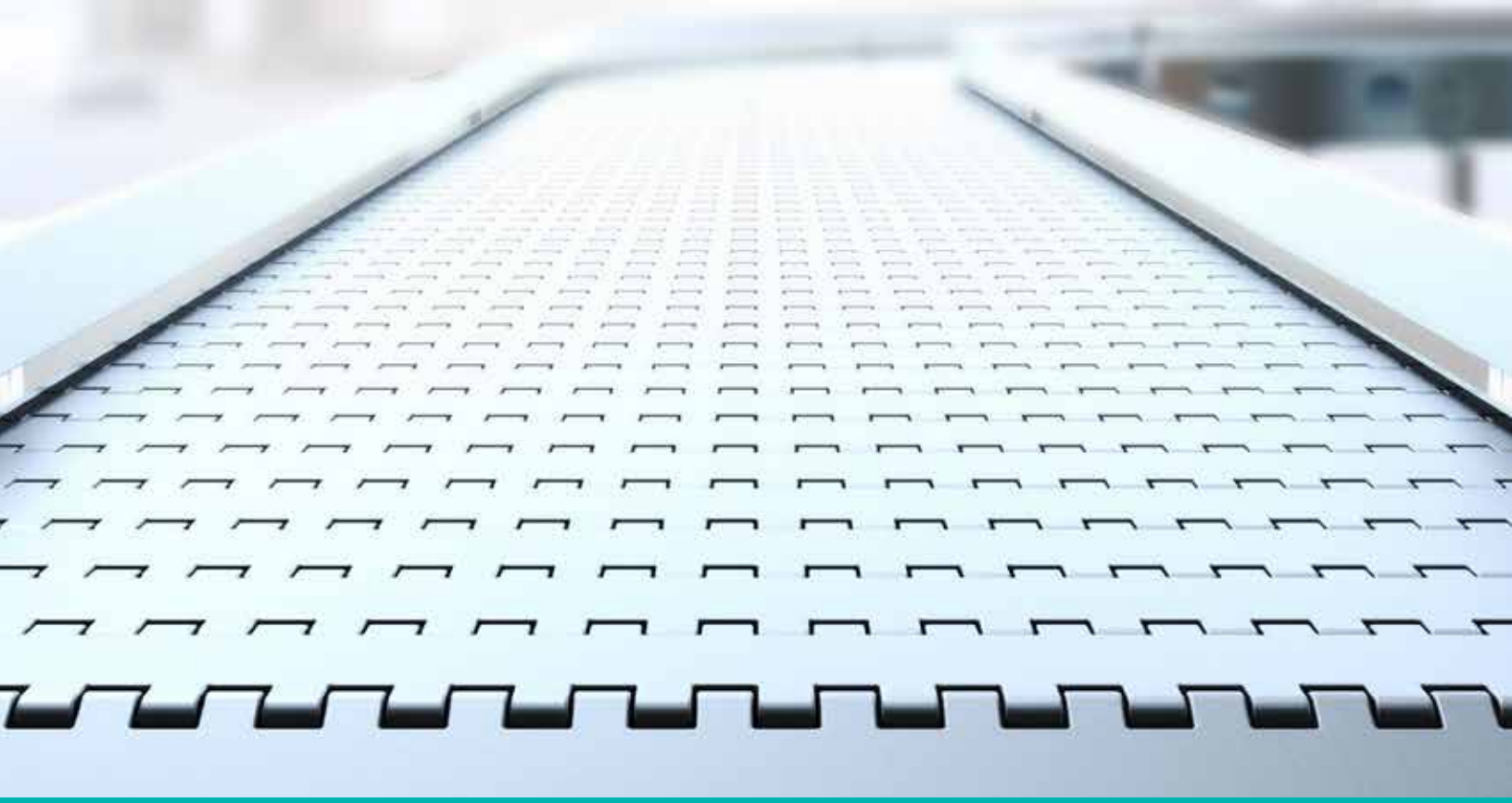


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GUIDE TO USING THE NSF-ISR MARK

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INTRODUCTION

The NSF-ISR mark is a powerful marketing tool available to organizations as they build industry confidence in their organization and services. Important specifications are chosen, and key purchase and usage decisions are made based on the NSF-ISR mark. NSF-ISR third-party certification includes use of this mark as long as the organization continues to conform to specific certification standards

This document was prepared to assist and guide NSF-ISR clients in promoting their certification achievement.



