



# Our Style Guide

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# Introduction

## **Our Aim**

As a Certification Body we want our Certified Clients to proudly display their certification our Logo and Badges.

We want our Clients to do so in line with this style guide, to ensure our brand is being displayed correctly and to help create a uniformed image for CertMark International.

## **Who Can**

The CertMark International (CMI) Logo can be used by any organisation that holds a valid certificate with us or has a connection with CMI, though trade shows, conferences or marketing.

As a Certificate Holder, you may also use the CMI Certification Logo issued to you, which will contain your Unique Certification License Number.

## **Who Can't**

Any organisation that does not hold a current CMI certification certificate, no longer holds a valid certification certificate or is no longer authorised to use the CMI Logo or Badges.

## Our Logos

We supply a 2 colour logo for use by approved organisations, for print and digital material. This logo is not the official certification logo that is to be displayed on certified products. See specific scheme logos detailed in this guide. This logo can be used with or without the “*Approve Audit Advise Assess Assure*” slogan.



*“Approve Audit  
Advise Assess Assure”*



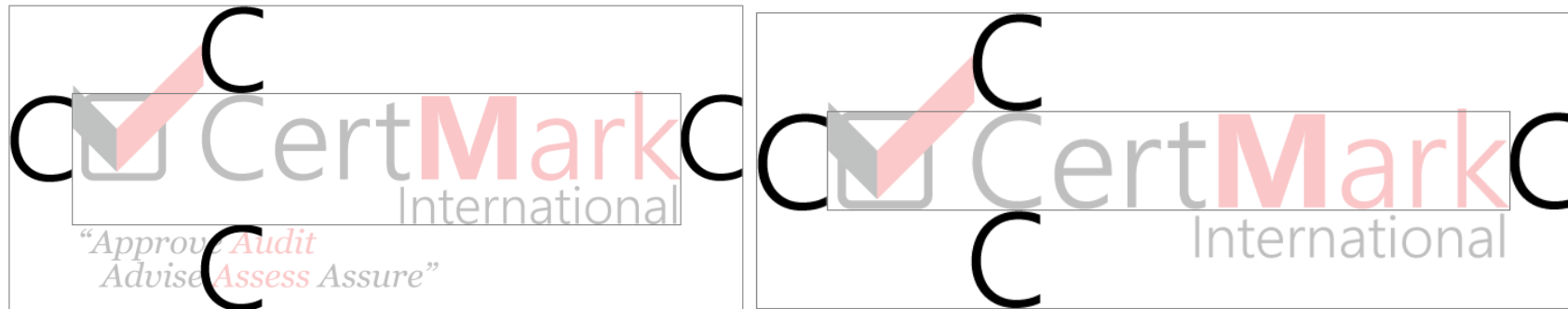
## Our Layout

To achieve a consistent portrayal of the CMI Logo, the logo is to be used in line with the following:

- ✓ Visible and not pixelated (Height no smaller than 50px or 13mm).

*“Approve **Audit**  
Advise **Assess** Assure”*

- ✓ Correct spacing



# Our Logo Colours

Our colours are what defines our brand.

Below are the colour codes for our graphics and text.

## 2 Colour Logo



Hex: #ED1C24

RGB: 237/28/36

CMYK: 0/100/100/0



Hex: #000000

RGB: 0/0/0

CMYK: CMYK: 100/100/100/100

## Text



Hex: #ED1C24

RGB: 237/28/36

CMYK: 0/100/100/0



Hex: #000000

RGB: 0/0/0

CMYK: CMYK: 100/100/100/100

## Our Typeface

Our typeface is made up of two fonts.

Below are the font types and layout of our typeface.

Cert**Mark**

Approve Audit Advise Assess Assure

Adobe Font: Nirmala UI

Adobe Font: Georgia

Web Font: Arial

Web Font: Times New Roman

**Note:** When typing the word Cert**Mark**, the “**M**” is to be a capital letter and bolded. Where possible the “**Mark**” is to be formatted red.

# Our Certification Logos

## Product Certification Scheme Certified Products

CMI will provide to a Product Certification Client marking requirements for the use of the Product Certification Mark of Conformity as shows in Figure A below.



