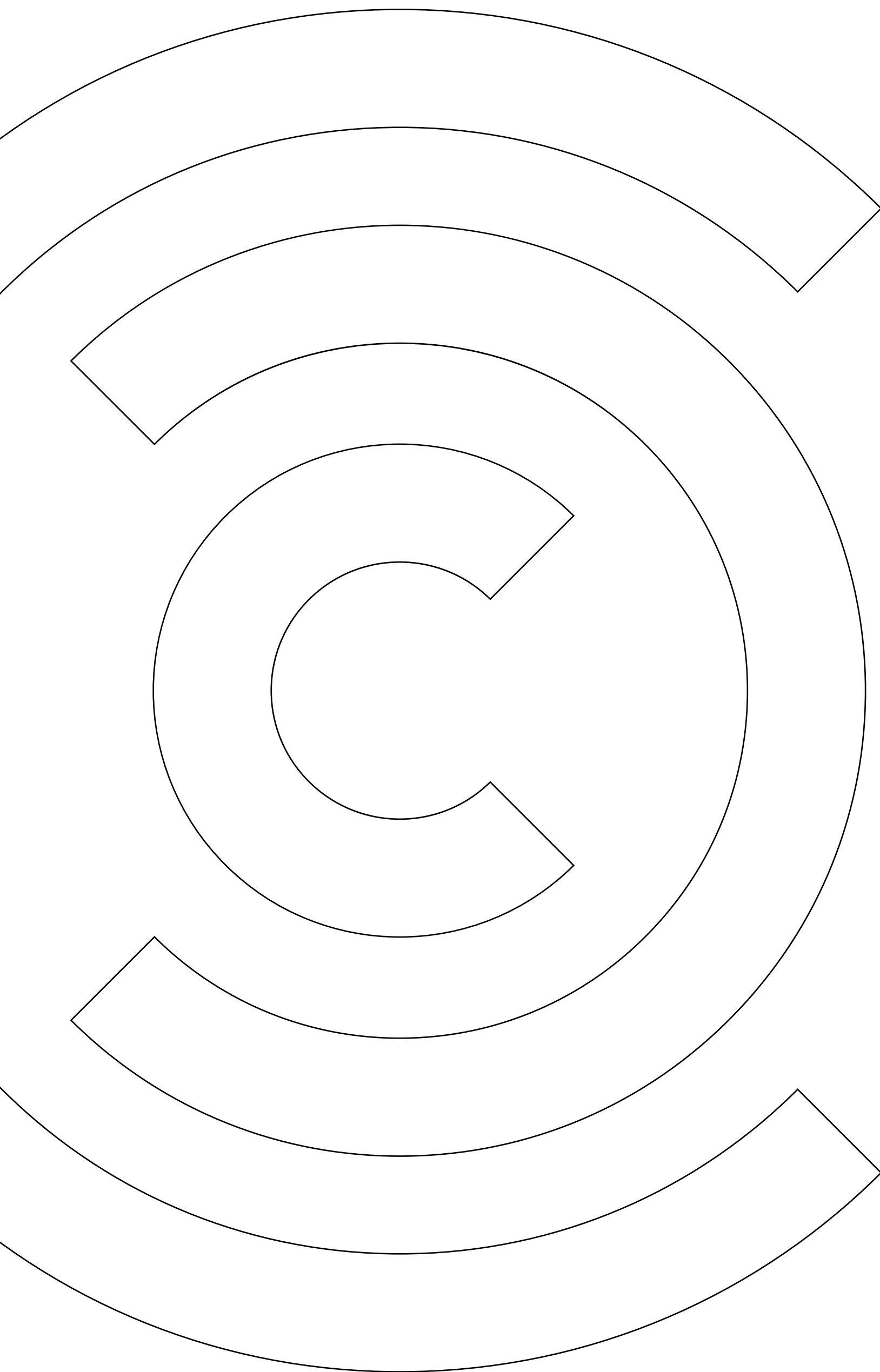


# LSQA

V.27.10.25



# Practical Guidelines for the Use of the **LSQA Conformity Seal**

# General Information

Welcome! Now that you are part of the LSQA community, you may use our Conformity Seal to promote your management system, products, processes, or services.

LSQA is a strategic partner that puts at your disposal the know-how you need to compete successfully in global markets: our experience in training, product and process conformity assessment, and the integration of management systems—backed by solid international reputation and extensive expertise across a wide range of industries.

How can LSQA help you promote your declaration of conformity?

- If you wish to publicize your achievement, LSQA can help.
- We encourage our clients to celebrate the issuance of their conformity assessment document.
- We guide you on the optimal use of conformity marks to maximize their potential.
- We encourage you to issue press releases upon obtaining your LSQA declaration, to increase the return on your conformity assessment.
- You may share your achievements at our seminars, courses, and conformity-assessment conferences—subject to prior coordination—to strengthen your brand.

## NOTE

The Conformity Seal is a right granted by the conformity assessment body. If your declaration is withdrawn or canceled, you must stop using any advertising material that includes a reference to LSQA conformity. Correct use of the conformity mark is a contractual obligation and may be monitored during assessments, as set out in LSQA’s Terms and Conditions.

