AIMS CERTIFICATION SCHEME — SYSTEM PROCEDURE

Procedure for Use of Certification Mark / Logo

NORMATIVE BASIS
ISO/IEC 42001:2023, ISO/IEC27001

DOCUMENT CONTROL

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APPROVED BY	Chief Executive Officer	**NEXT REVIEW**	Twelve months from issue

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Notes

1. The Management Representative is responsible for the issue and distribution of this document, including all amendments.
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AMENDMENT RECORD

ISSUE / REV.	DATE	DESCRIPTION OF CHANGE	APPROVED BY
1.0 / 1.0	26 August 2026	First issue	Chief Executive Officer

1.0 Purpose

This procedure establishes and controls the requirements for the use of **VISTA InfoSec certification, certification marks, logos and references to certification** by certified organisations.

2.0 Scope

This procedure applies to the use of **VISTA InfoSec certification certificates, certification marks, logos and references to certification** by certified organisations in any medium, including websites, advertisements, promotional and marketing materials, stationery, reports, quotations, correspondence and other forms of communication. Restrictions on use in connection with products, product packaging and product labels are set out in Section 7.4.

3.0 Responsibility

The **Head of Certification Operations** has overall responsibility for implementing and monitoring this procedure.

The **Management Representative (MR)** shall ensure that the requirements of this procedure are effectively implemented and that any misuse of, or misleading reference to, certification is appropriately addressed.

4.0 Associated Documents

- VISTA InfoSec APEX Manual — VI/PM/AA-01
- Certification Agreement with the Client — VI/AIMS_ISMS/FF-15
- Certificate of Conformity / Certification Certificate
- Applicable certification scheme requirements
- ISO/IEC 17021-1
- ISO/IEC 17030, where applicable
- ISO/IEC 42006, where applicable
- ISO/IEC 27006-1:2024, where applicable
- Applicable accreditation and regulatory requirements

5.0 Definitions

For the purposes of this document, the terms and definitions given in ISO/IEC 17021-1, ISO/IEC 42006, ISO/IEC 27006-1:2024 and ISO 9000, together with those defined in the VISTA InfoSec APEX Manual, apply.

6.0 Resources

The personnel resources required for the activities defined in this document are identified within the VISTA InfoSec organisation.

7.0 Procedure

7.1 Authority for Use of the Certification Mark / Logo

- The certification mark / logo is granted only to organisations certified by **VISTA InfoSec** against the applicable management system certification scheme — **AIMS, ISMS, BCMS or ITSMS**, as applicable.
- The certification mark / logo shall be used only under the authority, and in accordance with the conditions, established by the **Certification Body (CB)**.
- At the time of certification, the CB shall inform the certified client of the requirements and conditions for using the certification mark / logo, including its use for display, publicity, advertising, websites, promotional material and other forms of communication.
- These conditions shall be read in conjunction with the applicable scheme requirements, the Certification Agreement and any instructions issued by the **VISTA InfoSec Certification Body**.

7.2 Prior Approval

Before publication or use, the certified client shall submit to the CB, for review and approval, the proposed form and manner in which it intends to use the certification certificate, the certification mark / logo, or any reference to certification.

7.3 Conditions for Use of the AIMS / ISMS / BCMS / ITSMS Certification Mark / Logo

The certified client shall comply with the following conditions:

- The certification mark / logo shall always appear as shown on the certificate.
- No minimum display size is specified; however, the mark / logo shall not be reproduced at a size at which it becomes unidentifiable or unreadable to the unaided eye. The aspect ratio shall always be maintained at **1:1**.
- The colour combination shall not be changed, the image shall not be altered in any way, and the mark / logo shall always be used in full.
- The CB encourages certified organisations to use the certification mark / logo in their publicity and promotion. Such use shall be restricted to correspondence, advertising and promotion relating to the certified organization.
- The mark / logo shall not be displayed in promotion or advertising by any organisation other than the one named on the certificate of registration.
- Where the scope of registration could be open to doubt in any context, the certified organisation shall identify the scope of certification to which the certificate applies.
- The mark / logo and any reference to certification shall be used **accurately, clearly and in a manner that is not misleading**, and shall not imply that a product, process, service, AI system, AI model or other output has itself been certified, or that the certification extends beyond the certified scope.

