

# COMMUNICATION GUIDE

FOR OSAC APAVE AEROSERVICES'  
CERTIFICATION TRADEMARK



## CONGRATULATIONS!

Your management system has just been certified by OSAC Apave Aeroservices. If you would like to communicate your company's performance through this recognition, OSAC Apave Aeroservices provides you with the following tools:

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**A certificate to display on your premises,**

**A logo to feature on all your communication materials and to be used in accordance with this guide,**

**Our website welcomes you and provides you with information.**

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We have designed this guide to help you promote your certificate while complying with the communication rules relating to certification.

Any company can refer to its certification once it has been certified, but its communications must be unambiguous about the standards, activities and sites concerned.

This guide applies to all management system certification trademarks issued by OSAC Apave Aeroservices:



# GUIDELINES FOR USE

OF OSAC APAVE AEROSERVICES'  
CERTIFICATION TRADEMARK

# 1. Introduction

The OSAC Apave Aeroservices Certification Body is a simplified joint stock company registered in the Nanterre Trade and Companies Register under number 523.329.837, with its registered office located at 14, boulevard des Frères Voisin – 92137 Issy-les-Moulineaux Cedex.

**THE TRADEMARK INCLUDES A LOGO FOR EACH STANDARD:**



*Do not use the logo examples above as they are.*

OSAC Apave Aeroservices will send the Certified Company the elements of the trademark to be used. Use of this trademark is strictly reserved for the Certified Company, provided that its management system is duly certified by the certifying body: OSAC Apave Aeroservices.

# 2. Trademark purpose

The use of the OSAC Apave Aeroservices certification mark allows the Certified Company to promote its compliance with the requirements of a management system standard on these communication media. The use of the mark does not replace the Certificate issued by OSAC Apave Aeroservices, which alone officially certifies the Certified Company.

# 3. Definitions

**THE TRADEMARK:** the certification trademark of OSAC Apave Aeroservices.

**THE CERTIFIED COMPANY:** the beneficiary of the right to use the trademark.

**THE CERTIFICATION BODY:** OSAC Apave Aeroservices.

**THE CERTIFICATION:** recognition given by the Certification Body to the Certified Company in the form of a certificate, whereby the Certification Body acknowledges that the Certified Company complies with the standards specific to the Certification scheme concerned.

# 4. Beneficiaries of the right to use the mark: the Certified Company

The beneficiaries of the right to use the trademark are natural or legal persons who:

**Have received one or more valid certificates issued by OSAC Apave Aeroservices,**

**Comply with legal and contractual provisions,**

**Comply with this communication guide applicable to the brand in question.**

In accordance with Article 20 of the Act of 31 December 1964, authorised use of the Trademark is strictly personal and may not be transferred to a third party, even a licensee or successor.

## 5. Trademark use

OSAC Apave Aeroservices does not authorise the Certified Company to reproduce the COFRAC accreditation mark or to refer to its accreditations, except in the case of the full reproduction of its certificate.

For certifications according to the EN91X0 series of standards: OSAC Apave Aeroservices does not authorise the Certified Company to reproduce the IAQG mark.

All communication regarding the Certification shall comply with legal and contractual provisions, as well as these rules of use and the applicable graphic rules.

Certain professions (professional practice structures for regulated professions, etc.) are subject to specific provisions relating to communication. In these specific cases, communication regarding the Certification must be carried out by the Certified Company in accordance with these specific provisions.

The Trademark may be used by the Certified Company on any medium of its choice: shop signs, window displays, company vehicles, commercial and/or advertising documents and media, letterhead, business cards, advertising, etc., but may not under any circumstances be affixed to a product.

The reference to the standard being certified, regardless of the type of certification, is mandatory. This logo, which includes the reference to the standard, is provided by OSAC Apave Aeroservices.

When a Certified Company holds several certificates **for the same scope/area of application**, it is strongly recommended to use a logo combining the standards. This 'combined' logo is provided by OSAC Apave Aeroservices.

Under no circumstances shall the Certified Company be permitted to imply that the Certification covers professional fields, activities or sites other than those certified, or to act in a manner that could give rise to such an implication.