## IMPLEMENTATION OF THE NEW SEAL

The deadline for implementing the new seal design is December 31, 2026. Until that date, the previous design may only be used during the transition period established by LSQA. After this period, all materials that include outdated versions of the seal must be updated. The use of an outdated seal may be considered a nonconformity during audits or assessment processes.



# A.

## LSQA Seal

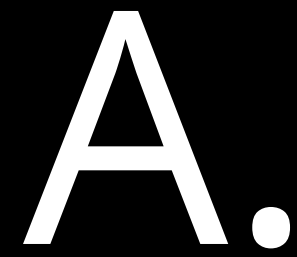
- A.01** Anatomy of the Seal
- A.02** Horizontal Seal
- A.03** Vertical Seal
- A.04** Multi-standard Seal
- A.05** Seal with QR Code
- A.06** Minimum QR Seal (compact version)
- A.07** Organizational Seal
- A.08** Organizational Seal — Vertical
- A.09** Embroidery & Beveled Version
- A.10** Color Specifications
- A.11** Typography
- A.12** Black-and-White Version
- A.13** Embroidery & Beveled Version
- A.14** Minimum Size
- A.15** Clear Space (Protection Area)
- A.16** Coexistence / Lockups
- A.17** Incorrect Uses of the Seal

# B.

## Seal's Aplicaciones

- B.01** Permitted Applications — Original Seal
- B.02** Permitted Applications — Organizational Seal
- B.03** Permitted Applications for Validation & Verification
- B.04** Seals for Accredited Schemes — LSQA AgriFood
- B.05** IQNET Specifications
- B.06** LSQA + IQNET Seal
- B.07** Color Versions — LSQA + IQNET Seal
- B.08** Black-and-White Versions — LSQA + IQNET Seal
- B.09** Seal on Product
- B.10** Seal on Product Box
- B.11** Seal on Shipping Box
- B.12** Seal on Advertising Materials
- B.13** Seal on Corporate Vehicle
- B.14** Seal on Websites & Social Media
- B.15** Seal on Organizational Stationery, Email Signature & LinkedIn Profile





## LSQA Conformity Seal

The LSQA Conformity Seal is a key element for communicating LSQA's values and commitment to excellence. It signifies compliance with internationally recognized standards and requirements and strengthens trust in the organizations, products, processes, and services assessed by LSQA.

To ensure correct application and avoid noncompliance, it is essential to follow the rules set out in this manual. The value of the LSQA brand lies in consistency and discipline in the implementation of its visual elements.

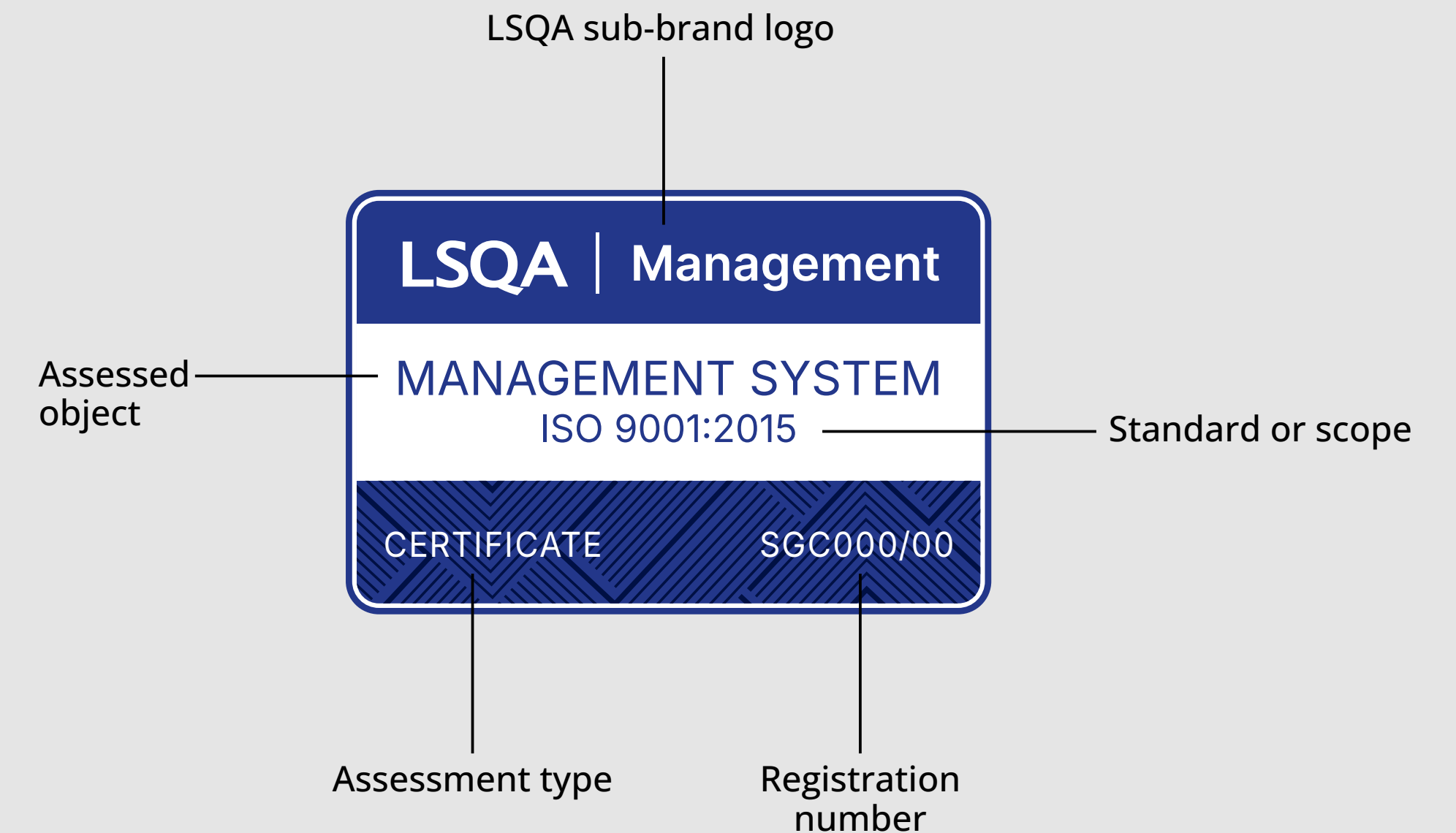
Disorderly or inappropriate use of the seal can create confusion and negatively impact public perception of the values and services associated with it. Therefore, this section sets clear guidelines for its use, ensuring that the seal reinforces LSQA's visual message and preserves the proper hierarchy within its corporate identity.

