



# 质量认证标记 使用宣传指南

## Quality Assessments Certification Marketing Guidelines & Tips

Smithers Quality Assessments, Inc.  
121 South Main Street Akron, OH 44308

上海市长宁区金钟路968号  
凌空SOHO 11号楼309

电话: 400 9282677

邮件: [sqacn@smithers.cn](mailto:sqacn@smithers.cn)

[www.smithersregistrar.com.cn](http://www.smithersregistrar.com.cn)

# 认证标记使用宣传指南

## Certification Marketing Guidelines & Tips

您好！Hello!

祝贺您取得了SQA 的认证证书！

### Congratulations on achieving your certification/re-certification from Smithers Quality Assessments, Inc.

您的辛苦努力没有白费，现在是时候让每个人知道您的成功了！给客户显示您已经实施了国际标准水平的质量体系吧！

Your hard work has paid off, and now it's time to let everyone know about it! Show your customers that you implement a business management system that meets the requirements of internationally accepted standards.

为了方便，在给您证书的电子版上都有一个带安全码的数字签名，以确保有效证书可以随时链接到SQA网站上进行验证。

For your convenience, included in each of our electronic certificates is an embedded secure digital signature. This will ensure our certificate can be linked to SQA's website for immediate validation.

在线方式宣传质量认证的方式有很多种，这些沟通的方式根据您选的在线方式不同而有所不同。下面是线上宣传的指南，以期最大程度地宣传贵公司取得的成就。

There are many ways to publicize your quality certification online. These communication methods may vary based on the online channels available to you. The following e-marketing guidelines are intended to help you make the most of your achievement on your company's various online communication channels:

- 网站Website
- 群发邮件Email Cam
- 脸书 Facebook
- 微博Blog
- 推特 Twitter
- 领英 LinkedIn

和这些指南一起，您应该也收到下面的电子文档：

Along with these guidelines, you should have also received the following electronic items:

- SQA标记设计图样
- SQA认证徽章设计图样

这些文件告诉您不同类型设计图样之间的区别，以及该如何使用它们。

This document also explains the difference between the two types of artwork, rules of use, and examples of using them

如果您有任何问题，或需要协助，请不要犹豫即可联系我们！

If you have **any** questions, or need assistance, please don't hesitate to contact us. Sincerely,

SQA认证中国团队 [sqacn@smithers.cn](mailto:sqacn@smithers.cn)

400 9282677

# 认证标记使用指南

## Certification Marketing Guidelines & Tips

### 在您的网站端 On Your Website:

1. 在您的网站上找到适当的部分，链接到您的官方批准证书的 .pdf。例如，根据您的网站显示与质量相关的信息的位置，此链接可能位于"关于我们"部分或"质量"部分。一些公司选择将链接直接放在他们的主页上。 Locate an appropriate section on your website to link to the .pdf of your official Certificate of Approval. Depending on where your website displays quality-related information, this link may be under the About Us section, or Quality, for example. Some companies opt to put a link directly on their home page.
2. 您可以创建指向认证 .pdf 的"质量认证"文本链接。或者，您可以使用 **SQA 证书徽章.jpg** 链接到 .pdf。（有关使用 **SQA 证书徽章**的规则，请参阅第 4 点） You can create a "Quality Certification" text link to the .pdf of your certification. Or you can use the **SQA Certificate Badge .jpg** to link to the .pdf. (see Pg. 4 for Rules on Using SQA Certificate Badges)
3. 请务必链接到 SQA 网站（[www.smithersregistrar.com.cn](http://www.smithersregistrar.com.cn)），以便读者知道您已获得经过认证、受尊重的质量和环境管理体系认证机构认证。 Be sure to link to the Smithers Quality Assessments website ([www.smithersregistrar.com](http://www.smithersregistrar.com)) so that readers know you have been certified by an accredited, respected quality and environmental management systems certification body.

### 在您的公司官微上 On Your Company Blog:

1. 撰写一份简短的博客条目，介绍您的认证，并链接到批准证书的pdf版本。此外，请务必链接到 SQA网站（[www.smithersregistrar.com.cn](http://www.smithersregistrar.com.cn)），以便读者知道您已获得经过认证、受尊重的质量和环境管理体系认证机构认证。 Write a brief Blog entry promoting your certification, and link to the .pdf of your Certificate of Approval. Also, be sure to link to the Smithers Quality Assessments website ([www.smithersregistrar.com](http://www.smithersregistrar.com)) so that readers know you have been certified by an accredited, respected quality and environmental management systems certification body.

