8.0 TÜV SÜD Certification Marks and Certificates
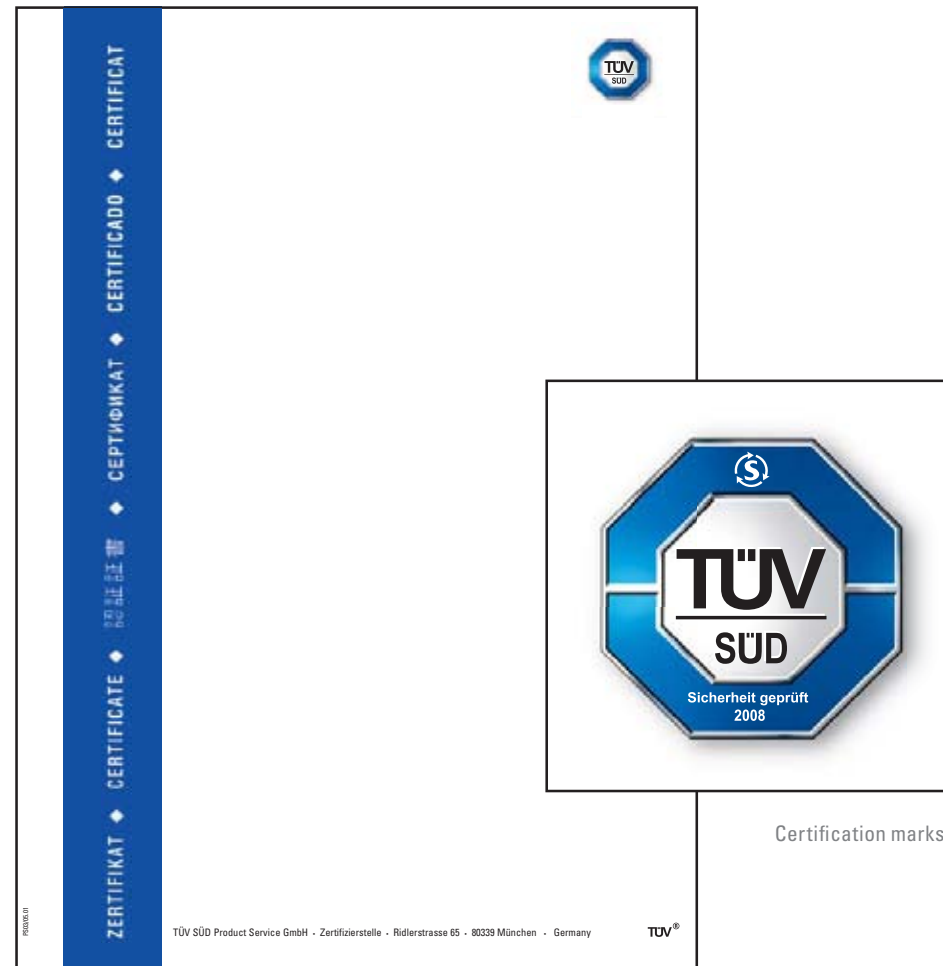
TÜV SÜD certification mark and certificate guidelines

The TÜV SÜD certification marks and certificates of the TÜV SÜD Group are protected worldwide and are used to authenticate certifications and inspections.

Note that all dimensions mentioned in this section are based on an A4 material size. They may vary depending on the final material size you implement.

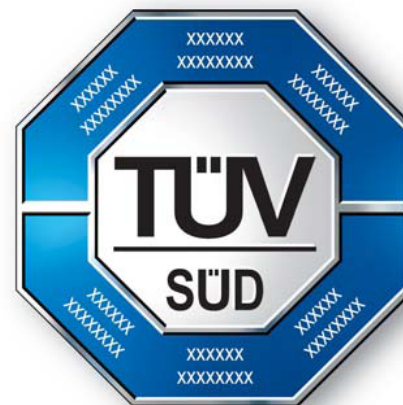

Certificates

Certification marks

The TÜV SÜD certification mark has been modelled on the TÜV SÜD corporate logo. Its consistent use on products and installations is vital to help the brand stand out from competition. It also helps to achieve a high degree of recognition for the brand. TÜV SÜD appears in the octagon in all TÜV SÜD certification marks.

