



## Certification Marketing Guidelines and Tips



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# CertFast Certification Marketing Guidelines and Tips

Congratulations on achieving your certification/re-certification from CertFast, LLC.

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

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:

- Website
- Blog
- Email campaign
- Instagram
- Facebook
- LinkedIn

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

- CertFast Mark Artwork
- CertFast Certification Badge Artwork

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

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

Sincerely,

Stephanie Kline, CEO  
CertFast  
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## On Your Website:

1. Locate an appropriate section on your website to link 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. It should not be posted on your product or service pages.
2. You can create a “Quality Certification” text link to the .pdf of your certification. Or you can use the **CertFast Certificate Badge** .jpg to link to the .pdf.

## On Your Company Blog:

1. Write a brief Article or Blog entry promoting your certification, and link to the .pdf of your Certificate of Approval.

Here is some sample text to use:

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.

We partnered with CertFast, Inc., [www.certfast.com](http://www.certfast.com), an accredited quality management system certification body, to achieve our certification.

2. Publish the Blog Entry

## Email Campaign:

Publish a special email campaign announcing your certification to customers and prospects. Outline why you went through with the certification process and how it benefits customers. You can include any improvements or learnings from the process. You can also link to you certificate.

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## On Facebook/Instagram:

1. Create an announcement on Facebook/Instagram using a more causal tone. Consider putting a personal voice on the post. Link to the picture of your certificate... or better yet, a photo of your staff holding the new certificate!

Here is some sample text to use:

We're officially (ISO 9001)-certified by CertFast, Inc.! Check out our certification and visit our website (link to blog announcement or quality webpage) for more information!

2. Post the announcement.

## On LinkedIn:

1. Post an update on your Company page and ask your sales team to post the same message to their profile pages.

Here is some sample text to use:

We are proud to announce that we achieved (standard) certification! Check out our new/updated certificate on our website (link to certificate or quality webpage).

Talk about the customer benefits.

2. Post the update

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## The CertFast Mark:

You may recognize the CertFast Mark from your certificate. As a registered client with CertFast, you are authorized to use the CertFast Mark as illustrated in figure 1 below. However, your use of the CertFast Mark is subject to the following conditions:

1. The CertFast Mark must be used in conjunction with the client's name, certificate number, and the applicable Management System Standard(s).
2. The CertFast Mark can be used on written material such as company letterhead, company brochures, and other 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 CertFast Mark may NOT be used on laboratory tests, calibration or inspection reports. The registered client shall inform CertFast of each separate use of the CertFast Mark and provide documented illustrations of each such use.
3. The client must discontinue the use of the CertFast Mark if, in the opinion of CertFast, any registration documentation, use of the CertFast Mark or reports (or any thereof) is misleading or improper.
4. When the Registration is terminated, for whatever the reason, the client shall immediately discontinue use of the CertFast Mark.
5. 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 CertFast Mark will be temporarily suspended until such time that the identified nonconformities are corrected or permanently revoked.

Figure 1



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6. The client must develop and maintain a written procedure which describes the internal and external controls and conditions for use of the CertFast Mark, including a procedure to discontinue use if so directed by CertFast. The client must provide a copy to CertFast.
7. Should the client want to use the CertFast Mark in any fashion not consistent with items 1 to 6, they must request and receive permission, in writing, from CertFast.

## Certification Badge(s):

CertFast designed new Certification Badges for registered clients at the end of 2023. A separate Certification Badge has been created for each international standard that CertFast is accredited to grant certification. An example can be seen in figure 2. Unlike the CertFast Mark, you do not require a written procedure to use the Certification Badge(s).

1. The registered client may only use the Certification Badge(s) that show the standard(s) to which the client is certified.

Figure 2



2. 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!
  - 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.
  - Don't imply that your Certification gives you a product or service guarantee
3. The Certification Badge(s) may not be used on laboratory tests, calibration or inspection reports.
4. 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.

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5. The Certification Badge(s) may be on written material such as correspondence, advertisements, and promotional documents only in reference to the applicable Management System. For example, use it on business cards, tradeshow booth displays, banners, signs, and brochures (as long as it does not give the impression of product certification).
6. If certification is terminated, the client must immediately remove the Certification Badge from all online and print material.

## More Tips on Logo Use

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

1. Never use ISO's logo as it is a registered trademark. Do not adapt or modify it for your use in any way.



1. 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. Do not say that your organization is "accredited" to the standard. Accreditation refers to the formal recognition by an accreditation body (like IAS) that a certification body (like CertFast) is competent to carry out third party audits and grant certification.
3. Except as part of the entire CertFast "Certificate of Approval," the mark of the CertFast accreditation body (IAS) may not be used unless written permission is obtained directly from IAS. Should CertFast grant permission to use the IAS mark, such uses must always be in conjunction with the CertFast Mark.
4. CertFast is not permitted to grant permission for use of the IAS Mark except as part of the entire Certificate of Approval
5. Do not use the CertFast, Inc. company logo by itself.