

## AC143 BRCGS 认证标志使用管理规范(BRCGS Certification Logo Usage Management procedure)

**文件范围 Documentation Scope:** 适用于中安信（北京）食品安全技术有限公司的通过 BRCGS 体系认证的工厂对于认证标志使用的管理的要求。This specification applies to the management requirements for the use of the certification mark by site certified to the BRCGS scheme through Ansense.

### 文件发放部门 Document Distribution:

范围 Scope	<input checked="" type="checkbox"/> 所有部门 ANSENSE	<input type="checkbox"/> 总经理 General Manager
	<input type="checkbox"/> 公正性委员会 Committee for Impartiality	<input type="checkbox"/> 技术委员会 Technical Committee
	<input type="checkbox"/> 认证部 Operation Department	<input type="checkbox"/> 销售部 Sales Department
	<input type="checkbox"/> 质量部 Quality Department	<input type="checkbox"/> 办公室 Office Department

编写人： 咎世玉  
Drafted by: Zan Shiyu

批准人： 总经理 舒冠成

Approved by: GM Shu Guancheng

### 修订记录 Change log:

版本号 Version No.	日期 Date	修订描述 Description
V1	2025-12-19	初次发布 Initial issue

## 目 录

1. 要求 Requirement.....	4
2. 徽标的设计与展示 Form and display of the Logo.....	4
3. 定位 Positioning .....	4
4. 条款与条件 Terms and Conditions .....	5
5. 认可证书工厂的到期、暂停或撤销 Expiry, Suspending or Withdrawing a Recognised Certificated Site .....	6
6. 合规性 Compliance .....	7
7. 修改权 Right to Amend.....	7
8. 注册及进一步咨询 Registration and Further Enquiries .....	7

### BRCGS 认证标志使用管理规范

#### 1. 要求 Requirement

1.1 获得 BRCGS 认证是一件光荣的事情。获得认证且无范围免除内容的公司有权在公司信笺和其他营销资料上使用 BRCGS 食品徽标。应注意，BRCGS 食品徽标不能被用于促销工厂购买来进行转售的产品（贸易产品）。Achieving BRCGS certification is something of which to be proud. Companies that achieve certification and have no exclusions from their scope are qualified to use the BRCGS food logo on site stationery and other marketing materials. Note that the food logo shall not be used in promoting products purchased for resale by a site (traded products).

1.2 如果工厂因证书失效、撤销或吊销不再得到认证，则不得再继续使用表明获得认证的徽标或证书。If a site is no longer certificated because of certificate expiry, withdrawal or suspension, it shall no longer use the logo or certificate claiming certification.

1.3 BRCGS 徽标不是一个产品认证标志，产品或产品包装上不得使用徽标或证书。获得认证的工厂如被发现滥用 BRCGS 徽标，将受到 BRCGS 投诉/查证的约束。而且可能会面临认证被暂停或撤销的风险。The BRCGS logo is not a product certification mark and neither it nor any reference certification may be used on products or product packaging. Any certificated site found to be misusing the logo will be subject to the BRCGS complaints and referral process and may risk suspension or removal of its certification.

1.4 审核范围中不包括在工厂生产、加工、包装或标识的产品时，不得使用 BRCGS 徽标。The BRCGS logo may not be used by companies that do not include all products that are manufactured, processed, packed or labelled on site within the audit scope.

#### 2. 徽标的设计与展示 Form and display of the Logo

徽标仅应以适当的形式、尺寸和颜色展示，并完全符合下述规定条件：徽标必须保持原始设计，不得对设计或配色方案进行任何改动。Logo 提供彩色和黑白两种版本。在可能的情况下，应使用彩色版本。The Logo shall be displayed only in the appropriate form, size and colour and in full compliance with the conditions set out hereunder: The Logo must be used in its original form, with no alterations to design or colour scheme. The Logo is available in colour and monochrome. Where possible the Logo should be used in its colour form.

