

HDS Certification Marketing Guidelines

This document provides basic information to organizations that have obtained the HDS certification (“Certified organization”) regarding the authorized marketing of the certification and the use of the Schellman HDS certification mark (the “Mark”). These requirements were previously agreed upon as a condition of Schellman’s acceptance of the engagement. Please contact your Schellman representative if you have any questions or concerns.

- The Certified organization shall conform to the reasonable and mutually agreed requirements of Schellman when making reference to its certification status in communication media such as the Internet, brochures, advertising, or other documents. The reference must include identification of the certified client; the type of management system and the applicable standard; and the certification body (Schellman) issuing the certificate.
- The Certified organization shall not make or permit any misleading statements regarding its certification. Furthermore, the Certified organization shall not use or permit the use of a certification document, or any part thereof, in a misleading manner.
- The Certified organization shall not use the Cofrac Mark. The Cofrac Mark included on the certificate of registration cannot be reproduced by the certified organization.
- The Certified organization shall, upon suspension or withdrawal of its certification, discontinue its use of all advertising matter that contains a reference to HDS certification and/or includes a Mark.
- The Certified organization shall amend all relevant advertising material when the scope of certification has been modified.
- The Certified organization shall not allow reference to its management system certification to be used in such a way as to imply that Schellman certifies a product, service, or process.
- The Certified organization shall not imply that the certification applies to activities that are outside the scope of registration.
- The Certified organization shall not use its certification in such a manner that would bring Schellman and/or the certification system into disrepute or cause loss of public trust
- The Certified organization shall use the Mark only in reference to the management system certified by Schellman.
- The Certified organization shall not use the certification in such a manner to be applied to laboratory test, calibration, or inspection reports.
- The Certified organization acknowledges that Schellman has the right to suspend or withdraw certification if it finds that the Certified organization has purposefully made incorrect references to the certification status or misleading use of certification documents, marks, or audit reports.
- The Mark is a service mark of Schellman. The Mark shall only be used during periods of active certification. The Mark may not be used in connection with any product or service that was not within the scope of the certification review, or in any manner that is likely to cause confusion among customers, or in any manner that disparages or discredits Schellman.
- The Mark will be provided in multiple approved forms (shown right). The Certified organization may use any version of the Mark during periods of active certification. However, the Certified organization shall not modify the form or color of any Mark provided by Schellman.

AUTHORIZED FORMS OF THE SCHELLMAN HDS CERTIFICATION

The Schellman certification marks shown below are available upon request at any time during active certification periods.

Standard Format



Verify Certificate Version*



*While either Mark can be hyperlinked to the Registrant’s status certificate verification page, the “verify” Marks provide users with a visual queue of the hyperlink.