



LOGO USAGE RULES

PRG 007
REV 06
05/11/2024

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1. OBJECTIVE

Define criteria and rules for the use of the CDIAL HALAL logo [and the accreditation bodies that certify CDIAL HALAL](#) .

2. APPLICATION

Applies to all sectors [and customers with current certification](#) .

3. DEFINITIONS

3.1. Definitions

Halal Compliance Certificate : Document endorsing that the identified products, services or systems comply with Halal requirements , according to Islamic rules.

CDIAL HALAL logo: Symbol issued by CDIAL HALAL and authorized for use by the customer, in order to indicate its certified status.

CDIAL HALAL Brand : Brand used by CDIAL HALAL to be identified. Visual identity of CDIAL HALAL.

Halal Mark : **Mark/logo for Halal standard information** .

Promotional Material : Any and all material that will serve as support for an advertising campaign. For example: gifts (pens, diaries, keychains, etc.), displays. It is worth noting that if a certain material, even a poster, is produced in isolation with the aim of recording a certain event, this will be considered promotional material.

Advertising Material : Any and all material developed for an institutional, product or service campaign. For example: films, posts, brochures, folders, booklets. It is important to note that an advertisement is an advertising piece, even if it is not part of a campaign.

Accreditation logo : [Symbol recognized in the market as a sign of credibility in meeting the requirements it represents.](#)

4. REFERENCES

ABNT NBR ISO 9001:2015 – Quality management system – Requirements.

ABNT NBR ISO/IEC 17021:2016 - Conformity assessment — Requirements for bodies providing auditing and certification of management systems.

ABNT NBR ISO/IEC 17065:2013 – Conformity assessment – Requirements for product, process and service certification bodies.

GSO 2055-2:2021 – Halal products — Part two : General Requirements for Halal Certification Bodies .

OIC/SMIIC 2:2019 – Conformity Assessment – Requirements for Bodies Providing Halal Certification



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[HAK Accreditor – AKR-Rh-005 – Use and Traceability Guideline for the official HAK Logo and HAK Halal Accreditation Mark](#)

[GAC Accreditor – EXT 6.0 – ILAC-R7: Rules For The Use Of The ILAC MRA Mark](#)

5. RESPONSIBILITIES

Board of Directors: Provide the necessary resources for the development, implementation and monitoring of the CDIAL HALAL brand.

Halal Certification Process Coordinator : Control and monitor the use of the CDIAL HALAL logo by the client, [as well as verify the improper use of accreditation bodies' logos.](#)

Auditors: Monitor the proper use of the Halal Seal , CDIAL HALAL brand on customer products [and the improper use of accreditation logos on customer products .](#)

Marketing: Create and promote the CDIAL HALAL logo, as well as update the Brandbook when necessary.

Client: Do not use the CDIAL HALAL logo in a misleading or misleading manner; comply with the rules of this procedure and of “D 007 – TERMS FOR USE OF THE CDIAL HALAL LOGO AND VISUAL IDENTITY”; [and DO NOT use the logo of accrediting bodies under any circumstances.](#)

6. PROCEDURE

It is the customer's responsibility to ensure that their certified *status is described* in a way that does not imply that certification is maintained in areas outside the determined scope, non-certified plants and products or services that CDIAL HALAL certification does not cover.

6.1. Use of the CDIAL HALAL Certificate of Conformity

The Halal certificate can be used by the customer on their digital platforms, or it can be displayed at the entrance of the certified establishment, as long as the unit requests the *TERM FOR USE OF THE CDIAL HALAL LOGO AND VISUAL IDENTITY* and describes the material they wish to use and where.

After the request, CDIAL HALAL will assess whether it is in line with its certification principles and does not violate the legislation.

The certificate holder shall not copy the Halal certificate granted in such a way as to prevent its legibility, nor tamper with the original copies or photocopies of the certificate. He shall not translate the certificate for others without prior review and consent of the Halal certification body .

Color reproduction of Certificates of Conformity (color copy) is also permitted, provided that they are identified as copies (on the front or back).



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The certified company is prevented from using the CDIAL HALAL certificate or parts of the CDIAL HALAL certificate to generate its own version/representation of a certificate of conformity.

Such action constitutes misuse of the Logo and CDIAL HALAL may take the actions described in item 6.6.

CDIAL HALAL exercises adequate control over the ownership, presentation of licenses, Halal certificates and Halal marks of compliance described in item 6.5.

6.2. Authorization and rules for use of logo from CDIAL HALAL

CDIAL HALAL can provide the certification symbol (CDIAL logo) in an electronic file, provided that the certified client formally requests it. The first step to submitting the form is to fill out the *TERMS OF USE OF THE CDIAL HALAL LOGO AND VISUAL IDENTITY*.

After accepting the following conditions described in the *TERMS FOR USE OF THE CDIAL HALAL LOGO AND VISUAL IDENTITY*, the certified company is authorized to use the CDIAL HALAL logo.

The CDIAL HALAL logo is for the exclusive use of certified units and can only be used in:

- Halal certified products in primary, secondary and tertiary packaging.
- In communications (letters, emails, Website, etc.).

