



# ZNU Standard – driving sustainable change

## Z 6 Rules of communication

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## Z 6 General information

In view of the objectives and scope of the *ZNU Standard – driving sustainable change*, important points to ensure in communication are that any statements on certification clearly refer to the *ZNU Standard – driving sustainable change* and the ZNU (Center for Sustainable Leadership), and that this standard is site specific and belongs in the B2B category. In particular, this means that

- ▶ advertising with the certification of a site or with the logo of the *ZNU Standard – driving sustainable change* requires valid certification according to that standard;
- ▶ it must be clearly stated that this is a site-specific management system standard (e.g. only those products are referred to which are produced at the certified site, with the addition “company / producer / site certified according to the *ZNU Standard – driving sustainable change*”);
- ▶ advertising on the product itself is not permitted.

The logo of the *ZNU Standard – driving sustainable change* is the property of the ZNU at Witten / Herdecke University.

Companies may use the logo of the *ZNU Standard – driving sustainable change* in advertising their certified sites. Promotion of brands with this logo requires consultation with, and approval by, the ZNU in advance (email contact via [znu@uni-wh.de](mailto:znu@uni-wh.de)).

Companies with several sites always need to name the certified site or sites as scope of certification. This is not necessary where all sites of an organization have been certified via multi-site certification.

Subject to these conditions, the logo of the *ZNU Standard – driving sustainable change* may be used for purposes of communication (e.g. in the internet, in business or sustainability reports, in brochures, on materials for business contacts and on vehicles).

Certification bodies check compliance with the above conditions for communication and logo usage in the audit as part of certification according to the *ZNU Standard – driving sustainable change*. Certified companies must furnish proof of compliance with communication rules and usage conditions any time upon the certification body's or standard setter's request.

The standard setter reserves the right to publish the names of currently certified companies / sites in its database, on its homepage or in other advertising material.

## Z 6-2 Logo ZNU Standard – driving sustainable change

Form, color, graphic display:



The logo may be used in two colour variants: (1. black / blue, 2. white). The ratio of height to width must be maintained. Correct display means it must be shown horizontally and in stand-alone display, on a single-color background.



The height of the pictogram must be at least 12 mm to ensure optimum readability.

The logo of the *ZNU Standard – driving sustainable change* is the property of the ZNU at Witten / Herdecke University. The logo - including conditions of use and examples – is available from the standard setter at [znu@uni-wh.de](mailto:znu@uni-wh.de).