



Marketing Guidelines

Congratulations! Your organization's management system has been registered by QMI – SAI Global, North America's leading management systems registrar. You now possess an invaluable edge in the marketplace, and we want to help you promote that fact.

Promoting Your Management System's Registration



From billboards to business cards, the following marketing guidelines will help you apply good practices in publicizing, communicating and promoting your certification. It's important that publication of your registration be precise and clear.

These Marketing Guidelines are intended to be a tool to answer most general questions associated with publicizing your registration. Specific questions are best addressed to your Lead Auditor who is most familiar with your business and industry; additional assistance can be requested through marketing.services@qmi-saiglobal.com.

This document will help you immediately begin promoting your organization's achievement. Share these marketing guidelines with others responsible for preparing your message.

General Information About Publicizing Your Registration

The two most common ways that customers promote their management system's registration is through the use of QMI – SAI Global's StandardsMark® or by making a statement about their registration.

The following sections outline the best ways to use these communication vehicles. We have also included general guidelines and ideas for promoting your registration through web sites, plaques, flags, banners and more.

- Use of the QMI – SAI Global StandardsMark and/or a registration statement is a privilege extended only to companies whose registration is in good standing. You are only permitted to use or display the mark in association with a valid QMI – SAI Global registration, within the QMI – SAI Global Marketing Guidelines, and not for any other purpose.
- QMI – SAI Global has certified your company's management system. It is important to properly promote your registration so that there is no inference to product certification or endorsement.
- Be accurate and precise about the scope of your certification. If only certain portions of your organization are certified – such as specific geographies, divisions, scopes, activities, etc. – then promotion of your registration must reflect this.
- Certified (certification) and registered (registration) are equivalent in meaning and may be used interchangeably. Do not say that your organization has been accredited.



Registration Statements

- Sample press release or marketing collateral statements may read:

"Dynamic Company's management system has been certified to ISO 9001"

- If your organization's registration is site-specific, you must list the sites included. For example:

"As a leader in protecting the environment, the management system of ABC Corporation's Cleveland division has been registered to ISO 14001"

- An approved abbreviated phrase would be:

"Management Systems Registered to ISO 9001"

- Registration statements may be made on primary product packaging, but must be very specific. For example:

"This product was manufactured in a plant whose quality management system is registered to ISO 9001:2000"

Do not make statements suggesting that your organization's management system has been directly registered by the International Organization for Standardization. ISO is a standards development organization; it does not provide registration services.

GREAT WAYS TO PUBLICIZE YOUR REGISTRATION

Letterhead	Brochures
Business Cards	Video/Slide Presentations
Press Releases	Tradeshaw Booths
Web Sites	Flags and Banners
Collateral Materials	Building Signage
TV/Radio Advertising	Invoices
Catalogs	Purchase Orders
Apparel	Company Vehicles

DYNAMIC
Company

John Smith
Operations Manager

12000 Main Street
Any Town, NY 49000
800-200-0000
Fax 232-300-0000

For further information regarding promoting your registration:

- Contact your auditor;
- Call Marketing Services at (800) 247-0802; or
- E-mail marketing.services@qmi-saiglobal.com.

The Certified System StandardsMark®

A company with a certified management system is licensed to use the Certified System StandardsMark in its marketing and promotional activities. It is important to note the following guidelines of use whenever displaying the StandardsMark.

The example pictured right gives a sample of how you can customize the StandardsMark. The mark can be used alone, or accompanied with any of the descriptors below, including the name of your standard(s), QMI – SAI Global, SAI Global, and/or your certificate number.

Customization of the mark per the following guidelines is encouraged.

- The mark may be reproduced in black or PMS red 032.
- If you add information to the mark to customize it to your registration, the suggested font is Helvetica Medium or similar.
- Changing proportions or writing on or within the box is not allowed.
- Suggested sizing for writing the standard under the mark is to make the height of the word(s) approximately the same height as the check in the mark. For any words under the standard, the suggested size is approximately the same height as the "TM" in the logo.
- It is preferred that text underneath the box be left-justified.
- If all of your organization's sites/divisions are not certified, then use of the StandardsMark must incorporate which part(s) of your organization are registered. This can be achieved through the use of your file number(s) on product packaging; in other mediums you should incorporate verbiage that explains which sites/divisions/ standards are applicable.
- If your organization is registered to more than one standard, you can include all the standards underneath the box.



ISO 9001

QMI-SAI Global
#1234567




* Note that regulations on using the StandardsMark and/or registration statements on product packaging are very strict. Please reference the chart below for usage guidelines.



Marks can be downloaded from our web site in vector, TIFF, or jpeg format. Please visit www.qmi-saiglobal.com/mark

The StandardsMark was updated as of June 2008. QMI – SAI Global asks that you utilize the updated mark when convenient for your organization. For example, when re-ordering material where the old mark is used, it is appropriate to phase in the registration mark as you replace material on which it appears. It is preferred that all uses of the old mark are eliminated by June 2011.

USE OF THE QMI – SAI GLOBAL STANDARDSMARK* AND/OR A REGISTRATION STATEMENT

	Products	Packaging (individual product primary packaging)	Larger boxes, containers (secondary packaging)	Brochures, Web sites, business cards, etc.	Engineering, drawings, specifications, reports, certificates
Registration statement alone	Not allowed	Allowed**	Allowed	Allowed	Allowed+
	Not allowed	Not allowed	Allowed only with a clear statement, and if it does not reach the end user	Allowed	Not allowed

*Note: This only applies to marks or logos. A statement in words alone does not constitute a mark in this sense, and guidance for "registration statement" would apply.

**Note: Statement must be very specific, such as "This product was manufactured in a plant whose quality management system is registered to ISO 9001:2000"

+Note: Abbreviated statements are not allowable; suggested statement would be "Environmental management system registered to ISO 14001."

QMI – SAI Global Registration Certificate

Black and white or color photocopies of your registration certificate may be made. Electronic versions of your certificate may also be provided. Posting an electronic copy of your organization's certificate on your web site is permitted without alteration of content. Additional printed certificates may be purchased from QMI – SAI Global; all requests are processed through client.services@qmi-saiglobal.com.

Additional Tools

Certification Plaques:

When preparing a plaque, use the same wording on the plaque that appears on your organization's certificate.

Flags, Banners, & Merchandise:

Recommended vendors are listed at www.qmi.com/shop. You are also welcome to work with the vendor of your choice; artwork can be obtained by contacting marketing.services@qmi-saiglobal.com.



Promoting Your Registration Through The Web: Virtual Certificates & More!

Your Organization's Web Site:

If you are displaying the QMI – SAI Global StandardsMark on your organization's web site, ensure the mark is only associated specifically with text about your registration.

QMI-SAI Global Registered Companies Directory:

Your organization's registration will automatically be listed in the QMI – SAI Global Directory of Registered Companies at www.qmi-saiglobal.com. If you have provided QMI – SAI Global with your web address, your organization's site will be hot-linked from the QMI – SAI Global web site.

QMI Direct:

QMI – SAI Global recognizes your need for instant, up-to-date registration information. Our industry-leading customer portal, QMI Direct, allows you to electronically access important registration documentation, as well as display real-time information about your certification on your web site. Here are just a few features that QMI Direct offers:

- Your clients can electronically verify your registration status with our live database of registered companies.
- Companies can display a registration icon (pictured right) on their web site that dynamically updates daily and provides a hot link to the registration details and status.

Contact your local client services representative about how you can sign up for this service.



www.qmi-saiglobal.com

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