The customer must take due care to ensure that no report, certificate, award, statement, document, record, advertising and communication material, or any part thereof, containing the CDIAL HALAL logo or reference to certification is used in a misleading manner.

Logos must not be used except in correlation with those products or services described in the scope description of the Certificate of Conformity related to the address and process/product line included in the scope of certification.

6.2.1 Conditions of use of the logo from CDIAL HALAL

Companies may print the appropriate color brand on their packaging, as long as they do not alter the original brand specifications and must be used in a size that keeps all of its features clearly distinguishable.

For Gulf markets, the use of the CDIAL Halal logo/seal as well as the Universal Halal logo/seal is permitted ; if the customer chooses to use it, it must be submitted to CDIAL Halal for prior approval. However, for UAE, Iran and Egypt, the customer must contact the authorities to understand the guidelines, as CDIAL Halal is not recognized in these countries.

For the Turkish market, the use of the Halal seal is mandatory for all certified products destined for this country.

The use of this seal/logo is only permitted on products that are within the scope of the Halal certificate , customers who choose not to renew the certification or who are not approved will not be able to use the seal/logo.



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NOTE: The client must **NOT** use the logo of accrediting bodies under any circumstances, as its use is permitted exclusively with authorization, which belongs to the certifying body.

6.3. Advertising and communication material, forms, records

The legible reproduction of the Certificates of Conformity issued by CDIAL HALAL is permitted for the purposes of dissemination in advertising material, provided that the advertising relates to the scope of the certification granted and provided that the certificate is reproduced in its entirety.

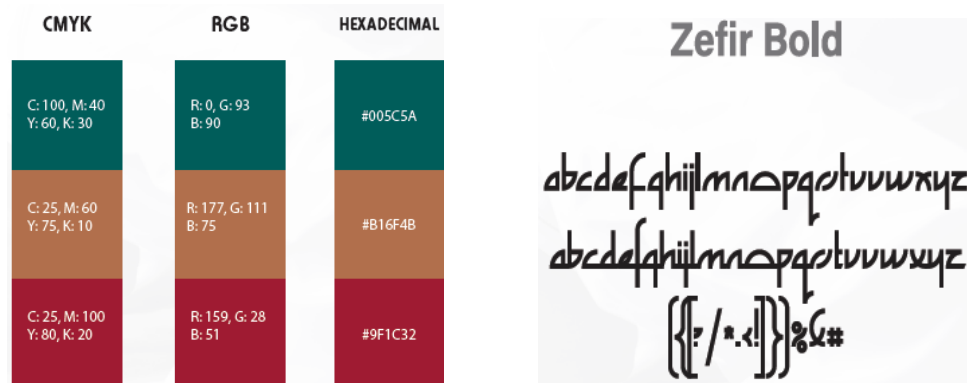
The client may use the CDIAL logo or make reference to the certification in advertising and communication material, forms and records, provided that they identify which services are certified and previously request authorization from CDIAL HALAL for such use.

Notes:

1. In cases of promotional or marketing material, the customer may request CDIAL HALAL's visual identity for advertising.
2. When advertising or communication material refers only to non-certified services, the CDIAL HALAL Logo may not be used or reference made to certification.
3. CDIAL HALAL serves as the final arbiter in any discussion regarding the appropriate use of the logo referring to Halal certification *status*.

6.3.1. CDIAL HALAL Visual Identity Specification

Its typography references the classic with a touch of modernity, as it is an adaptation of the Arabic writing style to the language of today. This reference to the classic brings a lot of weight to the construction of the brand, conveying an aspect of credibility.



The brand must not be altered, whether in its colors, layout or proportions. Below are some errors that may occur. Compare it with the original brand, check for incorrect uses and ensure that the CDIALHALAL brand is not altered.



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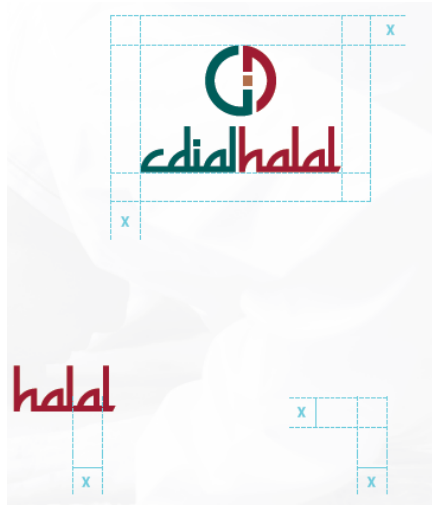
Excessive reduction of any mark makes it difficult to read and recognize. However, the determination of reduction limits will be subject to the process employed, the quality of the original used and the quality of reproduction obtained. We recommend the following measures as the reduction limits for the CDIAL HALAL mark for offset printing. *Reducing* it beyond this limit will compromise the readability of the mark.



A space must be left around the brand, free from interference from other graphic elements to preserve its integrity and legibility. We call this space “ventilation”.

