



AREAS

Certificazioni

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NOTE: in case of discrepancies, the Italian version of this document prevails

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1. PURPOSE AND SCOPE

This regulation describes the conditions defined by AREAS Certificazioni S.r.l. (hereafter referred to as AREAS) for the conceding of its trademark, subsequent to certification or specific agreements.

This regulation shall apply to:

- testing and certification of products, services and projects,
- personnel certification,
- certification of systems and management (ISO 3834 and EN 1090).

Together with the specific regulations of each scheme, it details the rules for the use of certificates issued by AREAS and its certification mark.

The latest updated version of the regulations is available on the AREAS website at www.areassrl.it.

2. USING THE CERTIFICATE

The certification of a product and the use of the related certification mark can only be used in relation to the product being certified.

Certificates of conformity to a standard or certificates relating to management systems shall not be used to promote products or professional skills.

The holder of the certificate is solely responsible for the correct use of the same and for the correctness of all declarations and documents issued bearing reference to the certificate or product mark.

In the case of voluntary conformity assessment, all documentation bearing a reference to the certificate or mark must clearly explain the voluntary nature of the same.

All documents issued by the Certification Body such as reports or certificates must be reproduced in their entirety and cannot be used in a partial manner; the holder of the document may still make enlargements or reductions as long as this does not alter its structure and / or legibility.

All documents issued by the Certification Body such as reports, certificates or certificates may be cited and / or recalled in the documentation of the holder exclusively in their entirety.

3. USE OF THE CERTIFICATION MARK

The certification mark of AREAS Certificazioni S.r.l. is issued to:

- natural persons who have successfully passed the certification process for the reference professional figure,
- organizations that have successfully completed the process of voluntary conformity assessment of a product,
- to organizations that have successfully completed the certification process of the management system according to ISO 3834 or the certification according to EN 1090.
- To examination and/or training centers qualified by AREAS

For the use of the AREAS mark both the organization and the person must be in possession of a certificate issued by AREAS, the report, albeit with a positive result, issued by the inspector at the end of the evaluation is not sufficient.

The use of the trademark is allowed only for the holders of a valid certification / conformity assessment and always in compliance with the dictates of these Regulations.

The AREAS certification mark must not be used in association with other marks owned by the organization or the person, or in any other way that may give rise to interpretations on the purpose of the certification other than that covered by the purpose indicated on the certificate.

The use of the certification mark must not give the impression that the certified company or its employees belong to the AREAS group or operate on behalf of AREAS.

The role of the Certification Body as an "independent third party" must not be compromised by the use of the certification mark. The certification mark must be smaller than the name or logo of the holder of the certificate/certificate and must be positioned in such a way as not to lead to misinterpretation.

The user of the certification mark:

- must meet the usage requirements set forth in this regulation
- following the suspension of the certificate, expiration, revocation or withdrawal, must immediately cease the use of the mark and the reference to the certification, eliminating any reference to them from all documentation both paper and computer,
- in the event of a reduction in the scope of certification, all of them must withdraw and correct appropriately all documentation referring to the conformity assessment,
- must not make misleading statements about the purpose of certification,
- must not misuse certification documents,
- must not refer in such a way that it can be thought that certification applies to activities outside the scope of the certification,
- may not use or permit the use of its own certification in such a way as to discredit the Certification Body and/or the certification system,
- must not use the AREAS logo (or just the pictogram or logotype) or the design of AREAS.

The certification mark is provided in PNG format.

Any other formats must be requested and their feasibility will be evaluated by AREAS. The files provided may not be modified and/or counterfeited; only the original files may be used to guarantee the correctness of the proportions, colors and contents.



4. LOGO AND BRAND GRAPHICS

The AREAS logo consists of a pictogram and a logotype.

The logotype consists of two overlapping words: "AREAS" in red at the top and "Certifications", smaller, at the bottom. The two words, except for minimal optical visual devices, have the same length.

The pictogram is formed by a gray C, inscribed in a perfect circle, to which an A in red is superimposed. The A is stylized and formed by 4 triangles different in shape and size with slightly curved sides.

