



CMACS MARK APPLICATION

Version: November 2017

1. ADVERTISING CERTIFICATION

- 1.1 The Organization or any other person may not claim or refer to the Relevant Scheme in an advertisement or other form of publicity, to give the impression that CMA Certification has approved the quality of the Organization's Products which are not included in the scope of certification indicated on the Permit.
- 1.2 The logos of the International Organization for Standardisation (ISO), the International Accreditation Forum (IAF) and the logos of CMA Certification's Accreditation Body (SANAS) may not be utilised in any way whatsoever.
- 1.3 The Organization may provide copies of the Certification Documents to other parties provided that the documentation is reproduced in its entirety. Copies of Certification Documents may not cause incorrect impressions of the Organization's Certification scope.

2. MARKS AND SCHEME LOGO

- 2.1 The certified Organization may use the CMA Certification product scheme logo in order to show compliance with the relevant SANS Specification to which they have been assessed and certified to.
- 2.2 The CMA Certification product scheme logo may only be used by the Organization whilst it maintains a valid registration permit issued by CMA Certification.
- 2.3 The certified Organization MAY display the CMA Certification scheme logo, on condition that it is clear from such displays that the logo relates to the product and brand as specified in the permit, as follows:
 - 2.3.1 On its letterheads and stationery.
 - 2.3.2 In advertising or in promotional material
 - 2.3.3 On a panel or boarding that identifies its premises or the nature of its business.
 - 2.3.4 On a fleet vehicle or delivery vehicle.
 - 2.3.5 On the Organization's product packaging, product label or on the product itself – but only on the product(s) which has been evaluated and certified by CMA Certification.
- 2.4 The CMA certification logo MAY NOT be used:
 - 2.4.1 On any test report or product data sheet or in any circumstances that suggest that the logo applies to a particular product test result generated by the organization.
 - 2.4.2 No CMA Certification logo shall be applied to laboratory test, MSDS, TDS, calibration or inspection reports or on any other documentation, which may be deemed as misleading.
 - 2.4.3 The certification scheme logo referred to above may not be used in any manner whatsoever after the cancellation of the registration and must be removed from all media such as the product, product packaging, Internet, brochures, letterheads, advertising, billboards, etc with immediate effect.
- 2.5 Specification numbers and / or permit numbers need only be added to the logo in cases where confusion may exist as to which part of the product has been certified or where required by legislation.



