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Guide to Using the NSF-ISR Mark





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Introduction

The NSF-ISR mark is a powerful marketing tool available to organizations as they build industry confidence in their organization and services. Important specifications are chosen, and key purchase and usage decisions are made based on the NSF-ISR mark. NSF-ISR third-party certification includes use of this mark as long as the organization continues to conform to specific certification standards. This document was prepared to assist and guide NSF-ISR clients in promoting their certification achievement.



Benefits of Using the NSF-ISR Mark

Use the NSF-ISR mark to demonstrate your commitment and promote your organization's certification accomplishment to customers. The NSF-ISR mark:

- **Increases the acceptance of your company or service.** Your clients, potential clients, regulators, retailers and dealers are all more inclined to trust literature, advertising and promotion that bear the NSF-ISR mark.
- **Builds confidence and trust in your company or service.** When your clients see the NSF-ISR mark next to your company's name or in an advertisement, they know that your business has been evaluated by a third-party, non-biased organization and has successfully met the requirements of a standard.
- **Allows for easier entry into new markets.** Whether it's a new industry segment or a new international market, the NSF-ISR mark on advertising and literature makes it easier to reach potential clients.
- **Provides a faster communications tool.** The challenge for any company is to communicate its safety and reliability quickly and effectively. The NSF-ISR mark is one tool that does this. It is a small mark with a giant message.
- **Gives your company and its services additional exposure.** With the NSF-ISR mark, your company's exposure is greatly increased through NSF-ISR's online listings.
- **Reduces marketing costs.** Credibility and confidence come faster with independent certification, which reduces marketing expenses for that purpose.
- **Increases sales.** When you combine all of the advantages, the bottom line is that the NSF-ISR mark will help increase sales. But this is only true for a company that consistently uses it, prints it, displays it and promotes the fact that the company is qualified to bear this valuable mark.



Guidelines for Using the NSF-ISR Mark

This section is taken from NSF-ISR AESOP 4876, "NSF-ISR Policies for Accredited Registration and Other Third-Party Services." View the document in its entirety on [NSF Online](#).

Written Authorization for Registration and Use of the NSF Management Systems Certification Mark

NSF and its Mark(s) are registered trademarks of NSF International. No Organization or person shall apply or use a Mark in connection with a site or product, or represent in any way that the site or product is Registered, until receipt of written authorization by NSF-ISR.

The Mark shall be displayed as described on in this document. Failure to conform to these requirements may result in a request for formal corrective action or legal action.

All marks are property of either NSF-ISR or accrediting bodies and must be returned to NSF-ISR upon termination of services.

Use of the NSF Management Systems Certification Mark- Listing of Registered Sites Only

An Organization shall use the NSF Management Systems Certification Mark only in association with a site shown in the Listing of Registered sites.

Use of the NSF Management Systems Certification Mark or Certificate - Advertising and Literature

Use of the Marks, certificates, or statements of management systems certification on sales literature, websites, brochures, promotions, and catalogs in advertising of Registration is acceptable, provided the Organization complies with the following:

The Organization shall not:

- Directly or indirectly represent, advertise, imply or claim that products (including services) or a non-Registered site are registered by NSF-ISR. This also includes any business activities not covered under the Scope of Registration in the NSF-ISR certificate.
- Does not reference certification in such a manner that would bring the Accreditation Body or NSF-ISR into disrepute and lose public trust.

The NSF Management Systems Certification Marks, certificate or statements of management systems certification shall not:

- Be used to imply that a product is Certified, has an environmental benefit, or is of superior quality. A product is defined as a tangible product itself or product in product packaging seen by the consumer. In the case of testing / analyzing activities, it could be a test / analysis report, certificate of conformance, product warrantee or guarantee.
- Be used on products or consumer packaging, under any circumstances.

- Be used on lab test, calibration or inspection reports or any document/record that attests to product suitability, fitness, or conformance (e.g. product specification sheets, technical datasheets, certificates of conformance, certificates of analysis, e.g.). When using symbols or logos, adequate attention should be paid to avoid that no certificate document, mark or report, or any report thereof, is used in a misleading manner.
- Be advertised should the organization's certification be suspended or withdrawn.
- Be used to imply that activities, processes, products, services or sites outside of the scope of registration are part of the certification.

