

System Excellence Awards



Awards Rules of Use

From billboards to business cards, these Guidelines are intended to guide you how to publicize your award. It's important that publication of your award be precise and clear.

Maximize the Benefits of Certification

Prominent display of the award achievement on your stationery, signage, transport, packaging and other promotional material helps reinforce your organization's commitment to improvement, and maximizes the competitive advantage you've achieved.

Great Ways to Publicize Your Award Achievement

Letterhead	Press Releases
Business Cards	Collateral Materials
Web Sites	Tradeshaw Booths
TV/Radio Advertising	Catalogues
Apparel	Flags and Banners
Brochures	Video/Slide Presentations

Need Help?

If you ever have any doubt or query about the use of the Award Logos, then contact us for guidance. Specific questions are best addressed to

assurancemarketing@saiglobal.com

General Information for Finalists & Award Winners

A company with a Systems Excellence Award is allowed to use the Systems Excellence Award graphic in its corporate literature, and in its marketing and promotional activities. It is important to note the following rules of use whenever displaying the Systems Excellence Award graphic.

- The Systems Excellence Award graphic must always be presented with the year of the award and words of the category against which the award has been granted (e.g. "Quality") as illustrated.
- The Award graphic should not be used in place of your regular Certification StandardsMark™, but may be used in addition. Where you prefer to only use one mark, then you should use your regular Certification StandardsMark™.
- The mark may not be altered in any way, such as changing proportions or writing on or within the logo.
- You may only use the Systems Excellence Awards graphic for the year that the award was granted.
- Use of the Systems Excellence Awards graphic or statements about your award are a privilege extended only to companies whose certification is in good standing. You are only permitted to use or display the mark in association with a valid SAI Global certification and not for any other purpose, and according to our Terms & Conditions, available at www.saiglobal.com.

- Should you change to another Conformity Assessment Body or allow your certification to lapse, you must cease using the Systems Awards graphic immediately.
- If you are displaying an SAI Global mark on your organization's web site, ensure the mark is only associated specifically with text about your certification.
- It is important to properly promote your award so that there is no confusion with your management systems or product certification or endorsement. Therefore the mark:
 - (a) MAY BE USED on stationery, literature and publicity material;
 - (b) shall NOT be used on a product (including test certificates, reports and drawings), or in any way that may be interpreted as denoting product conformity;



Award Statements

When referring by text alone to your award in statements, such as on your web page, press releases, presentations and the like, you should consider the following example statements.

Sample press release or marketing collateral statements may read:

Award Winners

"Dynamic Company's management system has been awarded the 2010 SAI Global Systems Excellence Award for the Environment Category"

Finalists

"Dynamic Company's management system was a finalist in the 2010 SAI Global Systems Excellence Award for the Environment Category"

Contact us: www.saiglobal.com

