



## **USE OF GCAS / DAC CERTIFICATION MARK**

### **1.1 INTRODUCTION**

- 1.1.1 Your certification is a valuable asset to you as it demonstrates your achievement and continued commitment to conduct your business in a thoroughly professional and consistent manner.
- 1.1.2 GCAS strongly recommends that you promote this achievement to the full extent through the use of the GCAS Certification Marks (It carries both GCAS & DAC Logos) on your Brochures, Company vehicles, stationery etc.
- 1.1.3 GCAS Accreditation Body, namely DAC requires GCAS to ensure that their certified Clients use the GCAS Certification Mark in accordance with International and in some cases National Criteria.
- 1.1.4 These Criteria ensure that the Marks are not used in such a manner that may cause confusion or be misleading to the organizations and individuals that purchase goods and services from certified companies.
- 1.1.5 Where the word "Certification Marks" is used in this document, it also covers the certificate, reports and other associated documentation which must not be used in a misleading manner or bring GCAS into disrepute. Any promotion of the management system must be clear, as it is not acceptable to imply that it is the product that is certified.
- 1.1.6 These guidelines have been developed to ensure that the rules for use of Certification Marks are communicated to all our Clients and allow GCAS Clients to take full advantage of using the GCAS Certification Marks without breaching the accreditation rules imposed on GCAS.
- 1.1.7 We trust that it answers any possible questions that you may have. However, if you require more assistance, your GCAS office will be delighted to assist you further, in this regard.

### **1.2 GCAS POLICY (As derived from DAC Logo Rules covered under Doc. No: DAC-REQ-05 Feb 2013)**

- 1.2.1 All GCAS Certified Clients are provided with the appropriate Certification Marks relevant to their Certification Status and Standard. The Certification Marks are provided in two file formats: JPEG, BMP.



- 1.2.2 Clients certified by GCAS (i.e. who have obtained a GCAS certificate) are free to use GCAS Certification marks, accompanied by the particular certificate number(s), for communication purposes.
- 1.2.3 Only Certified Clients may use these marks, and are prohibited from altering the typefaces, colors or standard references. Clients are only permitted to add their own certificate number(s).
- 1.2.4 GCAS Certification Marks may not be applied to products or primary packaging materials intended for consumer communication or use. However, for those organizations wishing to demonstrate that product have been manufactured under their certified management system (HACCP or ISO 22000:2005) the marks may be used on secondary or transit packaging (i.e. not normally viewed by the Consumer) with an appropriate Product Statements. Please note that it is allowable to make a generic statement on primary packaging, but the use of the GCAS logo is not allowed.
- 1.2.5 The value of adding the certificate number is that this adds credibility and traceability to the certification marks.

### **1.3 DESCRIPTION OF CERTIFICATE MARKS**

It consists of the following details:

- GCAS logo, with 'GCAS' letters, just below the Marks on the left side.
- On the right side DAC logo with accreditation certificate number allotted to GCAS by DAC is indicated.

The color combination shall be strictly as per the specimen mark indicated at the end of the page. However the color terminology to be used is described below

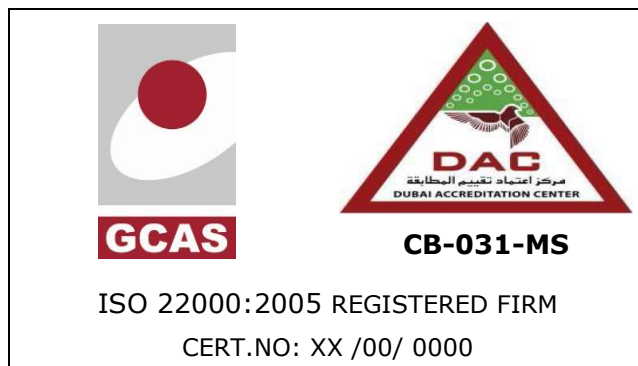
“Technical color grade no. applicable for **GCAS Logo** printing is **Grey – Pantone 877C or #bfb8bf** and **Maroon – Pantone 704C or #a50303**.