下面是一些文案样本 Here is some sample text to use:

截至（日期），（公司名称）已通过（标准名称）标准认证。我们很高兴通过此认证所需的明确定义和文件化流程为客户提供更好的服务。尽管我们始终致力于产品和服务的质量，但此认证通过可以更快更高效地识别和解决质量问题，并且带来其它许多好处。 As of (date), (company name) has been certified to the (standard name) standard. We are delighted to serve our customers even better through the well-defined and documented processes this certification requires. While we've always

been committed to quality in our products and services, this certification ensures a more productive environment through faster identification and resolution of quality issues, among many other benefits.

我们与史密斯质量评估公司SQA合作，[www.smithersregistrar.com.cn](http://www.smithersregistrar.com.cn)，获得了质量和环境管理体系认证的认证。We partnered with Smithers Quality Assessments, [www.smithersregistrar.com](http://www.smithersregistrar.com), an accredited quality and environmental management systems certification body, to achieve our certification.

## 2. 上传到官微上 Publish the Blog Entry

### 群发邮件 Email Campaign:

发布一个特殊的电子邮件活动，向客户和潜在客户宣示已经取得了认证，概述您为什么要做认证，以及这对客户意味着什么，包括任何有趣的故事或关键的学习所得。链接到证书和 SQA 网站。Publish a special email campaign announcing your certification to customer and prospects. Outline why you went through with the certification process and what it means to them. Include any interesting stories or key learnings. Link to the certificate and to the SQA website.

### 在微博上 On Twitter:

1. 使用规定的字符数量编写公告。每次提及质量标准之前，请使用井号标签 (#) 对这些推文进行分类，以便更轻松地在 微博搜索中显示。不要在字母和数字之间放置空格；否则，推文将仅按前缀分类。此外，不要忘记在推文中@SmithersQuality。

Write an announcement using 140 characters or less. Use a hashtag (#) before each mention of the quality (no space) standard to categorize those Tweets to show more easily in Twitter Search. Don't put a space between the letters and the number in the standard; otherwise, the Tweet will only be categorized by the prefix. Also, don't forget to mention Smithers in your Tweet by tagging us @SmithersQuality.

下面是文案范例：Here is some sample text to use:

ABC 公司通过了#ISO9001认证，查看官方声明！@SMithersQuality (ABC Company) certified/re-certified as (#ISO9001)-certified organization. See the official announcement! @SmithersQuality

2. 发送微博短文 Tweet the announcement

### 领英发文 On LinkedIn:

1. 在"公司"页面上发布更新，并要求销售人员将同一消息发布到其个人资料页面。Post an update on your Company page and ask your sales force to post the same message to their profile pages.

这里是文案的例子 Here is some sample text to use:

我们自豪地宣布，我们最近获得了（XXX标准）的认证！在我们的网站上查看我们的新/更新的证书（链接到证书或SQA网页） We are proud to announce that we recently achieved/recertified our (standard) certification! Check out our new /updated certificate on our website (link to certificate or quality webpage).

## 2. 发布更新 Post the update

### SQA标记 The SQA Mark:

您可以在证书的左下角部分识别 SQA 标记。作为拥有 SQA证书的注册客户，您有权使用 SQA 标记，如下图 1 所示。但是，您对 SQA 标志的使用受以下条件的约束 You may recognize the SQA Mark from the lower left-hand section of your certificate. As a registered client with Smithers Quality Assessments, you are authorized to use the SQA Mark as illustrated in figure 1 below. However, your use of the SQA Mark is subject to the following conditions:

