



NI-01 - EN

## Logo and conformity mark usage policy

Elaboration: Marc Daher 01/07/2022

Revision: Nivaldo Oliveira 01/07/2022

Approval: Marc Daher 01/07/2022

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### 1. OBJECTIVE

This document defines the rules for the use of the CHAL Halal Logo and Conformity Mark, as demonstrated in Annex 1, and it's in conformity with Brazilian Law No. 9,279 of May 14, 1996. Our logo and conformity Mark are property of Centro Halal da América Latina, and the Trademark is protected and registered with the National Institute of Industrial Property - INPI.

The Halal Logo and Conformity Mark shown in Annex 1 is an example and should not be used by the customer as it is presented in this document. CHAL will send the customer the correct Logo and Mark to be used when sending the certificate. And the design and text of the brand provided may vary in example, however, these regulations continue to apply in accordance with the certification contract.

CHAL reserves the right to replace the Halal Logo and Conformity Mark defined in Annex 1 with another Logo and Mark at any time.

### REFERENCE DOCUMENTS

- **ISO/IEC 17030:2003** Conformity assessment — General requirements for third-party marks of conformity.
- **ISO/IEC 17065:2012** Conformity assessment — Requirements for bodies certifying products, processes and services.

### TERMS AND DEFINITIONS

- a. **CHAL:** Centro Halal da América Latina
- b. **Conformity Mark:** is the protected mark issued by a body carrying out conformity assessment, indicating that a conformity assessment object (product, process, person, system or body) complies with specified requirements and the CHAL Certification Scheme specific to the certified product.
- c. **Certificate:** is a formal document issued by CHAL that ensures Conformity with all the requirements required in the Certification Scheme for that product and category.
- d. **Certification Scheme:** it is a set of standards, rules and criteria, drawn up by CHAL; and it is the right of exclusive use of CHAL, that the customer must comply with all their requirements to receive certification.
- e. **Media:** It is any Advertising of the Client, such as advertisements, posters, TV advertisements, promotional videos, web sites, brochures, promotional gifts of the Customer such as agendas, mugs, keychain, doormats; advertisements of the Client on panels such as posters and lights; stationery material such as sales material and contractual documents, letter papers, business cards, invoices, fleet vehicles, flags, streamers and stickers and any other disclosure intended by the Customer.

### USE OF HALAL LOGO AND CONFORMITY MARK

#### Use of the Logo



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- a. The logo is intended to identify the CHAL company, being its responsibility, together with the client, to ensure its correct use, as well as to curb the illicit use by third parties.
- b. The Logo is for exclusive use of CHAL and cannot be used by third parties without authorization, being restricted for the use of authorized employees or for other commercial uses with written authorization.
- c. The customer who wishes to use the CHAL logo must submit a written request specifying in which means of communication will be used, upon presentation of the material to be served.

#### Use of the Halal Conformity Mark

- a. The Purpose of the Halal Conformity Mark is to identify the products, processes and services evaluated and attested with regard to the faithful observance of requirements and specifications contained in technical standards and regulations as defined by the CHAL Scheme. The conformity mark is for the exclusive use of CHAL and cannot be used by third parties without authorization.
- b. The manner of application and use of the Halal Conformity Mark must comply with the rules and procedures set forth in these Regulations.
- c. The authorization of the use of the Halal Conformity Mark is coordinated by CHAL and can only be applied to the products or packaging of products with conformity already validated, whose conformity assessment is due to certification process according to the CHAL Scheme.
- d. The Halal Conformity Mark may be used for advertising purposes by interested parties, only with the written permission of CHAL, upon presentation of the material to be served, subject to the following rules:
  - Be applied only to the item to which it refers, making it clear which products have their conformity evaluated.
  - The authorization must be submitted by material; and
  - The validity of the authorisation is linked to the validity of the certification.

#### Customer agrees that:

- a. Will use the Halal Conformity Mark only in accordance with the rules described in this document and in the Certificate.
- b. Will use the Halal Conformity Mark only in relation to its scope and certification scheme.
- c. Will use the Halal Conformity Mark in media in order not to create confusion between the business referred to in your certification scope and other business, and in no way imply coverage of activities outside the scope or certification scheme.
- d. Will not use the Halal Conformity Mark in test reports or certificates of conformity, such as calibration certificates or certificates of analysis.
- e. May use the Halal Logo and Conformity Mark on website, provided by CHAL and installed in accordance with the instructions provided by CHAL and while it is within the validity of the certification.