#### 3. 定位 Positioning

Logo 可置于页面任意位置，视情况而定。使用 Logo 时，需留出足够清晰的间距或留白区域，避免与其他元素产生干扰。The Logo may be positioned anywhere on the page as considered appropriate. When using the logo, it is important to leave enough clear space or an exclusion zone around it to



AC144 BRCGS 认证标志使用管理规范(BRCGS Certification Logo Usage Management procedure)	ANSENSE
Version1 Issued on 2025-12-19	Page 4 of 8

prevent interference from other elements.

### Colour



### Greyscale



## 4. 条款与条件 Terms and Conditions

徽标可用于公司沟通及宣传工具，例如公司及产品宣传册、信头、框架证书、感谢信纸、名片、广告、展会图形以及所有形式的电子媒体（网站、社交媒体）。The Logo can be used on company communication and promotion tools such as, Company and Product Brochures, Letterheads, Framed Certificate, Compliment Slips, Business Cards, Advertising, Exhibition Graphics and all forms of electronic media (website, social media)。

- 徽标现可展示于对外企业间产品包装,但不得用于任何形式的直接面向消费者的产品包装 The logo can now be displayed on outer business to business product packaging, but not on any form of direct consumer product packaging.
- 用于现场的运输及外部标识 Transportation and external signage at site.
- 如果范围内存在任何排除,工厂不得使用该徽标 The site cannot use the logo if there are any exclusions in the scope.
- 使用徽标的任何沟通材料上必须显示您的贸易或公司名称 Your trade or company name must appear on any communication materials where the Logo is used.
- 不得以任何方式修改或更改徽标设计 You may not modify or alter the Logo design in any way.
- 徽标不得翻译或以其他语言本地化 The Logo may not be translated or otherwise localised into any other language.
- 不得将徽标与任何其他对象组合,包括但不限于其他徽标、图标、文字、图形、照片、口号、数字、符号、设计元素或网站音频文件。此外,除非与周围及相邻文本有明显区分,否则不得将徽标与任何其他商标(包括公司名称)一起使用 You may not combine the Logo with any other object, including but not limited to, other logos, icons, words, graphics, photos, slogans, numbers, symbols, design features or website audio files.

AC144 BRCGS 认证标志使用管理规范(BRCGS Certification Logo Usage Management procedure)	ANSENSE
Version1 Issued on 2025-12-19	Page 5 of 8

Further, you cannot use the Logo with any other trademark (including your company name) unless it is sufficiently distinguished from the surrounding and adjacent text.

- 徽标不得水平或垂直拉伸、压缩或以任何方式扭曲 The Logo must not be stretched or compressed horizontally or vertically or distorted in any way.
- 在任何文档中，徽标应仅出现一次，不得作为设计元素用于任何沟通材料，也不得使用低分辨率扫描的徽标副本 The Logo should appear only once in any given document, should not be used as a design feature on any of your communication materials and you should not use a copy of the Logo that has been scanned at low resolution.
- 不得以任何贬损 BRCGS 或其产品或服务的方式使用徽标，也不得以任何可能使徽标泛化或与 BRCGS 的良好声誉、信誉或形象不符的方式使用。您应遵守 BRCGS 针对徽标所涉及的所有商品和服务的质量及服务标准要求 You may not use the Logo in any manner that is derogatory to BRCGS or any BRCGS's products or services or in any way which would allow the Logo to become generic or which would be inconsistent with the good name, goodwill, reputation or image of BRCGS. You shall comply with all the requirements laid down by BRCGS in respect of the standards of quality and service for all goods and services which you supply by reference to the Logo.
- 不得采用或使用包含徽标或与其极为相似或可混淆仿制的任何商标、符号或装置。不得在全球任何地区尝试注册徽标或任何与其极为相似或可混淆仿制的标记为商标 You will not adopt or use any trademark, symbol or device which includes the Logo or is confusingly similar to or a colourable imitation of it. You will not attempt to register as a trademark anywhere in the world the Logo or any mark, which is confusingly similar to, or a colourable imitation of it.
- 您通过使用徽标不得获得除《BRCGS 证书工厂徽标指南》明确授予的权利之外的任何权利、所有权或利益 You will not obtain any right, title or interest in the Logo through your use of it save for the rights expressly granted to you under the BRCGS Certificate Site Logo Guidelines.
- 不得转让或分许可徽标使用权 You cannot assign, or sub license the right to use the Logo.
- 如果发现任何未经授权使用徽标或与其极为相似或可混淆仿制的标记，应立即通知 BRCGS，由其自行决定是否采取任何行动。如徽标在任何时间成为注册商标，本许可明确排除《1994 年商标法》第 30 及 31 条的适用 If you should become aware of any unauthorised use of the logo or any mark confusingly similar to or a colourable imitation of it, you shall immediately notify BRCGS, which shall have full discretion as to whether to take any action. Should the Logo become a registered trademark at any time, sections 30 and 31 of the Trademarks Act 1994 are expressly excluded from this license.

