

## **ANSI Mark Guidelines.**

If your BSI issued Certificate of Registration bears the ANSI Accredited Mark, you have been issued with an ANSI-accredited certificate applicable to the standard and scope listed on your certificate.

### **As a BSI registered organization you may:**

- Following approval from ANSI refer to BSI as an ANSI accredited Conformity Assessment Body (CAB) in text only; therefore, are first required to send a request to BSI and following approval display this information using the precise wording approved by ANSI

### **As a BSI registered organization you shall not:**

- Use ANSI Accreditation Mark
- Refer to, use, or reference the ANSI Accreditation Mark in any misleading manner
- Use the ANSI Accreditation Mark in a way as to imply that ANSI has certified or approved any product, person, or service certified by BSI
- Display the ANSI Accreditation Mark on or in connection with any product, its labelling, or packaging

### **Examples of unacceptable use of the ANSI Marks**

Use or registration of ANSI Marks as identifiers in connection with third-party products, services, domain names, social media user names, websites, logos, marketing materials, advertisements, and company letterheads is strictly prohibited. Use or registration of ANSI Marks in self-declarations, such as logos combining ANSI Marks with member (or other) names ("ANSI Member Icon"), is also strictly prohibited. Use of ANSI Marks or placement of such ANSI Marks in a manner that is misleading or incorrectly implies that ANSI endorses, has accredited, or otherwise approves a particular organization, product, or service is strictly prohibited.

### **Need further information?**

Email our marketing team at [marketing.au@bsigroup.com](mailto:marketing.au@bsigroup.com) or phone **1300 730 134** for more details.