The seal may adopt scheme-specific variants (e.g., management system certification, product certification, validation, verification, and others). This manual defines when to use each variant and their technical specifications.

# A.01

## Seal Anatomy

The LSQA seal is composed of several graphic elements that together reinforce its identity and functionality. This section breaks down the different parts that make it up, highlighting their purpose and how they contribute to the brand's representation. Each component of the seal has a specific role to ensure its correct interpretation and application across any medium. Understanding the seal's anatomy is essential to ensure proper use and maintain visual consistency in all its versions.



# A.02

## Original Seal — Sub-brand Variants

At LSQA, we understand the importance of maintaining brand coherence and authenticity across our different sub-brands. Each LSQA sub-brand has been developed with a specific purpose and target market in mind, and it is essential that the LSQA seal adapts to and reflects these unique characteristics.

This section presents the original LSQA seal, which serves as the foundation from which all other representations derive. We will outline the different LSQA seal variants designed for each of our sub-brands: LSQA Management, LSQA Product, LSQA Environmental, and LSQA AgriFood. Each variant differs not only in content but also in color, carefully selected to visually represent the identity of each sub-brand.

Throughout this manual, you will find detailed guidelines for the correct application and use of each seal variant, ensuring a consistent and professional representation of our brand in all contexts.





# A.03

## Vertical Seal

At LSQA, we ensure our visual identity remains flexible and adaptable to diverse needs. One solution we offer is the vertical version of our distinctive seal. This variant preserves all the elements and information of the original seal, but arranges them vertically.

The vertical seal is intended for situations where the available space is not suitable for the original horizontal version. This adaptation maintains brand coherence and visibility across different contexts and formats, without compromising the integrity of the design.



# A.04

## Multi-standard Seal

The multi-standard seal is a visual device designed to efficiently communicate that an organization has met multiple certification standards simultaneously. It consolidates, in a single design, all the standards or management systems under which the company has been certified, enabling clear and consistent communication of its commitment to quality.

In this specific layout, the standard name is moved to the bottom to align on the same line as its corresponding registration number, and the word “Certificate” is positioned directly beneath “Management System.”





# A.05

## Seal with QR Code

This version of the seal includes a QR code that can link to the document of the certified scheme, a company profile, or another document that complements the information provided on the seal. In addition, each seal provides for printing a unique label number corresponding to the product, placed on the side in a vertical orientation. This feature enables quick, efficient access to additional relevant information, enriching the user experience and increasing the credibility and transparency of our seals.

The QR code may be unique to each seal or shared per assessed scheme, depending on specific certification needs. In this section, you will find detailed guidelines on how to correctly use and apply the seal version with a QR code and unique label number, ensuring these tools are used effectively and consistently in all contexts.



# A.06

## Minimum QR Seal

This version of the seal, known as the Minimum QR Seal, must be used only when the available space is smaller than what is permitted for the original seal. In this version, QR code legibility is the priority, so its relative size has been increased compared to the other elements. Despite this adjustment, all original elements of the seal are retained to ensure consistency with our visual identity.



# A.07

## Organizational Seal

At LSQA, we tailor our certification solutions to diverse organizational needs. The organizational seal is designed specifically for use in corporate materials, omitting certain elements to focus on visual identity and institutional credibility.

This seal version omits the registration number and the type of assessment, while retaining the sub-brand logo, the assessed object, and the standard name. It is intended only for the sub-brands LSQA Management, LSQA Environmental, and LSQA AgriFood (with the exception of FSSC) and may be used on corporate materials, not on products.

See section B.02 for detailed guidelines on the correct application and use of the organizational seal, ensuring a consistent and professional representation of our brand in all corporate contexts.