The TÜV SÜD certification mark usually appears in 3D in blue. The shadow around the TÜV SÜD certification mark can be omitted for production reasons or if dictated by the way the mark is to be used. 2D versions in blue and black may also be used. The version of the TÜV SÜD certification mark that is chosen must be based on the notion of premium quality and added value.

Alternative designs (e.g. double octagons) are subject to approval on a case-by-case basis by Marketing (V-M) in consultation with V-AZN and the respective certification bodies.

Approval process for certification marks:

• Request and draft to be submitted by the operational area
   for discussion with the respective Marketing department.
• Approval from the respective certification department, business
   unit or division in conjunction with V-AZN, V-R and V-M.

3D version in 4-colour
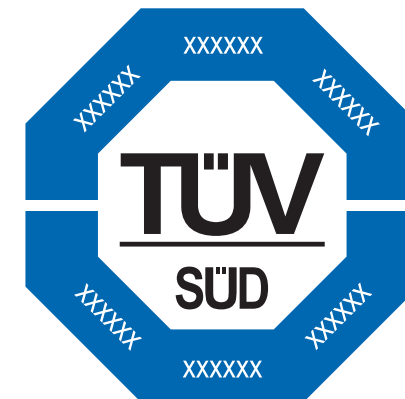
2D version in 2-colour

2D version in black and white
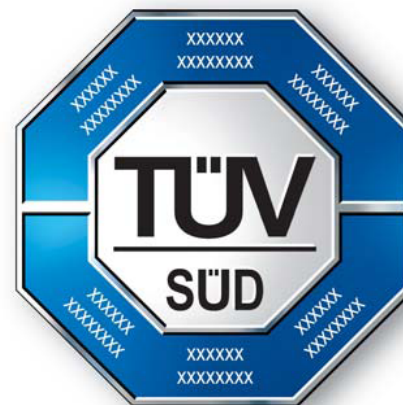
8.1.1 TÜV SÜD CERTIFICATION MARKS AND CERTIFICATES – TÜV SÜD CERTIFICATION MARK
TÜV SÜD certification marks

The octagonal frame for the TÜV SÜD certification mark is in Pantone 293, the same shade of blue as the company colour. Icons (e.g. "Q", "Leaf", "Hand", "Bar of Aesculap", "S") can be displayed on the certification mark. The use of such icons must be approved by the relevant certification body.

It is also possible to combine several certified systems in the TÜV SÜD Certification mark (e.g. ISO 9001 and OHSAS 18001). The statement of conformity always appears in the octagon frame and may not extend beyond it.

3D version in 4-colour
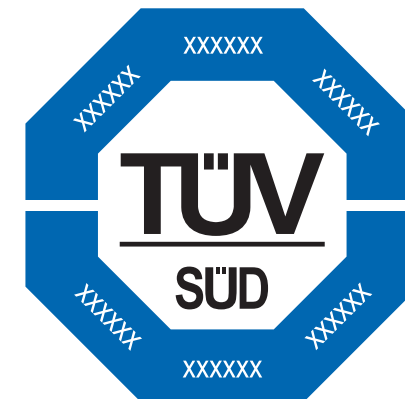
2D version in 2-colour

2D version in black and white

8.1.2 TÜV SÜD CERTIFICATION MARKS AND CERTIFICATES – TÜV SÜD CERTIFICATION MARK

Difference between TÜV SÜD octagon and certification mark

TÜV SÜD logo is a trademark used by only TÜV SÜD and its authorized subsidiaries. Clients are not allowed to use the TÜV SÜD logo for advertising and promotion purpose.

TÜV SÜD's clients which have been awarded the TÜV SÜD certification mark may use the certification marks for advertising and promotional purposes.

The TÜV SÜD certification mark has a horizontal bar across both sides of the blue frame.

Additional conformity statements are written on the blue frame of TÜV SÜD certification mark but not the logo.

Example of a TÜV SÜD certification mark

Example of the TÜV SÜD freestanding logo

Up to two-line text may be inserted within the octagon. The text should run along a central axis and not extend beyond the defined usable surface.