Figure A – Product Certification Mark of Conformity Acceptable Formats.

Product Certification Marks of Conformity shall be durable or incorporated in such a way as to reveal clear evidence of tampering.



When applied, the Product Certification Mark of Conformity shall be clearly visible and legible. In addition to the Product Certification Mark of Conformity, any other marking called up by the applicable specification/standard must be included.

Products shall have appropriate marking applied for traceability, identification of a licensed product by installers and other markings relevant to the correct installation and operation of the product.

Markings to be placed on products or packaging shall, as a minimum, include the following:

- a. Client's name, brand or trademark;
- b. Mark of Conformity;
- c. Licence number;
- d. Batch identification (as required by the applicable specification);
- e. Number of the applicable specification, e.g. AS/NZS XXXXX:YYYY or AS XXXXX:YYYY; and
- f. Other markings relevant to the correct installation and safe operation of the product, e.g. witness marks, use-by dates, direction of flow, and direction of opening/closing.

For Product Certification standard which are JAS-ANZ accredited, the Client may use the CMI Licence number, CMI Product Certification Mark of Conformity as well as the JAS-ANZ Certified Mark for such approved standards in promotional material referencing participation in the CMI Product Certification Scheme and scope of accreditation. Where a Client wishes to use the JAS-ANZ Certified Mark, this must be shown immediately adjacent with the Product Certification Mark of Conformity.

In all cases, Clients shall submit a marking proposal to CMI showing the form and manner in which the Product Certification Mark of Conformity is to be used. The Mark of Conformity shall be verified by CMI during Surveillances.

Where there is difficulty applying the Product Certification Mark of Conformity on a product, the Client shall liaise with CMI to have an alternative marking proposal approved.

In exceptional cases where the product is too small to be marked, Clients may make application for an exemption to display the mark.

*Source: Product Certification Scheme Manual, Version 2.00.*

## CodeMark Scheme Certified Products

CMI will provide to a CodeMark Certification Client marking requirements for the use of the CodeMark Mark of Conformity as shows in Figure B below.



Figure B – CodeMark Mark of Conformity Acceptable Formats.

An Approved User may use or display the CodeMark Mark of Conformity on:

- a. CodeMark Certificates of Conformity;
- b. CodeMark Certified Products, and the packaging or labels associated with those CodeMark Certified Products; and
- c. Inspection reports, stationery, documents or advertising materials associated with CodeMark Certified Products or the CodeMark Scheme.

An Approved User may use the CodeMark Mark of Conformity with the symbol ® wherever the CodeMark Mark of Conformity is used.

When a CodeMark certificate number has been issued by CMI, an Approved User who is also a CodeMark Certificate Holder, must use the CodeMark Mark of Conformity only with that CodeMark certificate number.

An Approved User, who is also a CodeMark Certificate Holder, must apply the CodeMark Mark of Conformity either:

- a. directly to the CodeMark Certified Product by stamping, printing, moulding or etching; or
- b. to the CodeMark Certified Product packaging, labelling or advertising material.

An Approved User, who is also a CodeMark Certificate Holder, may apply in writing to the Scheme Administrator for approval to:

- a. use the CodeMark Mark of Conformity without the CodeMark certificate number;
- b. apply the CodeMark Mark of Conformity in a different manner to that described; or
- c. vary the acceptable format of the CodeMark Mark of Conformity.

If the Scheme Administrator grants approval, the Approved User must use the CodeMark Mark of Conformity in accordance with that approval.

An Approved User, who is also a CodeMark Certificate Holder, may include an additional statement typically used on product packaging and marketing literature with the CodeMark Mark of Conformity. Acceptable examples are shown below:

“This Product is marked with the CodeMark Australia Scheme Mark of Conformity. This indicates that the conformity of our Product is based upon technical documentation and review of our Product Quality Plan to monitor our ability to consistently produce the Product in compliance with the requirements of [insert relevant provisions] of the BCA.”

“Compliance of this Product with the requirements of [insert relevant provisions] of the BCA is monitored by the CodeMark Australia Scheme Certification Body [insert name].”