The minimum recommended ventilation space for the brand is equal to the width of the letter “A” in the CDIAL HALAL logo. In other words, to find out the minimum ventilation space for the brand, measure the width of the letter “A” in the logo. This value is equal to “X” the distance that determines the ventilation space for the brand.

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In case of limitations regarding the number of colors available in a given printing or engraving process, monochromatic brand versions can be used.



The brand should always be used in institutional colors on a white background. However, it can also be used in negative format.



6.3.2. Halal Seal Specifications

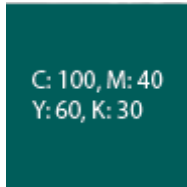


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Halal seal is to indicate that the product has undergone inspection and meets Halal consumption standards. The dominant color of the seal is Tiffany blue, representing health.

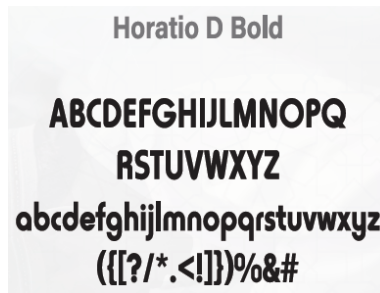
CMYK



At the bottom is the text “CDIAL HALAL” applied in the font (*Horatio D Bold*), each side of the seal has 9 stars, at the top is written in Arabic the word Halal .



Its typography is applied in capital letters to facilitate reading, together with the choice of font that adds good legibility to the seal with great prominence.



The logo icon was constructed in such a way that the “interrupted” circle forms the letters CDI. The circle also represents the globe and its central point is seen as a target and represents the Muslim community in the world.

Logo applications allow the use of only the icon and only the “type” separately, but preference is given to applying them together.

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The brand should always be used in institutional colors on a white background. However, it can also be used in negative format.



Excessive reduction of any printed material makes it difficult to read and recognize. However, the determination of reduction limits will be subject to the process employed, the quality of the original used and the quality of reproduction obtained.



We recommend the following measurements as the limits for reducing the CDIAL HALAL seal for offset printing . Reducing it beyond this limit will compromise its readability.





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All information must be verified and confirmed in the Halal Seal Manual and the files for printing will be forwarded after acceptance of the *TERMS FOR USE OF THE CDIAL HALAL LOGO AND VISUAL IDENTITY* .

6.4. Suspension and Cancellation of Certification

Upon termination, cancellation or suspension of certification for any reason, the certified Company undertakes to immediately discontinue all use of the Logos and Certificate of Conformity and destroy all stock of material on which they appear.

Product Conformity Marks and Certificates of Conformity bearing the CDIAL HALAL logo are the property of CDIAL HALAL and may be requested to be returned in cases considered unacceptable.

The certified Company undertakes to discontinue any use of the CDIAL HALAL Logos and Certificate, which are unacceptable to CDIAL HALAL, and any form of statement that in the opinion of CDIAL HALAL may be misleading.

Note: CDIAL HALAL considers unacceptable all actions that go against the *TERMS OF USE OF THE CDIAL HALAL LOGO AND VISUAL IDENTITY* , against the information in this procedure and that violate the Consumer Protection Code, as well as incorrect references to the Halal certification system or misleading use of licenses, Halal Certificates or brands found in advertisements, catalogs, etc.,

CDIAL HALAL will also take action against non-certified organizations that misrepresent themselves as CDIAL HALAL certification holders or that use inappropriate references to the certification process.

6.5. Monitoring

Auditors are responsible for ensuring that clients are properly applying the logos and certificate of compliance.

The correct use and utilization of the logo and certificate of compliance with the internal procedure of the certifying body are verified during maintenance audits and unannounced audits with [the help of the document "FORM 087 Audit Report"](#) .

This verification can occur through *website verification*. (*web*) of the customer and request for product packaging directly from the customer, and must be carried out at least once a year.

CDIAL HALAL must carry out unannounced audits on its certified customers, within the maintenance cycle, in order to verify and confirm compliance with Halal requirements and premises and to ensure continued compliance of the Halal product with the requirements for use of the logo.

Unannounced audits may also be conducted to investigate customer complaints in response to changes, follow up on suspended customers, verify non-conformities detected in the Halal product or in Halal production facilities , or any complaints received in relation to the certified Halal product .

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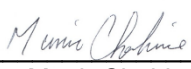

The certifying body may suspend or eliminate the use of the seal and logo if the client does not respect the premises established in the procedure in question and in the logo term.

Note: The use of the CDIAL HALAL logo or visual identity must not misrepresent the organization's certification *status* or *bring the certification process into disrepute*.

6.6. Actions and Appeals

When inappropriate use of CDIAL HALAL logos, [accreditors](#) , certificates and CDIAL HALAL brands is identified, CDIAL HALAL Certification Authority LTDA may:

- Request immediate corrective action;
- Suspend or cancel certification;
- Take legal action against the company.

Preparation	Revision	Approval 
 <hr/> Munir Chahine Auditor (Technician)	 <hr/> Yuri Ansare Auditor (Religious)	<hr/> Walid El Orra Executive Director