



## **Cema International Compliance Services S.A. de C.V.**

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### **GUIDELINES FOR THE USE OF LOGOS**

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## 1. PURPOSE

The purpose of this procedure is to establish, implement, and maintain a system to ensure that Cema International Compliance Services S.A. de C.V. has implemented controls over the use of certification marks, logos, and accreditation symbols.

## 2. SCOPE

This procedure applies to all certification schemes for which Cema International Compliance Services S.A. de C.V. provides services.

## 3. TERMS AND DEFINITIONS

### **Accreditation symbol**

A logo issued by the accreditation body for use by accredited certification bodies to indicate their accreditation status.

### **Certification logo**

A logo issued by a certification body for use by certified clients to indicate their certification status.

All applicable items defined in clause 3 of the manual.

## 4. PROCEDURE

### 4.1 DISPLAY OF THE ACCREDITATION SYMBOL

It is the responsibility of the comprehensive management system coordinator to identify the requirements, and Cema International Compliance Services S.A. de C.V. must display the symbol in the appropriate form and color as established in the protocols of the EMA (Entidad Mexicana de Acreditación, A.C.).

The accreditation symbol shall not be used anywhere other than on accredited certificates.

To use the EMA accreditation symbol, the guidelines of that institution must always be followed.

## 4.2 INTERNAL DOCUMENTATION

Cema International Compliance Services S.A. de C.V. will display the accreditation symbol only on certificates that contain results within the scope of the accreditation.

Cema International Compliance Services S.A. de C.V. will use the certification formats and the accreditation symbol. The accreditation logo shall not be presented in a more prominent manner than Cema International Compliance Services S.A. de C.V.

Suspension/withdrawal of accreditations: In the event of suspension or withdrawal of the scope of accreditation, Cema International Compliance Services S.A. de C.V. shall immediately cease displaying the accreditation symbol on its certificates.

## 4.3 USE OF THE ACCREDITATION SYMBOL IN ADVERTISING MATERIALS - ADVERTISING

Cema International Compliance Services S.A. de C.V. will not use the accreditation symbol in any promotional materials, such as business cards, quotes, etc. Should it be used, a request must be submitted to the Mexican Accreditation Body, A.C., in accordance with its procedures.

## 4.4 REGISTRATION NUMBER AND LOGO OF CEMA INTERNATIONAL COMPLIANCE SERVICES S.A. DE C.V.

### 4.4.1 GENERAL RULES

- The registration number issued by Cema International Compliance Services S.A. de C.V. (#CEMA) consists of the acronym CEMA-México (which is equivalent to the abbreviation CEMA-MX) followed by the last two digits of the year, for example, for the year 2021, the numbers 21 are used, and a 4-digit sequential number is used at the end (for example: CEMA-MX/21/0001).
- Certified producers may use the registration number in communications with other commercial entities (business-to-business).
- The registration number and logo of Cema International Compliance Services S.A. de C.V. must not be used on the product or on the final point-of-sale packaging.
- The registration number and logo of Cema International Compliance Services S.A. de C.V. must never be used on promotional items, work clothing, or accessories of any kind, bags of any kind, personal care items, or in connection with services offered by retail stores.

- The logo and registration number may only be used if the certificate issued by CEMA is valid.
- Use of the logo does not, under any circumstances, imply authorization to use the trademarks of the certification schemes (e.g., GLOBALG.A.P. or PrimusGFS), which are governed by their own guidelines.
- Modifying the logo, its color, proportions, typography, or layout is not permitted.

**CEMA reserves the right to:**

- Monitor the use of its logo and registration number in internal or external materials.
- Request corrections or the immediate removal of materials that are used improperly.
- Suspend the right to use the logo in the event of cancellation or expiration of the certificate.

#### 4.4.2 OFFICIAL VERSIONS OF THE LOGO

The official logo of CEMA International Compliance Services S.A. de C.V. (hereinafter, CEMA) has only one authorized version:



No other variation, color, line, or proportion of the logo may be used without the express authorization of the organization.

The logo must be placed only on backgrounds that ensure adequate contrast.

The abbreviated symbol ‘CA’ may be used only on materials where space is limited, maintaining the original proportions and colors. Its use must be authorized by the quality or brand department.

The logo and trade name of “Cema International Compliance Services S.A. de C.V.” are registered trademarks with the Mexican Institute of Industrial Property (IMPI) under registration numbers 2516916 and 2566222.

Their use is protected by the Federal Law on the Protection of Industrial Property and is restricted solely to the purposes authorized by the certification body within the framework of its certification services.

Any reproduction, in whole or in part, of the “CEMA” logos or their graphic combinations is prohibited without the express written authorization of the certification body.

### 4.4.3 CORPORATE COLORS

The official corporate colors of the logo are as follows:

Element	Color	HEX	RGB	CMYK
<b>Leaf green</b>	Green gradient	#7ED321 a #4CAF50	126,211,33 a 76,175,80	54,0,84,0 a 68,0,94,0
<b>Corporate blue</b>	Medium blue	#1D4ED8	29,78,216	87,64,0,0
<b>Typographic gray</b>	Medium gray	#BFBFBF	191,191,191	27,21,21,0
<b>Bottom line green</b>	Medium green	#4CAF50	76,175,80	68,0,94,0

### 4.4.4 PROTECTED AREA

To ensure legibility, a minimum clearance around the logo equivalent to the height of the letter “C” in the word “CEMA” must be maintained on all sides.

No text, image, or graphic element may encroach on this space.