(A) **TÜV SÜD certification mark:**
- Colour: can be 2-colour (corporate blue Pantone 293 and black or silver Pantone 877 and black), 4-colour or black and white

(B) **Conformity statement:**
- Font: Arial Narrow Bold
- Size: depends on optimum readability.
  The general guideline is a minimum of 4pt and a maximum of 10pt, with two lines at most. For all width sizes of the total octagon, a clear margin of a must be maintained where a = height of the horizontal bar across the blue frame.
- Colour: white
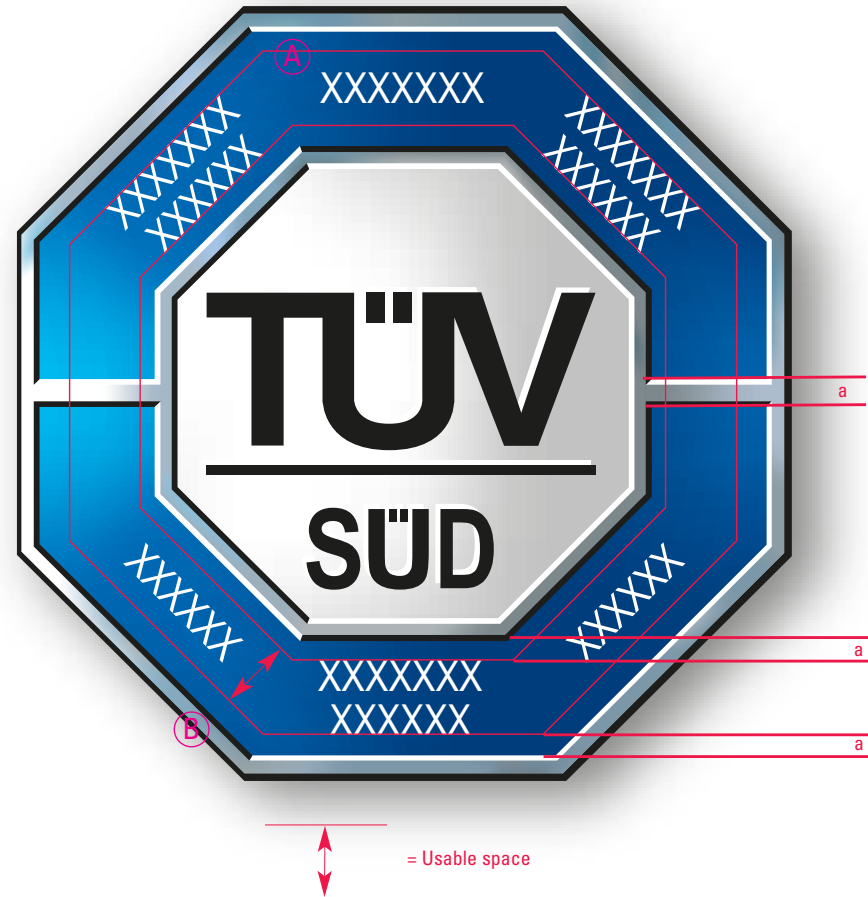
= Usable space

8.2.1 TÜV SÜD CERTIFICATION MARKS AND CERTIFICATES – TÜV SÜD CERTIFICATION MARK DIMENSIONING

Use of icons on TÜV SÜD certification mark

Icons can be displayed on the TÜV SÜD certification mark. The use of such icons must be approved by the relevant certification body. It is also possible to combine several certified systems in the TÜV SÜD certification mark (e.g. ISO 9001 and OHSAS 18001) as an integrated certification mark.

Some of the common icons includes "S", "Q", "Leaf", "Hand" or the "Bar of Aesculap".

The use of such icons must be approved by the relevant certification body.

Examples of certification marks with icons

Examples of integrated certification marks:

TÜV SÜD certification mark: clear zone

For visual clarity, all TÜV SÜD certification marks must be kept clear of any other elements. This clear space around the brand signature is known as the "clear zone". It is the minimum space that must be provided around the TÜV SÜD certification mark (in this case 1X, the width of the octagon), including how far it should appear from the page edge.

Inclusion of additional information such as certification number and validity can be added to the bottom of the TÜV SÜD certification mark beyond the clear zone but

- should not be misleading in any way
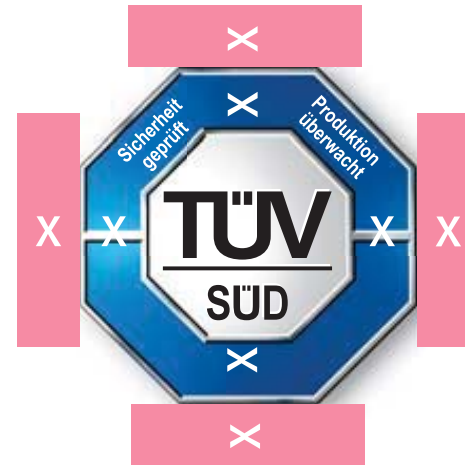- is subjected to the approval of the certification bodies.

