

Requirements to use the CSR Performance Ladder logo

per October 2021



Licensed certification bodies and certified organisations may use the CSR Performance Ladder logo for their own publications. This document provides the requirements for the proper logo use. With any questions or doubts please contact us through info@mvoprestatieladder.nl or 0031 183 – 646 677.

About the logo

As per the release of version 3 of the CSR Performance Ladder, a new logo was also introduced. With the introduction of this logo, the old logo has become redundant. Below you will find an overview of what is allowed and what not.

Till the 1st of July 2021 two other versions besides the dark blue logo were available (gray and white on blue). The use of these logo's will be phased out and is no longer allowed as per the 1st of October 2022. Should an organisation require an exemption to this decision, this is to be discussed and agreed on by the certification body.

The certification body will review the proper use of the logo during the audit. Should the logo be used by the organisation in a way that is not allowed, a nonconformity may be raised.

Allowed

Logo including the text 'CSR Performance Ladder' in dark blue:
Name: CSRPL_Logo_blue_RGB.png



**CSR
Performance Ladder**

Colour: MVOP_Darkblue
CMYK: C100 M90 Y10 K0
RGB: R36 G50 B130
Hex: #243282
PMS: 294C

Means

It is allowed to use the logo on publications of our licensed certification bodies and certified organisations like:

- Website
- Brochures
- Transport

It is allowed to add an organisation motto to the logo. For example:

Company X is level 4 certified to



**CSR
Performance Ladder**

Do's & don'ts

- The standalone use of the trademark is not allowed for licensed certification bodies nor by the certified organisations. The trademark always is to be combined with the name of the scheme.



- The full-colour logo (multiple colours) may only be used by the owner of the scheme and on communications from the Foundation about the scheme (like a press release shared through another platform).
- The use of different colours other than stated above is not allowed.
- The logo is not to be used by other organisations than the Foundation, it's licensed certification bodies and certified organisations.
- A certified organisation is to make sure the logo is used in the proper way and is to safeguard its integrity of the use. At all times the logo or any reference to CSR certification may only be used by the organisations stated on the valid certificate.
- It is not allowed to refer to CSR Performance Ladder certification in such way that it could imply that a specific product or service has been certified.
- It is not allowed to use the CSR Performance Ladder logo on any product or service.

Certificate suspension or termination

- It is not allowed to use the CSR Performance Ladder logo when a certificate is suspended or withdrawn.
- Should an organisation decide to terminate the certification, the organisation is responsible to remove the logo from all its communications within 10 days after termination.