TÜVNORD

Use of Conformity Marks

Conformity Mark Guidelines

TÜV NORD CERT GmbH

General Information

Conformity Mark Guidelines

General

- The current regulations on the validity and right of use of conformity marks can be found in the General Terms and Conditions for Certification/ Testing / Inspection / ... and/or in the testing and certification regulations , which apply under the terms of the service contract. These can be found in the download area of our website: https://www.tuev-nord.de/de/unternehmen/zertifizierung/downloads/
- The specific conformity mark exists only in its entirety; no components may be omitted, distorted or modified. You should therefore only use original conformity mark files provided directly by TÜV NORD.

Integration

- If you would like to display explanatory information about the certification in addition to the conformity mark statement, you can do this in the form of bullet points or continuous text beside/beneath/above the TÜV NORD conformity mark. Please use a different font and color for your own statements.
- It is possible to place the conformity mark on background images. Make sure that the conformity mark is still easily recognizable and can be distinguished from other elements.

Regular Conformity Mark

Conformity Mark Guidelines

The regular conformity mark should be used primarily as shown below.
The color space to be used depends on the application.

RGB – Color space for digital use

CMYK – Color space for print

TÜVNORD

Overview of Conformity Mark Print Variants

Conformity Mark Guidelines

Regular Conformity Mark

Main color variant for all conformity marks

First choice for representing the conformity mark in print (CMYK).

Alternative print variant

Blue

Elektric blue conformity mark for light backgrounds

When the use of the regular color variants is not possible or only possible to a limited extent.

Alternative print variant

White

White logo for dark backgrounds

When the use of the regular color variants is not possible or only possible to a limited extent.

Alternative print variant

Black

Black logo for light background

When the use of the regular color variants is not possible or only possible to a limited extent.

Application Notes on Print and on Color

Conformity Mark Guidelines

- For printing (square) conformity marks, we recommend a minimum size of **25 x 25 mm**.
- The regular conformity mark is printed in four colors (print: 4c, CMYK) or in five colors for more professional printing (5c, CMYK + Pantone 293 C for electric blue).
- The alternative, monochrome color variants only apply to printing and only if color printing is not possible or only possible to a limited extent. For B/W, you can choose between the alternative color variants with either a white or black base area.
- RAL and HKS should be avoided if possible, as the color effect is significantly less than that of CMYK.
- The alternative print variants are only used if color printing is not possible or only possible to a limited extent and do not apply to digital applications.

Electric Blue

HEX	#001ED2
RGB	0, 30, 210
CMYK	100, 75, 0, 0
RAL	5002
PMS	293 C
HKS	43K

Dark Blue

HEX	#00003C
RGB	0, 0, 60
CMYK	100, 72, 0, 73
RAL	5004
PMS	282 C
HKS	38

Overview of File Formats

Conformity Mark Guidelines

The conformity mark file formats must be selected according to the application, as shown in the table below:

File format	EPS or Vector-PDF	PNG	JPEG	JPEG
Resolution	Vector	72dpi	600dpi	72dpi
Color gamut	CMYK	RGB	CMYK	RGB
Dimensions	scalable	283 x 283 px	10 x 10 cm	1000 x 1000px
Application	for all print media	web applications, website footers	print to max. 10 cm, letterhead	digital formats, presentations

Don’ts

Conformity Mark Guidelines

To ensure uniform and consistent brand perception, the use of conformity marks is subject to certain **rules and prohibitions**. The original conformity mark file must be used consistently and may not be displayed in a modified form.

Display of the regular test mark color variant in greyscale

Coloring the graphic elements

Colouring, rasterising or changing the quality label

Compression, distortion, rotation and tilting of the conformity mark

Transparencies, contours and gradients

TÜVNORD

TÜVNORD

Have you any questions?

TÜV NORD CERT GmbH

E.: pruefzeichen-cert@tuev-nord.de