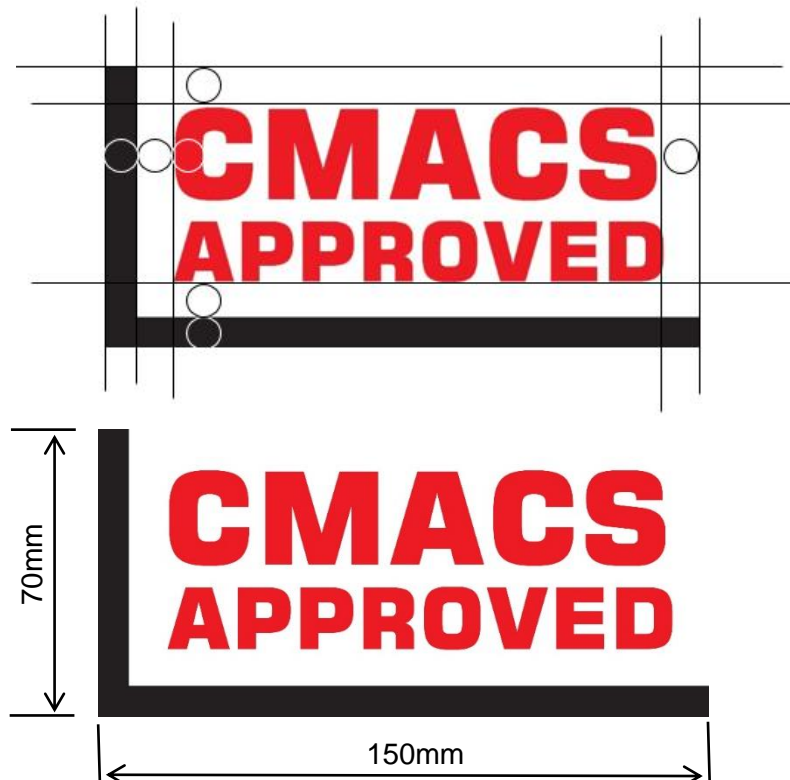
- 2.6 There shall be no ambiguity in the use of the logo or accompanying text. The organization may not imply that the certification applies to products that are outside the scope of certification, nor shall the logo be used in a way which may be likely to confuse purchasers.
- 2.7 The mark shall not be used on a product or product packaging in any way that may be interpreted as denoting product conformity for products and specific brands unless compliance can be shown to the requirements of the current specification through the evaluation regime.
- 2.8 The Organization may not imply that a product complies with a specification if the due process with regards to certification has not been followed or completed.
- 2.9 The organizations' use of the logo in all media such as the product, product packaging, Internet, brochures, advertising, billboards, etc shall not make any statement that is misleading in any manner whatsoever.
- 2.10 The Organizations' name must appear on any communication materials where the logo is used.
- 2.11 The Organization may not modify or alter the logo design in any way. The logo may not be translated or otherwise localized into any other language.
- 2.12 The Organization may not combine the CMA Certification logo with any other object, including but not limited to, other logos, icons, words, graphics, photos, slogans, numbers, symbols, design features or website audio files. Further, the logo cannot be used with any other trademark (including the company name) unless it is sufficiently distinguished from the surrounding and adjacent text.
- 2.13 The logo may not be displayed more prominent than the organizations logo.
- 2.14 The logo must not be stretched or compressed horizontally or vertically or distorted in any way.
- 2.15 The Organization cannot assign or sub license the right to use the logo.
- 2.16 The application of the Certification mark on the specific commodity shall be cleared with CMA Certification prior to utilization.
- 2.17 Organizations certified by CMA Certification are not entitled to use the logos of CMA Certification's accreditation bodies in any way i.e. no organization may use the SANAS logo in any form whatsoever.
- 2.18 The Organization can no longer use the logo if recognition is suspended or withdrawn by CMA Certification.
- 2.19 When placed under suspension, the Organizations' product certification is temporarily invalid. Therefore, the Organization shall for the period of suspension, refrain from further promotion of their certification, nor shall they imply that the product complies with any SANS specification.
- 2.20 Subsequent to the cancellation or expiry of its certification, the organization shall discontinue the application of the CMA Certification logo on the product and / or product packaging, with immediate effect, and will be responsible for withdrawal of all product and /or product packing displaying the logo from the organizations' supply chain within 7 working days.



- 5.21 Subsequent to the cancellation or expiry of its certification, the Organization shall discontinue all use of all material that contains any reference to a certified state or displays the CMA Certification logo, with immediate effect, and will be responsible for withdrawal of the logo from the Organizations' supply chain within 7 working days. The Organization shall do nothing to lead suppliers into believing that the Organization is still licensed to use the logo or is connected to or recognized by CMA Certification in any way.
- 2.22 Should CMA Certification change the product Certification logo, the Organization shall ensure that:
- 2.22.1 Any documentation (e.g. labels, brochures, letterheads, etc) printed with old logos may continue to be used until the current stock has been depleted. Any new material printed shall display the latest version of the logo.
- 2.22.2 Any product which has the logo printed on the product (e.g. by laser printing) shall display the latest version of the logo.
- 2.22.3 Any product which has the logo embossed on the product (e.g. the logo forms part of a mould) the logo will remain valid until such time as the mould is replaced.

3. Mark description and samples:

- 3.1 The CMACS Mark of approval consists of 3 different formats:
- 3.1.1 **Full colour logo for corporate branding.** Below is an example. The examples show measurements to indicate *proportions* and the *aspect ratio* of the mark. When applying the mark, it is of very high importance to apply the measurements (aspect ratio) and colour as indicated in order to maintain the corporate identity.





