



People have trusted us for more than 40 years, thanks to our skilled collaborations with certified testing labs, inspection offices and experts. Our tests, certifications and the appropriate use of DIN marks in your corporate communications build trust and are a mark of quality. DIN marks will also provide key selling points in the future, and are an important USP compared to your competitors.

In particular, how you use the marks in your daily communications helps you maintain value in the long term and ensures the ongoing brand credibility of DIN CERTCO and DIN.

**Proper use of the marks – supporting your success**

The following rules apply to any communication methods you might want to use. Our tips will help you use the marks correctly, in a meaningful and successful way. If you have any questions, please contact us. We will be happy to help you.

More information at: [www.dincertco.de](http://www.dincertco.de)

The DIN CERTCO website provides clear information to partners and customers about current developments in the area of national and international certification. All valid certificates and registration notices as well as the current application documents are updated daily and can be viewed at [www.dincertco.de](http://www.dincertco.de).



Precisely Right.

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## A Mark of Quality. Our DIN Marks.

Your guidelines for using the DIN marks.

[www.dincertco.de](http://www.dincertco.de)



Precisely Right.

## How to use DIN marks properly and advertise successfully.



Congratulations! You can be proud of your consistent product and service quality – and starting right now, you can also tell people about it quickly, transparently and effectively with the DIN marks you have been granted. DIN marks can be used in many different ways. For example:

- on packaging, products and hang tags
- in videos, on websites and web banners
- in instruction booklets, catalogues and print ads
- on vehicles, flags and at trade-fair booths
- in correspondence and other company information

Use these valuable benefits, for instance by linking your mark to [www.dincertco.de](http://www.dincertco.de). Now there's an even better way to set yourself apart from the competition. Document your DIN CERTCO certification effectively, credibly and in a neutral way in your corporate communications.

## The DIN marks – significance and rules for using them.



### The DIN-tested mark

indicates that products, services, people and processes comply with DIN, DIN EN or DIN EN ISO standards. It documents compliance with requirements, and shows regular neutral inspection, evaluation and monitoring of your product.



### The DINplus mark

for products' tested, monitored compliance with the standard as well as with additional quality characteristics beyond the standard. "Quality plus" certification: for all manufacturers whose products offer more than the standard requires.



### The KEYMARK

is a standardized European quality mark showing the tested, monitored compliance of products and services with the requirements established in EN standards and certification programs, including an annual review of the quality assurance system.

**DIN**

**DIN EN**

**DIN EN ISO**

### DIN collective marks

Manufacturers can independently declare that their products and services comply with standards. Use of the collective marks must be registered with DIN CERTCO.

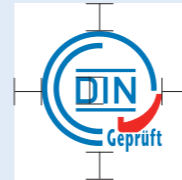
## No changes

Nowadays, it is very easy to modify test marks. As a result, marks cannot be changed in terms of either format or color (e.g. compression/expansion, color changes, inversion, shadows, etc.). Any changes will be considered counterfeit test marks!



## Backgrounds

Marks should always be in color on a white background. When used on dark-colored backgrounds (an exception!), the mark is placed on a white surrounding field.



The distance between the edge of the surrounding field and all outside edges of the mark must be at least as great as the vertical height of the letter "D" in the "DIN" text.

## Placement

In promotional communications (print/online), marks should always be placed right next to the product in question. This particularly applies in situations where multiple products are shown closely together on one page, e.g. in catalogues.

## Scaling

In general, the mark must be reproduced at a size that allows both the mark and its components to be clearly legible. The DIN-tested mark and the DINplus mark should be no smaller than 9.5 mm (height), and the GS mark should be no smaller than 12 mm (height).

On products and packaging, the mark should always be large enough that it can be seen clearly along with the other information. If the product is too small for the mark to be printed on it at the minimum size, the mark must be affixed to the corresponding packaging, a dispenser or similar.

## Flags

On flags, the mark should be as large as possible so that it is still clearly recognizable at a distance.

## Business stationery and business cards

For personal certifications, the mark can be placed wherever desired. It should be large enough that the mark is still clearly legible.

## Registration number

Important: All DIN marks must be used together with the registration number! The registration number must be shown directly next to the mark.



## Usage rights and obligations.

The success of your DIN mark depends strongly on whether its users accept and respect the usage rules. For instance, the marks may only be used in conjunction with a valid certificate. You must agree to refrain from any use that damages the mark. Above all, that includes the impermissible use of marks and registration numbers, and combining the mark with statements that do not correspond to the certification content.

In every application, the marks may only be used in direct connection with the product, service or person granted the right to use the mark, and only in the form provided to you. Scaling it down to the minimum size and monochrome printing are permissible.

Any misuse of marks or registration numbers shall be considered a trademark violation and subject to legal action. We reserve the right to prohibit the use of a mark or registration number, to assert damage compensation claims, and to publish a blacklist of misuse cases online.