RULES AND GUIDELINES FOR THE USE OF CERTIFICATION & ACCREDITATION MARKS

1. PURPOSE AND SCOPE

1.1 This document establishes the rules and conditions governing the use of the ACTS management system certification mark and, where authorized, the relevant PNAC accreditation mark by organizations certified by Al-Waiz Certification and Training Services (Pvt.) Limited (hereinafter "ACTS").

1.2 These rules apply to all organizations holding a management system certificate issued by ACTS. They form part of the certification agreement and shall be communicated to certified clients. ACTS shall monitor compliance through audits, review of publicly available information and other appropriate activities.

1.3 This document applies to management system certifications issued by ACTS, including QMS, EMS, OH&S and FSMS, but only to the extent that the relevant certification scheme and activity are included in ACTS's valid scope of accreditation. The use of any mark shall be limited to the certified organization, certified sites, activities and standards stated in the current certificate and, where applicable, ACTS's accredited scope.

1.4 In this document, "certification mark" means the ACTS management system certification mark. "Accreditation mark" means the applicable PNAC accreditation mark assigned to ACTS for the relevant certification scheme (for example, CB-012 (QMS, EMS or FSMS, as applicable). The client shall use only the artwork and identifier specifically supplied and authorized by ACTS.

2. REGULATORY REFERENCES AND COMPLIANCE STANDARDS

This document is based on the following applicable requirements and documents. Where a conflict is identified, the applicable current requirement of the standard, PNAC or the certification agreement shall take precedence:

- **ISO/IEC 17021-1:2015,** Clause 8.3 – Public information, certification documents and marks of conformity.
- **IAF Mandatory Documents and applicable IAF requirements,** only where relevant to the certified scheme and the activity concerned.
- **PNAC Doc. G-02/02,** Guidance on the Use of PNAC's Logo as Accreditation Marks, Revision 09, Issue Date 01-01-2024
- **Pakistan National Accreditation Council Act, 2017,** particularly the provisions relating to authorization and improper use of the PNAC mark.

3. LEGAL OWNERSHIP AND BRAND IDENTITY

The ACTS certification mark is the property of ACTS and shall be used only under the conditions stated in this document and the certification agreement. Any statement about trademark registration or application shall be made only to the extent supported by the current official registration/application record. Use of the mark does not transfer ownership or create any ownership right in the certified client.

The ACTS mark consists of the approved ACTS graphic artwork. Clients shall not redraw, distort, recolour, animate, alter, crop or otherwise modify the mark, except for the permitted reproduction formats expressly approved by ACTS.

A client may use the ACTS certification mark only while its relevant certificate is valid and only for the management system, sites and activities covered by that certificate. The permission is non-exclusive, non-transferable and limited to the client's own communications. It shall cease, or be restricted as applicable, following expiry, suspension, withdrawal, termination or reduction of the certification scope.

4. GRAPHICAL AND VISUAL SPECIFICATIONS

Color Palette Integrity

The marks shall be reproduced from the electronic master artwork supplied by ACTS. The artwork shall not be recreated or modified. ACTS shall maintain controlled master files and provide clients with applicable versions.

- ACTS certification mark: use only the approved corporate color artwork supplied by ACTS.
- PNAC accreditation mark: use only the applicable PNAC-approved accreditation mark artwork and scheme identifier supplied by ACTS. The PNAC mark shall retain its prescribed design, colors and proportions.
- Monochrome reproduction may be used only where the medium is genuinely restricted to monochrome printing, and the mark remains clear and legible. A monochrome version shall not be created by altering the design. The client shall obtain the approved monochrome artwork from ACTS where available.

5. USE OF THE PNAC ACCREDITATION MARK

5.1 A certified client may use the relevant PNAC accreditation mark only where ACTS has authorized its use for the client's specific certification scheme and the certification activity is within ACTS's current PNAC-accredited scope. The client shall use the exact scheme-specific mark and ACTS accreditation identifier supplied by ACTS. A generic or invented identifier such as "CB-XXX" shall not be used.

5.2 The PNAC accreditation mark shall never be used independently by a certified client. It shall be displayed only in combination with the ACTS certification mark, immediately to the left or right of the ACTS mark, on the same side of the document or display. The PNAC accreditation mark shall not be larger than the ACTS mark. The two marks shall be clearly distinguishable and shall not create an impression that PNAC has certified or approved the client, its products or its services.

5.3 Use of the PNAC accreditation mark is limited to the client's management system certification activity covered by the ACTS certificate and ACTS's accredited scope. The applicable system/standard and the identity of the certification body shall be clear. Clients shall not use the PNAC mark for non-accredited certifications, excluded sites or activities, or any other service not covered by the relevant accreditation.

6. RESTRICTIONS ON USE AND PACKAGING STATEMENTS

6.1 Prohibition on products and product packaging: Neither the ACTS management system certification mark nor the PNAC accreditation mark shall be affixed to a product, product label, product surface, primary packaging or any other presentation that may be understood as indicating that the product, process or service itself has been certified or approved. The marks shall also not be used on laboratory test reports, certificates of analysis, inspection reports, calibration certificates or similar technical records issued by the certified client.