7.4 Restrictions on Products, Packaging and Labels

Certified clients shall not use the certification mark / logo, or any statement referring to certification, on products, product packaging, product labels, or in any other manner that could imply that the **product, process, service or AI system itself has been certified** by virtue of the management system certification.

7.5 Statements Referring to Certification

Any reference by a certified client to its management system certification shall clearly state that the certification relates to the **management system**, and shall include, as applicable:

a) identification of the certified client (brand name or legal name);

b) the type of management system certified — e.g. **Artificial Intelligence Management System (AIMS), Information Security Management System (ISMS), IT Service Management System (ITSMS)** or **Business Continuity Management System (BCMS)**;

c) the applicable certification standard — e.g. **ISO/IEC 42001, ISO/IEC 27001, ISO/IEC 20000-1** or **ISO 22301**;

d) identification of the **Certification Body that issued the certificate**; and

e) the certified scope, where necessary to avoid any misleading implication about the applicability of the certification.

The certified client shall ensure that any such reference is **accurate, unambiguous and not misleading**, and does not imply that the CB has certified or approved any specific product, process, service, AI system, AI model or other output.

7.6 Additional Requirements for AIMS Certification

In addition to Sections 7.3 to 7.5, the following apply to clients certified to **ISO/IEC 42001**:

- Any reference to AIMS certification shall clearly indicate that the certification applies to the client's **Artificial Intelligence Management System (AIMS)** and not to any individual AI product, AI system, algorithm, model, process or service.
- Any statement referring to AIMS certification shall identify the certified client, the AIMS that has been certified, **ISO/IEC 42001** as the certification standard and, where necessary, the certified scope.
- The certification mark, logo or statement shall not imply that the CB has certified or approved any specific AI product, AI system, algorithm, model, process or service, or its **performance**.

7.7 Suspension, Withdrawal, Reduction of Scope or Cancellation

a) Withdrawal or cancellation of certification in full

If certification is withdrawn or cancelled in full, the organisation shall immediately discontinue the use and distribution of all certificates, stationery, promotional materials, literature, electronic media and other materials bearing or referring to the certification mark / logo or certification status.

b) Suspension, partial withdrawal or reduction of scope

If certification is suspended, withdrawn or reduced in respect of certain activities, locations, processes, services or other parts of the certified scope, the organisation shall immediately discontinue the use and distribution of any certification mark / logo or certification-related material that could imply certification of the affected activities. Use may continue only for material that clearly relates to activities remaining within the valid certified scope and that complies with the applicable certification requirements.

c) Certification marks owned or licensed by the organisation

Where the organisation owns, or is licensed to use, a certification mark associated with a certification scheme, it shall, upon withdrawal, cancellation or termination of the relevant certification, take all reasonable steps to cease use of that mark immediately, in accordance with the applicable scheme requirements and the instructions of the CB.

d) Removal of certification references

Following withdrawal, cancellation or termination of certification, the organisation shall promptly remove or amend all references to certification on its website, advertisements, brochures, certificates, stationery, signage, promotional materials, digital media and other communications, as applicable.

7.8 Misuse of the Certification Mark / Logo

Any unauthorised, incorrect or misleading use of the certification mark / logo, certificate or reference to certification shall be treated as a breach of the certification requirements. The CB shall take appropriate action, which may include requesting corrective action, **suspension, withdrawal or cancellation of certification**, publication of the transgression and, where necessary, legal action.

7.9 VISTA InfoSec Logo

The VISTA InfoSec logo is shown below.

VISTA INFOSEC®
TRUSTED ADVISORS, ASSURED COMPLIANCE™

7.10 Use of the Accreditation Body's Mark

The accreditation body's mark shall be used only as specified by, and in accordance with the rules of, the relevant accreditation body.