8.2.3 TÜV SÜD CERTIFICATION MARKS AND CERTIFICATES – TÜV SÜD CERTIFICATION MARK DIMENSIONING

TÜV SÜD certification mark: minimum size

Legibility of the TÜV SÜD certification mark is of utmost priority when creating it. To ensure legibility, it is recommended that the physical size of the TÜV SÜD certification mark should be at least 25mm.

When the TÜV SÜD certification marks are this size, the conformity statement is at its smallest size of 4pt on a single line.

Miniature certification marks

To maintain the legibility of the TÜV SÜD certification mark on a very small space, it is possible to use stylised certification marks, especially for TÜV SÜD certification marks less than 5mm in height. Stylized certification marks exists for GS marks and certain TÜV SÜD certification marks as produced by the certification body.

- Proportion remains the same as a normal size certification mark
- Miniaturized TÜV SÜD certification mark is 2D and solid blue in colour

Miniature TÜV SÜD certification marks are exceptions and can only be released by the certification bodies on a case-by-case basis. In such cases, the normal sized TÜV SÜD certification mark is printed in the certificate.

25mm

8.3   TÜV SÜD CERTIFICATION MARKS AND CERTIFICATES – INCORRECT USE OF TÜV SÜD CERTIFICATION MARK

TÜV SÜD certification marks: incorrect usage

Here are examples showing incorrect alterations and colour applications of the TÜV SÜD certification mark. Always use the approved electronic artwork and follow the usage specifications outlined in this manual.

It is also important to note that the use of the TÜV SÜD certification mark must be in accordance with the conditions set in the Testing and Certification regulations.

Certification marks are issued by the respective certification bodies and should not be modified, changed or edited in anyway.
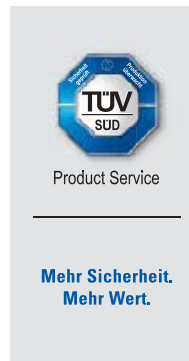
X The TÜV SÜD certification mark must stand alone and may not be combined with other features (logos, claims or graphics).

X The TÜV SÜD certification mark may not be combined with the corporate or company logo.

**Choose certainty.
Add value.**

X The slogan used by the TÜV SÜD Group "Choose certainty. Add value." may not be used together with the TÜV SÜD certification mark.

Product Service

**Mehr Sicherheit.
Mehr Wert.**

X The TÜV SÜD certification mark may not be displayed in the Corporate Area (the grey background area) and may not be shown together with it.

Lorem ipsum dolor

X Neither the content nor the design of the conformity statement within the TÜV SÜD certification mark may be changed.

Slogan of another company

X The TÜV SÜD certification mark may not be used in conjunction with another company's own slogan.

8.4 TÜV SÜD CERTIFICATION MARKS AND CERTIFICATES – CERTIFICATES WITH WIDE VERTICAL BAR

Certificates: wide vertical bar

Certificates confirm the conformity of products, systems or persons with the various applicable guidelines, laws, standards and quality requirements. The design of a certificate must be clear, informative and factual. Certificates are designed without a Corporate Area – only the freestanding logo is used. Customer logo may also be featured within the text area provided it is smaller than the TÜV SÜD freestanding logo.

(A) TÜV SÜD logo:
- Logo: freestanding TÜV SÜD logo (with company name)
- Colour: 2- or 4-colour

(B) Vertical bar:
- Colour: corporate blue
- Contains: the word "certificate" in different languages, white
- Font: certificate text in bar – Univers Condensed Bold, upper case, size is 16pt/25pt leading and centred in height
- Aligned to full trim and bleed off top and bottom of page

(C) Address:
- Font: Univers Condensed Light, ranged left, upper and lower case
- Size: 9pt/11.5pt leading
- Colour: black 100%

