



Rules for the Use of Logo

AHF-P-06
Rev: 1.0
Date: October 18
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Prepared By: Mazhar
Hussaini

Quality Manager

Approved By:
Mohammad
Hussaini

Vice President



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1. OBJECTIVE AND FIELD OF APPLICATION:

The aim is to establish clear rules governing the use of Halal certification marks by companies that have a certificate issued by AHF.

This point is applicable to Halal certified companies by AHF, with the certification marks used by the holders of a certificate issued by AHF, within its scope of accreditation.

2. DEFINITIONS:

Certification Mark or Logo:

Symbol owned by AHF and used by certified organizations to make said condition public. Accredited Certification Mark (MCA): Set formed by the Certification Mark and the legend "Certified by AHF" as it is collected in our Management System. The requirements established in this document are general in nature and could be particularized for specific products, in which case AHF would make these particularities public.

Primary packaging:

Any packaging designed to contain the product or constitute a sales unit intended for the consumer or end user, already covers the product in whole or only partially but in such a way that the contents cannot be modified without opening or modifying the packaging.

Secondary packaging:

Any packaging designed to constitute a grouping of primary packaging and which is used solely for the purpose of protecting and facilitating its handling or transport, or that which can be removed without disintegrating or damaging the product.

3. DESCRIPTION:

Please note that AHF logo is a registered trademark / certification mark. The AHF devices: labels, tapes, stamps, ties etc. remain the property of AHF. All rights are reserved.

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The following are the rules established by AHF for the use of certification marks.

1) The certification mark must always be associated with the name of the certified company (the one on its certificate) so that it forms a single graphic set with it.

2) The certification mark may be used in stationery (letterheads, invoices, greetings, etc.), even if not all the company's activities are certified, with the following limitations:

- HCB has established clear rules to restrict the use of the trademark in the case that only a small part of the company's activities is certified or in the case that only some activities of the company are.
- In the case of offers, if not all the offered activities fall within the scope of certification, a brand, legend or other means must be indicated, which activities are covered by the certification.
- In the case of catalogs of products or services, if not all activities are covered by certification, a clear distinction must be made between them.

3) Advertising material of any kind (press and TV advertisements, promotional material such as calendars, diaries, etc., billboards, buses, labeled vehicles, etc.) will follow the following

rules:

- The advertisement must mention the certified company (as it appears on your certificate). The certification mark may not be used in advertisements where only the products or trademarks of the company appear without mentioning it.
- Only the certification mark associated with the scope (activities and venues) certified can be used. This implies that companies that do not have all their certified activities and venues will not be able to use the certification mark unless they clarify this fact in the advertisement itself or only announce the certified activities.

The following are the rules established by AHF for the use of logos.

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- AHF does not license or permit any organization or company to use the AHF logo / trademark on any printed or electronic media. The acquired the logo trademark to protect the symbol of AHF. Unauthorized use of the AHF logo / trademark can lead to legal action for infringement.
- Certified companies may apply to the AHF in writing for the use of AHF logos / trademark mark on their printed material, websites etc. Terms and conditions will apply. Upon approval, AHF will provide the correct form of the AHF certification logo. Please contact the HCB office to request an application form.
- No part of this site may be reproduced or transmitted in any form of by any means, electronic or mechanical, including photocopying, recording, or by any information storage and retrieval system without prior written permission by AHF.
- When providing a copy of the issued Halal Certificate to the third parties/uploading it in various sources, the Client is obliged to provide a copy exactly corresponding to the original Certificate issued Halal Certificate (including all annexes to the Certificate)
- The Client is obliged to use only the Halal logo provided by the Certification Body on its products and in all external and internal documents. AHF Halal Mark can be used for certified products, documentation directly related to the production of certified products and marking of the premises/tools/equipment used for the production of certified products.
- All Client's label/package designs with the AHF's Halal Mark must be pre-approved with the Certification Body via email.