1. SQA 标志必须始终与客户的名称、证书编号和适用的管理系统标准一起使用。The SQA Mark must **ALWAYS** be used in conjunction with the client's **name, certificate number, and the applicable Management System Standard(s)**.
2. SQA 标记只能在书面材料上使用，如信函、广告和促销文档，仅参考适用的管理系统。不得以任何方式推断是产品或服务进行了注册。SQA 标志不得用于实验室测试、校准报告、检验报告或证书（如 CoC 或 CoA）。注册客户应将 SQA 分别使用 SQA 标记的情况通知 SQA，并提供每种此类使用的记录说明。The SQA Mark can be used on written material such as correspondence, advertisements, and promotional documents only in reference to the applicable Management System. It must **NOT** be used in any way to infer that **the product or service carries the registration**. The SQA Mark may **NOT** be used on **laboratory tests, calibration reports, inspection reports, or certificates (such as CoC or CoA)**. The registered client shall inform SQA of **each separate use** of the SQA Mark and provide **documented illustrations of each such use**.
3. 如果SQA 认为任何注册文档、使用 SQA 标记或报告（或其任何）具有误导性或不当性，则客户必须停止使用 SQA 标志。The client must discontinue the use of the SQA Mark if, in the opinion of SQA, any registration documentation, use of the SQA Mark or reports (or any thereof) is misleading or improper.
4. 注册终止时，无论出于何种原因，客户应立即停止使用SQA标志。When the Registration is terminated, for whatever the reason, the client shall **immediately discontinue** use of the SQA Mark.
5. 如果监督审核发现管理体系中未按照要求进行不符合项的纠正，则暂停客户的注册和客户使用 SQA 标志，直到已识别的不符合项予以更正，否则使用权将被吊销。If surveillance audits discover items of nonconformity in the Management System that are not corrected as agreed to by the registered client, registration of the client's system and the client's use of the SQA Mark be temporarily suspended until such time that the identified nonconformities are corrected or permanently revoked.

6. 必须制定和维护一个书面程序文件，描述使用 SQA 标志的内部和外部控制和条件，包括如果 SQA 指示停止使用的程序，客户必须向 SQA 提供这个程序的副本。  
The client must **develop and maintain a written procedure which describes the internal and external controls and conditions for use of the SQA Mark**, including a procedure to discontinue use if so directed by SQA. The client must provide a copy to SQA.
7. 如果客户希望以与条目 1 到 6 不一致的任何方式使用 SQA 标记，则必须以书面形式请求并收到 SQA 运营总监的许可。 Should the client want to use the SQA Mark in any fashion not consistent with items 1 to 6, they must request and receive permission, in writing, from the SQA Director of Operations.

您还可以在与 SQA 签订的服务协议的第十四节中找到这些规则。 You can also find these rules in section XIV of your agreement for services with SQA.



## 认证徽章 Certification Badge(s):

2014 年初，史密斯质量评估 SQA 为注册客户设计了新的认证徽章。为 SQA 认证授予认证的每个国际标准都创建了单独的认证徽章。如图 2 和图 3 中可以看到示例。与 SQA 标志不同，您不需要书面过程就能使用认证徽章。

Smithers Quality Assessments designed new Certification Badges for registered clients at the start of 2014. A separate Certification Badge has been created for each international standard that SQA is accredited to grant certification. Examples can be seen in figure 2 and figure 3. Unlike the SQA Mark, you do not require a written procedure to use the Certification Badge(s).

1. 注册客户只能使用显示其所得到的认证的标准的认证徽章。 The registered client may only use the Certification Badge(s) that show the standard(s) to which the client is certified.



Figure 2



Figure 3

2. 注册客户不得以任何表明其产品已符合标准认证方式使用认证徽章。记住：您的质量管理体系是经过认证的，而不是您的产品！ The registered client may NOT use the Certification Badge(s) in any way that may convey that their products are certified to the standard. Remember: it is your Quality Management System that is certified – not your products!

- a. 不要在产品、产品标签或产品包装上显示认证徽章，或以任何方式可能解释为表示产品符合性。 Don't display the Certification Badge(s) on products, product labels, or product packaging, or in any way that may be interpreted as denoting product conformity.
- b. 不要在任何情况下给人留下您的认证是产品保证或产品认证的印象。 Don't give the impression in any context that your certification(s) is/are product certification(s) of product guarantees.

3. 徽章不得用于实验室测试、校准或检验报告。 The Certification Badge(s) may not be used on laboratory tests, calibration or inspection reports.

4. 在网站上使用认证徽章时，请确保将图片链接到认证的电子/pdf 版本，以便访问者可以查看您的证书。 When using the Certification Badge(s) on your website, be sure to link the picture to the electronic/pdf version of your certification so that your visitors can view your certificate.

5. 认证徽章可以仅针对适用的管理系统在信函、广告和促销文件等书面材料上。例如，在名片、贸易展展位展示上使用它，横幅、标牌和宣传册（只要不给人留下产品认证的印象）。 The Certification Badge(s) may be on written material such as correspondence, advertisements, and promotional

6. documents only in reference to the applicable Management System. For example, use it on business cards, trade show booth displays, banners, signs, and brochures (as long as it does not give the impression of product certification).