(D) Certificate reference code:
- Font: Univers Condensed Light, centred, upper and lower case
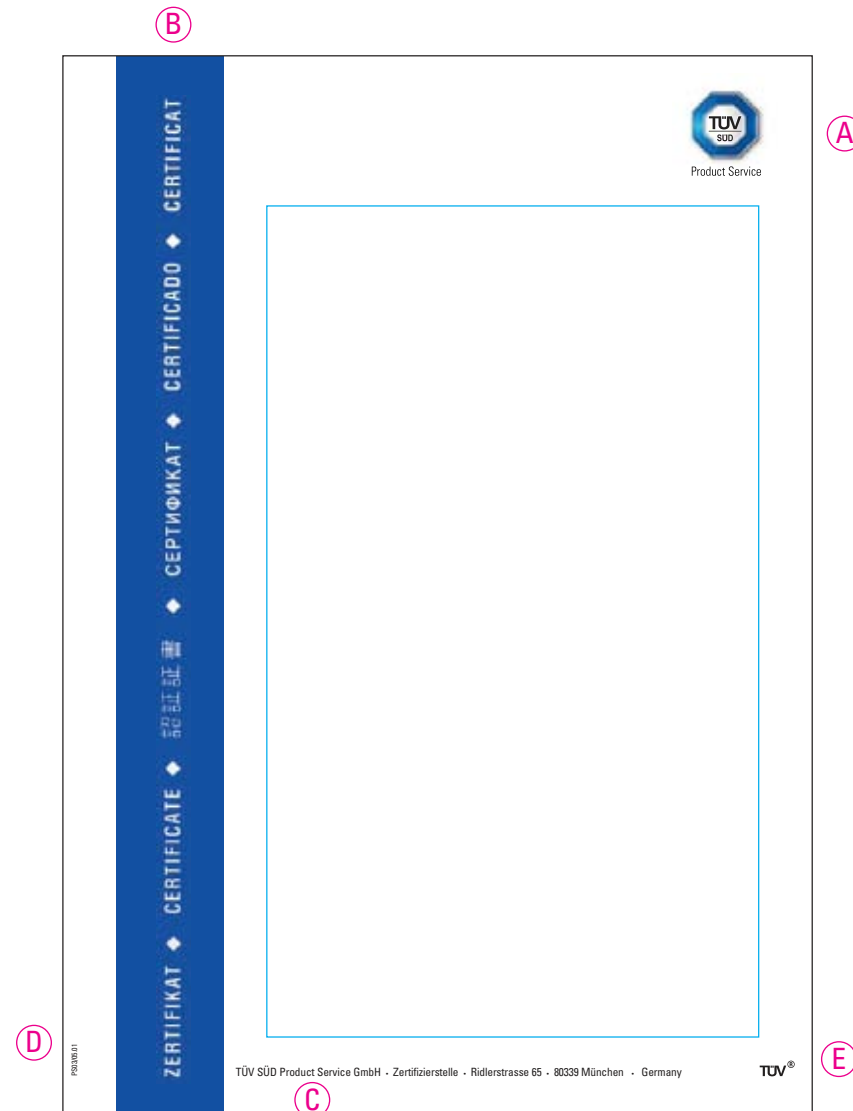- Size: 6pt
- Colour: black 100%

(E) TÜV® registered trademark:
- Colour: black 100%
- Size: 11.5pt

Example

Text area

8.4.1 TÜV SÜD CERTIFICATION MARKS AND CERTIFICATES – CERTIFICATES WITH WIDE VERTICAL BAR

Certificates: wide vertical bar with measurements

Dimensions

15 mm | 30 mm | 12 mm | 15 mm

12 mm

10 mm

18.5 mm

42 mm

18.5 mm

Product Service

274 mm

Text area

CERTIFICAT ◆ CERTIFICADO ◆ CERTIFICAT ◆ СЕРТИФИКАТ ◆ 证书 ◆ CERTIFICATE ◆ ZERTIFIKAT

TÜV SÜD Product Service GmbH · Zertifizierstelle · Ridlerstrasse 65 · 80339 München · Germany

TÜV®

5 mm

22 mm

11 mm

4 mm

3.5 mm

161.5 mm

8.0
Overview

8.1
TÜV SÜD
certification mark

8.2
TÜV SÜD
certification mark
dimensioning

8.3
Incorrect use of
TÜV SÜD
certification mark

8.4
Certificates
with wide
vertical bar

8.5
Certificates
with narrow
vertical bar

8.6
Certificates
back page

Certificates confirm the conformity of products, systems or persons with the various applicable guidelines, laws, standards and quality requirements. The design of a certificate must be clear, informative and factual. Certificates are designed without a Corporate Area – only the freestanding logo is used. Customer logo may also be featured within the text area provided it is smaller than the TÜV SÜD freestanding logo.

