

厦门广信隆技术服务有限 ABC

Al-Baqara Certification

标识/标徽使用规范

Specifications for the Use of Certification Marks and Corporate Emblems

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标识/标徽使用规范

Specifications for the Use of Marks/Emblems

1 目的 (Purpose)

为规范厦门广信隆技术服务有限 ABC (以下简称“ABC”) 清真 (Halal) 认证标识及企业标徽的使用行为, 明确使用范围、标准样式、规范要求及禁止性条款, 确保标识、标徽的统一性、严肃性和合规性, 维护 ABC 品牌形象及认证公信力, 依据《认证证书、标识、标徽管理程序》(ABC-PF-003 A1) 制定本规范。

To standardize the use of the Halal certification mark and corporate emblem of Al-Baqara Certification (hereinafter referred to as “ABC”), clarify the scope of use, standard style, specification requirements and prohibitive clauses, ensure the unity, solemnity and compliance of the mark and emblem, and maintain ABC’s brand image and certification credibility, these specifications are formulated in accordance with the *Halal Certification Certificate, Mark and Emblem Management Procedure* (ABC-PF-003 A1).

2 适用范围 (Scope)

本规范适用于 ABC 内部所有部门、获证客户、合作单位及其他经授权使用 ABC 标识、标徽的主体, 涵盖标识、标徽在产品包装、宣传材料、证书文件、网站平台、现场展示等所有使用场景的管理。

These specifications apply to all internal departments of ABC, certified clients, cooperative units and other entities authorized to use ABC’s marks and emblems, covering the management of the use of marks and emblems in all scenarios such as product packaging, publicity materials, certificate documents, website platforms and on-site displays.

3 术语与定义 (Terms and Definitions)

3.1 认证标识 (Certification Mark): ABC 依法注册的专用认证标识 (以下简称“认证标识”), 用于证明获证客户的产品/服务符合认证标准, 仅授予获证客户在认证范围内使用。

A special certification mark registered by ABC in accordance with the law (hereinafter referred to as “Certification Mark”), used to prove that the

products/services of certified clients comply with Halal certification standards, and only granted to certified clients for use within the certification scope.

3.2 企业标徽 (Corporate Emblem) : 代表 ABC 品牌形象的特征标识 (以下简称“标徽”), 用于 ABC 官方宣传、文件凭证等场景, 体现 ABC 主体身份。

A characteristic mark representing ABC's brand image (hereinafter referred to as "Emblem"), used in scenarios such as ABC's official publicity and document vouchers to reflect ABC's subject identity.

3.3 标准样式 (Standard Style) : 指标识、标徽经审核确定的固定设计方案, 包括图形、文字、颜色、比例、尺寸等核心要素, 未经批准不得修改。

Refers to the fixed design scheme of the mark and emblem determined after review, including core elements such as graphics, text, color, proportion and size, which shall not be modified without approval.

4 标识与标徽标准样式 (Standard Styles of Mark and Emblem)

4.1 认证标识 (Certification Mark)

4.1.1 核心要素 (Core Elements)

- 图形: 由“新月+橄榄枝+‘HALAL’英文标识”组成, 新月象征伊斯兰文化, 橄榄枝代表和平合规, 整体造型简洁庄重;

- Graphics: Composed of a "crescent moon + olive branch + the English word 'HALAL'", the crescent moon symbolizes Islamic culture, the olive branch represents peace and compliance, and the overall shape is concise and solemn.

- 文字: 图形下方标注“厦门广信隆 Halal 认证”字样, 字体为宋体加粗;

- Text: The words "Xiamen Guangxinlong Halal Certification" are marked below the graphics in bold Song typeface.

- 颜色: 标准色为绿色 (PANTONE 3425C)、白色、金色 (PANTONE 123C), 绿色为主色, 白色为底色, 金色用于特殊场景点缀。

- Colors: The standard colors are green (PANTONE 3425C), white and gold (PANTONE 123C). Green is the main color, white is the background color, and gold is used for embellishment in special scenarios.

4.1.2 比例规范 (Proportion Specifications)

- 图形与文字高度比例为 1:0.8, 整体宽高比为 1.5:1, 确保视觉协调;

- The height ratio of graphics to text is 1:0.8, and the overall aspect ratio is 1.5:1 to ensure visual harmony.

- 缩小或放大时，需按等比例缩放，不得拉伸、压缩导致变形。

- Proportional scaling shall be adopted for reduction or enlargement without stretching or compression to cause deformation.