An Approved User, who is also a CodeMark Certificate Holder, when reproducing the CodeMark Certificate of Conformity containing the CodeMark Mark of Conformity, must only do so by reproducing the entire CodeMark Certificate of Conformity.

An Approved User may only use the CodeMark Mark of Conformity in advertising that is specific to the CodeMark Certified Product. When more than one product is advertised, the CodeMark Mark of Conformity must only be used in association with the CodeMark Certified Product.

An Approved User, who is also a CodeMark Certificate Holder, must not:

- a. use the CodeMark Mark of Conformity in such a manner as to bring the Scheme Owner, the Scheme Administrator, the Scheme Accreditation Body, or CMI into disrepute; or
- b. make any statements regarding the certification of a Product or a Certified Product which may be considered misleading or unauthorised.

An Approved User, who is also a CodeMark Certificate Holder, upon the termination, suspension or withdrawal of a CodeMark Certificate of Conformity, must:

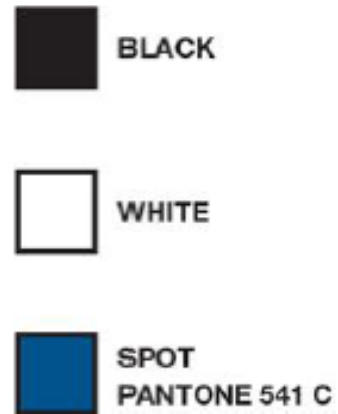
- a. discontinue immediately the use of advertising material that contains any reference to the CodeMark Mark of Conformity; and
- b. comply with the terms contained in written directions issued by CMI associated with the termination, suspension or withdrawal of the CodeMark Certificate of Conformity.

When using a CodeMark Mark of Conformity in any communication media including documents, brochures and advertising, a CodeMark Certificate Holder is responsible for ensuring their own compliance with the requirements of these Rules.

### Acceptable Formats

An Approved User must render the CodeMark Mark of Conformity in one of the three acceptable formats set out below:

- a. Format One: Using the following colours:



b. Format Two: Appearing in black and grey on a white background. An example follows:



c. Format Three: Appearing in black on a white background or in white on a black background. Examples follow:



An Approved User must, to retain the integrity of the mark, use the CodeMark Mark of Conformity by:

- a. applying the minimum clear space as set out in the diagram detailed in the CodeMark Australia Scheme Rules:



- b. not adjusting the proportions or any part of the CodeMark Mark of Conformity including the clear space; and
- c. not reproducing the CodeMark Mark of Conformity smaller than 20 mm wide.

*Source: CodeMark Australia Scheme Rules, Version 2016.1.*

## WaterMark Scheme Certified Products

CMI will provide to a WaterMark Certification Client, marking requirements for the use of the WaterMark Mark of Conformity as shows in Figure C below.



Figure C – WaterMark Mark of Conformity Acceptable Formats.

The application of a WaterMark Mark of Conformity on a plumbing and drainage product is a requirement under the Plumbing Code of Australia (PCA).

When applying for WaterMark certification, it is important to resolve the issue of product marking at an early stage. To change marking requirements at a late stage in product development could entail additional cost. Planning allows for time to evaluate the best method of incorporating the WaterMark on the product.

Techniques such as moulding, casting, etching, ink printing, embossing, labelling, painting, stamping, or laser printing, should be considered to produce the desired effect.



WaterMark Marks of Conformity shall be durable or incorporated in such a way as to reveal clear evidence of tampering.

When applied, the WaterMark Mark of Conformity shall be clearly visible and legible. In addition to the WaterMark Mark of Conformity, any other marking called up by the applicable specification must be included.

In addition, products shall have appropriate marking applied for traceability, identification of a licensed product by installers and other markings relevant to the correct installation and operation of the product.

Markings to be placed on products or packaging shall, as a minimum, include the following:

- a. Approved User's name, brand or trademark;
- b. WaterMark;
- c. Licence number;
- d. Batch identification (as required by the applicable specification);
- e. Number of the applicable specification, e.g. WMTS XXX or AS XXXX; and
- f. Other markings relevant to the correct installation and safe operation of the product, e.g. witness marks, use-by dates, direction of flow, and direction of opening/closing

In certain cases with plumbing and drainage products, space is at a premium and a modified version of the WaterMark Mark of Conformity may need to be considered.