Ⓐ **TÜV SÜD logo:**
- Logo: freestanding TÜV SÜD logo (with company name)
- Colour: 2- or 4-colour

Ⓑ **Vertical bar:**
- Colour: corporate blue
- Contains: the word "certificate" in different languages in white
- Font: certificate text in bar – Univers Condensed Bold, upper case, size is 16pt/25 leading and centred in height
- Aligned to full trim and bleed off top and bottom of page

Ⓒ **Address:**
- Font: Univers Condensed Light, ranged left, upper and lower case
- Size: 9pt/11.5pt leading
- Colour: black 100%

Ⓓ **Certificate reference code:**
- Font: Univers Condensed Light, centred, upper and lower case
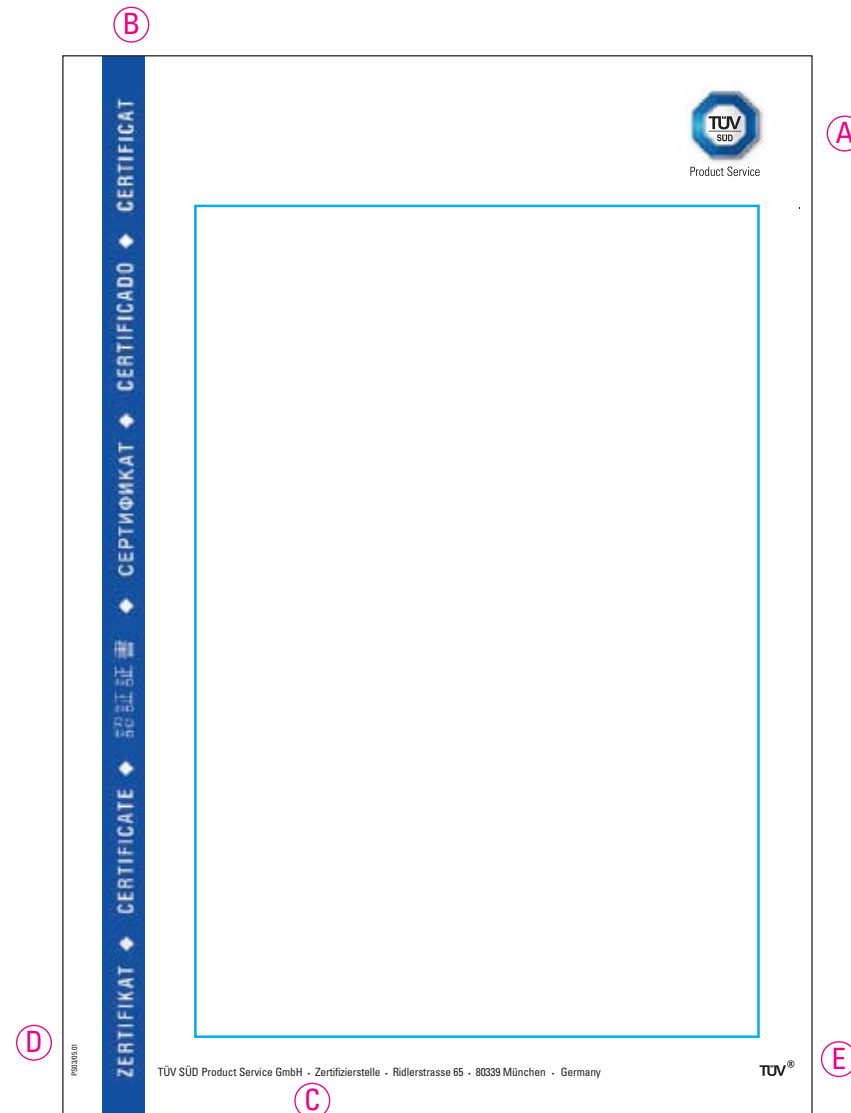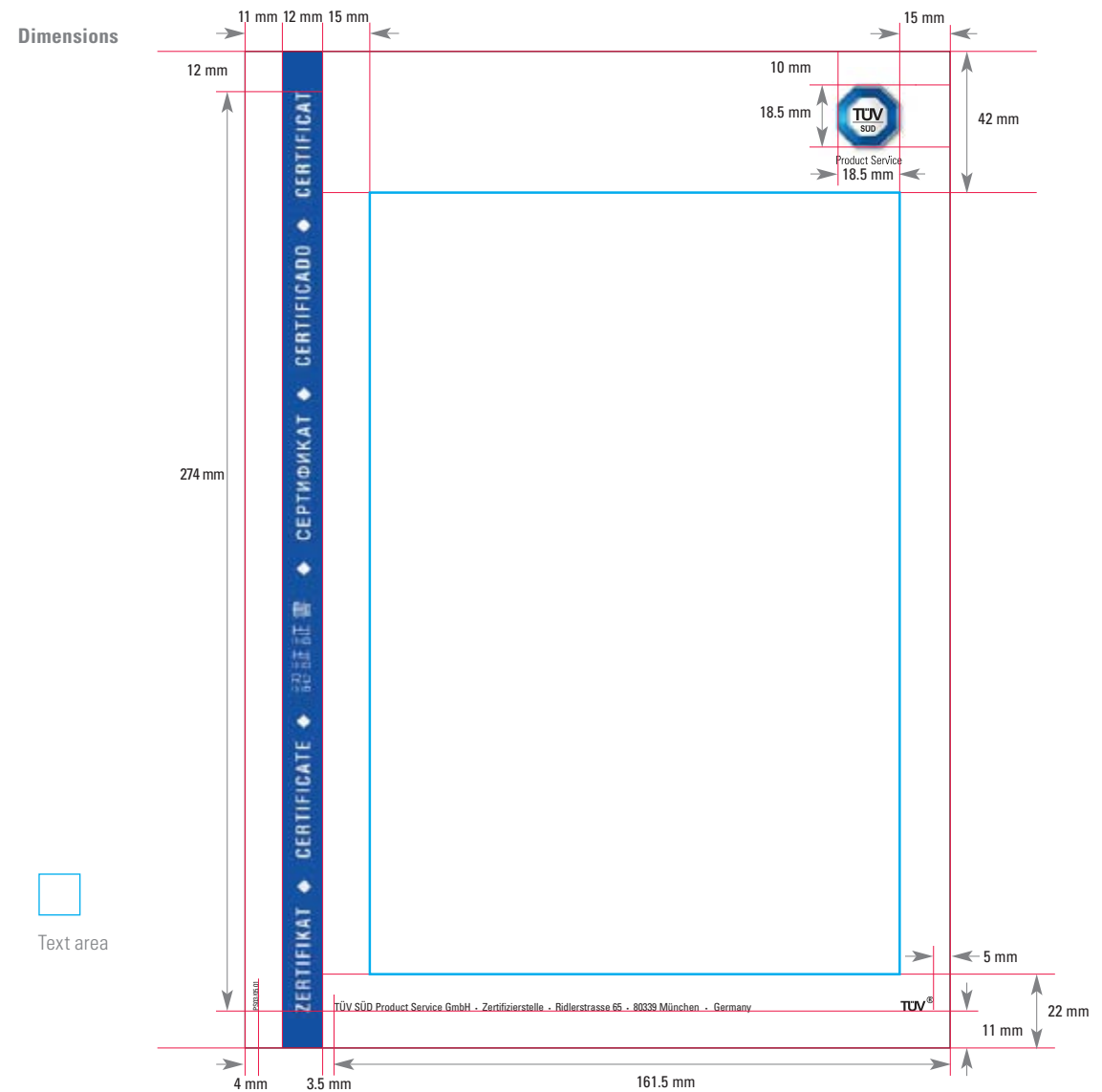- Size: 6pt
- Colour: black 100%

