



## Mark Usage Guide

Making the Mark work for you



## Making the Mark work for you

Your tests and evaluations are complete. The terms & conditions of certification are in order (certification agreement, factory inspections, authorization to mark or mark licence). Congratulations, your product has met the requirements that make it eligible to bear one of the Intertek Marks.

The Marks are evidence to your customers, to Authorities Having Jurisdiction (AHJs) to customs & port authorities, as well as any other official body that your model/product conforms to applicable standards and that there is a program of ongoing factory inspections. This can help build customer confidence in your model/product and acceptance throughout the global supply chain.

Your Mark can be displayed proudly on your model/product and its packaging, in advertising, sales literature, and in user documentation. It can be a powerful marketing aid, providing that it is used correctly.

### Literature, Advertising, Documentation

There are a few easy-to-follow rules on the use of the Mark:

- The Mark may only be applied to the product at the authorized manufacturing site or sites.
- You may enlarge or reduce the Mark proportionally, but it cannot be changed in any other way. Care should be taken when printing a Mark on a product, this should be as large as the space will allow, typically above 13mm wide (0.5"). Printing of smaller sized marks is allowed, but all parts of the mark must be clearly legible when viewed on the product. The registration symbol, ®, or CM (where applicable) must be visible. In special circumstances where the physical size of the product means that this is not possible then you may apply for authorisation to use an alternative "small variant" of the Mark, obtainable from your local certification office. On literature, the minimum size of reproduction should be 25mm (1") wide.

For colours:

- When the Mark is placed on a product 100% black is always acceptable, as well reversed in white, or engraved/embossed onto the product, as suits the location of the Mark on the product.
- For marketing purposes, as well as black or reversed white there are also other colour options made available as shown on the following pages.
- If you wish to include text that refers to the Mark or to the process of Product Safety Certification, or to Intertek, you must submit it to the local Intertek certification office for approval.
- The terms & conditions of your certification take precedence over any other Mark usage information.

To be eligible for your product to bear Intertek's Marks you will have:

- Tests and evaluations (completed)
- Certification Agreements (completed, signed, dated and returned to Intertek)
- Any required Initial Factory Inspection (completed and successful)
- Authorization to Mark certificate / Mark Licence (signed, dated and received by the applicant)

To get copies of the artwork, contact your local certification office (see back page for contacts).

## General Guidelines. The use of the Marks:

### Literature & Sales Materials

Boost confidence in your model/product by letting the market know that your product has been independently tested and certified for product safety. Your Mark may be incorporated into a wide variety of marketing materials ranging from trade show displays and direct mail items, to print and electronic catalogues, user manuals, coupons, counter cards, Web sites, hang tags, news releases, and newsletters.

Care must be taken to ensure that all applications of the Mark/s in your promotional material must unambiguously refer only to products that have a current valid licence/authorisation to bear that Mark. If you are at all unsure regarding the correct usage then please submit your artwork to the Intertek Marketing Department for approval via your local certification office. Alternatively use the contact forms and regional phone numbers on the [www.intertek.com](http://www.intertek.com) website.

### Advertising

If there is only one model/product in the print advertisement, or if all model/products shown/described in the advertisement are all eligible for the Mark, then you may use the Mark as your advertisement design requires. However, if there are some model/products that are not eligible, then the Mark must appear as close as possible to the model/product(s) that is (are) actually certified so as to clearly distinguish certified from non-certified products. As long as you are using the Mark according to these rules and the requirements of your Certification Agreement, then receiving Marketing Department approval should be simple and unimpeded.

Any use of Intertek Marks in broadcast advertising should always be submitted to the Intertek Marketing Department for approval. Simply send us proposed copy and storyboard thumbnails.

### Product Labelling

The Mark should be placed on or near the product name plate and should be visible after the product is installed. For Listed Marks, such as ETL Listed, model/product labelling must receive separate approval from Intertek's Follow-up Services (FUS) Department. Call us for complete instructions (see back page for contacts). For all Intertek Marks it is a requirement of the certification agreement that the Mark/s should be clearly visible on the product and/or associated packaging, for any deviances please contact your local certification office.

### Packaging

























When the Mark is included on packaging, it clearly conveys the message that the model/product itself bears the Mark. Nevertheless, please remember that it is not a substitute or replacement for the required model/product marking, unless agreed with the local certification office.

### Help Yourself

























Take advantage of your model/product certification... it's a marketing tool for you. And we are ready to supply you with the artwork and the usage approvals you need. If you have any questions, please call us (see back page for contacts).



## Global Certification Marks

	Standard Black C100/M100/Y100/K100	Reversed White C0/M0/Y0/K0	Intertek Blue Pantone 281 C100/M72/Y0/K32	Colour Variant
Intertek ASTA Diamond	 Intertek	 Intertek	 Intertek	
Intertek EMC Verified	 Intertek	 Intertek	 Intertek	
Intertek Energy Saving	 Intertek	 Intertek	 Intertek	 Intertek Pantone 354
Intertek ES	 Intertek	 Intertek	 Intertek	
Intertek NOM-ETL (Mexico)	 Intertek	 Intertek	 Intertek	
Intertek QPM	 Intertek	 Intertek	 Intertek	 Intertek Pantone 542
Intertek Green Product (covers RoHS / REACH / ErP, products will either be marked certified or verified)	 Intertek	 Intertek	 Intertek	 Intertek Pantone 354

## European Certification Marks

	Standard Black C100/M100/Y100/K100	Reversed White C0/M0/Y0/K0	Intertek Blue Pantone 281 C100/M72/Y0/K32	Colour Variant
Intertek BEAB Approved				
Intertek BEAB Care				 Pantone 354
Intertek BEAB Control				
Intertek EMC Verified (Europe)				
Intertek ETL (Europe)				 Pantone 185
Intertek GS				
Intertek S				



## North American Certification Marks - ETL

	Standard Black C100/M100/Y100/K100	Reversed White C0/M0/Y0/K0	Intertek Blue Pantone 281 C100/M72/Y0/K32	Colour Variant
Intertek ETL Field Evaluated				
Intertek ETL Listed (Canada)				
Intertek ETL Listed (Canada & USA)				
Intertek ETL Listed (USA)				
Intertek ETL Marine Listed				
Intertek ETL Sanitation Listed				
Intertek ETL Verified				

## North American Certification Marks - Warnock Hersey

	Standard Black C100/M100/Y100/K100	Reversed White C0/M0/Y0/K0	Intertek Blue Pantone 281 C100/M72/Y0/K32	Colour Variant
Intertek Warnock Hersey (Canada)				
Intertek Warnock Hersey (Canada & USA)				
Intertek Warnock Hersey (USA)				
Intertek Warnock Hersey Verified				
Intertek WH Alternate				



For more information please contact us:

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