

GUIDELINES FOR THE DISPLAY OF THE ENEC MARKS



INTRODUCTION

Congratulations on your certification!

Now you can use the ENEC marks (ENEC and ENEC+) related to the certification you have obtained and showcase your commitment to verifying the quality of your work. The product certifications serve as protection for companies, provide valuable information for regulatory authorities, and are increasingly becoming one of the requirements for participating in tenders and procurement contracts.

They are the visible guarantee of your quality, because behind each certification there is a complex qualification process carried out under the supervision of an impartial third party. They represent your “promise of transparency” to the market, made when you chose to certify.

It is therefore important to give visibility to the certifications obtained by reproducing the associated trademarks, as permitted by the regulations governing your certification, and in accordance with the criteria and methods outlined in the following pages.

ARTICLE 1

GENERAL RULES

1.1 GRANTING OF MARK USE

From the date of certificate issuance, the concessionaire, the organisation (hereinafter “Client”) has the right to use the certification marks granted by the certification body (CB) (hereinafter “the marks”). The marks are legally registered by ETICS Aisbl as collective trademarks of ENEC CBs, all rights arising from these registrations are reserved for the legal entity that carried out the registration.

1.2 PROVISIONS FOR THE USE OF THE ENEC MARKS

The marks may be used:

- Only in reference to the specific certification scheme or the certification schemes for which the corresponding certification has been obtained;
- With clear identification of the object (product) of the certification;
- During the validity period of the certificate;
- While attributing the correct meaning to the certification that the marks represent;
- In compliance with the specific indications for each type of certification, as outlined in the articles of this guideline.

1.3 CONTROL OVER THE USE OF ENEC MARKS ON PROMOTIONAL MATERIALS

The issuing CB is responsible for monitoring the correct use of the issued certifications and the related marks. To this end, the client may send a draft for review to the issuing CB, before publication, along with a copy of the company documentation (catalogues, advertising tools, or other forms of communication) that will be used to promote the certified products.

1.4 IMPROPER USE OF THE MARKS AND CERTIFICATION

The use of the marks and certification is incorrect if done in a way that misleads the recipients of the message, damages the reputation of the CB, and compromises public trust, i.e., when they are not used in accordance with this guideline.

In particular, by way of example, the use of the mark and/or certification by the Client is incorrect when:

- The certification has not been issued;
- The certification has not yet been issued (the applicant CANNOT advertise the ongoing certification application until they have obtained the relevant license to use the mark).

Note: In special cases - which must be adequately justified - such as participation in public tenders, the CB may allow the applicant to inform the interested party that the certification application has been submitted to the CB;

- The certification has been withdrawn or suspended;
- The marks are associated with products/activities/services/... not covered by the certification.

ARTICLE 2

MARKS RELATED TO PRODUCT CERTIFICATION

2.1 WHERE THEY CAN BE REPRODUCED

ENEC marks related to certified products can be displayed on:

- Certified products
- Packaging
- Promotional labels
- Instruction manuals and information sheets
- Advertisements
- Catalogues
- Websites
- Company brochures

Note: Where certified and non-certified products are listed together, it must be clearly indicated which ones are ENEC certified.

2.2 WHERE THEY CANNOT BE REPRODUCED

ENEC marks related to product certification cannot be reproduced on:

- Letterhead, invoices, business cards, emails, vehicles, and in any publication or communication where it is not possible to specify which products the ENEC certification refers to;
- Catalogues of uncertified products even if one or more components are ENEC certified.

2.3 GUIDELINES FOR REPRODUCING ENEC MARKS

Dimensions

- The marks can be reproduced in the desired size, as long as they remain perfectly legible.
- The minimum size should not be less than 6 mm (width).
- The proportions between width and height must be maintained.

Colours

- The marks can be reproduced:
 - In colour (in the colours specified next to each logo)
 - In black and white
 - In black shades (greys)
 - In negative (light on dark background)

The vector graphics can be requested from your Certification Body.

ENEC logo colour:

Pantone 3415
CMYK 100 % / 0 % / 77 % / 22 %
RGB 0 / 199 / 46 – #00c72e



ID number colour:

The mark is followed by the two-digit identification number of the Certification Body in 100 % black.



ID number colour:

The mark is followed by the two-digit identification number of the Certification Body in 55 % black.