

Corporate Brand Guidelines

§ 1

Permission to use

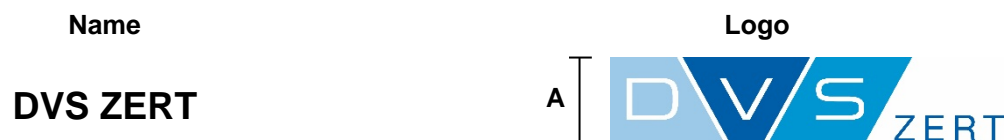
All users of the trademark (beside of corporate members of DVS ZERT) are all those companies that have successfully passed the certification process of DVS ZERT.

The permission to use is bound to the validity of the certificate and is both, non-exclusive and not transferable. If there are changes in the scope of certification, the user of the trademark shall adapt his propositions according to their content, if necessary. The user of the trademark is not authorised to grant licenses on the trademark in any kind or to allow third parties to make use of the trademarks of any kind.

§ 2

Use of the trademark

The trademark shall be used in uppercase letters of the same size and in horizontal spelling. The logo shall always be used in the way shown in the drawing below and shall be illustrated at a minimum size of A = 4 mm. The maximum permissible size is A = 11 mm.



The logo shall only be used in the stipulated grey shades (Pantone: Black | Black 60% | Black 40%) or blue shades (Pantone: 293 | 299 | 299 50%). The trademark logo should always be placed on a white background and shall not be placed on a photographic, dark or restless background. Neither shall it be used in running texts in combination with other graphical elements and an alteration of the graphical proportions.

The user of the trademark shall be entitled to use the trademark “DVS ZERT“ for the purpose of advertising, such as on printed items, business papers, letterheads, invoices etc. in connection with their business activities. The advertising messages shall be clear and unambiguous. The brand user is also entitled to use the “DVS ZERT” trademark with reference to standards (annex) if he has the relevant valid certification.

Laboratory test reports, calibration certificates, inspection certificates or certificates shall be excluded from marking. Nor shall the user of the trademark be allowed to use the mark directly on products and product packaging.

Marking of product packaging is only permitted if the user of the trademark clearly indicates that the products were manufactured using a certified management system, using certified welding quality requirements or within the scope of certification of the factory production control (FPC). It shall be unambiguously made clear that it is not a certification of the product. Marking of this kind shall be agreed with DVS ZERT in the individual case.

§ 3

Use of DVS ZERT certificates

When using the DVS ZERT certificates for advertising and/or other purposes, they shall only be copied and/or published as a whole. Representing only excerpts of them is not allowed. If they are diminished in size, it shall be assured that they are still perfectly legible. The text of advertising material shall not be contrary to the contents of the certificates.

§ 4

Royalty

The use of the trademark shall not be subject to any charging of royalties.

§ 5

Control of trademark use

DVS ZERT or auditors and independent accountants engaged by him shall be entitled to control the use of the trademarks according to the statutory use from time to time and at their own discretion. For this purpose, they may require the presentation of printed items etc.

§ 6

Trademark ownership

The user of the trademark acknowledges that he will not acquire any rights on the trademarks by being allowed to use them and that DVS ZERT is the sole owner of the trademark. The user of the trademark shall be obliged to refrain from any action that may be capable of affecting the exclusive rights of DVS ZERT and/or discredit the image of DVS ZERT. Should any rights on the trademark arise for the user of the trademark from making use of the trademarks, he shall be obliged to transfer them in full to DVS ZERT. The user of the trademark shall immediately inform the management of DVS ZERT about any use of the trademarks which he deems to be impermissible, particularly the use by parties who are not authorised to use them.

§ 7

Period of use

The period of use for the user of the trademark(s)/certificate shall end at the date of expiry of the validity of the certification.

DVS ZERT shall be entitled to terminate the use of the trademark without prior notice despite written warning and setting of a deadline.

The user of the trademark shall be obliged to refrain from using it any longer and to immediately destroy all materials and objects bearing the trademarks/the certificate.

Annex:

Standards-related DVS ZERT logos