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- AHF Halal Mark can only be used on the products for which the Halal Certificate is issued and that are listed in the Certificate or its Annex.
- The Halal Mark is provided to Clients by the Certification Body in a working format and can only be used in the original or black and white color. Its design/ratio of parameters cannot differ from those provided by the Certification Body, the Mark should be clearly visible on the labels/packages of the product and cannot be covered by other inscriptions/logos.
- In case the AHF Halal Logo and/or the issued Halal Certificate is used incorrectly, AHF informs the Client about the need to immediately stop the unauthorized usage of the Halal logo and/or the issued Halal Certificate and imposes a penalty stated in the Halal Certification Agreement. If the Customer misuses the AHF Halal logo and/or the issued Halal Certificate again, the Halal Certificate is suspended or canceled. In the absence of immediate corrective actions from the Client's side, AHF appeals to the District Court of USA.
- In a case of unauthorized usage of the AHF Halal Logo and/or the AHF Halal Certificate by the third parties not bound with AHF by the Halal Certification Agreement, AHF immediately appeals to the District Court of USA.
- The Halal mark can be clearly printed on all certified products so that it can be glued to each box / package.
- Companies may print the Halal mark in colors appropriate for their packaging as long as this does not alter the original specifications of the mark.

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- The Halal mark may be placed on the entrance of the approved facility.
- The certificate holder shall not be allowed to reproduce the Halal certificate issued in such a way as to impair its clarity, nor shall he tamper with the original copies thereof or make copies of them, nor shall he be allowed to translate the certificate and / or test reports to other languages without the consent of the AHF USA.

4. USE OF LICENSE, CERTIFICATES AND COMPLIANCE MARKS

4.1 Incorrect references to the certification scheme, or misleading use of licenses, certificates, trademarks and any other mechanism to indicate that a product is certified, in documentation or in other publicity, should be treated through an action adequate.

4.2 The certification body must exercise the control specified by the certification scheme on the ownership, use and display of licenses.

4.3 certificates, compliance marks or any other mechanism to indicate that the product is certified.

5. MISUSE OF SYMBOL:

The detection of the misuse could be as follows:

- ✓ Upon detection of misuse of the certification mark by the company that has obtained the certification, will proceed to formalize the suspension, cancellation or termination of contract, depending on the degree of non-compliance to the user manual. Only, once the noncompliance has been corrected, the lifting of the suspension or cancellation of the certification will be done. (deadline 30 days from notification)



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- ✓ If the detection of a misuse of the certification mark is carried out during an audit, a non-conformity will be established which must be treated according to the technical criteria.
- ✓ Once the certification mark has been delivered to our client, it must be safeguarded and controlled to guarantee a controlled use.
- ✓ you can only request assistance associated with the certification mark, who is by contract defined as the valid interlocutor between the client and AHF.
- ✓ AHF does not deliver certification marks to third parties who request it on behalf of any of our clients.
- ✓ In a certification process, the certification mark will only be delivered together with the certificate drafts, and not before, given that from that moment, formally the client has been certified.

6. MISUSE OF THE LOGO:

If one or more of the standards are withdrawn or canceled, the certificates must be issued again, detailing only those standards under which the AHF certification.

Changes in the certification cycle affect the use of the brand are the following:

- ✓ Change in the scope of certification: When the scope of certification has been reduced, the client must modify all the advertising material.
- ✓ Suspension or withdrawal of certification: Following the suspension or withdrawal of certification, the client must cease using all advertising material that contains a reference to certification.



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- ✓ No Continuity of Certification: When a client decides to put an end to the Certification, you must stop using the Certification Mark.
- ✓ Non-Renewal of the Certification: When a client does not renew another period of certification, you can only use the Certification Mark until the validity date of the certificate.

7. SUSPENSION OR WITHDRAWAL OF THE CERTIFICATE:

If the suspension or withdrawal of the certificate occurs, the client must stop using the promotional material that refers to the certification. This includes reference to certification on websites, and what should be verified during the audits of AHF.

AHF only delivers to its Clients its certification mark which is associated with the halal certification standard GSO – 2055-2.