6.2 Text-only statement on packaging: ACTS may permit a text-only statement on packaging or accompanying information where the statement clearly refers only to the certified management system and cannot be understood as product certification. As an ACTS control, such statements are restricted to secondary/outer or transit packaging unless ACTS gives written approval for another form of accompanying information. Neither the ACTS mark nor the PNAC accreditation mark may appear with the statement.

> **MANDATORY PACKAGING STATEMENT FORMAT:**
> *"This product was manufactured within a facility whose Management System has been formally certified to ISO 9001:2015 [or other applicable standard] by ACTS under PNAC Accreditation Number CB-012"*

7. COMPREHENSIVE USE-CASE MATRIX (PERMITTED VS. PROHIBITED)

The following multi-column matrix establishes the explicit authorization thresholds for the deployment of the ACTS and PNAC marks across various corporate, digital, and physical mediums. Clients must conform strictly to this matrix:

Application Medium / Use-Case Location	ACTS Logo	PNAC Accreditation Mark	Mandatory Regulatory Conditions & Caveats
Corporate Letterheads, Invoices, Quotations, and Tenders	**YES**	**YES**	Must include standard version and accreditation text cleanly aligned at footer or header.
Digital Assets (Corporate Websites, Landing Pages)	**YES**	**YES**	Hyperlinked back to ACTS directory. Minimum resolution of 100 pixels must be preserved.
Social Media Profiles (LinkedIn, Facebook, Instagram)	**YES**	**YES**	Permitted on cover banners and official informational posts; banned as profile pictures.
Corporate Business Cards (Personnel Cards)	**YES**	**NO**	PNAC Mark is strictly banned on individual business cards to prevent misleading claims of personal certification.
Corporate Vehicles & Delivery Fleets	**YES**	**NO**	Permitted for ACTS brand to show company status. PNAC Mark is banned on vehicles due to cross-border transit limits.
Marketing Brochures, Annual Reports, & Press Releases	**YES**	**YES**	Permitted. Content must relate exclusively to the management system within the certified scope.
Physical Product Surfaces & Enclosures	**NO**	**NO**	Strictly Prohibited under ISO 17021-1. Represents a critical audit non-conformity.
Primary Product Packaging (Reaching End Consumer)	**NO**	**NO**	Strictly Prohibited. Only text statements are allowed on secondary/transit packaging (See Section 6.2).
Laboratory Test Reports & Calibration Certificates	**NO**	**NO**	Strictly Prohibited. Avoids implying that specific test samples are accredited/approved.
Promotional Items & Corporate Gifts (Mugs, Pens, USBs)	**YES**	**NO**	Allowed for ACTS logo only if the text 'Certified Management System' is clearly appended.

8. MONITORING, SUSPENSION, AND WITHDRAWAL PROTOCOLS

8.1 ACTS shall monitor clients' use of certification and accreditation marks during surveillance and recertification audits and, where appropriate, through review of websites, social media, advertisements, product/packaging samples and other publicly available material. Clients shall provide relevant examples or records of mark use when requested.

8.2 Where misuse or non-compliant use is identified, ACTS shall evaluate its nature, extent, impact, recurrence and potential to mislead. ACTS shall require correction and, where appropriate, corrective action in accordance with its nonconformity and certification procedures. The grading of a nonconformity shall be based on the applicable procedure and the seriousness of the case; misuse shall not automatically be classified as a Major nonconformity in every circumstance. Any corrective-action deadline shall be specified by ACTS according to the case and applicable procedure.

8.3 Suspension, withdrawal, expiry or termination: On suspension, withdrawal, expiry or termination of certification, the client shall immediately stop making any claim or use of the marks that is no longer authorized. Where only part of the scope, a site or an activity is affected, the client shall cease claims and mark use only in relation to the affected part and shall ensure that all remaining claims accurately reflect the valid scope. ACTS may require the client to:

- remove or amend the marks and certification references on websites, digital documents, email signatures and social media without delay;
- stop issuing or distributing documents and promotional material containing an inaccurate or unauthorized certification claim, and correct or replace such material where practicable; and
- remove, cover or amend physical signage and other displays within the timeframe specified by ACTS. Any interim display shall not continue to communicate an invalid or misleading certification claim.