# A.08

## Organizational Seal — Vertical

The vertical version of the organizational seal is offered as an alternative for situations where the available space is limited and does not allow for the original version. It maintains LSQA's visual coherence and identity, ensuring a professional and appropriate representation across all corporate contexts.



# A.09

## Conformity Mark Text-Only Version

In certain applications where it's not possible to place the certification seal but text can be included, you may use this text-only version of the conformity mark. When possible, use the Inter typeface, and in all cases follow the information order shown in the example.

This mark may appear on a single line (separated by dashes) or across multiple lines. The order is:

- 1. company logo or name
- 2. sub-brand name
- 3. standard
- 4. assessment type
- 5. registration number

For product cases, the company logo or name next to the conformity mark may be omitted.

Logo or Company Name  
LSQ Management  
Standard  
Certification  
REG 000/00

Company Name - LSQA Management - Standard - Certification - REG 000/00

LSQA Product  
Standard  
Assessment type  
PR 0000/00

LSQA Product - Standard - Assessment type - PR 0000/00

# A.10

## Colorimetry

Colorimetry is a fundamental component for identifying and distinguishing LSQA certification seals. Each seal is associated with a specific color, presented together with its corresponding Pantone, CMYK, RGB, and Hex codes to ensure consistency across all visual applications.

LSQA Management: Dark Blue

LSQA Product: Dark Cyan

LSQA Environmental: Dark Green

LSQA AgriFood: Orange

## Pantone 661 C

C100 M64 Y0 K43  
R35 G55 B140  
#23378C

## Pantone 3145 C

C83 M28 Y0 K51  
R0 G103 B135  
#006787

## Pantone 7727 C

C100 M0 Y36 K57  
R0 G107 B66  
#006B42

## Pantone 138 C

C0 M45 Y100 K11  
R221 G120 B0  
#DD7800



# A.11

## Typography

The typefaces used in LSQA’s certification seals have been carefully selected to ensure clarity, professionalism, and consistency across all applications. The typographic design reinforces the image of seriousness and commitment to quality that characterizes LSQA certifications, while also ensuring easy and effective readability at different sizes and on various media—whether printed documents, promotional materials, or digital channels.



### Inter Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9

### Inter Semibold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9

### Inter Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9

# A.12

## Black-and-White Version

The black-and-white version of the LSQA certification seal has been developed to preserve visual identity coherence in situations where color use is not possible or appropriate. This version retains all essential elements and ensures the certification remains recognizable and professional in any reproduction format.



# A.13

## Embroidery & Beveled Version

This section presents the certification seal version designed specifically for beveled and embroidered applications. This variant is created using only the seal's outlines, which facilitates accurate reproduction in techniques where relief or fine detail are not feasible. It preserves the visual integrity of the original seal, ensuring recognition and consistency across all surfaces where it is applied.

