or retail)
用在產品或原始(展示或零售)包裝上 

Disclaimer to be added below the certification mark: this product has been designed, developed or manufactured under a management system certified by Bureau Veritas against ISO 9001:2015

在驗證標誌下方加註免責聲明：本產品通過 Bureau Veritas 驗證的 ISO 9001:2015 下設計、開發或製造。

Note: This certification mark can be supported by the logo of the accreditation body under which the certificate is issued.

注意：驗證標誌與認證機構的標誌聯合使用，認可標誌須與所頒發證書的驗證一致。（請參見各認證機構的標誌使用指南）



DESCRIPTION OF THE VARIOUS CERTIFICATION MARKS

各種驗證標誌說明

WITH OR WITHOUT QR CODE 是否有二維碼

Two versions of the certification mark are possible: with and without QR code. For print use, certification marks files are available in EPS format. When you're replacing the QR code, please make sure to respect the colours and structure according to the file used, as the colours are in CMYK or Pantone format depending on the files. Pantone colours should be used only at the request of the printer. The use of Pantone colours incurs an additional cost.

驗證標誌有兩種版本：有二維碼和沒有二維碼。驗證標誌文件提供EPS格式供印刷使用。當您更換二維碼時，請確保所使用的驗證標誌文件的顏色和結構不變，顏色是CMYK或Pantone格式取決於所選用的驗證標誌文件。Pantone色應僅在印刷商要求時使用。使用Pantone色會產生額外的費用。

With QR Code 有二維碼



Without QR Code 沒有二維碼



SUSTAINABILITY OR NOT SUSTAINABILITY 永續或非永續驗證

There are two categories of certification marks: GENERIC certification marks and SUSTAINABILITY - related certification marks. The color of the generic certification mark is **RED** and the color of the sustainability certification mark is **GREEN**. The **GREY** color used for the other elements is the BV logo.

驗證標誌有兩類：通用驗證標誌和永續驗證標誌。通用驗證標誌的顏色為紅色，永續驗證標誌的顏色為綠色。灰色BV標誌用於其它元素。

Generic certification mark 通用驗證標誌



Only these three colors can be used when creating certification marks:

驗證標誌只能使用這三種顏色：

Colors for generic
certification marks
通用驗證標誌的顏色

Colors for sustainability-
related certification marks
永續驗證標誌的顏色

 RED 紅色 PANTONE 200 C C10 M100 Y75 K15 R176 G0 B45 HEX/HTML #B0002D	 GREY 灰色 PANTONE 404 C C0 M0 Y20 K70 R104 G102 B92 HEX/HTML #68655C	 GREEN 綠色 PANTONE 361 C C75 M0 Y100 K0 R104 G166 B65 HEX/HTML #68A641
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Sustainability certification mark 永續驗證標誌



WITH OR WITHOUT EXPLANATORY TEXT 有無解釋性文字



Explanatory text should not exceed three lines in this text box. It is not mandatory. Delete the text box if it is unnecessary.
此欄位中的解釋性文字不應超過三行。這不是強制的。若不需要，請刪除此文本框。

- You can add a short explanatory text to your certification mark. 可以在驗證標誌中添加簡短的解釋性文字。
- This text should not exceed three lines in the space provided. 在提供的欄位中，文字不應超過三行。
- If you delete it, do not move the other elements. 若您刪除此欄位，請不要移到其它元素的位置。