BENEFITS OF USING THE NSF-ISR MARK

Use the NSF-ISR mark to demonstrate your commitment and promote your organization's certification accomplishment to customers. The NSF-ISR mark:

- > **Increases the acceptance of your company or service.** Your clients, potential clients, regulators, retailers and dealers are all more inclined to trust literature, advertising and promotion that bear the NSF-ISR mark.
- > **Builds confidence and trust in your company or service.** When your clients see the NSF-ISR mark next to your company's name or in an advertisement, they know that your business has been evaluated by a third-party, non-biased organization and has successfully met the requirements of a standard.
- > **Allows for easier entry into new markets.** Whether it's a new industry segment or a new international market, the NSF-ISR mark on advertising and literature makes it easier to reach potential clients.
- > **Provides a faster communications tool.** The challenge for any company is to communicate its safety and reliability quickly and effectively. The NSF-ISR mark is one tool that does this. It is a small mark with a giant message.
- > **Gives your company and its services additional exposure.** With the NSF-ISR mark, your company's exposure is greatly increased through NSF-ISR's online listings.
- > **Reduces marketing costs.** Credibility and confidence come faster with independent certification, which reduces marketing expenses for that purpose.
- > **Increases sales.** When you combine all of the advantages, the bottom line is that the NSF-ISR mark will help increase sales. But this is only true for a company that consistently uses it, prints it, displays it and promotes the fact that the company is qualified to bear this valuable mark.

GUIDELINES FOR USING THE NSF-ISR MARK

This section highlights usage guidelines for the NSF-ISR mark, which are covered in full in NSF-ISR AESOP 4876, NSF-ISR Policies for Accredited Registration and Other Third-Party Services. You can view the document in its entirety on NSF Connect.

Written Authorization for Registration and Use of the NSF-ISR Management Systems Certification Mark

NSF and its mark(s) are registered trademarks of NSF International. You cannot apply or use a mark in connection with a site or product, or represent in any way that the site or product is registered, before receiving written authorization from NSF-ISR.

All marks are property of either NSF-ISR or accrediting bodies and must be returned to NSF-ISR upon termination of services.

Use of the NSF-ISR Management Systems Certification Mark (Listing of Registered Sites Only)

An organization can use the NSF management systems certification mark only in association with a site shown in NSF-ISR's listing of registered sites.

Use of the NSF-ISR Management Systems Certification Mark or Certificate (Advertising and Literature)

You can use the NSF-ISR marks, certificates, custom logos or statements of management systems certification on sales literature, websites, brochures, promotions, catalogs or any other media to promote your registration, provided you ensure that statements of management systems certification reference:

- > The organization name of the registered site(s)
- > The type of management system (e.g. QMS, EMS) and the applicable standard
- > NSF-ISR as the certification body

You may not:

- > Directly or indirectly represent, advertise, imply or claim that products (including services) or a non-registered site are registered by NSF-ISR.



This includes any business activities not covered under the scope of registration in your NSF-ISR certificate.

- > Reference certification in a manner that would bring the accreditation body or NSF-ISR into disrepute and lose public trust

In addition, the NSF-ISR management systems certification marks, certificates or statements of management systems certification cannot be:

- > Used to imply that a product is certified, has an environmental benefit or is of superior quality. A product is defined as a tangible product or its packaging. In the case of testing/analyzing activities, it could be a test/analysis report, certificate of conformance, product warrantee or guarantee.
- > Used on products or consumer packaging, under any circumstances
- > Used on lab test, calibration or inspection reports or any document/record that attests to product suitability, fitness or conformance (e.g. product specification sheets, technical data sheets, certificates of conformance, certificates of analysis, etc.). When using symbols or logos, make sure no certificate document, mark or report is used in a misleading manner.
- > Advertised if the organization's certification is suspended or withdrawn
- > Used to imply that activities, processes, products, services or sites outside of the scope of registration are part of the certification

Contact your account manager to obtain the NSF-ISR certification mark and accreditation mark.

USE OF ACCREDITATION MARKS

NSF-ISR issues your company a registration certificate that includes the mark of the accreditation body. NSF-ISR will also provide an electronic copy of the NSF-ISR management systems certification mark and the official accreditation body mark.

You may use the accreditation mark **in conjunction with** the NSF-ISR management systems certification mark:

- > In a manner that clearly communicates the meaning of the accreditation mark in regard to the NSF certification mark and does not imply that your organization is registered by the accreditation body;
- > On a white or light background or in blue (PMS 286) and red (PMS 485);



- > In a size that makes all features of the symbol clearly distinguishable without distortion of its dimension and not larger than the NSF-ISR certification mark.
- > On your organization's stationary, literature and advertising, subject to the conditions for use of this policy.

You may not:

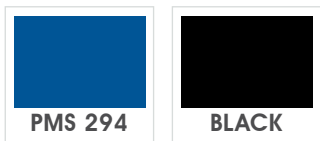
- > Use the accreditation mark without also using **in direct proximity to** the NSF-ISR management systems certification mark.
- > Use the NSF-ISR certification mark and the accreditation mark(s) on a product, process, service or product packaging to imply certification or approval of the product, process, service or packaging.