### THE CERTIFIED COMPANY UNDERTAKES TO:

- |   |   |
|---|---|
| <p>5.1 Use the mark in accordance with the conditions set out in this guide when referring to certification status in communications such as the internet, brochures, advertising or other documents.</p>                     | <p>certification; however, the mark may be used on outer packaging that can reasonably be considered as not being intended for end users, provided that it bears the following statement: 'This product has been manufactured (or packaged) by (company name), whose management system has been certified (Standard) by OSAC Apave Aeroservices'. The logo may be affixed to a document separate from the product, for example, a technical notice inserted inside the primary packaging, provided that it is not visible from the outside. Certified companies engaged in trading activities shall take care not to cause confusion between their certification and that of their suppliers, particularly on the packaging they produce. The OSAC Apave Aeroservices certification logo may not under any circumstances be used on the product or any product packaging visible to the consumer.</p> |
| <p>5.2 Not make or permit any misleading statements regarding one's certification.</p>  |   |
| <p>5.3 Use the mark on its communication materials, provided that such use does not give rise to any ambiguity as to the nature and scope of the certification.</p>   |   |
| <p>5.4 Not use or permit the misuse of any certification document, in whole or in part.</p>   |   |
| <p>5.5 Immediately cease all use of the trademark and any reference to it in the event of suspension, withdrawal or cancellation of the certificate, and refrain from using any simulation or imitation of the trademark.</p> |   |
| <p>5.6 Modify any advertising material in the event of a reduction in the scope of certification.</p>   |   |
| <p>5.7 Not allow the reference to the certification of its management system to be used to imply that a product, including services or a process, is certified by OSAC Apave Aeroservices.</p>                                |   |
| <p>5.8 Not use the mark on its products or their primary packaging, so as to avoid any confusion with product</p>   | <p>5.9 Use the mark on stationery such as contractual and commercial documents, letterheads, business cards, liaison cards, invoices, on advertising media such as commercial advertisements, posters, commercials, websites, commercial brochures, on outdoor advertising such as posters, TV commercials, promotional videos, websites, brochures and signs, flags, vehicles, boxes not intended for end consumers, window stickers, promotional items such as diaries, mugs, doormats, in accordance with this communication guide.</p>  |

5.10 Not use the mark on test or calibration reports, certificates, or declarations of conformity.

5.11 Not imply that certification applies to activities and sites not covered by certification. If the scope of certification is limited in relation to the company's overall activities, or if only certain sites are certified out of all existing sites, the company must communicate about its certification, clearly specifying the scope actually covered.

5.12 Not use its certification in any way that could damage the reputation of OSAC Apave Aeroservices and/or the certification system and compromise the trust placed in it by the public.

5.13 Not claim any intellectual property rights over the trademark during the period of validity of the certificate and after its expiry.

5.14 Request in advance and in writing from OSAC Apave Aeroservices the transfer or retention of the right to use the trademark in the event of a merger, transfer or acquisition of the Certified Company's business.

The use of the trademark does not in any way exempt the Certified Company from its responsibility in the context of its services or the manufacture of its products. Consequently, OSAC Apave Aeroservices cannot be held liable in this regard.

In general, all communication regarding certification must be carried out in accordance with the principles of clarity and sincerity, particularly with regard to the scope of certification (Certified Companies, sites and activities, standards).

The Certified Company must not be associated with any action involving an improper or inaccurate reference to certification.

A Certified Company may wish to have its certification mentioned, for example, in a distributor's catalogue. The Certified Company is responsible to OSAC Apave Aeroservices for complying with these regulations. The Certified Company must ensure that there is no risk of confusion regarding its identity or the purpose of its certification.

## 6. Audiovisual and multimedia

These regulations shall apply, as far as possible, to audiovisual communications.

The Certified Company may display the mark accompanied by the relevant reference document(s) on its website in accordance with these regulations and with legal and contractual provisions.

However, the Certified Company undertakes to remove the Mark without delay at the first request of OSAC Apave Aeroservices, it being specified that OSAC Apave Aeroservices shall make its request as soon as it considers that the content, in whole or in part, of the Certified Company's website:

- does not comply with its ethics,
- contravenes any regulatory provision,
- is obscene,
- is defamatory,
- is abusive,
- infringes the rights of any person,
- is in any other way likely to harm the direct or indirect interests of OSAC Apave Aeroservices.

## 7. Trademark evolution

OSAC Apave Aeroservices reserves the right to replace the trademark with another trademark at its discretion. After being informed by OSAC Apave Aeroservices of a change to the logo, the Certified Company is required to update its communication materials incorporating this trademark as soon as possible. In the meantime, the Certified Company may continue to use the old trademark until the end of its three-year cycle.