Use of Accreditation Marks

An Organization registered by NSF-ISR for a scope that is within NSF-ISR's accredited scope, shall be issued a Registration Certificate that includes the Mark of the Accreditation Body. NSF-ISR will provide the Organization with an electronic copy of the NSF Management Systems Certification and the official Accreditation Body Marks. The Organization may use the Accreditation Mark, in conjunction with the NSF Management Systems Certification Mark, as follows:

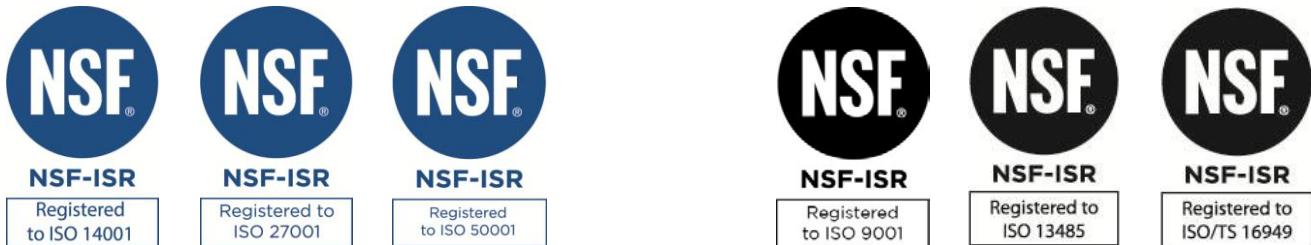
- The Accreditation Mark(s) shall be used in a manner that clearly communicates the meaning of the Accreditation Mark in regard to the NSF Registration Mark, and does not imply that the Organization is Registered by the Accreditation Body (i.e. the Accreditation Mark(s) may not be used without the NSF Management Systems Certification Mark);
- The Accreditation Mark(s) shall be reproduced on a white or light-colored background or in blue (PMS 286 or equivalent) and red (PMS 485 or equivalent) in a size that makes all features of the symbol clearly distinguishable without distortion of its dimension and not larger in size than the NSF Management Systems Certification Mark.
- The Accreditation Mark shall not be used in isolation of the NSF Management Systems Certification Mark and shall be in direct proximity to the NSF Registration Mark.
- The NSF Management Systems Certification Mark and Accreditation Mark(s) may be used on an Organization's stationary, literature and advertising subject to the conditions for use of this policy.
- The NSF Management Systems Certification Mark and the Accreditation Mark(s) may not be used on a product, process, service, or product packaging of a certified organization to imply, in such a way, certification or approval of the product, process, service, or packaging.
- NSF Management Systems Certification Mark and Accreditation Marks acquired by contacting your Certification Services Specialist.
- Additional requirements for using the PEFC mark may be found here:
<http://www.pefc.org/index.php/standards/logo-use>

Graphic Guidelines for Literature and Advertising

Specific NSF-ISR marks are available for certifications services offered by NSF-ISR. Marks can be used in color and black & white, and must be specific to your certification. You can use NSF-ISR marks on your company website, letterhead, business cards, placards and other promotional materials.

Color Options

When using the NSF-ISR mark in color, it must be produced using Pantone 294 Blue. Note: The ® symbol must be visible and positioned to the bottom right of the “F”. See examples:



100% Pantone 294

Black & White

Visibility

The NSF-ISR certification mark shall not be cropped. The mark must be 100% visible and the NSF-ISR letters must be legible.

Representation

The mark shall not appear in a manner that may directly or indirectly represent non-certified products/systems as certified by NSF-ISR or NSF International.

Size

For visibility and legibility, it is recommended that the NSF-ISR mark be reproduced no smaller than 3/8 inches (.9525 cm) in diameter in print materials.

The NSF-ISR Swirl Logo - Official Use

- Used on all NSF-ISR certificates issued globally
- Used for all official NSF-ISR business conducted in China
- Not used outside of China other than on NSF-ISR issued certificates



This logo should not be used in any other manner than stated above

How to Use Various Graphic File Formats of the NSF-ISR Mark

The NSF-ISR marks specific to your certification were provided to you in your certification package. We provide the logos in different formats for optimal use in different media such as printed materials, Word or PowerPoint documents, a Web page and general communications. See below for details on choosing the appropriate graphic format for your needs.