4.1.3 尺寸规格 (Size Specifications)

规格类型 (Specification Type)	适用场景 (Applicable Scenarios)	整体尺寸 (Width×Height)
大号 (Large)	产品外包装、大型宣传展板 Product outer packaging, large publicity display boards	20cm×13.3cm
中号 (Medium)	产品标签、宣传册、证书附件 Product labels, brochures, certificate appendices	10cm×6.7cm
小号 (Small)	名片、小型宣传品、网站图标 Business cards, small promotional items, website icons	5cm×3.3cm
微型 (Mini)	文档页眉、产品说明书角落 Document headers, corners of product specifications	2cm×1.3cm

4.2 企业标徽 (Corporate Emblem)

4.2.1 核心要素 (Core Elements)

- 图形：以 ABC 简称“广信隆”首字母“ABC”为设计原型，经艺术化整合为圆形标识，体现专业、严谨的认证机构形象；

- Graphics: Based on the initials “ABC” of ABC’s abbreviation “Guangxinlong”, artistically integrated into a circular mark, reflecting the image of a professional and rigorous certification body.

- 文字：图形下方标注“厦门广信隆技术服务有限 ABC”全称，字体为宋体标准字；

- Text: The full name “Xiamen Guangxinlong Technology Service Co., Ltd.” is marked below the graphics in standard Song typeface.

- 颜色：标准色为深蓝色 (PANTONE 289C)、灰色 (PANTONE Cool Gray 7C)，深蓝色为主色，灰色为辅助色。

- Colors: The standard colors are dark blue (PANTONE 289C) and gray (PANTONE Cool Gray 7C). Dark blue is the main color and gray is the auxiliary color.

4.2.2 比例规范 (Proportion Specifications)

- 图形为正圆形，直径与下方文字高度比例为 1:0.6，整体宽高比为 2:1；
- The graphic is a perfect circle, the ratio of the diameter to the height of the text below is 1:0.6, and the overall aspect ratio is 2:1.
- 缩放时严格保持等比例，不得改变图形结构或文字间距。
- Strict proportional scaling shall be maintained during zooming without changing the graphic structure or text spacing.

4.2.3 尺寸规格 (Size Specifications)

规格类型 (Specification Type)	适用场景 (Applicable Scenarios)	整体尺寸 (Width×Height)
大号 (Large)	ABC 办公场所招牌、大型会议背景板 ABC office signboards, large conference background boards	30cm×15cm
中号 (Medium)	宣传册封面、证书首页、展示架 Brochure covers, certificate front pages, display stands	15cm×7.5cm
小号 (Small)	公文页眉、员工工牌、信封笺头 Official document headers, employee ID cards, envelope letterheads	8cm×4cm
微型 (Mini)	网站图标、微信公众号头像 Website icons, WeChat official account avatars	3cm×1.5cm

5 使用规范 (Usage Specifications)

5.1 认证标识使用规范 (Usage Specifications for Certification Mark)

5.1.1 使用主体 (User Subject)

仅通过 ABC Halal 认证并获得证书的获证客户，方可使用认证标识，未获认证或认证资格暂停/撤销的组织，不得使用。

Only certified clients that have obtained Halal certification and certificates from ABC are entitled to use the certification mark. Organizations that have not obtained certification or whose certification qualifications have been suspended/revoked are not allowed to use it.

5.1.2 使用范围 (Scope of Use)

- 产品相关：认证范围内的产品包装、标签、说明书、合格证等；
- Product-related: Product packaging, labels, specifications, quality certificates, etc. within the certified scope.
- 宣传相关：认证范围内的企业宣传册、官网展示、展会展板、广告物料等；
- Publicity-related: Corporate brochures, official website displays, exhibition boards, advertising materials, etc. within the certified scope.
- 凭证相关：与认证产品相关的投标文件、合作洽谈资料等，但需注明认证证书编号及有效期。
- Voucher-related: Tendering documents, cooperation negotiation materials related to certified products, with the certification certificate number and validity period indicated.

5.1.3 使用要求 (Usage Requirements)

1. 必须使用 ABC 提供的标准样式文件，不得自行修改图形、颜色、比例、文字等核心要素；

The standard style files provided by ABC must be used, and core elements such as graphics, colors, proportions and text shall not be modified without authorization.

2. 标识需清晰可辨，最小使用尺寸不得小于 2cm×1.3cm（微型规格），避免因尺寸过小导致信息模糊；

The mark shall be clear and legible, with a minimum use size of no less than 2cm×1.3cm (mini specification) to avoid information ambiguity due to excessively small size.

