

Promote your certificate

Demonstrate your professionalism to clients by showcasing your certification with the DEKRA Seal

Congratulations on your certification! One of the reasons you pursued certification is to demonstrate that you have everything well-organized. Your certification shows that an independent party has assessed your systems and processes. We are happy to assist you in informing your clients and other contacts about your efforts. That's why we have designed the DEKRA Seal for you.

This promotional kit explains how to use the seal to promote your certification.





DEKRA Seal

Use the DEKRA Seal to showcase that you hold a DEKRA certificate. Display the Seal on your printed materials, company vehicles, at the entrance/ reception of your location(s), on your website, on social media, etc. As long as it is clear which organization and process the Seal applies to, you are free to use it for publication purposes.

A maximum of 5 standards can be displayed on a single Seal. Even with certification under multiple schemes, you can use one Seal.

The size of the Seal may be adjusted, provided the proportions remain consistent. Be mindful of the minimum size, as the Seal must remain legible. Preferably, use the Seal in full color. If this is not possible, a black-and-white version is permitted.

Minimum size

45 x 25 mm





Printwork

Use the Seal on printed materials, such as letterheads and envelopes, or other types of publications. It must always be clear that the certification mark refers to the organization or process as a whole, as long as it falls within the scope of the certificate.

Of course, you can display your certificate in a frame on the wall in your reception area. But if you want to go further, you can also have your DEKRA Seal printed on plexiglass and either mount it on the wall or place it at your reception desk.





Stickers

You can request stickers to place on your company vehicles or in office buildings. Stickers for outdoor use are available for various Seals. The standard size is 90 x 140 mm, but extra-large sizes are also available. If you are interested, please send an email to audit.nl@dekra.com. Of course, you are also free to have the Seal printed as a sticker in your desired size. Please note: apart from the size, the Seal file provided by us may not be altered (text, color, proportions).





Online

On your website, you can showcase that your organization is certified. Use a copy of your certificate or the Seal for this purpose. You are also welcome to communicate about your certification on your social media channels, such as LinkedIn. Want to tag DEKRA in a post? Feel free! Preferably tag 'DEKRA Nederland'.

We maintain a database on our website of all organizations certified by DEKRA. It is important that your certificate can always be verified by (potential) clients and stakeholders. By linking to www.dekra.nl/nl/certificate-search on your website, you ensure full transparency and clarity regarding the scope and validity of your certificate.





Press release

When your organization has achieved a certificate, it may be worthwhile to send a press release to relevant media outlets. We are happy to assist you with this: request a press release template via audit.nl@dekra.com. If desired, we can also provide information about DEKRA or a quote for your release. Including a professional photo of the certificate handover can increase the chances of your press release being published. We are happy to collaborate on this.

When selecting media to send the press release to, ensure that the content of the press release aligns with the focus, scope, and region of the outlet. You increase the chances of publication by leveraging personal media contacts rather than a general editorial address or a generic email. Before sending the press release, we kindly ask that you share it with us at pers.nl@dekra.com, so we can review it with you for the best possible outcome.



Do's and don'ts

What you can and may do with the Seal:

- Printing on printed materials, displaying on digital platforms, and placing as a sticker or plaque on vehicles and buildings. It must always be clear that the certification mark refers to the organization or the process as a whole, as long as it falls within the scope of the certificate.
- The size of the Seal may be adjusted, provided the proportions remain unchanged. The minimum size is 45 x 25 mm to ensure readability.
- If a full-color image is not possible, a black-and-white version may be used.

What you may not do with the Seal:

- The Seal may not be placed on products or used in advertisements for products. Reports from certified laboratories, calibration, and/or inspection organizations are considered products.
- The Seal may not be altered or supplemented in any way (apart from resizing). Adding your own logo or changing the colors is not permitted..

Do you have questions about this promotional kit? We are happy to help. Send an email to audit.nl@dekra.com.

[View general terms and conditions](#)