

Show your customers that
you are a true professional

Promote your certification



On the safe side.

DEKRA

gecertificeerd



Show your customers that you are a true professional

Congratulations on obtaining your certificate! One of the reasons for becoming certified is to show others that you uphold high standards. Your certificate is proof that an independent party has tested your systems and processes. We would like to help you tell your customers and other contacts about the efforts you have made. That's why we designed the DEKRA Seal.

DEKRA Seal

The DEKRA Seal is clear proof that you have obtained a certificate from DEKRA. There are many different ways in which you can use it. You can display it on your printed materials, company vehicles, at the entrance to your company or in the reception area, in advertisements, on your website, on social media, etc.

As long as you make it clear to which organization and process the Seal applies, you are free to use it for publicity purposes.

If you have received multiple certificates from DEKRA, please use the horizontal Seal so that you do not need to use multiple Seals. Please see the example shown on the next page.

Verticale seal (max. 2 standards)



Horizontal version



ISO 9001
ISO 14001
OHSAS 18001

www.dekra-seal.com



ISO 9001
ISO 14001
OHSAS 18001

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Examples of use



Fleet

One possible option is to use stickers. These can be applied to your company vehicles or office buildings, for example. Outdoor stickers are available for different Seals. The standard size is 90 x 140 mm, but extra-large formats are also available. If you are interested, please send an email to audit.nl@dekra.com. Naturally, you are also free to print the Seal in a format of your choice, but please note that no other aspect of the Seal file, such as text, color, or proportions, may be modified.

Print

If you want to display the Seal on your printed materials, you can use the standard Seal or the horizontal Seal. Extra care has been taken to ensure the optimal legibility of the horizontal Seal when used on a letterhead.



Plaquette

You can also frame your certificate and hang it up in your reception area, or you could go a step further and have your DEKRA Seal printed on plexiglass for mounting on the wall or placing on your reception desk. Many printing companies will be able to print the Seal on plexiglass.



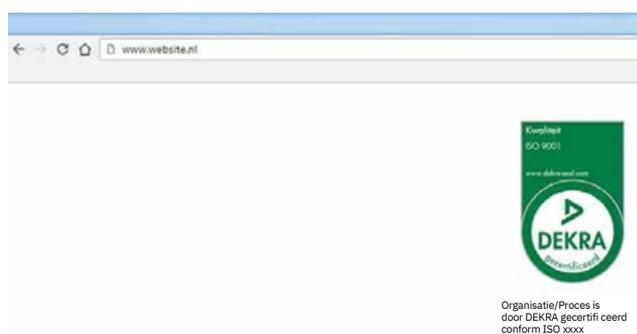
Online

Another place where you can show that your organization is certified is on your website. For example, you could post a press release or a copy of your certificate or the Seal on your website. If you wish, you can also provide a link to www.dekra.nl. This information can also be shared through your social media channels. If you want to display a text with the Seal, please use the following text:

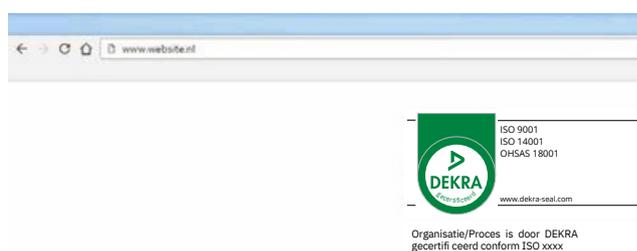
“Organization/Process is certified by DEKRA in accordance with ISO xxxx, ISO xxxx, and ISO xxxx” (as shown in the adjacent examples).

On our website, we maintain a database of all organizations certified by DEKRA. It is important that current or potential clients and stakeholders can verify your certificate at all times. By referring them to <https://www.dekra.nl/nl/certificatesearch> on your website, you will be fully transparent and clear on the subject and validity of your certificate.

Vertical seal (max. 2 standards)



Horizontal version



Press release

If your organization has obtained a certificate, you may decide to send a press release to the relevant media. We are also here to help you with this, and the appendix contains a model press release that you can use. If you wish, we can also provide information about DEKRA or a quote for inclusion in your press release. Including a professional photo of the certificate being presented will further improve your chances of your press release being published. We will be happy to help you with this.

When deciding which media outlets to send the press release to, please make sure that the content of your press release matches the content, scope, and region of that particular media channel. Your release has a better chance of being published if you use personal media contacts rather than a central editorial address or a general email address. We request that you submit the press release to marketing.nl@dekra.com before distributing it so that we can double-check it to ensure the best results.

[logo of your organization]

[date and place]

[name organization] receives [xxxx] certificate from DEKRA [xxxx]

[Name organization] has received the certificate for [name certification] from testing and certification company DEKRA on [date issue certificate]. This indicates that [name organization] complies with [brief description of the requirements of the certification].

[Quotation from the organization about the benefits of the certificate for them.]

[Paragraph about the organization, consisting of a brief description of the activities, a short history and perhaps some current figures about personnel and turnover.]

The certification was carried out by DEKRA, one of the largest test and certification institutions in the world. DEKRA has extensive expertise in the auditing and certifying management systems in the areas of quality, safety, sustainability and information security.

Note for the press: For more information, see [www.\[websiteorganisatie\].nl](http://www.[websiteorganisatie].nl). Or contact [name, phone: xxxxx or email: xxxxx].

Do's and don'ts

What you may do with the Seal:

- >The Seal may be displayed on printed material, such as letterheads and envelopes or other types of publications. It must always be clear that the certification mark refers to the organization or the process as a whole insofar as this falls within the scope of the certificate.
- >You may alter the Seal's format, provided that the proportions remain the same.
- >The Seal's color is DEKRA green. This may be changed to black if desired, but no other colors are permitted.
- >DEKRA's general terms and conditions are available at <https://www.dekra.nl/media/certification-voorwaarden-nl.pdf>

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 or calibration and/or inspection organizations are considered to be products.)
- >The Seal may not be reproduced in your company colors.

DEKRA
PO Box 5185
6802 ED Arnhem
The Netherlands
Phone +31.88.96.83017
Fax +31.88.96.83100

audit.nl@dekra.com
www.dekra.nl