

	Document Title	Rules for the use of the Certification Mark	
	Effective date	Document No.	Revision
	01 February 2026	CER_RU_028	05

1. PURPOSE

To ensure that the Authority's Certification Marks are used correctly and their misuse is avoided.

2. SCOPE

These rules shall govern both Management Systems and product Certification Marks.

3. RESPONSIBILITY

The Technical Manager is responsible for enforcing these rules.

4. RULES

The Eswatini Standards Authority has registered three certification marks: Management Systems, Product Certification and Ingelo MSME Product Certification marks. All certified clients shall be granted a license for use of such marks, and such license shall be attached to a binding agreement.



Management Systems Certification Mark



Product Certification Mark



Ingelo MSME Product Certification Mark

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4.1. Dimensions, Typography and Color

4.1.1. Dimensions

The Standard marks for Management Systems Certification and Product Certification, giving the preferred dimensions and sizes, are enclosed with the certificate to enable the certificate holders to prepare the designs of the standard mark for reproducing on publicity material, brochures and letter heads.

4.1.2. Typography

Font: Vag Rounded

Horizontal Scale: 0%

Kerning: 0

4.1.3. Colour

ESWASA Certification marks are always to appear in Black ink on any color paper and/or material. The guide will give directions on Embossed/ Debossed and Reversed out – White on black.

4.2. The use of the Management Systems Certification Mark

4.2.1. The management systems certification mark shall not be used on a product, product packaging, or in any other way that may be interpreted as denoting product conformity.

4.2.2. Further to the above rule, certified clients shall not use management systems certification marks on type labels or identification plates which form part of the product. Any statement on such areas shall in no way imply that the product, process or service is certified by this means.

4.2.3. Clients certified to management systems standards shall be restrained from implying that their products are certified or even meet requisite standards when making reference to their certification status in communication media such as the internet, brochures or advertising, or other documents.

4.2.4. Clients shall not advertise their certification status on platforms and/or shelving where they intend to display products; this shall only be allowed on products that have been certified by ESWASA.

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4.2.5. Clients certified to management systems standards shall not make any misleading statements regarding their certification and are not permitted to use a certification document or any part thereof in a misleading manner.

4.2.6. Certificate holders can use the management systems certification mark on their publicity material, brochures and letterheads after pre-approval by Eswatini Standards Authority.

4.2.7. Clients shall state the name of the certifier when certification marks are used for publicity purposes.

4.3. The use of the Product Certification Mark

4.3.1. Incorrect references to the certification scheme, or misleading use of licenses, certificates, marks, or any other mechanism for indicating a product is certified, found in documentation or other publications, shall be dealt with by suitable action.

4.3.2. Letter heads, brochures and advertising materials with the certification mark shall not be used while referring to products which are not covered by the Certificate.

4.4. The Eswatini Standards Authority shall perform monitoring activities to identify and act on incorrect referencing to certification status or misleading use of certification documents, marks or audit reports.

4.5. All certified clients shall use all certification marks according to the rules contained herein, expressed as part of the certification agreements, licensing agreement and other applicable certification documents.

4.6. Clients granted license to use Eswatini Standards Authority management systems and/or product certification marks upon withdrawal of their certification(s) shall discontinue the use of all advertising materials that contain a reference to certification.

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- 4.7. Client granted license shall amend all advertising materials when the scope of certification has been reduced.
- 4.8. Certified clients shall not extend their certification to activities and sites that are outside the scope of certification.
- 4.9. Clients licensed to use ESWASA certification mark shall:
- 4.9.1. control the use of the ESWASA mark of conformity.
 - 4.9.2. take corrective action in case of nonconformity.
 - 4.9.3. keep a record of all complaints relating to the use of the ESWASA mark of conformity and shall make these records available to ESWASA.
- 4.10. Certified clients shall not use their certification in such a manner that would bring the Eswatini Standards Authority and/or certification system into disrepute and lose public trust.
- 4.11. All Eswatini Standards Authority management systems and product certification marks shall not be applied by certified clients to laboratory test, calibration or inspection reports or certificates.