



# SUSTAINABILITY MANAGEMENT SYSTEM Logo and Certificate Usage Instruction

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## INTRODUCTION

The purpose of this instruction is to specify the rules about reference to TRB certification mark. This rules aim execution of marks without misunderstandings by individuals or organizations that bought goods or services from certificated firms.

## 2. SCOPE:

This instruction explains the rules of reference to TRB certification, certification mark and accreditation body mark.

## 3. RESPONSIBLES:

- 3.1. Management Representative
- 3.2 General Manager
- 3.3 Certification Coordinator

Organizations certified by TRB must use certificates and logos in accordance with accreditation rules.

## 4. APPLICATION

### A. Use of Accredited Certificate

1. TRB management system certificates are valid for three (3) years, provided that the surveillance audits are positive.
2. The rules regarding the use of certificates are specified in the Certification Agreement mutually signed between TRB and the organization. The organization undertakes to abide by the rules specified in this contract with the contract made. Organizations can only use system certificates within the framework of the rules specified in the contract.
3. After the issuance of the certificate, the TRB monitors the organizations regarding the use of the certificate. In this context, the press, broadcast and media are monitored. In addition, when complaints from customers and a situation contrary to the determined rules are detected, corrective action is requested from the relevant institution. If corrective action is not taken within the specified time, TRB will take the following actions:
  - ✓ The accreditation body is informed,
  - ✓ It is announced to the public that the certificate has been withdrawn,
  - ✓ Legal proceedings are initiated Logo Usage.
4. The TRB logo can be used by organizations that have passed the system certification audit by TRB.
5. Organizations certified by the TRB must use the logo in accordance with the relevant accreditation rules. A copy of the certificate and logo usage instructions of the relevant accreditation institutions is given to the organizations that are entitled to receive a certificate.
6. TRB logo and certificate cannot be used in divisions, subsidiaries or affiliates that are not covered by the certificate.
7. TRB Logo terms of use;
  - ✓ The TRB Logo cannot be used as a Product certificate.
  - ✓ The TRB Logo may not be used on the Product (The Product may be directly touched or in a package or box.)
  - ✓ TRB Logo, Products, cardboard etc. It may be used on outer packaging made of material with a statement to indicate that the certificate belongs to the management system and not to the product.
  - ✓ The organization may use the TRB Logo on its advertising publications, official documents or promotional brochures only in accordance with the terms of the TRB.
  - ✓ The organization may not use the TRB Logo in relation to any undocumented system that will cause it to be perceived as certified.
  - ✓ The organization cannot use the TRB logo of its certified system for its non-certified system in a way that will cause it to be perceived as certified.
  - ✓ When the scope is narrowed in relation to the undocumented system of the organization, it cannot be used for the sections related to its undocumented scope, which will cause it to be perceived as documented. In this case, he has to change the replacement of all advertising materials according to the current scope. If TRB detects the use of a logo contrary to this specified condition, it has the right to use its rights arising from the law and to take action in accordance with the legal regulations.
  - ✓ In case of withdrawal / suspension of the certificate for any reason related to the certified system of the

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organization, it cannot be used in a way that will cause the certification to be perceived as continuing. In these cases, all advertising activities involving a reference to certification must cease. If TRB detects the use of a logo contrary to this specified condition, it has the right to use its rights arising from the law and to take action in accordance with the legal regulations.

✓ If the certificate is revoked for any reason regarding the certified system of the organization, it cannot be used in a way that will cause the certification to be perceived as continuing. In these cases, all advertising activities involving a reference to certification must cease. If TRB detects the use of a logo contrary to this specified condition, it has the right to use its rights arising from the law and to take action in accordance with the legal regulations.

✓ In case the certification period expires in relation to the certified system of the organization, it cannot use the certification in a way that will cause it to be perceived as ongoing. In these cases, all advertising activities involving a reference to certification must cease. If TRB detects the use of a logo contrary to this specified condition, it has the right to use its rights arising from the law and to take action in accordance with the legal regulations.

✓ Certification of the management system does not mean that the certification body certifies a product (including a service) or a process. Therefore, the organization cannot use a product (including a service) or process in a way that gives the impression that it has certified it,

✓ The organization cannot use it for activities outside the scope of certification.

The organization cannot use the certificate it has received in a way that will discredit the TRB or the certification system and lose public trust.

The organization cannot use the audit reports submitted to it related to its documented system for different purposes and as misleading.

The organization cannot make any changes (color, appearance, etc.) on the TRB logo and must use it in its current form when using it in areas of use.