**The accreditation symbol shall be displayed in the appropriate form, and colour as demonstrated in figure 1.3.1 below. The original proportion between the height and width of the symbol shall not be affected and the symbol is legible. DAC symbol shall normally have a minimum height of 20mm (excluding DAC Accreditation No.) and not larger than 25mm. While the width of the symbol shall be minimum 30mm and not larger than 35mm.**

**The Accreditation Certificate No. shall be printed centrally underneath DAC logo; it consists of three fields CB-XXX-MS the first field of two alphabets identify the type of CAB, second field consist of three digits numbers shows the reference number of CAB and the third field consists of alphabets shows the broader scope**

of CAB. The symbol shall not be displayed in a more prominent way than GCAS logo

### 1.3.1 SPECIMEN COMBINED CERTIFICATE MARK



### 1.3.2 A) SPECIMEN GCAS LOGO WITH CERTIFICATE NUMBER

Specific Certification Marks are available for all systems of management. Some examples are detailed below.

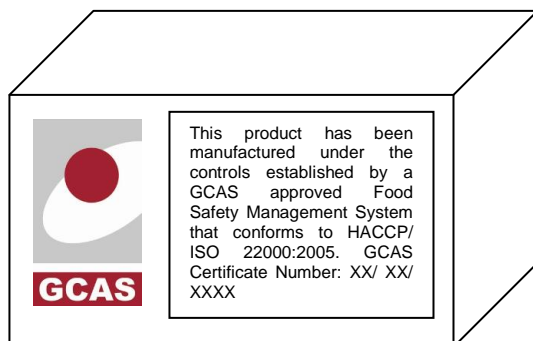
- Food Safety Management Systems - HACCP
- Food Safety Management System - ISO 22000:2005



### 1.3.2 B) Product Statements



This product has been manufactured under the controls established by a GCAS approved Food Safety Management System that conforms with HACCP, ISO 22000:2005. GCAS Certificate Number: XX / XX / XXXX"



#### **1.4 USE OF CERTIFICATION MARKS:**

- 1.4.1 GCAS / RvA combined logos depicted in chapter 1.3.1 shall be used by the Company, which has been assessed by GCAS and found meeting with the relevant System Standard for which registration has been sought by the Company.
- 1.4.2 The relevant standard(s) shall be indicated immediately below the logos frame. (HACCP, ISO 22000:2005 etc.)
- 1.4.3 Any subsidiary/ branch of the Company cannot use this certification mark, if it is not assessed and Okayed by GCAS.
- 1.4.4 For multi-site operations, if the Company is assessed by GCAS individually covering all the Units, a composite certificate is issued, with address details of all Companies and in that case all can use the Certification Marks.
- 1.4.5 Any enlargement or reduction of size of the Marks shall be to the same proportion as in the CD or Floppy specimen enclosed. For the purpose of enlargement or reduction of the size of Certification Marks, the logos and accreditation number are considered as a single entity.
- 1.4.6 In exceptional circumstances, due to space constraints etc, the mark can be reproduced at a reduced height but must be considered legible in the opinion of GCAS Auditors, with no infilling.
- 1.4.7 The Certification Marks shall be always bear both GCAS and DAC Logos.
- 1.4.8 The Certification Marks shall be used on correspondence/ advertising / promotional materials, which relate to the Company's Scope of registration. **(For any clarifications, Please contact GCAS office, prior to printing if there is any doubt regarding the intended use of logo mark.)**
- 1.4.9 These Marks shall not be embossed or printed on products or their primary packs, with intention for Customer communication or use. **GCAS does not permit the logos to be**