3. 产品包装上使用时，应置于显著位置（如包装正面右上角、背面上方），不得被其他图案、文字遮挡；

When used on product packaging, it shall be placed in a prominent position (e.g., the upper right corner of the packaging front, the upper part of the back) without being covered by other patterns or text.

4. 同一产品/材料上使用时，仅可出现一个认证标识，不得重复张贴或印刷；

Only one certification mark may appear on the same product/material without repeated pasting or printing.

5. 可根据使用场景选择标准色或单色（黑色、白色）版本，单色版本需保持图

形轮廓清晰；

The standard color or monochrome (black, white) version can be selected according to the usage scenario, and the graphic outline of the monochrome version shall remain clear.

6. 不得与其他机构的认证标识、广告标语叠加使用，避免造成混淆。

It shall not be used in superimposition with certification marks or advertising slogans of other institutions to avoid confusion.

5.1.4 禁止性使用 (Prohibited Use)

- 超出认证范围使用（如未认证的产品、服务或场所）；
- Use beyond the certified scope (e.g., uncertified products, services or premises).
- 认证资格暂停/撤销后仍继续使用；
- Continued use after the certification qualification has been suspended/revoked.
- 伪造、篡改标识样式，或使用与标准样式近似的仿冒标识；
- Forging or altering the mark style, or using counterfeit marks similar to the standard style.
- 转让、出租、出借认证标识给第三方使用；
- Transferring, leasing or lending the certification mark to third parties for use.
- 用于虚假宣传、误导消费者的场景（如暗示认证产品具有医疗功效）；
- Use in scenarios of false publicity or misleading consumers (e.g., implying that certified products have medical effects).
- 用于非认证产品的生产、销售或其他商业活动。
- Use in the production, sales or other commercial activities of uncertified products.

5.2 企业标徽使用规范 (Usage Specifications for Corporate Emblem)

5.2.1 使用主体 (User Subject)

- **ABC 内部：**各部门可在官方文件、宣传材料、办公场所等场景使用；
- Internal ABC: All departments may use it in official documents,

publicity materials, office premises and other scenarios.

- 外部主体：仅经 ABC 书面授权的合作单位、代理机构等，可在授权范围内使用，未授权主体不得擅自使用。
- External entities: Only cooperative units, agencies and other third parties authorized in writing by ABC may use it within the authorized scope; unauthorized entities are not allowed to use it without permission.

5.2.2 使用范围 (Scope of Use)

- ABC 文件：质量手册、程序文件、公文、合同、证书等官方凭证；
- Corporate documents: Official vouchers such as quality manuals, procedure documents, official documents, contracts and certificates.
- 宣传推广：ABC 官网、公众号、宣传册、展会布置、广告视频等；
- Publicity and promotion: ABC official website, official WeChat account, brochures, exhibition layout, advertising videos, etc.
- 办公场景：办公场所招牌、员工工牌、办公用品（信封、信纸、文件夹）等；
- Office scenarios: Office premises signboards, employee ID cards, office supplies (envelopes, letter paper, folders), etc.
- 其他：经批准的公益活动、行业交流等场景。
- Others: Approved public welfare activities, industry exchanges and other scenarios.

5.2.3 使用要求 (Usage Requirements)

1. 严格使用标准样式，不得修改图形结构、文字字体、颜色比例等，确需调整的（如特殊场景尺寸适配），需经综合部审核批准；

The standard style shall be strictly used, and the graphic structure, text font, color proportion, etc. shall not be modified. Any necessary adjustment (e.g., size adaptation for special scenarios) shall be subject to the review and approval of the General Department.

2. 标徽应置于文件、物料的显著位置，确保品牌识别度，避免遮挡或弱化；

The emblem shall be placed in a prominent position on documents and materials to ensure brand recognition and avoid being covered or weakened.

3. 不同场景可选择对应尺寸规格，缩放时保持等比例，不得变形；

Corresponding size specifications can be selected for different scenarios, and proportional scaling shall be maintained without deformation.

4. 单色印刷场景（如黑白文件）可使用黑色或白色版本，确保与背景形成清晰对比。

For monochrome printing scenarios (e.g., black-and-white documents), the black or white version can be used to ensure a clear contrast with the background.