Definition of colors:

Red	HEX: c4161c	
	CMYK: 16 C 100 M 100 Y 6 K	
	RGB: 196 R 22 G 28 B	
Grey	HEX: 454545	
	CMYK: 67 C 60 M 58 Y 43 K	
	RGB: 69 R 69 G 69 B	

The logo has a monochromatic version in which in the pictogram the parts of optical overlap between the C and the A are "cut" revealing the background color and thus maintaining the original contours.



Logo in monochrome version

In some circumstances the pictogram can also be used, exclusively by AREAS, alone instead of the complete logo, both in color version and in monochrome version.

The certification mark consists of the AREAS logo, a red line and an inscription indicating the certification. The line is the same color as the word "AREAS" and its thickness decreases from right to left in a curve until it cancels out under the pictogram.

Below this line, in gray (same color as the word "Certificazioni") the words "CERTIFIED SYSTEM", "CERTIFIED COMPANY", "CERTIFIED PRODUCT" or "CERTIFIED PERSON" and the relative norm.



Example of the MARKS AREAS Certificazioni S.r.l.

5. CERTIFICATION MARK USAGE RULES

- Only the AREAS certification mark may be used by Customers in their advertising, not the AREAS logo, however similar.
- The content and/or design of the AREAS brand can never be changed.
- The AREAS certification mark can never be associated with logos or claims of the user company.
- Around the AREAS certification mark shall be left a minimum space equivalent to 1/3 of the short side
- It is preferable to affix the AREAS certification mark on a white or light background, which offers an excellent contrast with the red and grey colors used. In case this is not possible it will be necessary to contact AREAS to study a solution.
- The AREAS trademark cannot be associated with other elements (graphics or otherwise).
- The certification mark may not be compressed, stretched or altered in any other form.
- The minimum reduction allowed on the short (vertical) side is 15 mm.
- The certification mark cannot be altered by adding texts.
- The colors of the certification mark cannot be altered in any way.
- The AREAS certification mark can never be combined with the ACCREDIA logo.

6. POSSIBILITY OF USE OF THE CERTIFICATION MARK

THE AREAS certification mark can be used in a number of different ways for internal and external communication.

Some examples of areas and means of communication in which the trademark can be used are:

- external/internal advertising
- company vehicles
- corporate videos
- company presentations/brochures
- Showcases
- advertising and catalogues
- business cards (for staff certification only)
- e-mail signatures (for personnel certification only)
- social networks
- poster
- exhibition stands
- marketing campaigns
- Events
- websites
- newsletter to customers and staff
- press releases

7. PERSONNEL CERTIFICATION

The certification mark issued by AREAS to natural persons must always be associated with the name of the certified person and the precise qualification indicated on the certification of personnel and, in no way, must be linked in a deceptive or misleading way to other qualifications not reported on the certification.

Certification marks relating to the certification of personnel may only be used to promote the professional qualification covered by the certification issued by AREAS.

The use of the mark is granted to the professional for the duration of the certification defined by the specific scheme. The use of the certificate and the mark is prohibited in the event of suspension, withdrawal, expiration or cancellation of the certification. The professional accepts to use the certificate and the certification mark according to the rules of this document and the related certification scheme.

The certificate mark must be marked as explicitly relating to the professional qualification covered by the certification issued by AREAS. The mark may not be linked to other professional qualifications not covered by certification. In addition, the certification mark must always be placed next to the name of the certified professional together with the certificate number.

The certification of the professional is issued in accordance with the reference scheme and therefore must be referred only and exclusively to this scheme.

The UNI EN ISO/IEC 17024:2012 standard can be indicated with reference to the certification scheme only and exclusively in the manner indicated below:

Name and Surname

(Role-professional qualification covered by the certification)

Certificate AREAS n. XXXXXXXXXX

Scheme AREAS CND / WEL accredited ISO/IEC 17024:2012

8. PRODUCT CERTIFICATION

The certification mark is not granted by AREAS to manufacturers of products that fall within the scope of the CE marking, (e.g. PED Directive) for which the Body is Notified.