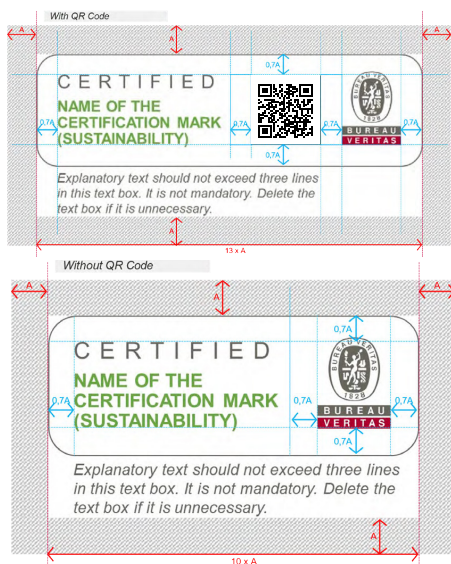
GRAPHICAL GUIDELINES

FOR USING THE CERTIFICATION MARK

使用驗證標誌的圖解指南

SIZES & COMPOSITION

尺寸和構圖



SIZE

尺寸

For digital, the default size is (protection zone included): 1024 x 510 pixels for certification mark with QR code
820 x 510 pixels for certification mark without QR code
對於網路數位使用，預設尺寸（含保護區）：
有二維碼的驗證標誌：1024 x 510 像素
沒有二維碼的驗證標誌：820 x 510 像素

For print, the most suitable size is 115x45 mm. The minimum length of the certification mark is 60 mm in length.
對於印刷使用，最合適的尺寸為115x45 mm。驗證標誌的最小長度為60 mm。

These are recommendations, it can depend on the clients' requests.
這些均為建議，主要取決於客戶的要求。

FONTS USED

使用的字體

Arial Regular:

Applies to the word CERTIFIED
應用於單詞“CERTIFIED”

In case of translation, adjust the space between the letters
若需翻譯，請調整字體間的間距

Arial Bold:

Applies to the name of the certification
應用於驗證的標準名稱

Arial italics:

Applies to the explanatory text
應用於解釋性文字

COMPOSITION

構圖

All texts are editable. If they are replaced, they must be resized in the space reserved for them. Only the certification text must be colored (red or green). All other texts are grey.

所有文字均可編輯。若它們被替換，則必須在原有的空間中調整它們的尺寸。只有驗證文本必須上色（紅色或綠色）。其他文本都是灰色的。

PROTECTION ZONE

保護區

To maintain the visual integrity of the certification mark, a minimum space (protection zone) is recommended.

為了保持驗證標誌的視覺完整性，建議預留最小空間（保護區）。



PROTECTION ZONE
保護區



PRINTING GUIDELINES

印刷 指南

FOR STANDARD FORMAT 對於標準尺寸

For printing in Pantone colors, open the file:
用Pantone色印刷，請使用對應檔案，如：
145x45mm Certification Mark Pantone.eps

For printing in CMYK colors, open the file:
用CMYK顏色印刷，請使用對應檔案，如：
145x45mm Certification Mark CMYK.eps

- For print use, certification marks files are available in EPS format, with and without QR code.
驗證標誌文件提供EPS格式供印刷使用。有二維碼和沒有二維碼兩種版本。
- When replacing the QR code, be sure to respect the colors and structure according to the file used.
當您更換二維碼時，請確保所使用的驗證標誌文件的顏色和結構不變。
- The colors are in CMYK or Pantone format depending on the files.
顏色是CMYK或Pantone格式取決於所選用的驗證標誌文件。
- Pantone colors should be used only at the request of the printer. The use of Pantone colors incurs an additional cost. Pantone色應僅在印刷商要求時使用。使用Pantone色會產生額外的費用。

NB: If you use Illustrator for the modifications, the useful colors are already defined in the color chart.
注意：若您使用Illustrator進行修改，顏色表中已經定義了有用的顏色。

Generic certification mark
通用驗證標誌



FOR SMALL FORMAT 對於小型尺寸

For printing in Pantone colors, open the file:
用Pantone色印刷，請使用對應的檔案，如：
25x10mm Certification Mark Pantone.eps

For printing in CMYK colors, open the file:
用CMYK顏色印刷，請使用對應的檔案，如：
25x10mm Certification Mark CMYK.eps