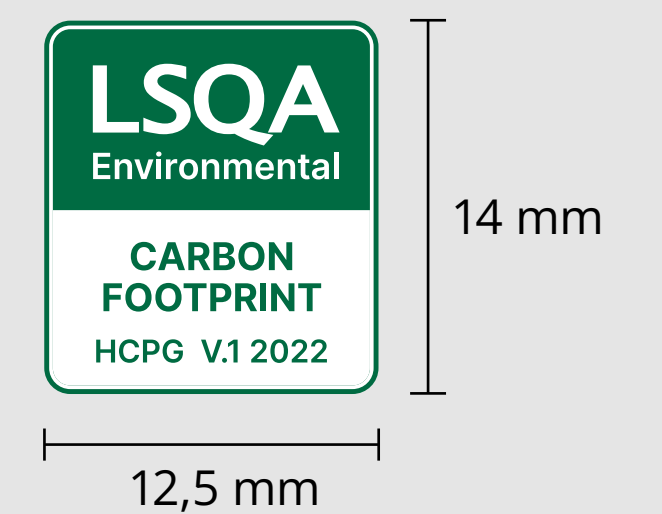
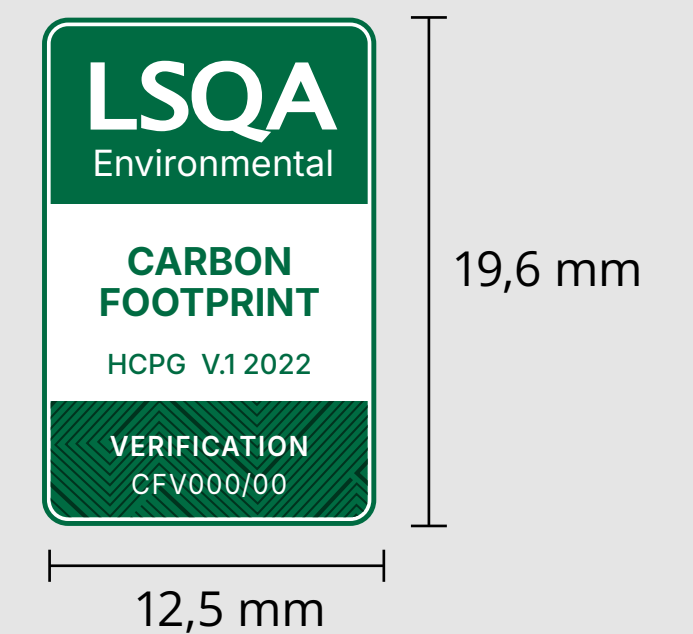
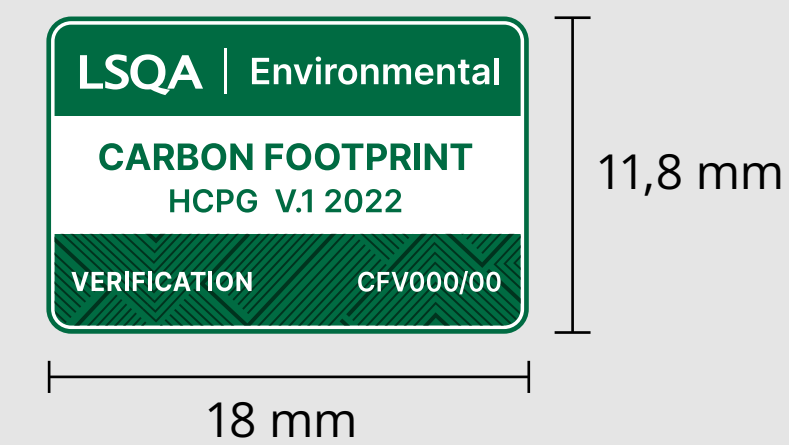
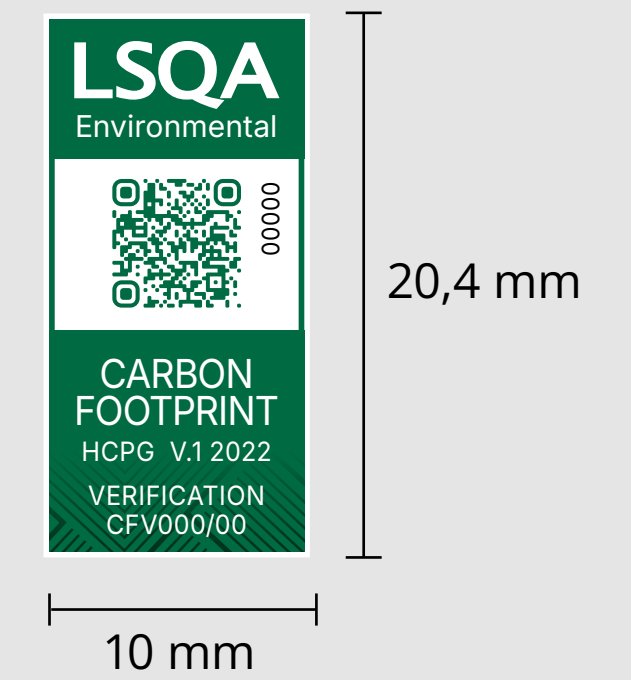




# A.14

## Minimum Size

This section defines the minimum permissible dimensions for using the LSQA seal across different formats, ensuring legibility and recognizability in all applications. It includes specifications for the original version in both vertical and horizontal orientations, as well as for the simplified product certification seal and the minimum certification mark. These minimum sizes ensure the seal preserves its visual integrity, regardless of the platform or medium in which it is used.





# A.15

## Clear Space (Protection Area)

To ensure proper visibility and prominence of the LSQA seal, a protection area must be respected around it. This clear space prevents visual interference from other graphic or textual elements that could affect the seal's legibility and impact. The minimum distance to any other element must be equal to the width of the LSQA logo. Observing this rule safeguards the brand's integrity and consistency across all applications.



# A.16

## Coexistence (Co-branding with Company Logos)

The LSQA seal may be used alongside company logos. This applies to co-branding and must be limited to visual identifiers of the assessed company or sector.

Whenever possible, use the original version (ref. A.02). The reversed (negative), white, or black versions may also be used where appropriate.

The minimum distance between the company logo and the LSQA seal must be at least the width of the LSQA logo, as shown in the example.



# A.17

## Incorrect uses of the seal

It is essential to maintain the integrity and recognizability of the LSQA seal. Therefore, the following incorrect uses of the seal must be avoided:

Aplicación incorrecta color



Porcentajes de color



Deformación



Espaciado incorrecto



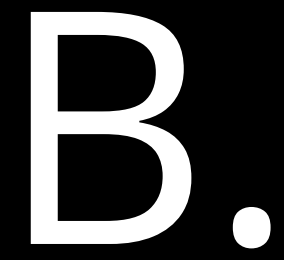
Ocultación



Tipografía incorrecta







## Seal Applications

The type of seal you should use depends on the business area and the type of assessment performed by LSQA. For LSQA Management, the seal represents certifications exclusively, while for LSQA Product, LSQA Environmental, and LSQA AgriFood, it may cover certifications, verifications, or validations, depending on the service scope provided.

Our brand, internationally recognized, symbolizes quality, reliability, and continual improvement. The seal is a valuable marketing tool you can use to promote your assessment, giving your organization a competitive advantage and strengthening communication with your clients.