7. 认证终止，客户必须立即从所有在线和打印材料中删除认证徽章。 If certification is terminated, the client must immediately remove the Certification Badge from all online and print material.

# 关于使用认证声明的规则

## Rules on the Use of Certification Statements:

SQA 可以允许客户在其包装或附带信息中添加措辞，表明认证客户拥有经过认证的管理体系。您使用此措辞受以下条件的约束：

SQA can allow clients to add verbiage to their packaging or in accompanying information that indicates that the certified client has a certified management system. Your use of this verbiage is subject to the following conditions:

1. 产品包装被视为可不在产品解体或损坏的情况下将其移除。Product packaging is considered as that which can be removed without the product disintegrating or being damaged.
2. 附带的信息被视为单独可用或易于拆除，虽然这可能包括实验室测试、校准报告、检验报告或证书（如之前所述），但 SQA 标志不得用于此类文档，不得以任何方式用于推断其产品或服务得到了认证。Accompanying information is considered as separately available or easily detachable. While this may include laboratory tests, calibration reports, inspection reports, or certificates, as stated prior, the SQA Mark may **NOT** be used on such documents and must **NOT** be used in any way to infer that the product or service carries the certification.
3. 标签或标识板被视为产品的一部分，不得包括任何认证声明。Type labels or identification plates are considered as part of the product and may **NOT** include any certification statements.
4. 声明绝不意味着产品、流程或服务已通过认证。The statement shall in no way imply that the product, process or service is certified.
5. 唯一经批准使用且未经 SQA 管理层批准的声明是"客户名称 [选择：质量/环境/职业健康和 安全] 管理体系经史密斯质量评估SQA认证"。The only statement approved for use without SQA management approval is "*CLIENT NAME* <select: Quality/Environmental/Occupational Health and Safety> Management System is certified to *STANDARD* by Smithers Quality Assessments".
6. 附加声明**必须**经 SQA 管理层批准，并且必须包含认证客户的品牌/名称、管理体系类型（质量/环境/安全）、标准和 SQA 的名称。Additional Statements **must** be approved by SQA Management and must contain the brand/name of certified client, type of management system (quality/environmental/safety), the standard, and SQA's name.

*ABC的质量管理体系通过史密斯质量评估SQA的ISO 9001 认证。ABC's Quality Management System is certified to ISO 9001 by Smithers Quality Assessments*

*ABC 的职业健康和安全管理通过史密斯质量评估SQA 的ISO 45001 认证。ABC's Occupational Health and Safety Management System is certified to ISO 45001 by Smithers Quality Assessments*

*ABC 的环境管理系统通过史密斯质量评估SQA的ISO 14001认证。ABC's Environmental Management System is certified to ISO 14001 by Smithers Quality Assessments*



## 更多提示 Some More Tips...

以下提示来自 ISO（国际标准化组织）和 SQA 营销人员。

The following tips come from ISO (International Organization for Standardization) and the SQA Marketing staff.

1. 切勿使用 ISO 徽标，因为它是注册商标。请勿以任何方式调整或修改它供您使用。 Never use ISO's logo as it is a registered trademark. Do not adapt or modify it for your use in any way.



1. 使用您的认证的完整标识。例如，如果您的组织已通过 ISO 9001 : 2015 认证，则不要只使用"ISO 9001"。 Use the full designation of your certification. For example, if your organization is certified to ISO 9001 :2015, don't use just "ISO 9001".
2. 不要说您的组织得到了某标准的"认可"，认可是指认证机构（如 ANAB）正式承认认证机构（如 SQA）有权进行第三方审核和授予认证。 Do not say that your organization is "accredited" to the standard. Accreditation refers to the formal recognition by an accreditation body (like ANAB) that a certification body (like SQA) is competent to carry out third party audits and grant certification.
3. 除非作为整个 SQA"批准证书"的一部分，否则不得使用 SQA 认可机构（ANAB）的标志，除非直接从 SQA 获得书面许可。如果 SQA 授予使用 ANAB 标记的权限，则此两个使用必须始终同时使用。 Except as part of the entire SQA "Certificate of Approval," the mark of the SQA accreditation body (ANAB) **may not be used unless written permission is obtained directly from SQA.** Should SQA grant permission to use the ANAB mark, such use must always be in conjunction.