In a limited number of cases, it is impossible to apply the WaterMark Mark of Conformity directly to the product (for example solder and fluxes). In these instances, product packaging shall bear the appropriate WaterMark.

Due to the complexity of products, there are many different ways of positioning the WaterMark on products (see Figure A below). Wherever possible, CMI shall provide guidance and consider any proposals put forward.

Some of the main criteria in positioning the WaterMarks are as follows:

- a. The WaterMark shall be clearly visible on the finished product to indicate the product is certified.
- b. The position of the WaterMark shall clearly indicate the applicable specification to which the product is certified.
- c. Where components are combined, the WaterMark shall be positioned to clearly indicate that the complete assembly is certified.

- d. Marked components must not be incorporated or combined in such a manner as to misrepresent certification of another product.

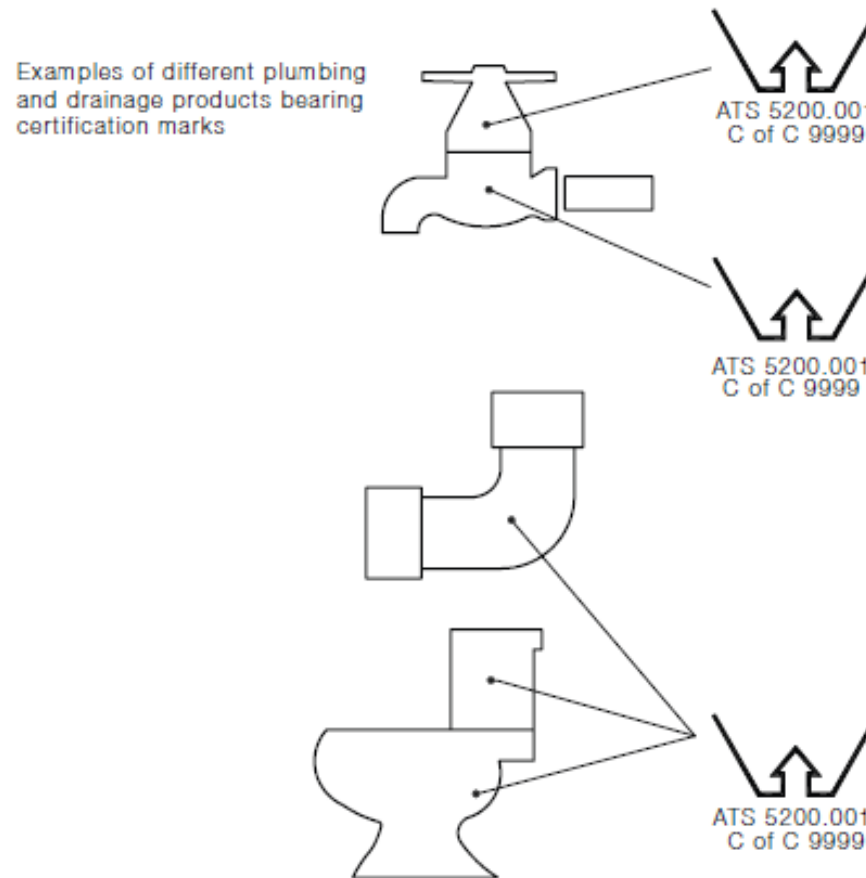


Figure D Examples of different plumbing and drainage product marking

In all cases, Approved Users shall submit a marking proposal to CMI showing the form and manner in which the WaterMark is to be used. Licensing / certification cannot take place until the marking proposal has been accepted.

### **Limitations for Use**

The WaterMark shall only be shown on or be associated with a product that has been duly certified and where the Approved User has been appropriately licensed.

The WaterMark shall only be used in communication media, such as documents, brochures and advertising that is specific to the certified product. When more than one product is featured, the WaterMark shall only be used in association with the certified product.

WaterMark Certificates of Conformity (WMCC) holders shall not use the product's certification in such a manner as to bring the Scheme Owner, the Administering Body, the Accreditation Body, or CMI into disrepute or make any statements regarding product certification which may be considered misleading or unauthorised.

