



KNOWLEDGE MAG  
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## **KMC-PTP-04**

# **Terms and Conditions for Logo Use**

### **1.0 PURPOSE**

Purpose of the process is to provide information to clients about KMC policy and process behind different logo use such as CB brand logo, CB product logo, IAF logo use and the Accreditation body logo use in the certificates and for any promotional material.

### **2.0 SCOPE**

Process is applicable to HR administration (Back office) – Operations and to all the clients who are planning to go for certification with KMC

### **3.0 RESPONSIBILITY**

MD , and staff are mainly responsible from KMC end. The clients are required to adhere with the set procedures and company policies.

### **4.0 TERMS AND CONDITIONS**

a. Clients are eligible to use KMC product logos for their promotional materials, web sites, e flyers, hard copy posters and flyers, company letter heads. Clients are requested to comply with the following areas when using KMC logo for their promotional materials.

1. Colour and colour shades of the logo
2. Space around the logo
3. Logo size
4. Latest version



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- b. Clients have to comply the KMC SL provided logo soft copies for the product logos.
- c. Since KMC issue system certifications, the clients are advised to not to use the logo on individual products. The clients are required to use the statement as "ISO ..... certified Company" on individual products.
- d. Clients are not permitted to use accreditation logo , IAF logo for any of their promotional materials, web sites, e flyers, hard copy posters and flyers, company letter heads. These logos are permitted to be used only in the KMC SL issued certificates only.
- e. Clients will receive the comprehensive information about the Logo use at the end of the initial certification process.