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- f. Will not, during or after the expiry of the validity of the Certificate, register or attempt to register the Halal Conformity Mark or any imitation thereof, as well as claim or claim ownership of the Certificate And dispute the right of the Certification Body, its successors or licensees, to authorize the use of the Halal Conformity Mark, as defined in this document.
- g. During the suspension, withdrawal or cancellation of the Certificate, you will immediately discontinue the use of the Halal Conformity Mark or any reference to it and will not use any subsequent copying or imitation.
- h. You will have the right to use the Halal Logo and Conformity Mark restricted during the suspension time or after the certificate has been cancelled; and you must immediately discontinue the use of any advertising campaign that contains any reference to certification.

#### MONITORING AND SUPERVISION OF BRAND USE

During the validity period of the certification, CHAL will coordinate the use of the Halal Logo and Conformity Mark through Halal supervisors or inspectors who will make all checks deemed necessary, using methods and frequencies indicated in the reference standards.

#### PENALTIES AND APPEAL

- a. In the event of improper use of the Halal Conformity Mark, CHAL may immediately suspend or withdraw certification and right to use the Halal Conformity Mark.
- b. The Customer may appeal the decision in accordance with the Complaints and Appeals Policy.
- c. Infringement of any of the provisions of this Policy shall result in the offender, in addition to the prerogative of suspension and/or cancellation of the authorization, license, certification and recognition, defined in the contractual instrument, the establishment of administrative proceedings for the adoption and the application of the penalties provided for in Article 8 of Law No. 9,933 of December 20, 1999, without prejudice to the appropriate actions in the civil and criminal sphere and in accordance with Article 189 of Law No. 9,279 of May 14, 1996.
- d. If the misuse of the Halal Conformity Mark is identified, the customer will be liable to immediate cancellation of certification and breach of contract and withdrawal of all merchandise with the Halal Conformity Mark from the shelves and interruption of international transportation of the merchandise. The customer and importer will be informed, also the official regulatory bodies of the receiving country, about the invalidity of the certificates issued for these products and payment of penalty of R\$ 500,000.00 (five hundred thousand Brazilian Reals).

#### RESIGNATION

Customer may waive or suspend the use of the Halal Conformity Mark for a certain period, as well as supervisory and inspection activities. To do so, you must issue a written notification to the CHAL, and stop all media material



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and campaigns. Based on this information, CHAL will inform the Customer of the terms and conditions for temporary or definitive waiver of the use of the Halal Conformity Mark.

**CHANGES IN LEGISLATION**

It is up to CHAL to comply with all national and international laws, regulatory requirements and standards in force relating to the right to use the Halal Conformity Mark or the conditions to obtain such rights. In case of changes in legislation, CHAL will implement the updates and communicate to the Customer, and he will be obliged to apply all modifications.

**CHANGES TO BRAND USAGE RULES**

CHAL reserves the right to change these rules at any time. The Customer will be immediately communicated of all changes and will have a period for their implementation.

**ANNEX 1 - TECHNICAL SPECIFICATIONS**

- a. The Conformity Mark can be used in any color to match the packaging, on condition that you send the final artwork of the packaging to the CHAL for approval.
- b. The Conformity Mark may be enlarged as well as reduced to such that the text remains legible.
- c. The logo should be used in the colors specified in Table 1 when used on printed documents and media.
- d. For use on web sites, customer may use a transparent-background version of the logo and Conformity Mark.
- e. The Logo is present in all normative documents and internal policies left-aligned in the header of each document; and certificates, is centralized at the beginning of the document.

Logo	Conformity mark
 <p style="text-align: center;"><i>Logo</i></p> <p>Verde (HEX # 415533; CMYK 24,0,40,67)            Amarelo (HEX # FFDD00, CMYK 0,13,100,0)            Prata (HEX # E9EBE6; CMYK 1,0,2,8)</p>	 <p style="text-align: center;"><i>Conformity Mark</i></p>

Table 1