

RMR USE OF LOGOS – RULES AND REGULATIONS	8.3-P
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1. Purpose

This procedure defines the rules governing the use of the Ross Mitchko Registrar (RMR) Certification Mark, the ANAB Accreditation Symbol, and the SERI R2v3 Certification Mark by certified organizations.

It ensures conformity with:

- **ISO/IEC 17021-1:2015** Clause 8.3 (Misuse of Marks)
- **ANAB PR 1018** (Policy on Use of Accreditation Symbols)
- **SERI R2** License Agreement (Appendix C)
- **R2v3 COP v2.4** communication and representation requirements

This procedure ensures certified clients accurately represent their certification status and that RMR maintains control over all certification mark usage to prevent misleading claims of product, process, or service certification.

2. Scope

This procedure applies to:

- All certified clients using RMR, ANAB, or SERI R2v3 marks
- All RMR employees, auditors, reviewers, and program managers responsible for reviewing, approving, or monitoring mark usage
- All digital, printed, transport, or promotional materials referencing certification

This includes websites, brochures, business cards, social media, advertisements, banners, vehicles, and packaging.

3. Responsibilities

Role	Responsibilities
Quality Manager (QM)	Maintains logo usage rules; reviews client materials; issues NCRs for misuse; maintains the Logo Misuse Register; ensures compliance with ISO 17021-1 and ANAB PR 1018.
Managing Director (MD)	Approves procedural changes; authorizes escalation for repeated or serious misuse.
R2 Program Manager	Ensures R2 mark usage complies with the SERI License Agreement; issues R2-related NCRs and notifications.
Audit Team / Lead Auditors	Verify correct use during audits; document misuse; raise NCRs.
Certified Clients	Use marks only as permitted; remove marks immediately when certification lapses; correct misuse within required timelines.

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4. General Requirements

- Use of certification marks is voluntary.
- Marks **must not imply product certification** or certification of services.
- Marks must align with the **exact scope, location(s), and standards listed on the certificate.**
- Misuse constitutes a **nonconformity.**
- Serious or repeated misuse may result in **suspension or withdrawal.**
- Only current RMR-approved artwork may be used.
- Marks may only be used while certification is valid and in good standing.
- Statements of certification must clearly specify:
 - Organization name
 - Standard and revision
 - Type of management system
 - Issued by Ross Mitchko Registrar

Clients shall not make any statement regarding their certification that may be considered misleading, ambiguous, inaccurate, or imply product, process, or service certification. Any such incorrect reference to certification or misuse of marks shall result in mandatory corrective action, followed by suspension or withdrawal if not corrected.

5. Certification Marks & Usage Rules

5.1 Correct Use of Logos

Certified organizations may use:

- RMR Certification Mark
- ANAB Accreditation Symbol (only for accredited scopes)
- SERI R2v3 Certification Mark (only for certified facilities)

All logos must be:

- Clear, legible, and proportional
- Displayed only in permitted formats
- Used only in reference to **certified management systems**, not products or services

5.2 Incorrect Use of Logos

Logos shall **NOT** be:

- Used on products, product packaging, or product labels
- Used on test, inspection, or calibration reports
- Modified, recolored, stretched, or distorted
- Used in connection with uncertified sites or functions
- Used to imply product performance, safety, or regulatory approval

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6. Website & Marketing Material Requirements

All client statements regarding certification shall meet the wording requirements of ISO/IEC 17021-1:2015, including:

- Identification of the certified client
- Identification of the certified management system standard(s)
- Identification of the certification body (RMR)
- No implication that products, services, or processes are certified.

Certified clients may reference certification in marketing if:

- Only **current and valid** certificates are displayed
- No implication of product certification is made
- Non-certified sites are clearly distinguished

Acceptable Example

“ABC Corporation is certified to ISO 9001:2015 by Ross Mitchko Registrar.”

Unacceptable Example

“ABC products are ISO certified.”

Auditors shall verify website usage during all surveillance and recertification audits.

7. Product, Packaging & Transport Restrictions

The ANAB accreditation symbol shall not be used on laboratory reports, calibration reports, inspection reports, product reports, product labels, or certificates of conformity, in accordance with ANAB PR 1018.