Example: If the logo is 4 cm wide, the minimum clearance area will be 0.8 cm around the entire logo.

### 4.4.5 MINIMUM REPRODUCTION SIZE

The logo must not be reduced to a size smaller than:

- 25 mm (2.5 cm) in width in print materials.
- 180 px in width in digital media.

Reducing it below this size compromises the legibility of the “Certification Body” text.

### 4.4.6 APPLICATION FOR AUTHORIZATION

All requests to use the logo or registration number must be sent to CEMA’s institutional email address.

The quality or branding department will confirm whether the proposed use complies with the rules set forth herein prior to publication or printing.

## 4.5 USE OF THE CERTIFICATION LOGO BY THE CERTIFIED CLIENT

The official logos, seals, and graphic marks of the certification standards may only be used by the client seeking certification when they hold a valid certification, and always in accordance with the rules and restrictions established by the certification scheme. The client must use the official versions of the logo, without modifying its design, color, or proportions, and must formally request them from the certification body or the scheme administrator.

Use of the logo is permitted in communications with other commercial entities (business-to-business), corporate websites, institutional documents, facility signage, presentations, trade shows, promotional brochures, and other institutional media, provided that it does not mislead the end consumer or appear on the product's commercial packaging at the point of sale, unless the scheme expressly permits it.

The certifying body must monitor the use of the logo at all times and require its correction or removal in the event of misuse. The certified client acknowledges that their right to use the logo ends upon expiration of the certification or if the contract is terminated.

To learn the applicable detailed rules, the certified client must review the official guidelines of the certification scheme on the official website.

## 4.6 MONITORING OF TRADEMARK USE AND LICENSES

### 1. Frequency:

Asynchronous monitoring activities will be conducted at least once every six months, or whenever public information related to the use of trademarks or licenses of CEMA International Compliance Services S.A. de C.V. is detected.

### 2. Monitoring mechanisms:

- Regular review of certified clients' websites, social media accounts, advertising materials, and digital media.
- Verification of information published by third parties or commercial media that refers to the certification.
- Follow-up on reports or complaints of misuse received via email, telephone, or any other official channel of CEMA International Compliance Services S.A. de C.V.

### 3. Record:

The results will be documented using the “FOR-SGI-93 Trademark Use and Licensing Monitoring Record” form, indicating:

- Date of review.
- Client or entity reviewed.
- Type of medium reviewed.
- Issues identified.
- Action taken and supporting documentation.

#### 4. 4. Derivative securities:

If misuse is detected, the System Administrator will formally notify the client and document the follow-up until the issue is corrected or the account is closed.

When misuse poses a risk to the reputation of the OC or the scheme, management will be informed so that additional measures can be taken (suspension, closure, or reporting to the accrediting body).

## 4.7 PENALTIES FOR NON-COMPLIANCE

**Cases resulting in the revocation of the right to use trademarks, logos, and certificates:**

- When the provisions of this document are not complied with and no action is taken to address such non-compliance.
- When the standards governing the use of the mark and the certificate of conformity are no longer applicable.
- When the certificate expires and has not been renewed or updated to the relevant version of the scheme.

### Sanctions

Should any of the above situations arise, Cema International Compliance Services S.A. de C.V. will review the situation and determine the appropriate action or sanction, as well as the timeframe for implementation. The sanction may be one of the following:

- Warning requesting corrective action.
- Suspension of the right to use the trademark, logos, and certificate of conformity.
- Revocation of the right to use the trademark, logos, and certificate of conformity.

### Obligations of the producer or company in the event of suspension or revocation of certification:

- Cease using the certification trademarks and logos upon notification of a suspension or cancellation of certification.
- In the event of certification cancellation, you must remove any references to your certification from your documentation and advertising.
- Send Cema International Compliance Services S.A. de C.V. a written confirmation in which you agree not to misuse the canceled certificate, trademarks, and logos.
- The suspension or cancellation of certification does not entitle you to request or receive a refund of payments made up to that date.

Any unauthorized use of the trademark, logo, or certificate by the manufacturer or company (or by a third party) entitles Cema International Compliance Services S.A. de C.V. to initiate an investigation and take any legal action it deems appropriate.

## 5. REFERENCES

- GLOBALG.A.P. – Policy and Guidelines for Trademark Use (sección “Rules for use of GLOBALG.A.P. Trademark and Logo”).
- PrimusGFS – General Regulations, sección “Use of Logo and Trademark”.
- ISO/IEC 17021-1:2015 – Conformity assessment – Requirements for bodies providing audit and certification of management systems – Part 1: Requirements
- ISO/IEC 17021-3:2017 – Conformity assessment – Requirements for bodies providing audit and certification of management systems – Part 3: Competence requirements for the audit and certification of quality management systems
- ISO/IEC TS 17023:2013 – Conformity assessment – Guidelines for determining the duration of management system certification audits
- ISO/IEC 17065:2012 – Conformity assessment – Requirements for bodies certifying products, processes, and services
- ISO 19011:2018 – Guidelines for auditing management systems
- GLOBALG.A.P. General Regulations – Part III – Rules for Accreditation and Certification Bodies
- BRC 004: Requirements for Certification Bodies Offering Certification Against the Criteria of the BRCGS
- 7 CFR Part 205 -- National Organic Program, subpart D
- ISO 31000:2018 – Risk Management – Guidelines

## 6. RECORDS

### 6.1 FOR-SGI-93 Trademark Monitoring and Licensing Registry