



WorldStar Logo

3.1 Colour

3.1.1 Colour Specifications

● **QUALITY**

Pantone colour specification:
PMS 485

CMYK colour specification:
C0 / M100 / Y91 / K0

● **QUALITY Disability**

Pantone colour specification:
PMS 158

CMYK colour specification:
C0 / M61 / Y97 / K0

● **SAFETY**

Pantone colour specification:
PMS 312

CMYK colour specification:
C96 / M0 / Y11 / K0

● **ENVIRONMENTAL**

Pantone colour specification:
PMS 355

CMYK colour specification:
C94 / M0 / Y100 / K0

● **FOOD SAFETY**

Pantone colour specification:
PMS 567

CMYK colour specification:
C82 / M0 / Y64 / K70

The WorldStar may be reproduced in either **four colour, spot colour or mono colour** formats. The WorldStar may also be reproduced reversed in white on a coloured background. For business cards and stationery only, the WorldStar may be reproduced in any single colour to match existing printing. When shown in full colour, each Management System category must keep it's signature colour, for example, a Quality Management System WorldStar cannot be shown in blue or green.



CERTIFIED
QUALITY
MANAGEMENT SYSTEM



CERTIFIED
SAFETY
MANAGEMENT SYSTEM



CERTIFIED
ENVIRONMENTAL
MANAGEMENT SYSTEM



CERTIFIED
FOOD SAFETY
MANAGEMENT SYSTEM

four colour and spot colour appearance



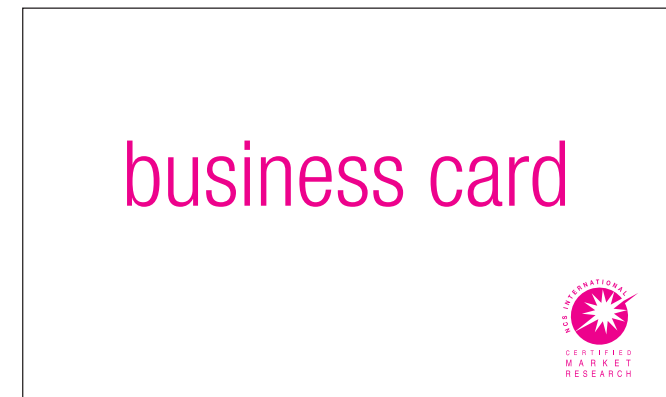
CERTIFIED
QUALITY
MANAGEMENT SYSTEM

example: mono colour



CERTIFIED
QUALITY
MANAGEMENT SYSTEM

example: reversed in white on a coloured background



for business cards and stationery only, the WorldStar may be reproduced in any single colour to match existing printing



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3.2 Sizing and Proportion

The WorldStar can be reproduced in any size providing the relative proportions of the WorldStar are **not distorted or altered**. For very small reproductions of the WorldStar, such as for use on business cards, the wording under the bottom line of the WorldStars may be omitted for the sake of legibility. Copies of the WorldStar logos can be downloaded with a password from <http://www.ncsi.com.au/WorldStar.html>. Each logo is available in .eps, .jpg (high res), and .jpg (low res) file formats.

examples of rightly proportioned WorldStar logos:



example: for very small reproductions of the WorldStar the wording under the bottom line of the WorldStars may be omitted for the sake of legibility





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3.3 Display Requirements

After an organisation is granted certification by NCS International, it becomes eligible to use the appropriate NCS International certification marks to promote that the organisation is certified. Use of the certification marks will depend on the standard(s) to which certification has been granted and the nature of the business conducted by the organisation. NCS International encourages its certified clients to use the WorldStar to promote their certification, however, some controls need to be placed on the use of the WorldStar to ensure that it is not inadvertently used in a manner that misrepresents the scope of certification. **It is in the interests of both the certified organisation and NCS International that diligence be exercised in applying the WorldStar to ensure that it does not exaggerate or distort the scope of certification.** The following guidelines have therefore been put in place.

The WorldStars can and should be used to convey the organisation's certification to clients and the public.

It can be used on:

- corporate letterhead
- advertising material
- corporate brochures
- corporate signs
- business cards
- motor vehicles
- packaging (under certain conditions - see below)
- other promotional material

The WorldStar must only be used by organisations certified by NCS International.

It cannot be used by:

- a parent company
- a subsidiary company
- another company that has any connection with the certified company (e.g. a supplier, a purchaser, a consultant to the company, a franchise, etc)
- a company whose NCS International Pty Limited certification has been withdrawn or suspended.



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3.3 Display Requirements (cont.)

The WorldStar must be used in a manner that:

- a) relates directly to the physical locations, products, services, or activities detailed in the Scope of Certification issued by NCS International; and
- b) does not imply or suggest that the certification cover physical locations, products, services or activities that are not detailed in the Scope of Certification issued by NCS International.

The certification marks must not be used in any manner that implies or creates the impression that NCS International certifies a particular product or service. **Certification marks may not be directly used on products.** Where the certification marks are used on packaging materials (including labels attached to packaging) they must be used in manner that does not imply certification of the product which is packed in the packaging materials (or to which the labels are attached). It is recommended that wording similar to the following be included adjacent to the marks, where practicable, when they are used on packaging: *“Manufactured under a certified quality/environmental/HACCP/safety management system”*

The above-suggested wording is for guidance and should be tailored to meet the specific requirements. The certification marks can not be used on NATA endorsed test and calibration reports, nor on reports that do not include the NATA endorsement. They may be used on covering documentation accompanying test certificates.