The certification mark is granted by the body to manufacturers who fall within the scope of Regulation 305/2011 for which AREAS is notified for the EN 1090-1 standard.

The user, in the case of certification not of a single product, must prepare an adequate procedure concerning the methods of use / reference to the certification itself.

The user, in case of granting the certification mark, must prepare an adequate procedure showing the methods of use of the mark and must prepare a list of products / documents bearing the certification mark. The procedure on the use of the mark must ensure compliance with the following requirements:

- the certification mark issued may be affixed to the device/equipment produced in the certificate,
- the certification mark issued can be used in advertising publications (brochures, website, etc.),
- the right to use the certification mark applies exclusively to products manufactured at the verified production site and indicated on the certificate itself,
- the certification mark issued may be used for advertising purposes only with reference to the activities provided for in the contract stipulated with AREAS.

Once the certification has been obtained, and for the entire period of validity of the same, the customer can refer to it in his technical and advertising publications in the manner defined by the different regulations. Any reference must be made correctly and in such a way as not to lead to misinterpretations; in particular, it must be clear that the certificate relates exclusively to the certified "product"; it therefore means that particular equipment, component or system expressly indicated on the certificate itself and not others, nor the management system of the organization (for example the quality system or other type of system).

9. MANAGEMENT SYSTEM CERTIFICATION

A certificate or mark relating to a management system may be used exclusively to promote the management system in question. The certification mark is granted by the body to manufacturers who fall within the scope of the certification of quality systems for which the Body is notified (e.g., welding quality according to ISO 3834).

The user, in case of system certification, must prepare an adequate procedure showing the methods of use / reference to the certification itself.

The user, in case of granting the certification mark, must prepare an appropriate procedure showing the methods of use of the mark and must prepare a list of documents bearing the certification mark.

Once the certification of the management system has been obtained and for the entire period of validity of the same, the organization can refer to it in its technical and advertising publications, in its correspondence, etc. This is on the sole condition that each reference is made correctly and in such a way as not to lead to misinterpretations; especially:

- it must be clear that the certification concerns only the certified management system and that it is not a product certification;
- the standard applicable to the certified management system shall be mentioned;
- wherever feasible and where applicable, it must be clear that the certification of the management system is limited to the production site defined on the certificate;
- wherever feasible, the site(s) and/or establishment(s) as well as the type of products, processes and services indicated in the certificate must be explicitly reported;
- wherever practicable, any exclusions of non-applicable requirements of the reference standard shall be made explicit.

The AREAS mark issued following a system certification can only be affixed in combination with the company name or logo of the organization itself, without prejudice to the rules mentioned above. Locations of the brand not adjacent to the company name or logo of the organization are not allowed.

The AREAS mark issued following a system certification can never be applied on products and packaging. On the packaging of a product and/or within the accompanying information of the same, reference may be made to certification only by affixing a sentence which must include:

- identification of the manufacturing company,
- the type of certified management system (e.g., quality, environment, etc.) and the reference standard,
- identification of the certification body that issued the certificate.

In addition, if the certified company provides training courses, the AREAS mark cannot be affixed to the certificates of qualification and / or competence issued to the participants in the course.

In case of reproduction of the CERTIFICATE or THE AREAS mark, the certified organization must contact AREAS to obtain the relative approval in writing regarding the method of use.

The correct use of the certificate and the AREAS mark and in general the correctness of the references to the certification are in any case kept under control during the surveillance and renewal visits by the audit team which, in case of non-compliance with the above conditions, may issue non-conformities in this regard; moreover, the incorrect use of the certificate may be a cause for suspension of the certificate.

10. REVISIONS

Rev.0	15/07/2021	First issue
Rev.1	10/09/2021	General revision of the graphic part and spelling
Rev.2	25/02/2022	Insertion of paragraph 9 "Revisions" Amendment to paragraphs 7 and 8 with a detailed explanation of when the mark may be used and for which schemes. Possibility to have the mark at the training and examination centers
Rev.3	07/04/2022	General review