The rules regarding the use of the TRB Logo on the product are given below:

Use of logo	On the product (*a)	Large boxes used for transporting products, etc. on (*b)	Advertising brochures etc. on
without explanation	Not available	Not available	Available (*d)
With explanation (*c)	Not available	Available (*d)	Available (*d)
With explanation (*e)	Not available	Not available	Not available

\*a. Product; It may be a tangible, tangible product, or it may be a single item in a package or box. It can be a test/analysis report for testing/analysis activities.

\*b. \*D. It can be used provided that other conditions specified in these rules are complied with. \*to. Inspection and Calibration reports, certificates, etc. cannot be used anywhere

8. Product packaging is considered the part that leaves without the product being disassembled or damaged. Information to be provided together is considered separately or easily separable. Type labels and identification plates are considered part of the product. The statement should in no way imply that the product, process or service has been documented. The statement should refer to:

- Identification of the certified customer (for example, brand or name),
- The type of management system (eg quality, environment) and the standard applied
- TRB issuing the certificate.

9. In cases where the Organization is in doubt/unsure about the suitability of the way the TRB logo will be used, approval should be obtained from the TRB Certification Department and used as directed.

10. Customer organizations certified by TRB can use Accreditation Marks in line with the information contained in the current versions of the Accreditation Agency logo usage documents.

11. Organizations certified by TRB can use the Accreditation Mark in stationery, advertising, promotion or similar materials if the certificate received is within the scope of accreditation . However , the Accreditation Mark cannot be used alone without the TRB logo .

12. The term "Promotional Materials" includes notes, labels, documents or written notices attached to products and materials other than products or goods manufactured under an accredited product certification activity. This restriction also applies to packaging and promotional materials.

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13. The Accreditation Mark should not be used on vehicles.
14. Accreditation Marks should not be used on buildings or flags.
15. The Accreditation Mark cannot be used on the Product (the product can be touched directly or in a package or box.), it cannot be used on promotional materials, exterior walls of buildings and laboratory tests, calibration or inspection reports, product packaging.
16. In cases of suspension, cancellation of certification or cancellation of the contract between TRB and the company, the use of the logo must be strictly stopped. All brochures, packaging, flags, cars, promotional materials etc. with logo on it. should be removed from use.
17. TRB logo and accreditation mark will be sent to the relevant organizations upon request. The TRB logo is also available on the TRB website.
18. The certified organizations are obliged to comply with the provisions of this instruction.
19. TRB has the right to suspend, withdraw, cancel or terminate the certifications of organizations that do not fulfill the conditions specified in this instruction. In addition, if the use of a logo other than this instruction is detected, it has the right to use its rights arising from the law and to take action in accordance with legal regulations.

**A. USAGE OF GSTC LOGO LOGO LICENSING AGREEMENT ANNEXES**

**Annex 1: Terms of Use of the GSTC Logo for Certified businesses**

“Certified to the GSTC Criteria” Logo - for use exclusively by travel providers certified by a GSTC- Accredited certification body.

Each instance of the Logo must contain a unique “Certified to the GSTC Criteria” identification code (below is a sample)



sample logo; not authorized for usage

**Annex 2: Terms of Use of the GSTC-Accredited Logo  
Ownership of Logo**

1. The intellectual property of the "GSTC-Accredited Logo", the trademark of the footprint device and control of the use of the GSTC logos, image and names remains with the GSTC at all times.



**Use While Certified**

2. The "GSTC-Accredited Logo" may only be used while the certification program remains GSTC-Accredited.
3. In the event that the GSTC-Accredited status is removed, ceased, suspended, is not renewed or is removed certification, the certification body must immediately cease use of the "GSTC- Accredited Logo".
4. In the event that the certification body is no longer GSTC-Accredited, or the program ceases trading or is wound

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up the program must immediately cease use of the "GSTC-Accredited Logo".

**Permitted Uses**

5. The "GSTC-Accredited Logo" may only be used to promote the GSTC-Accredited status of the certification body.
6. The "GSTC-Accredited Logo" may only be used on printed, electronic and broadcast media where it clearly pertains to the scope of the actual program with GSTC-Accredited status.
7. The "GSTC-Accredited Logo" may NOT be used where it may infer approval of other certification programs or any scope of certification beyond the limits of the scope of GSTC Accreditation.
8. The "GSTC-Accredited Logo" may only be used where it has a contrasting background and is of a size with the text component being readable by a person of average eyesight.
9. The "GSTC-Accredited Logo" may only be used where it is complete with all elements of the Logo.
10. The "GSTC-Accredited Logo" may be used on its own or alongside any logo used by the certification program.
11. The "GSTC-Accredited Logo" may only be used on signage, name plates etc. where the full logo is included.