### 5. 认可证书工厂的到期、暂停或撤销 Expiry, Suspending or Withdrawing a

AC144 BRCGS 认证标志使用管理规范(BRCGS Certification Logo Usage Management procedure)	ANSENSE
Version1 Issued on 2025-12-19	Page 6 of 8

### Recognised Certificated Site

5.1 如果您的认可/认证被 BRCGS 或您的认证机构暂停或撤销，您将不得再使用徽标 You can no longer use the Logo if your recognition/certification is suspended or withdrawn by BRCGS or your Certification Body.

5.2 如果您决定取消或不续期针对 BRCGS 标准的认证，您将不得再使用徽标，并需在 7 个工作日内负责撤回徽标的使用。You can no longer use the Logo if you decide to cancel or not to renew your certification against a BRCGS Standard, and you will be responsible for withdrawing the Logo from use within 7 working days.

### 6. 合规性 Compliance

6.1 未遵守本指南的行为将构成对 BRCGS 证书工厂许可的违规，徽标的使用应立即终止。在此之后，您不得以任何方式使客户误以为贵公司仍被授权使用徽标，或与 BRCGS 有任何关联或认可关系（但不影响您可能参与的其他计划）Failure to comply with these guidelines shall constitute a breach of the BRCGS Certificated Site licence and the use of the Logo shall terminate immediately. After this time, you shall do nothing to lead customers into believing that your company is still licensed to use the Logo or is connected to or recognised by BRCGS in any way (subject to any other schemes to which you may belong).

6.2 您应对因违反本指南而导致的所有费用、损害和损失向 BRCGS 进行赔偿，并保持赔偿责任，包括但不限于因您提供的商品或服务未能符合 BRCGS 关于徽标所涉及的所有商品和服务的质量及服务标准要求而对 BRCGS 提出的任何索赔 You shall indemnify and keep indemnified BRCGS in respect of all costs, damages and losses incurred as a result of any breach by you of these guidelines, including but not limited to any claims made against BRCGS as a result of the supply by you of goods or services which fail to comply with the requirements laid down by it in respect of the standards of quality and service for all goods and services to be supplied by you by reference to the Logo.

### 7. 修改权 Right to Amend

BRCGS 保留随时修改 BRCGS 证书工厂徽标使用指南的权利，且中安信在接到 BRCGS 关于徽标的使用要求发生变化时，也会随之更新该程序。BRCGS retains the right to amend the guidelines on the usage of the BRCGS Certificated Site Logo at any time. Ansense also updates the procedure accordingly whenever BRCGS requirements for logo usage change.

### 8. 注册及进一步咨询 Registration and Further Enquiries

如果您的工厂希望使用徽标或对 BRCGS 证书工厂徽标的使用有任何疑问，请联系 If your site wishes to use the logo or have any questions regarding the use of the BRCGS Certificated Site Logo please contact:

中安信北京总部：北京市海淀区阜外亮甲店 1 号恩济西园 10 号楼东一门东 227 室

AC144 BRCGS 认证标志使用管理规范(BRCGS Certification Logo Usage Management procedure)	ANSENSE
Version1 Issued on 2025-12-19	Page 7 of 8

# ANSENSE

中安信

Tel: +86 (10) 65995036/17660238967

中安信青岛分部: 山东省青岛市崂山区香岭路1号3号楼1501室

Tel: +86 (532) 88903191/17660238967

邮箱: sunjy@ansense.com



AC144 BRCGS 认证标志使用管理规范(BRCGS Certification Logo Usage Management procedure)	ANSENSE
Version1 Issued on 2025-12-19	Page 8 of 8