Upon suspension or withdrawal of a WMCC, the use of advertising material that contains any reference to the WaterMark shall discontinue immediately

In making reference to a WMCC in communication media, such as documents, brochures and advertising, it is the WMCC holder's responsibility to ensure compliance with the requirements of CMI and the WaterMark Scheme Rules.

### **Misuse of Mark of Conformity**

An Approved User shall not apply the WaterMark on products, and/or related communication media, that do not comply with applicable specifications and shall not apply the WaterMark in a way that might be misleading or deceptive.

An Approved User shall not at any time during or after the term of an Approved User Agreement:

- a) register or attempt to register or use as a trade mark any of the WaterMarks or any device or word substantially identical with or deceptively or confusingly similar to any of the WaterMarks; or
- b) oppose or contest the validity of any application for registration or registration of the WaterMarks by the Scheme Owner or any of its Related Bodies Corporate.

Misuse of the WaterMark and WMCC reference number under the Scheme, including but not limited to misleading use of certificates or the WaterMark in documents, brochures and advertising, may result in suspension or termination of certification.

### **Dispensation**

Upon the granting of a WMCC no dispensation shall be offered to Approved Users from identifying the Mark of Conformity with products complying fully with the applicable requirements of the Scheme.

*Source: Manual for the WaterMark Certification Scheme, Version 2016.1.*

## JAS-ANZ Accreditation Symbol

The JAS-ANZ accreditation symbol is only to be used in conjunction with the CMI Certification symbol (CodeMark/WaterMark/Product Certification) and may not be reproduced in isolation.

CMI's clients shall only use the accreditation symbol in the following way:

- the combination, of the accreditation symbol and CMI's Certification symbol (CodeMark/WaterMark/Product Certification) is placed next to a certified client's name and/or logo, unless otherwise stated by JAS-ANZ in writing; and
- the dimensions of the accreditation symbol and CMI's Certification symbol (CodeMark/WaterMark/Product Certification) are proportionately equal.

### Reproduction of the Symbol

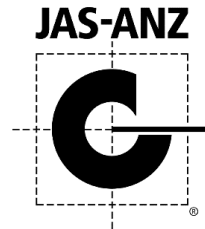
- The accreditation symbol is only to be reproduced in the colour combination as shown in Figure 1 [PMS Reflex Blue and PMS 485 (Red)].



[www.jas-anz.org/register](http://www.jas-anz.org/register)

- The URL for the JAS-ANZ register ([www.jas-anz.org/register](http://www.jas-anz.org/register)) must be displayed directly beneath the symbol. If the accreditation symbol is used more than once in the same document, the URL need only appear in the first instance.

- The accreditation symbol may be reproduced in a single colour to conform to existing pre-printed stationery or newspaper and magazine articles.



[www.jas-anz.org/register](http://www.jas-anz.org/register)

- The accreditation symbol may be uniformly enlarged or reduced but shall be sufficiently large for the wording to be clearly legible.
- The accreditation symbol may be stamped, moulded or otherwise incorporated on a certified product.
- The accreditation symbol may be embossed or stamped when used on paper.

*Source: JAS-ANZ Accreditation Manual (2018-08)*

## Our Verification

To help verify your organisation and/or products and build confidence with your customers we recommend using a “Click to Verify” link with your Badge.

This “Click to Verify” method could be a link from your CMI Badge displayed on your site, a simple text link, or you are allowed to add the 'Click to Verify' text to your Badge. Certified Client clicking on your Badge will open your official CMI Certificate on our register. Verifying your current certificate by a secure SSL connection.

Click on the following badge to try it below.



### The techy part

To add this “Click to Verify” link to your Badge or text on your website the HTML code would be similar to:

```
<a href="https://register.CertMark.org/certificate/CertMark/CMA-CM00000.pdf" target="_blank">  <br/>Click to Verify</a>
```

## Our Do's and Don'ts

- The CMI Logo is not to be placed on an image or busy background.



- The CMI Logo and Badges are not to be modified, distorted, or changed from the format in which they are supplied.