GRAPHIC GUIDELINES FOR LITERATURE AND ADVERTISING

Specific NSF-ISR marks are available for certification services offered by NSF-ISR. Marks can be used in color or black and white and must be specific to your certification. You can use NSF-ISR marks on your company website, letterhead, business cards, placards and other promotional materials.

Color Options

When using the NSF-ISR mark in color, it must be produced using Pantone 294 Blue. Alternatively, it can be produced in black.



The ® symbol must be visible and positioned to the bottom right of the **F**. See examples:



Visibility

The NSF-ISR certification mark cannot be cropped. The mark must be 100 percent visible and the NSF-ISR letters must be legible.

Representation

The mark must not appear in a manner that may directly or indirectly represent non-certified products/systems as certified by NSF-ISR or NSF International.

Size

For visibility and legibility, it is recommended that the NSF-ISR mark be reproduced no smaller than 3/8 inches (.9525 cm) in diameter in print materials.



The **NSF-ISR swirl logo** is only to be used by NSF-ISR:

1. On all NSF-ISR certificates issued globally
2. For all official NSF-ISR business conducted in China

This logo is never to be used by clients or to represent business conducted outside of China, other than on NSF-ISR issued certificates.

THIS LOGO CAN NOT BE USED IN ANY MANNER OTHER THAN THOSE STATED ABOVE.





RECOMMENDED GRAPHIC FILE FORMATS OF THE NSF-ISR MARK

The NSF-ISR marks specific to your certification were provided to you in your certification package. If you need updated files, please reach out to your account manager. We provide the logos in different formats for optimal use in different media such as printed materials, Word or PowerPoint documents, web pages and general communications.

See below for details on choosing the appropriate graphic format for your needs.

FILE TYPE	END-USE
JPG	Common image format for a variety of settings (Word and PowerPoint, general communications); will always produce with a white background
PNG	Appropriate for use on a website or a word processing document that requires a transparent background. <i>If you wish to make this mark "clickable" to access NSF-ISR's site, please apply the following code: <code></code></i>
EPS (vector)	Best option for printing and higher end communications; select if you need to significantly increase or decrease the size of the mark (can be scaled to any size without loss of quality) <i>Note: Only specialty design software (such as Adobe Illustrator or Photoshop) can view or open EPS files.</i>

SHOULD YOU REQUIRE AN ALTERNATIVE FILE TYPE, REACH OUT TO YOUR ACCOUNT MANAGER.

HOW TO ORDER FLAGS, BANNERS AND OTHER MARKETING ITEMS

NSF-ISR registered companies have the opportunity to purchase marketing items to display their certifications prominently. To purchase, follow the steps below or go directly to the [online store](https://www.nsf-isr.org).

Step 1

Direct your browser to www.nsf-isr.org.



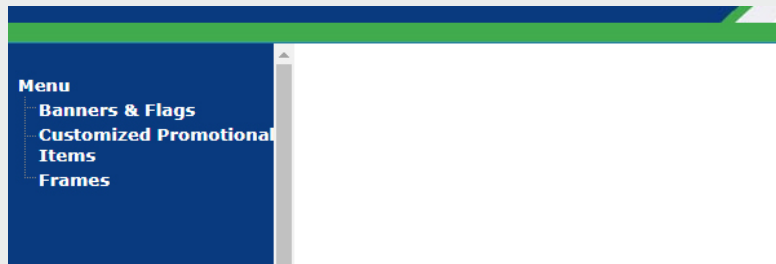
Step 2

On the lower right side of the page, click *Order Banners, Flags and Custom Promotional Products*.



Step 3

You will be taken to the purchasing site. Choose a category on the left.



Step 4a

Select *Banners & Flags*.

Choose *Custom Banner & Flag Quote* to choose your own size flag, combine multiple registrations and add your company's logo.

Select the quantity and add the item(s) to the cart.

Continue to Step 5.



Step 4b

Select *Customized Promotional Items* to choose from a variety of co-marketing items.

To proceed with the order, contact the person listed on the page.

Continue to Step 5.

Customized Promotional Ideas

As a service to our clients, we can customize your flag or banner by:

1. Creating a specific size
2. Combining multiple registrations on a single flag
3. Adding your company's logo

Please include the above information when placing an order using the "Custom Banner and Flag Quote" link - see "Banner & Flag" category.

Promotional items that can be customized include:

- Customized banners and plaques

Step 4c

Select *Frames* to order a frame for your NSF-ISR certificate.

Select the quantity and add the item(s) to the cart.

Continue to Step 5.



Step 5

Verify the items in your cart and select *Check Out*.



Step 6

Fill out payment and shipping information and click Continue.

Generic User - Order Information

* Required fields

Billing Address

Company:

Attn:

Address:

City:

State/Province:



CONTACT US

For more information, visit www.nsf-isr.org or contact information@nsf-isr.org.



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