- The small format must be used in very precise conditions in order to meet specific clients' expectations (size, orientation).
小型尺寸必須在非常精準的條件下使用，以滿足客戶的特定尺寸與方向的期望。
- Depending on the name of the standard and the clients' needs, select the more appropriate template (horizontal or vertical).
根據標準名稱和客戶需求，選擇更合適的模板（水平或垂直）。
- If the name of the standard is long, opt for the version with the text written vertically, if possible.
若標準名稱很長，盡可能選擇文本垂直書寫的版本。
- This format is very small in size. Therefore, it can only be used for a short title.
此格式尺寸很小。因此，它只能用於短標題。
- Depending on the length of the title, adapt the font size. It is forbidden to go below 5 points.
根據標題的長度，調整字體大小。禁止字體小於5點。
- Whatever the use case (digital or print), the certification mark in small format must be created by a professional. 無論使用情景是數位通訊或印刷，小型尺寸的驗證標誌必須由專業製作。

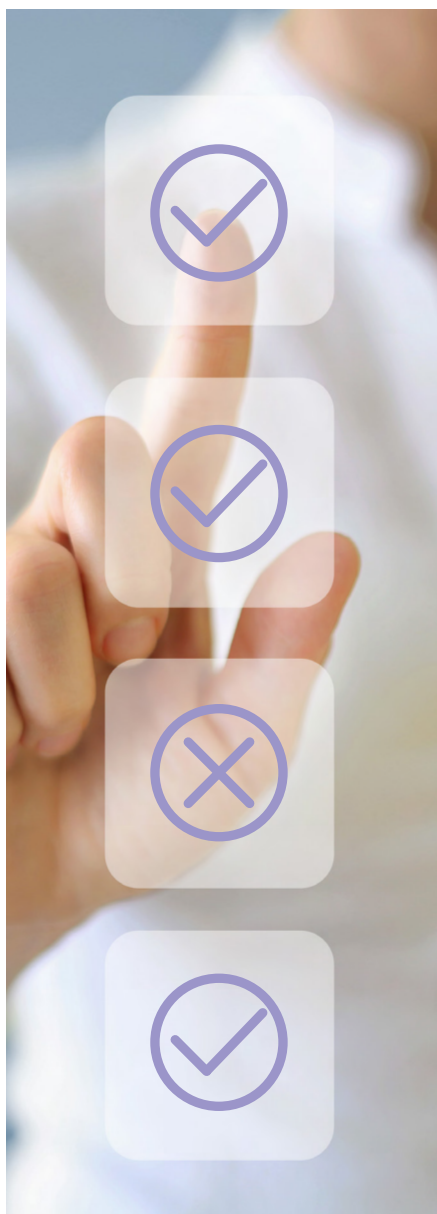


DIGITAL COMMUNICATION DO'S AND DON'TS

DIGITAL COMMUNICATION PRESENTS ITS OWN SET OF CHALLENGES. WE PROVIDE ADDITIONAL RULES AND GUIDELINES TO HELP YOU GET IT RIGHT

數位通訊注意事項

數位通訊有更多挑戰。必維提供額外的規則和指南來幫助您正確操作。



USING THE CERTIFICATION MARK ON YOUR WEBSITE

在組織的網站上使用驗證標誌

Remember: your certification mark covers your management system, not your products. You may show a certification mark on a website page that shows a product manufactured at a certified site, however you may be required to add a product statement. For web pages showing multiple products, you must take care that ALL products shown on the page are manufactured by sites within your certified management system.

請記住：您的驗證標誌覆蓋的是組織的管理系統而不是貴組織的產品。網頁展示由已獲驗證的場所製造的產品，您可將驗證標誌用於該網頁上，但需要添加產品聲明。對於展示多個產品的網頁，您必須留意頁面上所展示的所有產品都是由貴組織已獲驗證的管理系統範圍內的場所製造。

Responsive websites rearrange content on a page to aid readability. You must ensure that the responsive version of your website: 響應式網站會重新編排頁面上的內容以提高可讀性。您必須確保組織網站的響應版本：



Does not separate the logo from the product statement
不將驗證標誌與產品聲明分開



Ensures the certification mark retains its minimum height
確保驗證標誌維持其最低高度

Recommended size: on your website (desktop version) we recommend that the certification mark be 200 pixels wide (maximum 250 pixels).