**Use by Third Party**

12. The GSTC-Accredited Logo may not be used by a third party and may not be used by a business or destination certified the GSTC-Accredited certification body (who may use the Certified to the GSTC Criteria Logo, subject to Terms of Use).

**Cessation of Use**

13. If the certification body must cease using the "GSTC-Accredited Logo" this means that the logo must be removed from all electronic media (websites, social media etc.) within one month and any use on signage, name plates etc. must be removed within three months.
14. If the certification body must cease using the "GSTC-Accredited Logo" this means that no further printed or physical materials with the logo may be produced. Any existing physical material may continue to be distributed only for three months.

**Other GSTC Logos**

15. To avoid any doubt, a GSTC-Accredited certification body may use the "Certified to the GSTC Criteria Logo" as an example of the logo it issues to certified businesses or destinations.

**Definitions**

GSTC - Global Sustainable Tourism Council "GSTC-Accredited Logo" - The image presented at the top of the page and any variants provided by the GSTC.

**Annex 3 - Terms of Issuance of the Certified to the GSTC Criteria Logo by the Licensee.**

Sample logo; not authorized for usage



**Fundamental Eligibility of Use**

The Certified to the GSTC Criteria Logo (as per the image above) may only be used by a tourism hotel (or other types of accommodation), tour operator or destination which has been certified by a GSTC Accredited certification body. The Certified to the GSTC Criteria Logo may only be used when it has been issued to the tourism hotel, tour operator or destination by a GSTC Accredited certification body; and may be used only as a supplement to the CB's logo and

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not alone without the presence of the CB's logo.

### Issuance of the GSTC Logo Subject to These Terms

Any issuance of the Certified to the GSTC Criteria Logo by a GSTC Accredited certification body is subject to these terms of issuance.

The issuance of the Certified to the GSTC Criteria Logo by a certification body to a certified business or destination is an acknowledgement of, and agreement to these terms of issuance.

### Ownership of Logo

The intellectual property of the Certified to the GSTC Criteria Logo, the trademark of the footprint device and control of the use of the GSTC logos, image and names remains with the GSTC at all times.

### Issuance only While GSTC Accredited

The Certified to the GSTC Criteria Logo may only be issued whilst the certification body remains GSTC Accredited.

### Issuance only to certified travel providers

The Certified to the GSTC Criteria Logo may only be issued to a tourism hotel, tour operator or destination certified by a GSTC Accredited certification body.

In the event that the GSTC Accredited certification body is no longer GSTC Accredited, or the GSTC Accredited body ceases trading or is wound up, the GSTC Certified to the GSTC Criteria Logo may not be issued.

### Permitted Issuance

The Certified to the GSTC Criteria Logo may only be issued with the "Certified to the GSTC Criteria Logo Terms of Use". Suitable graphical and digital representations may be distributed only when accompanied by the "Certified to the GSTC Criteria Logo Terms of Use".

The Certified to the GSTC Criteria Logo may only be issued where it is complete with all elements of the Logo.

The Certified to the GSTC Criteria Logo may only be used while the certification program remains GSTC-Accredited.

### Record of Issuance

The certification body must keep a digital and/or physical archive of all issuance of the Certified to the GSTC Criteria Logo including contact details of the recipient certified businesses or destinations. This must be provided to the GSTC if requested.

An annual report must be provided to the GSTC by 30 July each year with a complete list of Certified to the GSTC Criteria Logo recipients in the year up to 30th of June. NOTE another annual reporting date may be mutually agreed in writing.

### Other GSTC Logos

To avoid any doubt, a certification body MAY NOT issue the GSTC Accredited logo to a certified hotel, tour operator or destination.

### Definitions

#### GSTC - Global Sustainable Tourism Council

GSTC Logo - The image presented at the top of the page and any variants provided by the GSTC including date variants.

### Annex 4: Türkiye/TGA Sustainable Tourism program logos — FOR USE IN TÜRKIYE ONLY

Per the terms of a formal agreement between GSTC and TGA, GSTC's name and logo shall be included inside the following Sustainable Tourism Program logo.

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These are provided here in their English forms, but of course the official public-facing logos are written in Turkish. The bottom portion of the above program logo states "GSTC tarafından kabul edilmiştir".



These English versions are provided as indicative of the official logos, which shall be issued for use only by TGA. The following three logos shall be used by the accommodations providers as they reach one of the three stages of the Sustainable Tourism Program.

The GSTC name or acronym appear on all four logo types. HOWEVER, the GSTC logo appears only inside two of the four logo versions:

On the Stage 3 logo used by those businesses that are fully certified by GSTC-accredited Certification Bodies to the full requirements of the GSTC Accreditation Manual.

On the Sustainable Tourism program logo, for use only by TGA or officially designated affiliates, and NOT for use by any others including hotels.

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