JPEG

- Common image format
- Can be used in a variety of settings (Word and PowerPoint, general communications)

GIF

- Good for use on a website, such as on your home page
- If you wish to make this mark "clickable" to access NSF-ISR's site, please use the following code
``

TIFF

- Select when using the mark in a page layout program, such as Adobe PageMaker
- May need to select "MAC" or "WIN" file depending on your operating system

EPS

- Select if you plan to significantly increase or decrease the size of the mark
- For printing and higher end communications
- EPS graphic files are not pixel based and may be sized at will with no decrease in image quality
 - Note: Only certain types of software (such as Adobe Photoshop) can open EPS files
 - A graphic designer will know how to use EPS files

AI

- Use with the Adobe Illustrator program
- A graphic designer will know how to use AI files

How to Order Flags, Banners and Co-Marketing Items

Step 1

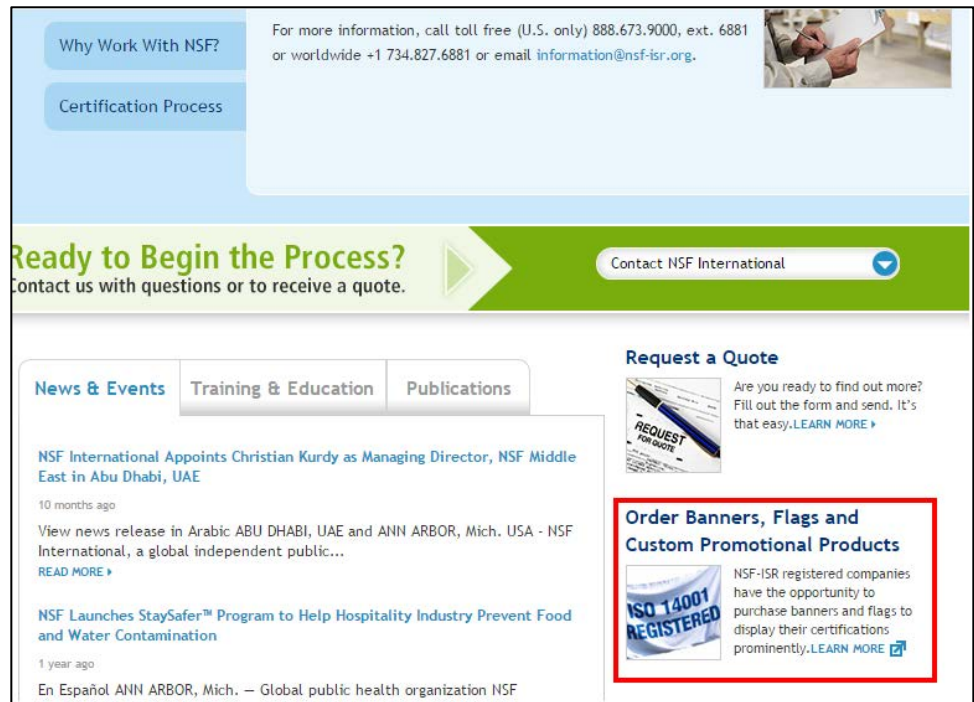
Direct your browser to www.nsf-isr.org

Choose the standard relevant to your company (such as [ISO 9001 QMS](#)) from the list of Services to get to the order page.