## 8. Duration of the right to use the trademark

Authorisation to use the Mark shall remain valid as long as the Certified Company concerned continues to satisfy the conditions for the right to use the Mark.

A certificate may be suspended, either at the request of the Certified Company or as a penalty, due to deviations from the reference standard used, or in particular due to breaches of contractual commitments.

During the suspension, the Certified Company may not refer to its Certification, at the risk of prosecution or even withdrawal of the certificate.

OSAC Apave Aeroservices may suspend or withdraw certification in accordance with the OSAC Apave Aeroservices sanctions procedure, available on request. The Certified Company may appeal against this sanction in accordance with the said procedure.

## 9. Control of the trademark use

The correct use of your certification, including the trademark or a reference, is a contractual obligation and OSAC Apave Aeroservices monitors this use.

OSAC Apave Aeroservices may at any time monitor compliance with all conditions of use of the trademark and references to certification by the Certified Company.

To this end, the Certified Company undertakes to provide OSAC Apave Aeroservices, upon request, with any information necessary for the exercise of its right of control without delay.

## 10. Withdrawal of the right to use the trademark

OSAC Apave Aeroservices expressly reserves the right to withdraw the authorised use of the trademark at any time if the conditions for use of the trademark are no longer met.

Such withdrawal of the right to use the trademark must be followed by immediate action and all measures must be taken without delay to remove the trademark whose right has been withdrawn, in particular from all shop windows, packaging, documents and commercial advertising media, and to return the certificate(s) to OSAC Apave Aeroservices.

## 11. Misuse of the trademark

Any failure to comply with these regulations constitutes misuse of the Trademark. Any misuse of the Trademark by a Certified or non-Certified Company will result in action being taken by OSAC Apave Aeroservices, which reserves the right to seek compensation through all legal channels. If the Certified Company, whose right of use has been withdrawn, continues to use the Trademark, OSAC Apave Aeroservices reserves the right to seek compensation and damages through all legal channels.

## 12. Amendment to the rules

OSAC Apave Aeroservices shall notify the Certified Company in writing of any amendments to these regulations.

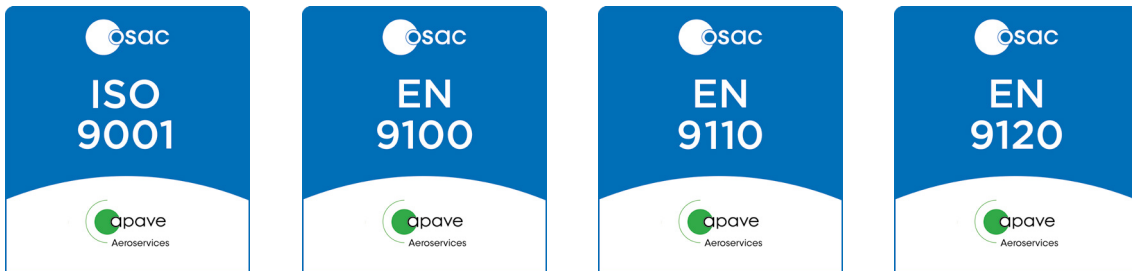
# GRAPHICS RULES

FOR OSAC APAVE AEROSERVICES'  
CERTIFICATION TRADEMARK

# 1. Graphical representation of the brand : the logotype

The use of the trademark must comply with the rules for using the trademark.