**CMA CERTIFICATION
SERVICES (PTY) LTD**
Quality cast in concrete

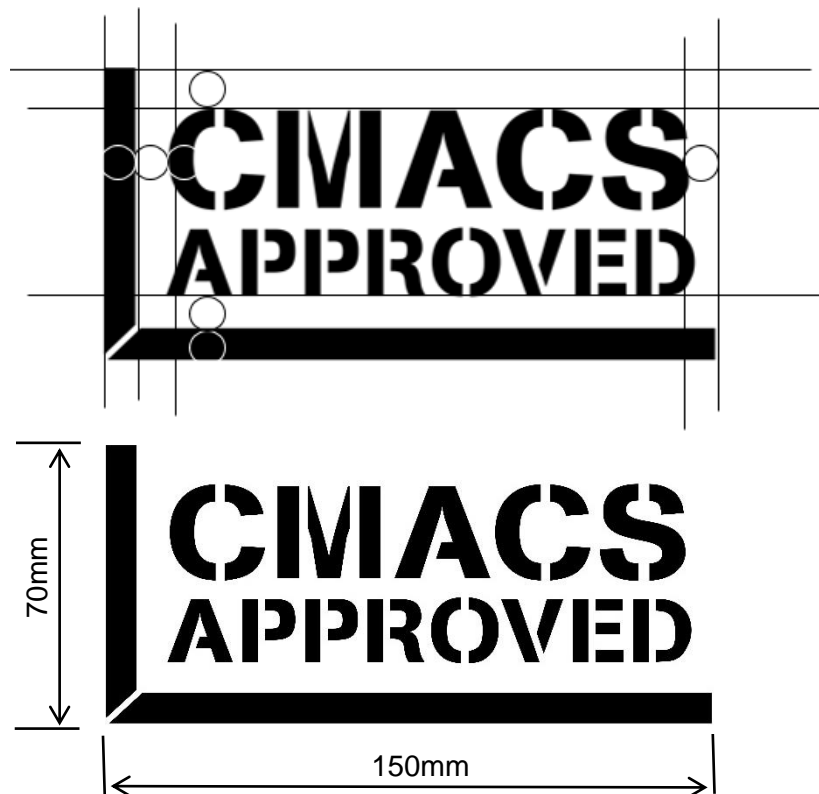
The measurements indicated above is an indication. Depending on the application, the size of the image might change but the original aspect ratio must be retained at all times. The mark may not be elongated, stretched or squeezed in any way what so ever. The aspect ratio is: **1 : 2.14**

This means if the mark is used and shrunk down to a smaller size, and the height changes to 30mm the length should be $\pm 64\text{mm}$. This is determined in the following way: $30 \times 2.14 = 64.2$

If the size of the mark is increased, and the height of the logo changes to, for example, 130mm, the length should be $\pm 278\text{mm}$ ($130 \times 2,14 = 278.2$). Always maintain the aspect ratio of the mark.

Font Type: Square 721 Blk Normal
Font Colour: 0C 100M 100Y 0K
All Black: 0C 0M 0Y 100K
Font Size – 1st Line: Base size
Font Size – 2nd Line: 2/3 of base size

- 3.1.2 **Stencil type logo for product application.** Below is an example. The same rules apply to the stencil type mark as would apply to the corporate type mark. The examples show measurements to indicate **proportions** and the **aspect ratio** of the mark. When applying the mark, it is of very high importance to apply the measurements (aspect ratio) and colour as indicated in order to maintain the corporate identity.



Font Type: Stencilia-A Regular
Font Colour: Not specified – to be determined by mark bearer.
Font Size – 1st Line: Base size
Font Size – 2nd Line: 2/3 of base size

- Postal Address: Post Net Suite 334, Private Bag X15, Menlo Park, 0102
- Physical Address: Office 0400, Standard Plaza Building, 440 Hilda Street, Hatfield, Pretoria, 0083
- Tel: +27 11 805 6742 • E-Mail: admin@cma.org.za • Website: www.cma.org.za



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3.1.3 **Rubber stamp format.** Below is an example. The same rules apply to the rubber stamp type mark as would apply to the corporate type mark.



4. General:

Files to accompany this document:

- 4.1 Mark Logo.jpg
- 4.2 CMACS Stencil.jpg
- 4.3 CMACS Stencil.eps
- 4.4 CMACS Stamp.jpg

In having tested your product/s and achieved the mark of approval, use it to your advantage. Apply it to be highly visible so that your clients may know that your product is of superior quality.

Direct any enquiries or requirements to 00. We may also be contacted on (011) 805 6742.



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