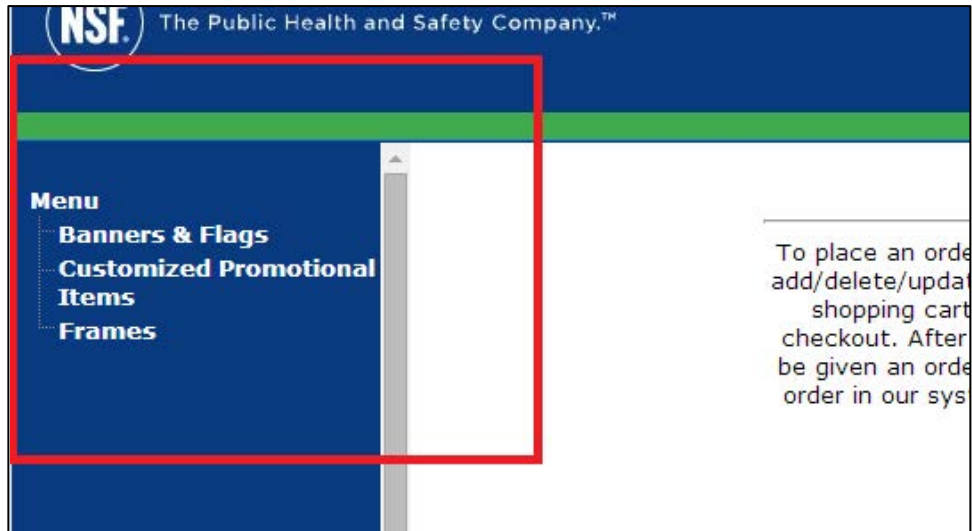
Step 2

On the lower right side of the page, below “Request a Quote,” you will find the link that directs you to the “Banner, Flag and Promotional Item” Portal.



Step 3

You will be taken to the purchasing site - choose a category on the left.

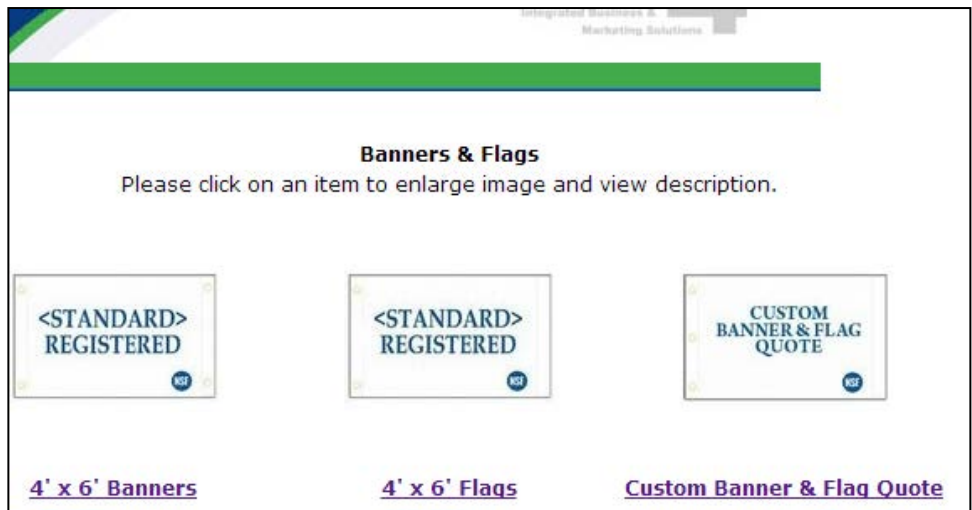


Step 4a

Click [Banners & Flags](#) to order 4'x6' banners or flags.

Choose Custom Banner & Flag Quote to choose your own size flag, combine multiple registrations, and add your company's logo.

Continue to **Step 5** for purchasing banners & flags.



Step 4b

Click [Customized Promotional Items](#) to choose from a variety of co-marketing items.

- Promotional items that can be customized include:**
- Customized banners and plaques
 - Give-away items for "registration" events
 - Desk-top items to promote client registration
 - Customized notecards
 - Promoclips
 - Promotional pens
 - Mugs
 - Bags
 - Accessories
 - Golf Items
 - Etc.


Step 4c

Click [Frames](#) to order a frame for you NSF-ISR certificate.

Item: Beveled Glass Frame

Description: This sleek, 11" x 14" beveled glass frame holds your 8.5" x 11" NSF Management Systems Registration certificate. The easy to open and close hinged back allows you to insert your current registration certificate. The NSF Management Systems Registration mark is etched in the lower right corner of the glass. Each frame arrives individually gift boxed.

Packaged: 1/Each
Max. Order: 10 Each



Step 5

Choose [Banner](#), [Flag](#), or [Custom](#) and click on the appropriate standard from the drop-down menu.

Option: ▼

Step 6

You will be directed to enter the desired quantity and fill out payment and shipping information.

Generic User - Order Information

* Required fields

Billing Address

Company:

* **Atten:**