建議尺寸：在您的網站（桌機版）上，我們建議驗證標誌的尺寸為200 pixels 寬（最大為250 pixels）。

REFERENCING YOUR BUREAU VERITAS CERTIFICATION ON SOCIAL MEDIA

在社群媒體上提及您的驗證

Social media posts often need to be short – but you still need to avoid being misleading. When talking about your certification from Bureau Veritas, you must always refer to the specific management system standard and be precise:

社群媒體的貼文通常簡明扼要，但您仍然需要避免造成誤導。當提及組織獲得必維驗證時，您必須指出具體的管理系統標準，並精確說明：



Our environmental management system is certified to ISO 14001 by Bureau Veritas
我們的環境管理系統通過Bureau Veritas(必維)的ISO 14001驗證。



Bureau Veritas has given our products the green stamp of approval!
我們的產品獲得了Bureau Veritas(必維)綠色驗證標章！



HOW CAN BUREAU VERITAS HELP YOU **PROMOTE YOUR CERTIFICATION?** 必維如何協助**您宣傳驗證殊榮？**

IF YOU WISH TO ADVERTISE YOUR ACHIEVEMENT,
**BUREAU VERITAS CAN HELP YOU EXECUTE YOUR
ACTION PLAN**

若您希望宣揚組織的成就，**必維可協助您執行您的宣傳計畫**

- We can assist in the organization of an event celebrating the co-signing of the official certificate
我們可以協助組織舉辦驗證證書共同簽署的慶祝儀式
- We can guide you in the optimal use of certification marks
我們可以指導您使用驗證標誌的最佳方式
- You may issue a press release that has been verified by Bureau Veritas
您可以發佈經必維校對的新聞稿

WE OFFER YOU WAYS TO COMMUNICATE AND
HIGHLIGHT YOUR CERTIFICATION:

我們提供您下列溝通與**分享榮耀**的途徑：

- You can share your achievements at one of our Bureau Veritas Certification seminars
您可在必維舉辦的研討會上分享您的成就
- We can help you develop a case study or video and promote it via our social media channels
我們可以協助您製作案例或影片並透過必維的社群媒體管道發布



**IMPORTANT
NOTICE**
重要提醒

Accreditation / certification standards and the terms and conditions take precedence over the information provided in this document. Use of the certification mark is a right conferred by the certification body. If your certification is withdrawn or terminated, you must discontinue use of all advertising material that includes a reference to Bureau Veritas Certification. Correct use of the certification mark is a contractual obligation and may be monitored during audits.

認證 / 驗證標準以及款條和條件優先於本文件所提供的資訊。使用驗證標誌是驗證機構所賦予的權利。如果您的驗證被撤銷或暫時中止，您必須停止使用所有提及必維的廣告素材。正確使用驗證標誌是合約義務，並可能在稽核過程中受到監督。

