

# Using the Lloyd's Register approval mark and promoting your approval



## Congratulations on your Lloyd's Register approval

As an approved client, you can now use a Lloyd's Register (LR) approval mark to demonstrate your achievement to clients, prospective clients and key stakeholders. This information note has been designed to help you get the most from your approval mark and provides guidance about using the mark.

## Using the mark

You can use the relevant LR approval mark on your stationery, publicity material, company buildings, flags, vehicles, and so on. It can be reproduced in any single colour and at a size that is clearly legible.

We provide light and dark versions of the mark, with a CMYK variation for use on printed materials and an RGB variation for use on screen. This ensures the optimal display of your mark.

For organisations that wish to display the LR marks on any company vehicles, a larger sized mark is available in both the light and dark version for single and multiple certifications.

## If the mark changes

If the LR marks change, you will be notified by your local LR office. Please update to the new mark at your earliest convenience. Ideally, this would take place in line with your next certificate renewal visit. Your company can

continue to use the previous LR mark for a reasonable time. Please contact your local LR client services team, who will be happy to assist you in updating to the current approval mark.

## Examples of the LR approval mark:



## Misuse of the mark

LR approval marks don't demonstrate product or service approval so marks can't be used on the product itself or on the product packaging. The mark relates to your management system and may only be used in this context.

You cannot use the relevant LR approval mark on test or calibration reports, certificates or on certificates of conformity.

The mark must not be used to imply that certification exists other than as defined in the LR scope and at the location(s) which is printed on your certificate.

## Statement of Certification

A statement of certification can be applied on product packaging (that can be removed without the product disintegrating or being damaged) or accompanying information (considered as separately available or easily detachable) to demonstrate that you have a certified management system

Type labels or identification plates are considered as part of the product.

The statement shall include reference to;

- identification (e.g. brand or name)
- the type of management system and the applicable standard
- LR as the certifying body.

Correct use of your approval, including the LR mark or a statement of certification, is a contractual obligation. LR monitors the use of the mark and statements of certification during surveillance and certificate renewal visits.

## Misuse of material and certificate withdrawal

The LR certificate can be withdrawn if your company misuses the mark or a statement of certification and continues to do this after attention has been drawn to the misuse.

If your company's LR approval is withdrawn, you must stop using the mark and / or any statement of certification and withdraw any material that promoted your approval. Continued use of the mark and / or statement of certification in such circumstances will result in legal action being taken by LR.



### Get in touch

Please visit [www.lr.org](http://www.lr.org) for more information

Care is taken to ensure that all information provided is accurate and up to date. However, Lloyd's Register accepts no responsibility for inaccuracies in, or changes to, information.

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