7.1 Prohibited Use

Logos **shall not** be applied to:

- Retail packaging
- Product boxes or labels
- Warranty cards
- User manuals
- QR codes targeting consumers
- Any material suggesting a certified product

7.2 Conditional Use (Transport Packaging Only)

Use on **bulk transport packaging** (not consumer-facing) is permitted **only when accompanied by the required disclaimer**:

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“This product was manufactured in a facility with a certified [standard name] management system. Certification by Ross Mitchko Registrar.”

All other packaging use is prohibited.

8. Use of the RMR Certification Mark

- May be used alone or with the ANAB accreditation symbol
- Must not be larger than the client’s own logo
- Approved colors:
 - Midnight Blue (#222575)
 - Black
 - White
- No shadow, distortion, animation, or effects allowed
- Must not imply product or service certification

9. Use of ANAB Accreditation Symbols

Organizations must comply with **ANAB PR 1018**.

Key rules:

- The ANAB symbol must appear **adjacent to** the RMR Certification Mark
- Must NOT be used:
 - Alone
 - Larger than the RMR mark
 - On products or packaging
- Only RMR-issued ANAB artwork may be used
- Misuse may require immediate ANAB notification

Auditors shall verify compliance at each audit.

10. Use of the SERI R2v3 Certification Mark

Use of the text form “R2v3 Certified®” is mandatory upon first reference when the logo cannot be displayed. The ® symbol shall appear with the first instance only.

Organizations must follow the **SERI R2 License Agreement (Appendix C)**.

Permitted Use

- Websites referencing certified operations
- Marketing materials describing certified services
- Social media posts related to the certified facility
- Facility-specific promotional materials

Required Notice

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Either:

Hyperlink: <https://sustainableelectronics.org>

OR

Text disclaimer: “The R2v3 Certification Mark is a registered certification mark of SERI. Unauthorized use is prohibited.”

Prohibited Use

- Product packaging
- Business names
- URLs or social media handles
- Company-wide branding
- Any non-certified site

Organizations must remove the mark immediately if certification lapses.

11. Prohibited Uses (All Marks)

The SERI R2v3 Certification Mark shall not be used in domain names, URLs, email addresses, social media handles, social media usernames, hashtags, meta tags, search keywords, or any mechanism intended to increase search visibility or brand association.

Organizations shall not:

- Claim certification for non-certified sites
- Display expired, suspended, or withdrawn certificates
- Imply government, regulatory, or product approval
- Use marks in a misleading or deceptive manner

Violations result in:

- NCR issuance
- Corrective action
- Possible suspension or withdrawal
- Notification to ANAB and/or SERI

12. Monitoring, Enforcement & Corrective Action

12.1 Monitoring

RMR conducts continuous monitoring through:

- Annual audits

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- Website and social-media reviews
- Market surveillance

12.2 Misuse Handling Process

1. Auditor identifies misuse
2. NCR is issued
3. Client has **30 days** to correct
4. If unresolved → **Suspension recommended**
5. Continued misuse → **Withdrawal**

12.3 Notification Requirements

RMR must notify:

- **ANAB** for misuse of the accreditation symbol
- **SERI** for misuse of the R2 certification mark

12.4 Legal Action

Intentional misuse may result in:

- Public notice
- Legal action
- Termination of certification

13. References

- ISO/IEC 17021-1:2015 Clause 8.3
- ANAB PR 1018
- SERI R2 License Agreement (Appendix C)
- RMR Procedures:
 - 4.8-P Risk & Impartiality
 - 10.2-P Complaints & Appeals
 - 10.3-P Corrective Actions



ROSS MITCHKO REGISTRAR

CURRENT ROSS MITCHKO LOGOS MARKS AND SYMBOLS**ROSS MITCHKO – TRADEMARK – NOT FOR USE OUTSIDE OF THE COMPANY****ROSS MITCHKO REGISTRAR****EXAMPLE USE****COMBINED LOGO**

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Revision History

Rev	Date	Description of Change	Prepared By	Approved By
01	01-01-2024	Original Release	CEO	COO
02	10-31-2025	Reformatted & Fully Updated for ISO 17021-1, ANAB & COP v2.4 Compliance	CEO	COO



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