必须得到书面许可

**MUST HAVE  
WRITTEN  
PERMISSION**

# Certification Marketing Guidelines & Tips

## 使用 ANAB 名称和认证标志的条件（附件 2） Conditions for Use of the ANAB Name and Accreditation Symbol (Annex 2.)

A2.1. 经 ANAB 认可的管理体系认证机构认证的组织应仅与经认可的认证机构在该组织的文具和文献上的符号一起使用 ANAB 认证符号，并在其广告上使用，但须符合本附件的条件以及认证机构使用其符号的条件。Organizations certified by an ANAB-accredited management systems certification body shall use the ANAB accreditation symbol only in conjunction with the accredited certification body's symbol on the organization's stationery and literature and in its advertising, subject to the conditions in this annex and the certification body's conditions for use of its symbol.

A2.2. 经 ANAB 认可的管理体系认证机构认证的组织只能使用其 ANAB 认可的机构提供的经批准的认证标志。An organization certified by ANAB-accredited management systems certification bodies shall use only approved accreditation symbols provided by its ANAB-accredited certification body.

A2.3. ANAB 认可标志应在不妨碍可读性的背景下复制： The ANAB accreditation symbol shall be reproduced on a background that will not impede readability:

- a. 白色或浅色背景的黑色或蓝色（PMS 286 或等效）和红色（PMS 485 或等效）； In black or in blue (PMS 286 or equivalent) and red (PMS 485 or equivalent) on a white or light-colored background;
- b. 使符号的所有特征清晰可辨的尺寸； In a size that makes all features of the symbol clearly distinguishable; and
- c. 以及不扭曲尺寸 Without distortion of its dimensions.

A2.4. 认证组织不得将 ANAB 认可标志与认证机构符号隔离放置，ANAB 标志的大小不得超过认证机构符号的大小。The certified organization may not place the ANAB accreditation symbol in isolation from the certification body's symbol, and the size of the ANAB symbol must not exceed the size of the certification body's symbol.

A2.5. ANAB 的认可标志不得用于产品，也不得以表明认证机构和/或 ANAB 已认证或批准认证组织的任何产品、流程或服务，或以任何其他误导方式使用。ANAB's accreditation symbol shall not be used on a product or in such a way as to suggest that the certification body and/or ANAB have certified or approved any product, process, or service of a certified organization, or in any other misleading manner.

A2.5.1. 如果用于运输的包装等包括经批准的认证和认证标志，则必须包含一份明确的声明，大意是其中所含产品是在具有[指定]管理体系的设施中制造的经认证符合[特定管理体系标准]。 If packaging, etc., used for transportation includes the approved accreditation and certification symbols, a clear statement must be included to the effect that the product contained therein was manufactured in a facility with [specify] management systems certified as being in conformity with [specific standard].

**A.2.6. 撤销 ANAB 认可的认证机构或者撤销 ANAB 认可的认证机构颁发的证书后，组织应立即停止使用 ANAB 认证标志、ANAB 名称以及任何媒介的认证声明，包括信头、电子媒体等，并按照认证机构或ANAB的要求退回或销毁任何ANAB认可文件。 Upon withdrawal of the ANAB-accredited certification or the certification body's ANAB accreditation, the organization shall immediately discontinue use of ANAB's accreditation symbol, ANAB's name, and claims of accredited certification in any medium, including letterhead, electronic media, etc., and return or destroy any ANAB-accredited certification documents as required by the certification body or ANAB.**



**A.2.6.1. 如果组织继续使用 ANAB 认可符号或提及 ANAB，ANAB 将在其网站上发布公告，表明该组织正在虚假声明 ANAB 认可，ANAB 可能会采取法律行动。 If an organization continues to use the ANAB accreditation symbol or reference to ANAB, ANAB will publish a notice on its website indicating that the organization is making a false claim of ANAB-accredited certification, and ANAB may take legal action.**

- 5. SQA不允许授予认证组织使用 IATF 标志的权限，除非是整个批准证书的一部分。 SQA is not permitted to grant permission for use of the IATF Mark except as part of the entire Certificate of Approval**
- 6. 请勿使用 Smithers 质量评估公司徽标。 Do not use the Smithers Quality Assessments, Inc. company logo.**