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

Author/Owner:	Business Manager	Type:	Information
Approved by:	CEO	Revision:	Apr 2021, Rev 11

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 used by sites that have achieved and maintained SQF Food Safety Fundamentals or the SQF Food Safety Code and the SQF Quality Code. For further details, please review Appendix: SQF Logo Rules of Use in the applicable SQF Code.

If you want only to 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 that have been successfully certified by CICS against the SQF Quality Code. Please review Appendix: 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 such as brochures, flyers, advertisements, press releases, company website, email signature lines, internal documents, and training materials. 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: 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, if you wish to use the SQF Quality shield, you must comply with the requirements established by SQF on Appendix: Quality Shield Rules of Use of the SQF Quality Code.

You can use the SQF Quality Shield logo on brochures, advertisements, press releases, company website, and/or stationary including business cards and letterheads, signage, flags, and vehicles associated with SQF-certified services such as transport and delivery. You can use it on goods or products:
i.) as a sticker or other label affixed to the goods or product;
ii.) a product wrap; or
iii.) non-recyclable packaging or containers e.g. boxes, crates, or the like.

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."

Sites manufacturing food packaging cannot use the SQF quality shield on the manufactured packaging.

Obligations of a Site for using the logos/marks

A site must:

- Ensure that the logos mentioned herein are only used in respect to certified goods and are clearly distinguished from goods that are exempt from Certification;
- Direct any queries regarding their intended use of the SQF quality shield to CICS.
- Discontinue any use of the logos to which SQFI or CICS reasonably objects;
- Operate entirely within the scope of its certificate, including the certification schedule;
- Give SQFI, CICS, and/or their agents access to examine all items bearing or indicating the SQF logos and quality shield for the purpose of confirming compliance with these rules of use and the certificate.
- Only use the artwork supplied by CICS.

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- When increasing or reducing logos dimensions, ensure that any such variation is proportional to the measurements stated in Appendix Quality Shield Rules of use. The letters and numerals on the logo remain clear and legible.
- Use the wording "(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 it wishes to promote their Certification without using the relevant marks.
- 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 in immediate effect.

Grounds for Ceasing use of the SQF Logo

Permission for a site to use the SQF logo will be suspended and withdrawn:

a) If the site's Certification is suspended, withdrawn, relinquished, or not renewed;
b) If the site breaches or fails to comply with these rules of use;
c) If the site uses the SQF logo in a way that, in the opinion of SQFI or CICS, is detrimental to the SQF logo or the SQF program, is misleading to the public or otherwise contrary to law; or
d) If the site has an administrator, receiver, receiver, and manager, official manager or provisional liquidator appointed over its assets or where an order is made or a resolution passed for the winding up of the site (except for the purpose of amalgamation or reconstruction) or the site ceases to carry on business or becomes bankrupt, applies to take the benefit of any law for the relief of bankrupt or insolvent debtors or makes any arrangement or composition with its creditors.

The site shall be notified by their CB in writing if their use of the SQF Logo has been suspended or withdrawn.

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

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Withdrawn Certification

A site whose certificate has been withdrawn must:

a) Submit and receive permission from SQFI to use up product in commerce that has the SQF Quality Shield; and

b) Conceal the SQF quality shield logo on the remaining SQF quality shield packaging supplies, products, and other printed materials. In lieu of concealing the SQF Quality Shield, a withdrawn site may destroy all remaining SQF quality shield supplies.

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