

Client information note

Using your LRQA approval mark / Promoting your LRQA approval

Congratulations on your LRQA approval. As an approved client, you can now use an LRQA approval mark to demonstrate your achievement to clients, prospective clients and key stakeholders. This information note has been designed to help you get the most from your approval mark and provides guidance about using the mark.

Using the mark

You can use the relevant LRQA approval mark on your stationery, publicity material, company buildings, flags and so on. It can be reproduced in any single colour and at a size that is clearly legible. Guidance on using your mark on vehicles is contained in the separate Client Information Note.

If the mark changes

If the LRQA mark changes, you will be notified by your local LRQA office. Please update to the new mark at your earliest convenience. Ideally, this would take place in line with your next certificate renewal visit. Your company can continue to use the previous LRQA mark for a reasonable time. Please contact your local LRQA client services team, who will be happy to assist you in updating to the current approval mark.

Misuse of the mark

LRQA approval marks don't demonstrate product or service approval so marks can't be used on the product itself nor on the product packaging. It relates to your management system and may only be used in this context.

Example of the LRQA approval mark:

You cannot use the relevant LRQA approval mark on test or calibration reports, or certificates, nor on certificates of conformity.



The mark must not be used to imply that certification exists other than as defined in the LRQA scope and at the location(s) which is printed on your certificate.

Statement of Certification

A statement of certification can be applied on product packaging (that can be removed without the product disintegrating or being damaged) or accompanying information (considered as separately available or easily detachable) to demonstrate that you have a certified management system. Type labels or identification plates are considered as part of the product.

The statement shall include reference to;

- identification (e.g brand or name)
- the type of management system and the applicable standard
- LRQA as the certifying body.

Correct use of your approval, including the LRQA mark or a statement of certification, is a contractual obligation. LRQA monitors the use of the mark and statements of certification during surveillance and certificate renewal visits.

Misuse of material and certificate withdrawal

The LRQA certificate can be withdrawn if your company misuses the mark or a statement of certification and continues to do this after attention has been drawn to the misuse.

If your company's LRQA approval is withdrawn, you must stop using the mark and / or any statement of certification and withdraw any material that promoted your approval. Continued use of the mark and / or statement of certification in such circumstances will result in legal action being taken by LRQA.

Further help

If you would like any further guidance please contact your local business centre. Alternatively, phone our Technical Helpdesk on: +44 (0)330 414 1339 or 0800 900012 (within the UK)

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