Ⓔ **TÜV® registered trademark:**
- Colour: black 100%
- Size: 11.5pt

Example

Text area

Certificates: narrow vertical bar with measurements

Dimensions

11 mm   12 mm   15 mm

15 mm

12 mm

10 mm

18.5 mm

42 mm

18.5 mm

CERTIFICAT

CERTIFICADO ◆

СЕРТИФИКАТ ◆

证书 ◆

◆

CERTIFICATE ◆

ZERTIFIKAT ◆

Product Service

274 mm

5 mm

TÜV SÜD Product Service GmbH · Zertifizierstelle · Ridlerstrasse 65 · 80339 München · Germany

TÜV®

22 mm

11 mm

4 mm   3.5 mm

161.5 mm

Text area

8.0
Overview

8.1
TÜV SÜD
certification mark

8.2
TÜV SÜD
certification mark
dimensioning

8.3
Incorrect use of
TÜV SÜD
certification mark

8.4
Certificates
with wide
vertical bar

8.5
Certificates
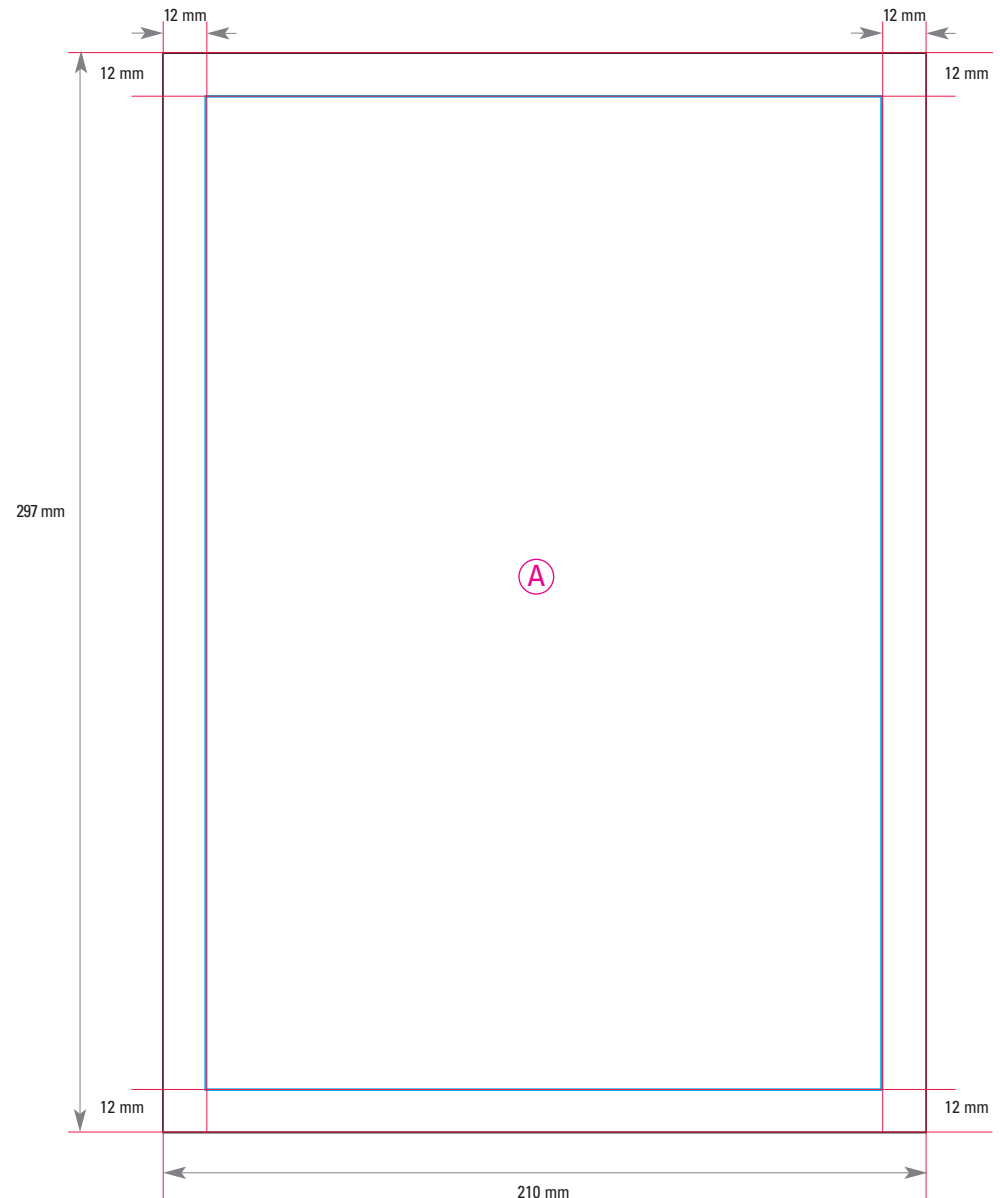with narrow
vertical bar

8.6
Certificates
back page

Reference to Testing and Certification Regulations, and additional information shall be included on the back page.

(A) **Body text:**

- Font: Univers Condensed, ranged left, upper and lower case
- Size: 8pt/10pt leading
- Colour: black 100% or corporate grey

Dimensions

12 mm

12 mm

12 mm

12 mm

297 mm

(A)

12 mm

12 mm

210 mm

Text area