


BRAND AND LOGO USE INSTRUCTION




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1. Purpose

This instruction has been prepared to define the full, complete, and accreditation-compliant use of the Denetik brand for certifications issued by Denetik Belgelendirme A.Ş. (TÜRKAK-accredited) and Denetik Certification, LLC (ANAB-accredited).

2. Responsibility


Responsibilities are as follows:

Relevant Responsibility	Responsible Organization	Symbol
Use of the ANAB Accreditation Symbol	Denetik Certification, LLC	
Use of the Denetik Certification, LLC Certification Symbol	Denetik Certification, LLC	
Use of the TÜRKAK Accreditation Symbol	Denetik Belgelendirme AŞ	The use of TÜRKAK accreditation symbols and the IAF-associated symbol is described below.
Use of the Denetik Belgelendirme A.Ş. Certification Symbol	Denetik Belgelendirme AŞ	

Denetik Belgelendirme A.Ş. and Denetik Certification, LLC, as well as the clients certified by them, are responsible for the use of accreditation and certification symbols.

The rules set out below apply to both organizations and, hereinafter, they will collectively be referred to as “Denetik.”

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1. Application

S/N	Status	Application
1	Organizations holding ANAB-accredited certificates are required to comply with ANAB accreditation rules.	Compliance with the requirements of ***PR 1018 – ANAB Policy on the Use of Accreditation Symbols and Claims of Accreditation Status*** is mandatory.
2	Organizations holding TÜRKAK-accredited certificates are required to comply with TÜRKAK accreditation rules.	.Compliance with the requirements of the guideline ***R10-06 – Conditions for the Use of the TÜRKAK Accreditation Mark by Accredited Organizations*** is mandatory.
3	Compliance with accreditation rules is mandatory in all media where they are used (including the internet, organizational promotional materials, advertisements, posters, and similar media).	Ensuring use in accordance with copyright and accreditation rules by organizations. Verification during audits conducted for the certification body.
	In the use of symbols, misleading use that goes beyond accreditation and certification requirements is not permitted.	<ul style="list-style-type: none">It shall not be used in a misleading manner addressing elements outside the scope (such as standard, address, duration, location, process, etc.).It shall be used strictly in accordance with the scope stated on the certificate.It shall not be used in a way that creates the perception of a different type of accreditation, such as a product certificate or a laboratory report.It shall not be used in a manner that may damage the reputation of the accreditation or certification body.It shall not be used as if it were the certificate of out-of-scope subsidiaries or affiliated entities. The right of use is not transferable.The accreditation body symbol shall not be used solely on vehicles, buildings, or flags.The accreditation body symbol shall not be used on its own without the Denetik symbol.It shall not be used on business cards printed for personnel.
	When the certificate expires or the scope is reduced;	Symbols and statements used in promotional materials, social media, and other media shall be withdrawn from use, and where there is a scope reduction, they shall be updated accordingly.
	Use of symbols for advertising purposes;	They may be used in the organization's advertising publications, official documents, or promotional brochures.
	Use of the accreditation body symbol;	Accreditation body symbols shall be used together with the Denetik symbol.
	Formal requirements	<ul style="list-style-type: none">Accreditation and certification marks may be used in the forms, colors, and sizes specified below. Provided that the proportions are not altered, the size may be reduced or enlarged.Denetik certificate foil printing code: **STHR 51**.

All electronic or hard copy documents obtained outside the Denetik document management system are considered

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Non-compliance Obligations

- Certified organizations are required to comply with the provisions of this instruction for as long as the certificate remains valid. If any use of the certificate or marks outside the scope of this instruction is identified, actions shall be taken in accordance with applicable legal regulations.
- Organizations that do not meet the requirements specified in this instruction shall be subject to suspension or withdrawal of certification.


2. TÜRKAK Accreditation Symbols



3. Use of the IAF Symbol Together with the TÜRKAK Mark

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4. Related Documents

PR 1018 – ANAB Policy on the Use of Accreditation Symbols and Claims of Accreditation Status

R10-06 – Guideline on the Conditions for the Use of the TÜRKAK Accreditation Mark by Accredited Organizations