BUREAU VERITAS

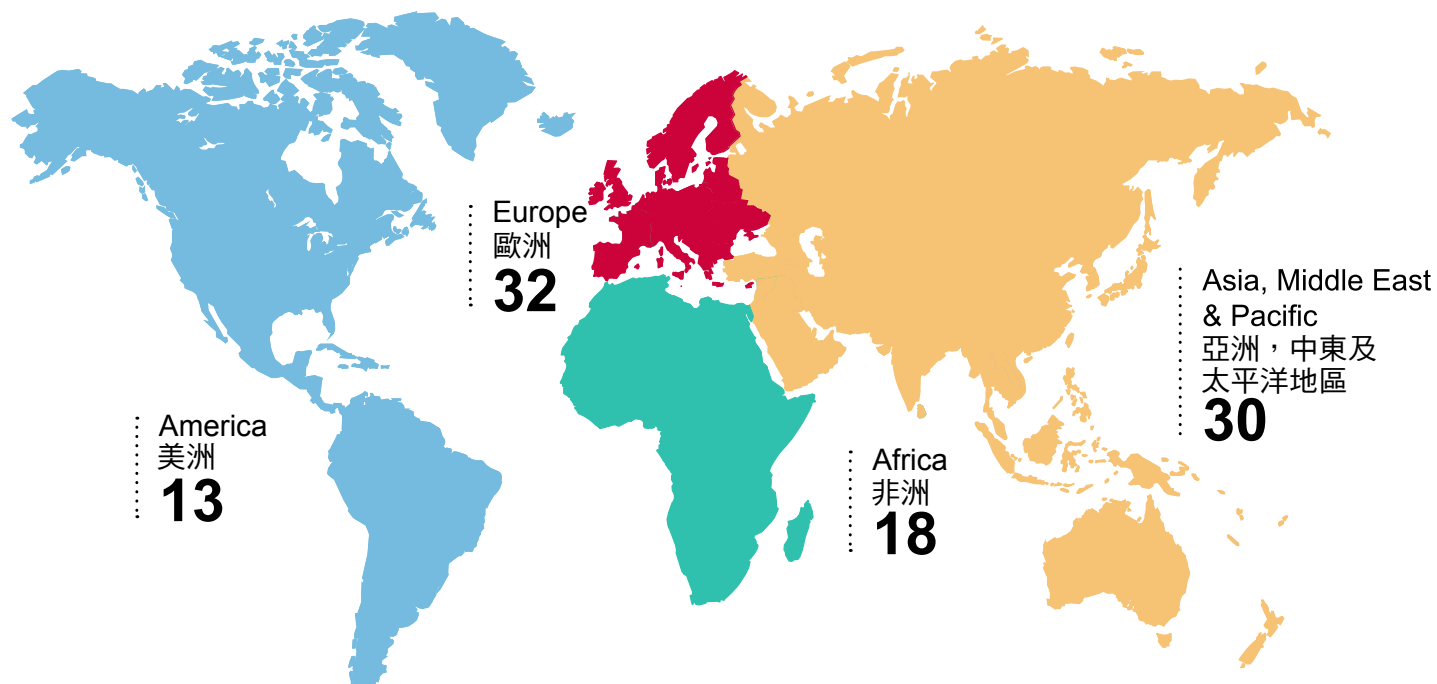
A GLOBAL LEADER IN CERTIFICATION

必維是**全球驗證領導品牌**

We partner with clients across all industries to address their quality, health & safety, environmental protection, enterprise risk and social responsibility challenges. Our global network of expert auditors and wide range of audit, training and certification solutions support them in optimizing performance through continuous improvement of their processes and management systems.

我們與所有行業的客戶合作，解決他們在品質、健康和安全、環境保護、企業風險和社會責任方面的挑戰。我們的全球專業的稽核員網路和廣泛的稽核、訓練和驗證解決方案支援客戶通過持續改善其流程和管理系統來優化績效。

CERTIFICATION OFFICES AROUND THE WORLD **全球驗證辦公室**



www.bureauveritas.com.tw



SHAPING A WORLD OF TRUST 塑造一個信任的世界

Bureau Veritas is a Business to Business to Society company, contributing to transforming the world we live in. A world leader in testing, inspection, certification and technical services, we help clients across all industries address challenges in quality, health & safety, environmental protection and social responsibility.

必維是一家服務企業，間接服務社會大眾的集團，為世界做出貢獻。身為全球測試、檢驗與驗證的國際領導品牌，必維的任務是降低風險、改善客戶績效並幫助客戶有自信地透過創新來面對品質、健康與安全、環境保護與社會責任的挑戰。

CERTIFICATION FOR CONTINUAL IMPROVEMENT 持續改善的驗證

Bureau Veritas is one of the world's leading certification bodies. We support clients on every continent to continuously improve their management systems and organizational performance, in order to mitigate risk, achieve compliance, increase stakeholder confidence and achieve excellence.

必維身為國際驗證界領導品牌之一，我們支援全球客戶持續改善管理系統和組織的績效，以降低風險、符合客戶及當地政府要求、增加利害關係人的信心並實現卓越。



**BUREAU
VERITAS**

Shaping a World of Trust