

IN - Guidelines for the use of Logos/Marks relating to SQF Certification



Author/Owner:	Kurt Teuscher	Type:	Information
Approved by:	Kurt Teuscher	Revision:	Jul 2020 Rev. 10

Purpose

To manage and demonstrate compliance to ISO/IEC 17065:2012, the Criteria for the SQF Code Certification [latest Edition](#), and the conditions for use by ANSI accredited organizations.

Introduction

These guidelines have been created to enable CICS' clients, which have been successfully assessed against the SQF scheme, to use the CICS and SQF logos/marks in a manner that reflects and promotes their achievements and is not misleading in any way.

Logos/marks – which one can I use?

The SQFI logo may be used independently of the CICS' logo.

CICS Logo



The CICS' Logo can only be used by CICS' clients who have been successfully assessed against the [latest version of the](#) applicable SQF Code.

If you would only like to use the CICS logo to promote your SQF Certification, then you should also include the wording underneath e.g. "(insert site name from the SQF certificate)" – a site certified to the (insert applicable SQF Code) No. (insert number issued by the CB) and certified by CICS."

SQFI Logo



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This logo is for use by sites who have achieved and maintained SQF Food Safety Fundamentals or the SQF Food Safety Code and/or the SQF Quality Code. For further details please review Appendix 3: SQF Logo Rules of Use in the applicable SQF Code.

If you want to only use the SQFI logo to promote your SQF Certification, then you should also include wording underneath e.g. “(insert site name from the SQF certificate)” – a site certified to the (insert applicable SQF Code) No. (insert number issued by the CB), certified by CICS.”

SQF Quality Shield



The SQF Quality Shield can only be used by sites who have been successfully [certified by CICS](#) against the SQF Quality Code. Please review Appendix 5: Quality Shield Rules of Use of the SQF Quality Code for specific guidance on use.

You should also use the following wording in lieu of the SQF quality shield: “(insert site name from the SQF certificate)” – a site certified to the SQF Quality Code No. (insert number issued by the CB) and certified by CICS.”

Where can you use the CICS logo?

You can use the CICS’ logo on your marketing and promotional materials including letterheads, quotations and general stationery, brochures, literature, and exhibition standards, on internal walls and doors, as well as on your website. You should also include wording underneath e.g. “(insert site name from the SQF certificate)” – a site certified to the (insert applicable SQF Code) No. (insert number issued by the CB) and certified by CICS.”

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Where can you use the SQFI Logo?

Please review Appendix 3: SQF Logo Rules of Use in the applicable SQF Code.

You should also include wording underneath e.g. “(insert site name from the SQF certificate)” – a site certified to the (insert applicable SQF Code) No. (insert number issued by the CB) and certified by CICS.”

Where can you use the SQF Quality Shield?

As a certified site to the SQF Quality Code you must comply with the requirements established by SQF on Appendix 5: Quality Shield Rules of Use of the SQF Quality Code. You should also use the following wording in lieu of the SQF quality shield: “(insert site name from the SQF certificate)” – a site certified to the SQF Quality Code No. (insert number issued by the CB) and certified by CICS.” The words must appear in the dominant font color of the packaging.

Requirements for using the logos/marks

- Only use the artwork supplied by CICS or SQFI.
- When increasing or reducing logos, ensure that proportions are maintained, and all elements and words remain legible.
- Where a client wishes to promote their certification without using the relevant marks, the wording to be used shall be, “(insert site name from the SQF certificate)” – a site certified to the (insert applicable SQF Code) No. (insert number issued by the CB) and certified by CICS.”
- When the logos are used on a company’s website, a link to CICS’ website www.cics-americas.com must be put on the image.

Restrictions on the use of the logos/marks

- The logos/marks must not be used in any way that might mislead the reader about the status or scope of the certification.
- The certification logos may not be displayed on certificates of analysis, conformity, calibration certificates or testing certificates.
- Upon suspension or withdrawal of certification, the use of all marks shall be discontinued with immediate effect.

Suspension, withdrawal, or termination of certification

Upon suspension, withdrawal, or termination of certification, the client discontinues its use of all advertising matter that contains any reference to CICS or SQF logos and takes action as required by the SQF certification

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scheme, as per Appendix 3: SQF Logo Rules of use, Section 5 “Grounds for Suspending or Ceasing Use of the SQF Logo” of the SQF Applicable Code.

The client will also discontinue the use of all advertising matter containing CICS Americas logo.

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