



ROYALCERT CERTIFICATION AND INSPECTION SERVICES INC.

LOGO USAGE INSTRUCTION

1. PURPOSE AND SCOPE

The purpose of this instruction is to determine the logo usage rules of the GSTC Certification Program according to the referenced documents and the Licensing Agreement between RoyalCert and the Global Sustainable Tourism Council.

2. REFERENCES

- *GSTC Accreditation Manual (Hotels and Tour Operators V3.1)*
- *GSTC-Industry-Criteria-for-Hotels-with-indicators-Dec-2016*
- *GSTC-Industry-Criteria-for-Tour-Operators-with-indicators-Dec-2016*
- *ISO / IEC 17065:2012 Conformity assessment — Requirements for bodies certifying products, processes and services*
- *Licensing Agreement RoyalCert with Global Sustainable*

3. DEFINITIONS

Definitions stated in this instruction can be found in the GSTC Glossary of Sustainable Tourism Terms

4. RESPONSIBILITIES

Within the scope of this instruction, the GSTC Technical Executive is responsible for following up on the revisions in the use of the logos (GSTC, RoyalCert) within the scope of GSTC Certification. Auditors are responsible for the auditing and reporting of the use of certified clients' logos following this instruction. Certification Manager is responsible for the entire process regarding the use of logos in the GSTC Accredited Certification Program.

5. APPLICATION

The RoyalCert's logo shall only be used by the organizations which hold GSTC Certificates following the GSTC Certification Program. Clients that are entitled to receive a GSTC certificate by RoyalCert shall use the GSTC logo, RoyalCert logo and certificate according to the requirements stated in this instruction. Organizations who are entitled to receive a GSTC certificate shall use it with a unique license identification code issued by GSTC as per the "License Agreement" between GSTC and RoyalCert. RoyalCert's logo and certificate shall not be used to give the impression that it is used in the section, address, affiliated organization or affiliate that is not included in the scope of the document and cannot be used.

RoyalCert's Logo

- It shall not be used in a way that will tarnish the reputation of RoyalCert or the GSTC certification system and lose public trust
- Shall not be used directly on product. With the provision of complying with terms of usage of logo usage instruction organization can use Royalcert's logo/brand with its advertising, promotion, etc.
- The RoyalCert's logo can be used in shapes, colours, sizes (proportionally) and on a white background as specified in ANNEX-1 and also published on our website (www.royalcert.com).
- The certified client shall not use the GSTC certificate or any part of it misleadingly and its misleading use is not allowed.
- The RoyalCert's logo shall only be used upon approval of RoyalCert. RoyalCert's Logos cannot be used in a way that means that RoyalCert, the program owner (GSTC) and the accreditation body (ASI) are responsible for the content of the document or the related activity, or in a way that may cause misinformation about the certification status.
- RoyalCert's logo, upon request, will be sent to certified clients who are entitled to use the logo on "electronic media". Also, the RoyalCert's logo could be accessible from the RoyalCert website.
- Certified organizations (hotels/accommodations or tour operators) can use RoyalCert's logo only in the fields of activity within the scope of the GSTC Certificate. The RoyalCert's logo cannot be used as a product certificate or in fields of activity outside of the scope of the certificate.
- In case of expiration of the certificate, suspension of the certification or cancellation of the certificate, the organization must stop the use of RoyalCert's logo/brand in all advertisements, materials and activities that refer to certification.
- In case of scope reduction of certification, it is obligatory to replace all advertising materials according to the reduction.
- Certified organizations (hotels/accommodations or tour operators), after receiving their certificates, are obliged to



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comply with the provisions of this instruction as long as the validity of the certificate continues. If logo usage is detected violating this instruction, action will be taken following legal regulations.

- *In case RoyalCert requires how the certified clients have documented the use of the brands/ logos & certificates, the company is obliged to provide the information of use. RoyalCert and Certified to the GSTC Criteria Logo shall not be more prominent than the logo of the certified organization.*

Organizations which do not fulfil the requirements specified in this instruction are subject to suspension of the certificate or termination of the contract.

- *Where applicable, the evaluation tool shall include the additional certification and audit evaluation requirements for the use of GSTC name and marks as they relate to certification.*

GSTC's Logo

Fundamental Eligibility of Use

- *The GSTC Certified Logo on Certificate (as per in Annex 3) may only be used by the organizations (hotels /accommodations, travel providers or tour operators) which has been certified by RoyalCert following the GSTC Certification Program. Each instance of the logo must contain a unique "Certified to GSTC Criteria" as stated in the sample in Annex 3.*
- *GSTC Logo may only be used by the organization certified by RoyalCert and may be used only as a supplement to RoyalCert's logo and not alone without the presence of RoyalCert's logo.*

Ownership of Logo

- *The intellectual property of the "GSTC Certified Logo on Certificate", the trademark of the footprint device and control of the use of the GSTC logos, images and names remains with the GSTC at all times.*

Issuance only While Accredited

- *The Certified to the GSTC Criteria Logo may only be issued whilst the RoyalCert remains GSTC Accredited.*

Issuance only to the Certified Organizations

- *The Certified to the GSTC Criteria Logo may only be issued to organizations (hotels /accommodations, travel providers or tour operators) certified by RoyalCert.*
- *In the event that RoyalCert is no longer GSTC Accredited or the RoyalCert 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 will be issued with the 'Certified to the GSTC Criteria Logo Terms of Use'. Suitable graphical and digital representations will be distributed only when accompanied by the 'Certified to the GSTC Criteria Logo Terms of Use'.
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.*


Marketing Access

- *GSTC logo usage relating to GSTC Tour Product Certification shall comply with the terms of the Certification Body Licensing Agreement (CBLA) with GSTC. The GSTC logo shall not be presented with or alongside any tour products unless those tour products are currently GSTC-Certified according to the requirements for Tour Products.*

ANNEX-1: Terms of Use of Royalcert Logo (Colors)

RED 1805 C
GREY 431 C

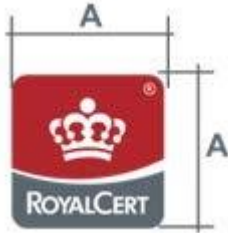


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ANNEX- 2: Terms of Use of Royalcert Logo (Dimensions)

Measurable Rates

Usable Minimum Size



General Purpose Logo



General Purpose Logo

Incorrect Dimensions and Usage

ANNEX-3: Terms of Use of GSTC Certified Logo on Certificate



***Sample Logo: In the certificate original GSTC license code to be given by RoyalCert shall be used.**

‘Certified to the GSTC Criteria’ Logo for use exclusively by travel providers certified by a GSTC-ROYALCERT

Each instance of the Logo must contain a unique ‘certified to the GSTC Criteria’ identification code (above is a sample)

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General purpose logo