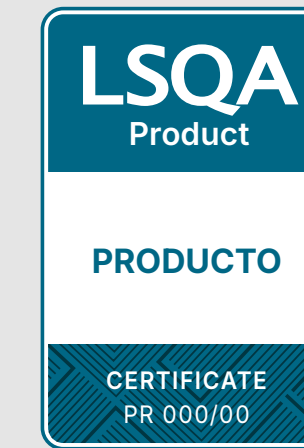
The seal clearly communicates the standards or criteria under which the assessment was conducted. Properly publicizing these standards builds client trust and differentiates you from competitors.

In the case of management systems, it is important to remember that certification demonstrates the conformity of your management systems with the relevant standards. It does not certify the attributes of a specific product or service. Therefore, it is essential to use the seal accurately, avoiding any misleading or ambiguous use that suggests the certification of a product or service or implies that the certification applies to activities or sites outside the defined scope.

This section of the manual presents clear examples of how the LSQA seal should be used in different applications, ensuring correct implementation and preventing communication errors.

# B.01

## Permitted Applications Original Seal



On the specific product  
(report, equipment, instrument, food, etc.)



On the product's box, wrapping, packaging, etc



On the secondary box (transport)



On advertising materials: brochures, banners, clothing, merchandising



Corporate vehicle



On websites, social media (Facebook, Instagram, etc.),  
television, and other digital platforms



Organization: LinkedIn profile, organizational stationery,  
corporate signatures



\*En el caso de los sellos de producto o proceso,  
el contenido publicitario debe referirse al  
producto o proceso correspondiente.

\*En el caso de los sellos  
correspondientes a la  
certificación de transporte,  
sí se permite su uso  
en vehículos.

# B.02

## Permitted Applications Organizational Seal



|                                                                                                   |  |  |  |
|---------------------------------------------------------------------------------------------------|--|--|--|
| On the specific product<br>(report, equipment, instrument, food, etc.)                            |  |  |  |
| On the product's box, wrapping, packaging, etc                                                    |  |  |  |
| On the secondary box (transport)                                                                  |  |  |  |
| On advertising materials: brochures, banners, clothing, merchandising                             |  |  |  |
| Corporate vehicle                                                                                 |  |  |  |
| On websites, social media (Facebook, Instagram, etc.),<br>television, and other digital platforms |  |  |  |
| Organization: LinkedIn profile, organizational stationery,<br>corporate signatures                |  |  |  |

\*Para FSSC no se pudo usar en certificados de análisis ni certificados de conformidad, ni en caso de tener exclusiones.



# B.03

## Permitted Applications Verification & Validation

LSQA will establish specific guidelines for the use of the seal and the permitted statements for each verification and validation program. To ensure proper use, we recommend contacting: [info@lsqa.com](mailto:info@lsqa.com)





# B.04

## Accredited Seals LSQA AgriFood

LSQA holds accreditations from GLOBALG.A.P. and BRCGS. Clients who have been assessed under any of these standards may use the original seal of the respective scheme owner, provided they comply with the guidelines established by each of them.

Below are the links where the corresponding logo usage policies can be consulted:

GLOBALG.A.P.:  
[https://documents.globalgap.org/documents/230523\\_GG\\_Trademarks\\_policy\\_v1\\_0-1\\_en.pdf](https://documents.globalgap.org/documents/230523_GG_Trademarks_policy_v1_0-1_en.pdf)

BRCGS:  
<https://www.brcgs.com/media/1495823/brcgs-brand-guidelines-for-certificated-sites.pdf>





# B.05

## IQNET Specifications

IQNET is the world's largest network of certification bodies and, through its worldwide network of partners, is the leading provider of certification services and assessments to create value.

IQNET partners focus on collaboration to increase trust, credibility, and advance competitiveness, for the benefit of clients and related interested parties. LSQA certificates, as an IQNET member, are recognized worldwide, which facilitates market access and also allows the use of the IQNET logo in marketing and communications materials.

It can be used for all  
management system standards.

**LSQA**



# B.06

## LSQA + IQNET Seal

The IQNET-recognized certification mark shall be used in combination with the LSQA certification mark and may only be used by the certified organization.

Always use the final artwork files provided by LSQA; do not modify the logo.

The IQNET-recognized certification mark and the LSQA certification mark should be applied in their original colors, or in white when placed on a dark background, whenever possible. A black version and its reversed (negative) are also available for black-and-white publications or when other technical constraints apply.

IQNET Blue color code: Pantone 661  
Four-color process (CMYK): C100, M80, Y0, K0  
Web (RGB): R0, G53, B148



# B.07

## LSQA + IQNET Seal Color Versions

Permitted versions of the LSQA seal in combination with the IQNET seal in color, on light backgrounds and on dark backgrounds.





# B.08

Versiones blanco y negro  
sello LSQA + IQNET

Versiones permitidas del sello de LSQA en combinación con  
el sello de IQNET en blanco y negro, sobre fondo claro y  
sobre fondo oscuro.



# B.09

## Seal on Product

The only seal that may be applied directly to the product is the product seal. The color version should be prioritized, whether in vertical or horizontal orientation. If it is not possible to apply the color version, the black-and-white version must be used. In cases of embroidery or beveling, use the version designed specifically for these formats.

If the available space is limited or the conventional format is not suitable, you may opt for the simplified version of the seal, without a registration number, or the minimum certification mark. Only in exceptional cases, and when none of the above versions are feasible, should the registration mark in text-only format be used.