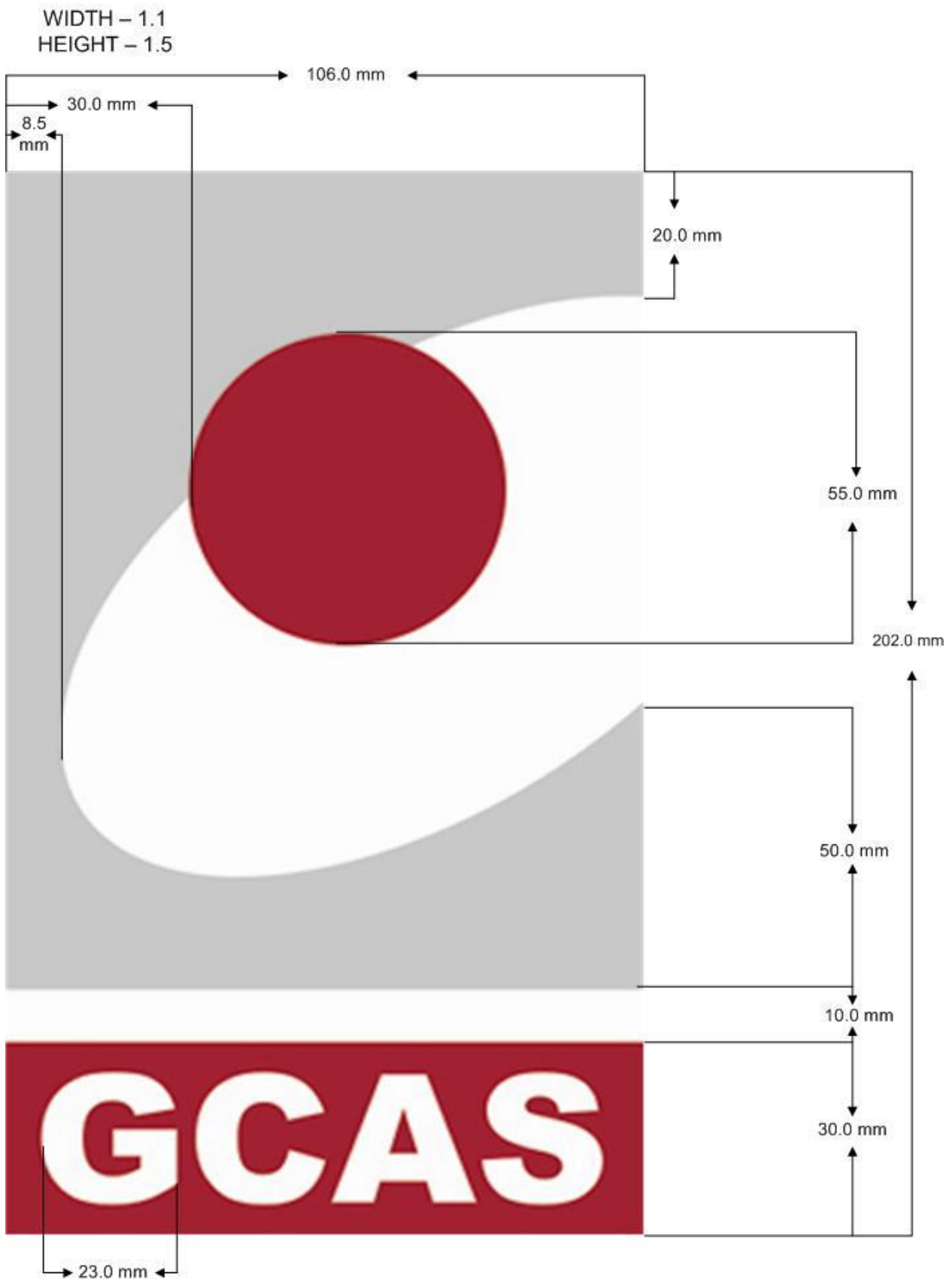
**used on Laboratory Test/ calibration or inspection Reports.** However, the Marks can be used on the secondary or transit packing, with the following statement that, 'The product has been manufactured under the controls established by GCAS approved Food Management System that conforms with relevant GCAS Certificate No -----'. If the organization issues reports or certificates incorporating the symbol and containing opinions, interpretations or other material relating to investigational activities, the report or certificate shall include at the beginning close to the expression of opinions/ interpretations a disclaimer such as " the Opinions/ interpretations expressed in this report / certificate are outside the scope of this GCAS Accreditation.

1.4.10 In all cases the Company's unique Certificate No. allotted by GCAS must be quoted underneath the Certification Marks for the purpose of traceability and the credibility of the certified Company.

1.4.11 The DAC logo must not be used:

- For locations and services not listed in the certificate.
- On products, packs and / or promotional products.
- On vehicles and flags under any circumstance.

### 1.5 COLOUR PRINTING & SPACING AND SIZING





## **1.6 MONITORING OF LOGO RULES:**

GCAS Auditors check the use of Certification Marks during their every surveillance audit visit and the certified Company must discontinue any use of the logo, which is not acceptable to GCAS Rules cited above.

### **1.6.1 PUNISHMENT FOR VIOLATION OF LOGO RULES:**

Any contravention of GCAS logo rules could result in withdrawal of the certificate issued to the Company.

### **1.6.2 DISCONTINUATION OF USE OF MARKS:**

If the certificate issued to a Company has been terminated or withdrawn by GCAS for whatever reason, the Company must discontinue the use of Marks with immediate effect and shall remove the Marks from the packs under dispatch and shall also destroy the stationery bearing the Marks.

For any clarifications please contact us as below.

Email ID: [info.dubai@gcasquality.com](mailto:info.dubai@gcasquality.com)

Website: [www.gcasquality.com](http://www.gcasquality.com)