ILLUSTRATIVE EXAMPLES

VEHICLES:



WEBSITE:



BUSINESS CARD:



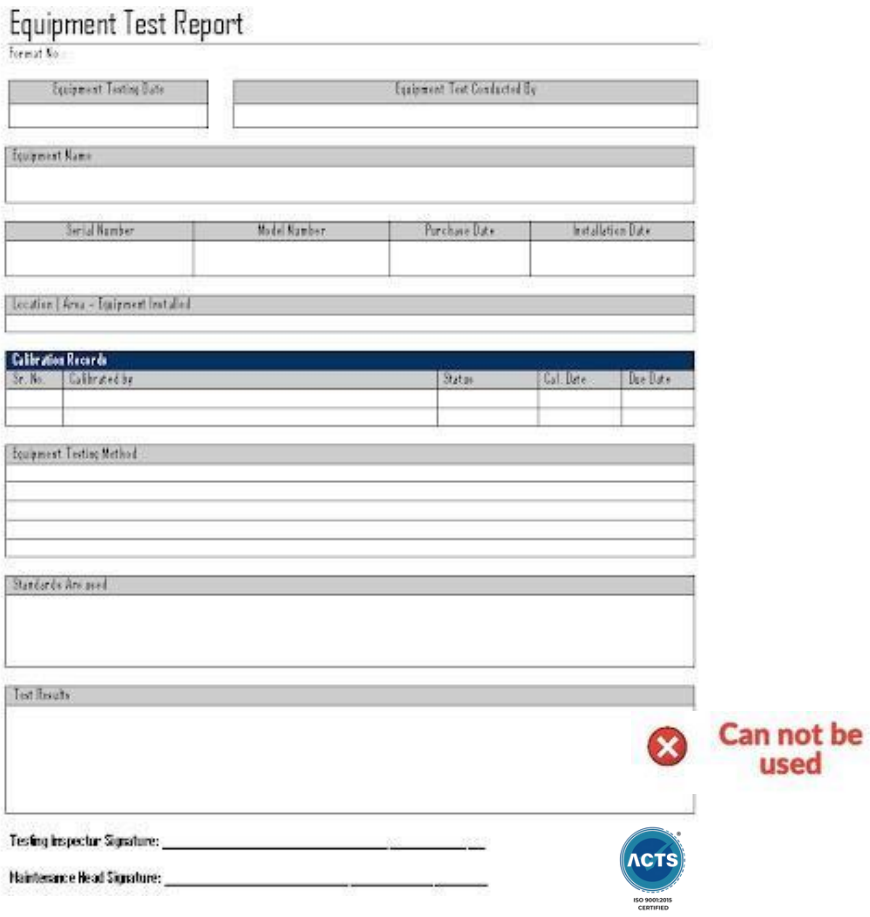
BUSINESS LETTERHEADS:



PRODUCTS:



TEST REPORT

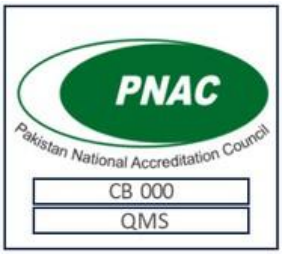


ACTS MARK ACTS issue its marks in one color only, dark and light blue logo shall be used items as mentioned above.

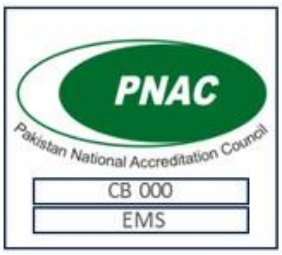
ACCREDITATION MARK

ACTS issues the accreditation mark to its certified clients with specific number underneath the PNAC Logo, which shall be used as given to clients by ACTS. This number represents that which certification ACTS has awarded with PNAC

accreditation. Below are the only examples







USE OF ACTS & ACCREDITATION MARK

The ACTS Certification Mark and PNAC Accreditation Mark shall be displayed together whenever the certified client is authorized to use the PNAC Accreditation Mark.

The PNAC Accreditation Mark shall be placed immediately to the left or right of the ACTS Certification Mark. The PNAC Accreditation Mark shall not be larger or more prominent than the ACTS Certification Mark.

Both marks shall maintain their original proportions, approved colors and legibility. The approved combined artwork supplied by ACTS shall be used without unauthorized alteration.

Can be used

PNAC Pakistan National Accreditation Council

ACTS ISO 9001:2015 CERTIFIED

PNAC Pakistan National Accreditation Council

ACTS ISO 9001:2015 CERTIFIED

Can not be used

SIZE OF ACTS MARK & ACCREDITATION MARK

The Mark(s) shall be displayed only in the appropriate form as demonstrated in figure above. The client is entitled to enlarge, if necessary, provided that the original proportion between the height and width of the Mark(s) will not be affected and the Mark(s) is legible.

While for web the logo shall not be posted with changed ratio and both ACTS mark and Accreditation Mark, shall not be used for less than 100 pixels.

ACTS Mark for Multiple Standard Certifications:

PNAC Pakistan National Accreditation Council CB 000 QMS

ACTS ISO 9001:2015 CERTIFIED | ACTS ISO 14001:2015 CERTIFIED | ACTS ISO 22000:2018 CERTIFIED | ACTS ISO 22716:2007 CERTIFIED | ACTS ISO 45001:2018 CERTIFIED

Document Code	Guide for Certification Mark				
ACTS-IMS/02/20	Rev#:	01	Issue Date:	01-10-2024	

Prepared and Reviewed by:
GM Certification (MR)
05-01-2026

Approved by:
CEO