# Eficiencia Energética



Rendimiento  
de combustible

Norma UNIT 1130

Vehículo eléctrico híbridos  
sin recarga exterior

Marca:  
Modelo:

Combustible:  
Cilindrada:  
Transmisión:  
Potencia:  
Norma de emisión:

Emissiones de CO<sub>2</sub>

Ciudad

Mixto

Carretera

El rendimiento obtenido por el usuario depende de las condiciones reales de uso del vehículo, como lo son el clima, el tránsito, el combustible, el mantenimiento del vehículo y los hábitos del conductor, entre otras.

El rendimiento obtenido por el usuario puede no corresponderse con los valores de referencia indicados en esta etiqueta, los cuales son resultados de realizar métodos de ensayo normalizados en laboratorios en condiciones controladas.

Por recomendaciones e instrucciones de uso, consulte el Manual del Propietario.















# B.10

## Seal on Product Box

On the product box, only the product seal may be applied. Alternatively, the management system seal may be added, provided it is accompanied by the product seal. The specifications for its use—and its versions—are the same as for direct application on the product.

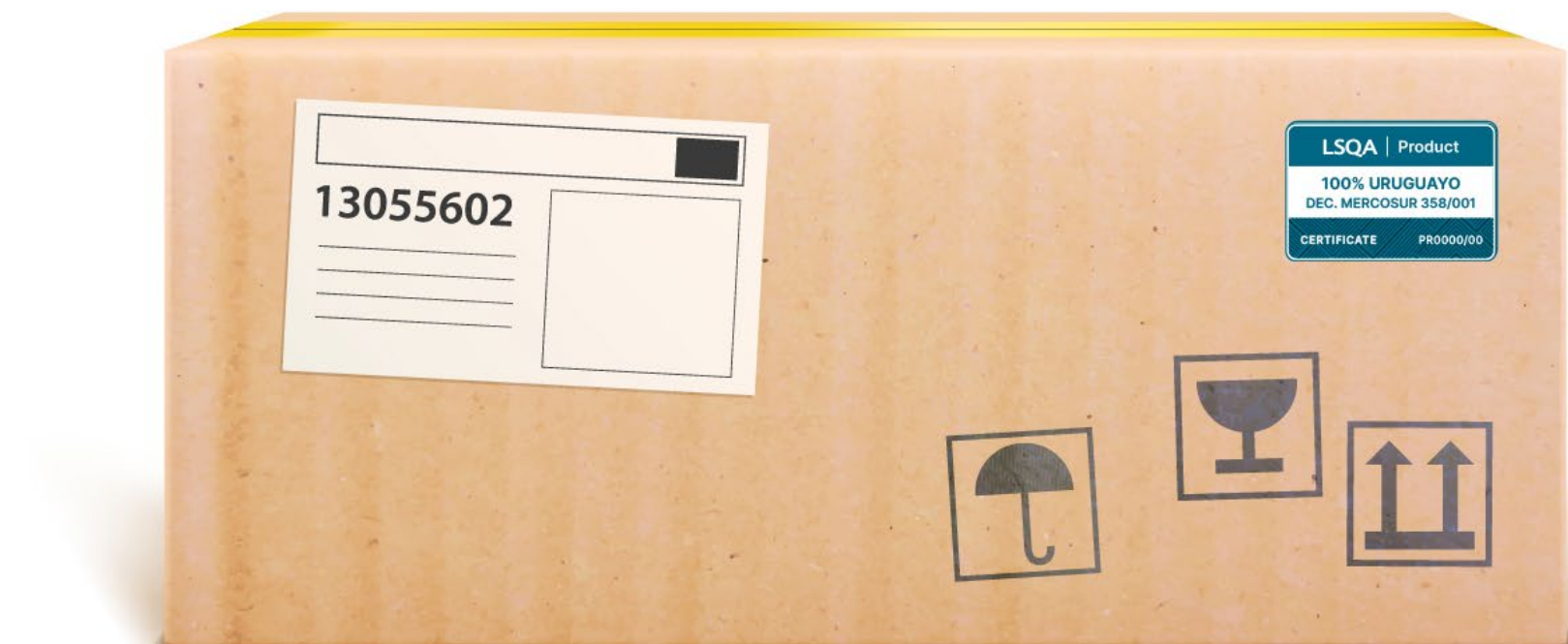




# B.11

## Seal on Transport Box

On the secondary (transport) box, the use of both the product seal and the process seal is permitted. The specifications for their application are the same as for the use of the product seal on the product box.



# B.12

## Seal on Advertising Materials

In brochures, banners, and other advertising materials, any of the seals may be used. For product or process seals, the advertising content must refer to the corresponding product or process. The specifications for use are the same as in the previous cases. The management system seal may be accompanied by the IQNET seal.





# Huella de Carbono

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A large white wind turbine stands on a green grassy hill. In the background, there are rolling hills, a forest, and snow-capped mountains under a cloudy sky.

