IQNET RECOGNIZED CERTIFICATION MARK FLYER FOR CLIENTS
致客户的 IQNET 认可的认证标志宣传单

The IQNET recognized certification mark is owned by the IQNET Association.
IQNET 认可的认证标志归 IQNET 联盟所有。

Businesses by IQNET members against endorsed products and services may proudly carry the IQNET mark. As globally recognized brand, together with the Member's original mark, the IQNET mark pushes certified organizations' business at par with international players, opening for you more opportunities to trade, build international presence, and sustain growth.
由 IQNET 成员机构认可的产品和服务可以自豪地带有 IQNET 标志。作为全球公认的品牌，IQNET 标志与成员的原始标志一起，推动认证组织的业务与国际参与者保持一致，为您提供更多的贸易机会，建立国际影响力，并保持增长。

The IQNET recognized certification mark shall be used in combination with the certification mark of <u>CQM</u> and may only be used by the certified organisation according to the following rules:
IQNET 认可的认证标志应与 CQM 的认证标志结合使用，仅可由获认证机构根据以下规则使用：

- Always in conjunction with <u>CQM</u> own certification mark
- 始终与 CQM 的认证标志结合使用
- clearly linked to the name of the certified organization
- 与被认证组织的名称清晰相连
- within the validity period of the <u>CQM</u> and IQNET certificate
- 在 CQM 和 IQNET 证书有效期内
- within the certified scope/area
- 在认证的范围/区域内
- without any changes
- 不做任何变动

enlarging or reducing is allowed, its size can be reduced as long as all the wording is clearly readable.
允许放大或缩小，只要所有的文字都清晰可读，允许尺寸缩小。

The IQNET recognized certification mark may be used*:
IQNET 认可的认证标志可以在以下情况使用：

- <u>In documents, signs, windows, website, advertising media; when the certificate coverage/scope does not cover all activities of the organization and when its use may induce in error on the certified scope, a clear description of the certificate coverage/scope shall be made together with the IQNET mark.</u>
- <u>文件、招牌、橱窗、网站、广告媒体；当证书的覆盖内容/范围不包括组织的所有活动时，当其使用可能导致认证范围的错误时，应与 IQNET 标志一起进行清晰描述证书的覆盖内容/范围的。</u>
- <u>On "secondary packaging" like boxes etc. used for the transportation of products (which can reasonably be considered as not reaching the end user).</u>
- <u>关于用于运输产品的"二次包装"，如盒子等（可以合理地认为没有到达最终用户）。</u>

The IQNET recognized certification mark may <u>not</u> be used*:
IQNET 认可的认证标志<u>不</u>可在以下情况使用：

- On products nor on "primary packaging" or any "secondary packaging" which could reach the end user (e.g. a tray containing cartons of milk, a box containing multiple packs of 500 sheets photocopy paper etc.).
- 产品上没有"主要包装"或任何可能到达最终用户的"次要包装"（例如，装有牛奶的托盘，装有 500 张影印纸的多包的盒子等）。
- Shall not be used related to any kind of management system certification when forbidden by legal requirements.
- 法律规定禁止时，不得使用与任何管理体系认证相关的内容。

The IQNET recognized certification mark colour:
IQNET 认可的认证标志的配色：

The IQNET recognized certification mark should be applied in IQNET Blue, or in white when on IQNET Blue background, whenever possible. The IQNET Blue specific colour types and their values are as follows:
IQNET 认可的认证标志应尽可能以 IQNET 蓝色应用，或在 IQNET 蓝色背景上以白色应用。IQNET 蓝色的具体颜色类型及其数值如下：

for blue colour 蓝色: "PANTONE" 661
for four colour printing 四色印刷: C100,M80,Y0 K0
for web 网站: R0, G53, B148

In exceptional cases where it is not possible for the IQNET recognized certification mark to be applied in IQNET Blue, it may be applied in black & white.
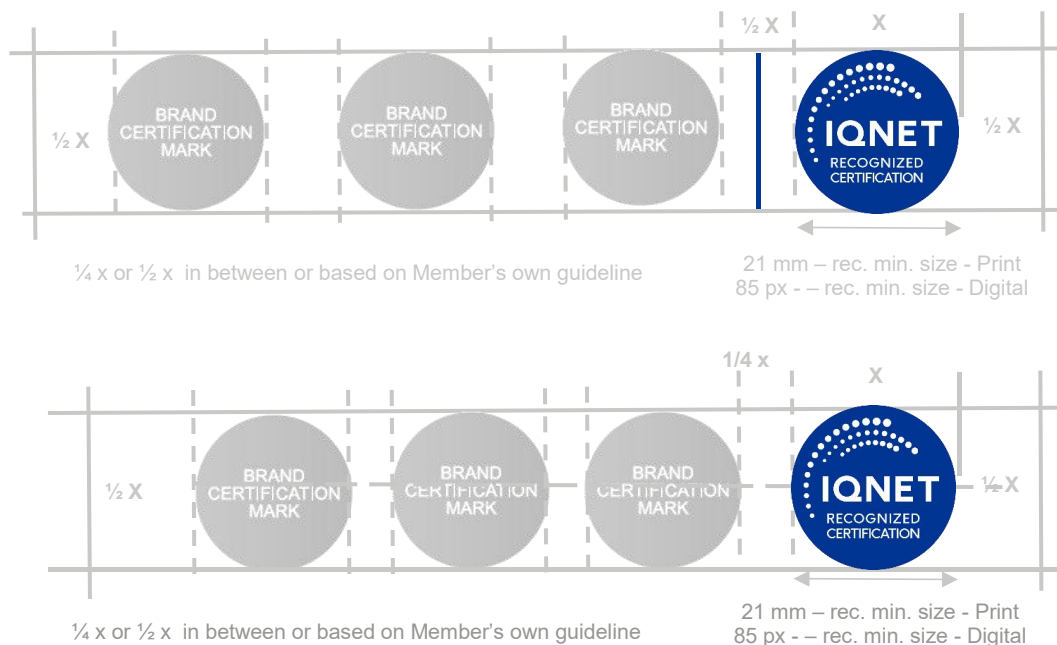在特殊情况下，如果 IQNET 认可的认证标志无法使用 IQNET 蓝色，则应用黑色和白色。

Artworks of the IQNET recognized certification mark is provided by CQM together in this package.
IQNET 认可认证标志的艺术设计由 CQM 在此包中一起提供。

The IQNET recognized certification mark together with CQM certification mark.
IQNET 认可的认证标志与 CQM 的认证标志共同使用。

IQNET recognized certification mark shall always be paired with CQM certification mark. The width of IQNET mark should be used as a guide for the size and spacing for both marks.
IQNET 认可的认证标志应始终与 CQM 认证标志共同使用。用 IQNET 标记的宽度作为两个标记大小和间距的指导。

Primary versions 首要版本

¼ x or ½ x in between or based on Member's own guideline

21 mm – rec. min. size - Print
85 px - – rec. min. size - Digital

¼ x or ½ x in between or based on Member's own guideline

21 mm – rec. min. size - Print
85 px - – rec. min. size - Digital

Secondary versions 次要版本

¼ x or ½ x in between or based on Member's own guideline

21 mm – rec. min. size - Print
85 px - – rec. min. size - Digital

¼ x or ½ x in between or based on Member's own guideline

21 mm – rec. min. size - Print
85 px - – rec. min. size - Digital