## LOGOS IN COLOUR



### SHADE OF BLUE

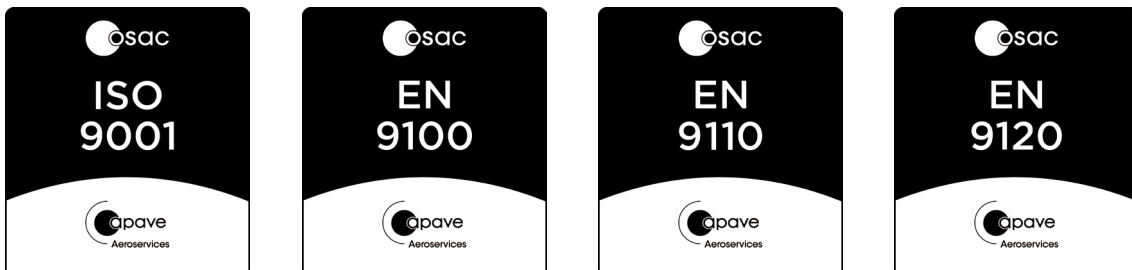


Pantone 285C

For-colour process : C84 - M44 - Y0 - K0

RGB : Red 0 - Green 111 - Blue 180

## LOGOS IN BLACK & WHITE



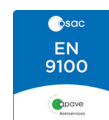
Pantone Neutral Black C

For-colour process : C0 - M0 - Y0 - K100

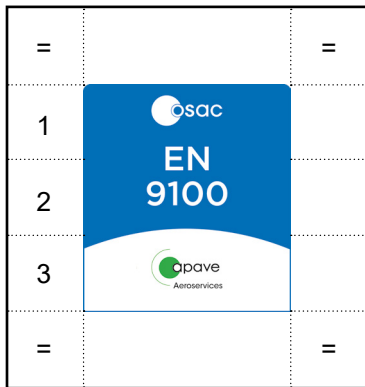
RGB : Red 0 - Green 0 - Blue 0

## LOGO SIZE

The certification trademark can be enlarged or reduced provided that it is still legible.



## THE LOGO: PROTECTION ZONE

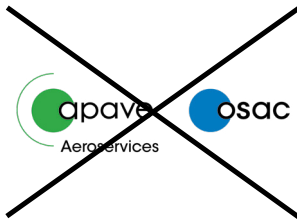


No text or wording should be included within the protection zone.

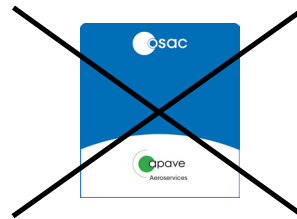
The protection zone corresponds to one third of the height of the logo.

## THE LOGOS: INTERDICTIONS

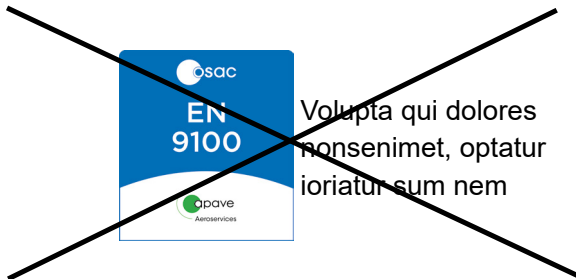
Do not use the OSAC Apave Aeroservices' company logo



without mentioning the standard.



No text may appear in the immediate vicinity of the logo; the protection zone must be respected.



Do not use the logo on a background of the same colour.



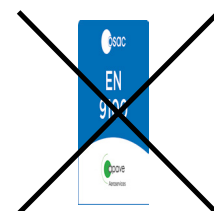
Do not change the colour of the logo elements.



Do not change the typography of the logo.



Do not distort the logo.



## 2. Audio use of the trademark

OSAC is pronounced [ ozak ]

## 3. Typographical representation of the trademark

Rule for writing the OSAC Apave Aeroservices certification trademark in a text:

**OSAC is written in capital letters.**  
**Apave Aeroservices is written in lowercase letters**  
**with a capital letter at the beginning of each word.**

## 4. Practical recommendations

When placing an order with a supplier (printer, etc.), do not hesitate to provide them with:

**This communication guide,**  
**A source file of the logo.**

Your contact for receiving the OSAC Apave Aeroservices' certification logo:  
 certification.aeroservices@apave.com  
 Please indicate the certificate number(s).

## 5. Order form

	Minimum quantity	Requested quantity	Unit price Excluding VAT	Total Excluding VAT
Additional certificate (foreign language)	1	_____	90 €	_____
TVA 20%				_____
<b>Total Including VAT</b>				_____

First name - LAST NAME: \_\_\_\_\_ COMPANY: \_\_\_\_\_

Address: \_\_\_\_\_

ZIP Code: \_\_\_\_\_ City: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Date: \_\_\_\_\_ Signature: \_\_\_\_\_

Completed and scanned order form to be returned by email to: [certification.aeroservices@apave.com](mailto:certification.aeroservices@apave.com)

We are available to help you put in place your communication and/or validate your use of the OSAC Apave Aeroservices certification trademarks:

[certification.aeroservices@apave.com](mailto:certification.aeroservices@apave.com)

Please indicate the certificate number(s).

**OSAC Apave Aeroservices**

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