# Huella de Carbono

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LSQA | Environmental

CARBON FOOTPRINT

HCPG V.1 2022

VERIFICATION CFV000/00

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HCPG V.1 2022

VERIFICATION CFV000/00

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HCPG V.1 2022

VERIFICATION CFV000/00

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# B.13

## Corporate Vehicle

This section shows how the LSQA conformity assessment seal should be used on corporate vehicles. Ensuring correct and consistent application of the seal on vehicles is crucial to maintain LSQA's image and visual identity, thereby reinforcing our presence and credibility in all contexts where our seals are presented.

In the case of management systems, the seal must be placed next to the company's logo so it is understood that the company is certified. The IQNET seal may also be placed alongside it for eligible certifications.







# B.14

## Seal on Websites and Social Media

For websites and social media, any of the seals may be used. If product or process seals are used, they must be accompanied by an image and/or text that identifies the certified product or process. The specifications for their use remain the same as in the previous cases. The management system seal may be accompanied by the IQNET seal.

LOGO  
COMPANY

AUDITORÍA DE CALIDAD

**¡Logramos  
la recertificación  
LSQA ISO 9001:2015  
y el sello IQNET!**





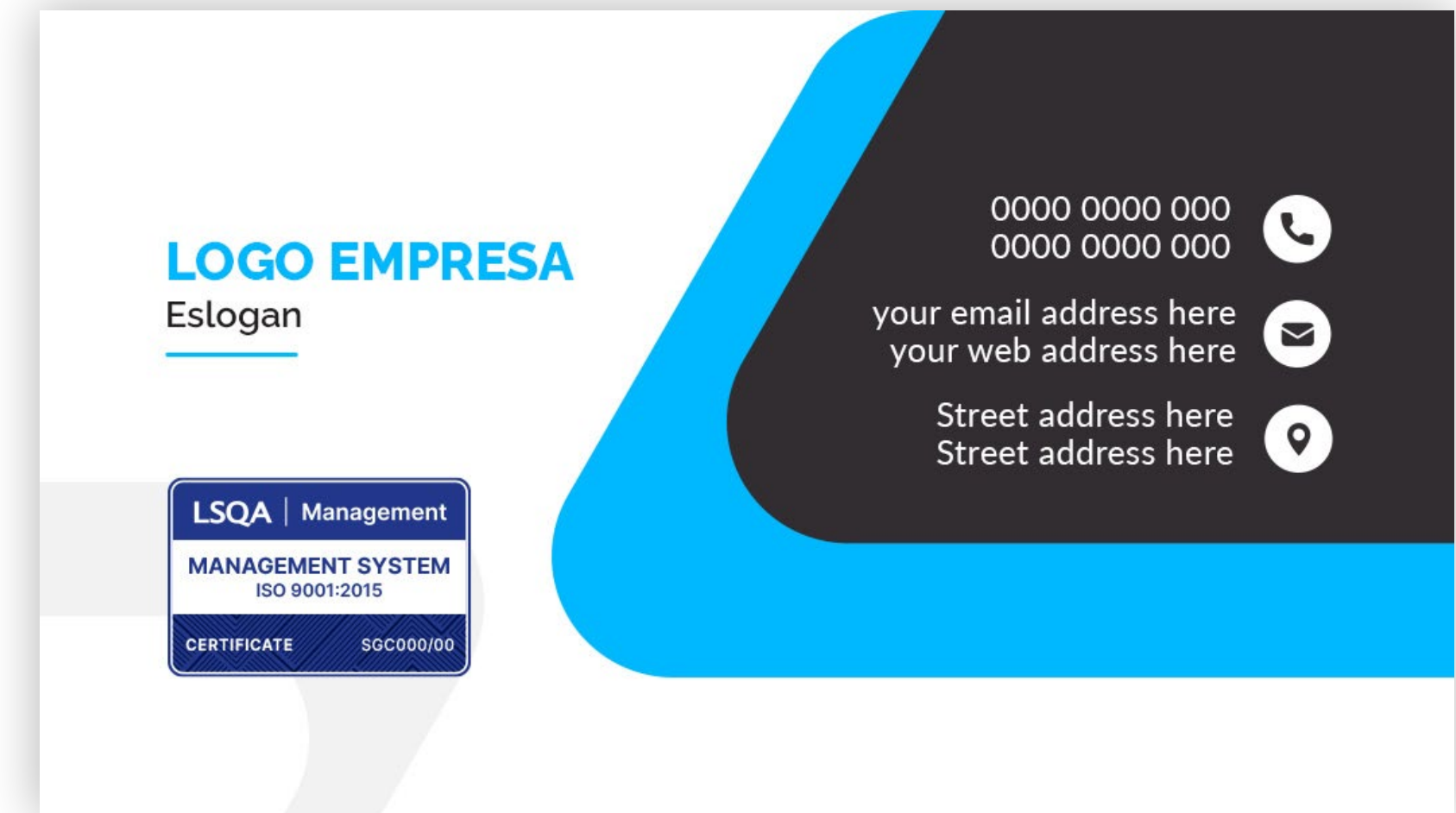




# B.15

Sello en papelería organizacional,  
firma, y perfil linkedin

En papelería corporativa, firmas de correo electrónico y  
perfiles de LinkedIn, solo se permite el uso del sello de  
sistema de gestión, que puede estar acompañado del  
sello de IQNET.



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