5.2.4 禁止性使用（Prohibited Use）

- 未经授权的第三方擅自使用；
- Unauthorized use by third parties without authorization.
- 用于与 ABC 业务无关的商业活动（如其他企业的产品宣传）；
- Use in commercial activities unrelated to ABC's business (e.g., product publicity of other enterprises).
- 用于违法违规、违背公序良俗的场景；
- Use in scenarios involving violations of laws and regulations or against public order and good morals.
- 篡改标徽样式（如添加无关文字、图形，改变颜色比例）；
- Altering the emblem style (e.g., adding irrelevant text or graphics, changing color proportions).
- 转让、出租、出借标徽给第三方使用；
- Transferring, leasing or lending the emblem to third parties for use.
- 与其他机构的标徽、标识混淆使用，导致公众误解。
- Confused use with emblems and marks of other institutions, leading to public misunderstanding.

5.3 特殊场景使用规范（Usage Specifications for Special Scenarios）

5.3.1 电子场景（Electronic Scenarios）

- 官网、公众号等线上平台使用时，需使用高清矢量图（格式为 AI、EPS），避免模糊、失真；
- High-definition vector graphics (in AI or EPS format) shall be used for online platforms such as official websites and official WeChat accounts to avoid blurring and distortion.
- 电子文件（如 PDF、Word 文档）中使用时，插入图片需设置为“浮于文字上方”，

确保不被文字覆盖。

- When used in electronic documents (e. g., PDF, Word documents), inserted images shall be set to "float above text" to ensure no coverage by text.

5.3.2 印刷场景 (Printing Scenarios)

- 印刷前需核对标准色值，确保颜色与标准样式一致，避免色差；

- Standard color values shall be checked before printing to ensure the consistency of colors with the standard style and avoid color difference.

- 大面积印刷（如大型展板、外包装）需提供标徽矢量文件给印刷厂商，确保印刷精度。

- For large-area printing (e. g., large display boards, outer packaging), the vector file of the emblem shall be provided to the printing manufacturer to ensure printing accuracy.

5.3.3 涉外场景 (Foreign-related Scenarios)

- 面向境外市场的宣传材料、产品包装使用时，可选择英文版本（认证标识文字为 "Guangxinlong Halal Certification"，标徽文字为 "Xiamen Guangxinlong Technology Service Co., Ltd."）；

- For publicity materials and product packaging targeting overseas markets, the English version may be selected (the text of the certification mark is "Guangxinlong Halal Certification", and the text of the emblem is "Xiamen Guangxinlong Technology Service Co., Ltd.").

- 英文版本需保持图形、比例与中文版本一致，仅调整文字语种。

- The English version shall keep the graphics and proportions consistent with the Chinese version, with only the text language adjusted.

6 使用申请与审批 (Usage Application and Approval)

6.1 内部使用申请 (Internal Usage Application)

ABC 各部门因业务需要使用标徽（认证标识内部不单独使用），需填写《标识/标徽使用申请表》（ABC-QR-014），说明使用场景、尺寸、数量等信息，经部门经理审核、综合部批准后，由综合部提供标准样式文件。

For the use of the corporate emblem by various ABC departments for business needs (the certification mark is not used independently internally), the

Mark/Emblem Usage Application Form (ABC-QR-014) shall be filled in, stating the usage scenario, size, quantity and other information. After review by the department manager and approval by the General Department, the General Department shall provide the standard style files.

6.2 外部使用申请 (External Usage Application)

- 获证客户：在领取认证证书时，由综合部统一提供认证标识标准样式文件，无需单独申请，但需签署《认证标识使用承诺书》(ABC-QR-015)，承诺合规使用；

- Certified clients: The General Department shall uniformly provide the standard style files of the certification mark when the client collects the certification certificate, without separate application, but the client shall sign the Certification Mark Usage Commitment Letter (ABC-QR-015) to promise compliant use.

- 合作单位等第三方：需提交书面使用申请，说明使用目的、范围、期限，附上相关合作协议，经综合部审核、总经理批准后，授予限定范围的使用权，并签订《标识/标徽授权使用协议》。

- Third parties such as cooperative units: A written usage application shall be submitted, stating the usage purpose, scope and time limit, attached with the relevant cooperation agreement. After review by the General Department and approval by the General Manager, the right to use within a limited scope shall be granted, and the Mark/Emblem Authorization Agreement shall be signed.

7 监督与违规处理 (Supervision and Violation Handling)

7.1 监督检查 (Supervision and Inspection)

- 综合部负责标识、标徽使用的日常监督，定期排查内部部门、获证客户的使用情况；

-The General Department is responsible for the daily supervision of the use of marks and emblems, and regularly inspects the usage status of internal departments and certified clients.

- 认证部、监督与审核部在现场审核、监督审核中，将获证客户的标识使用情况纳入审核内容，发现违规及时反馈综合部。

-The Certification Department and the Supervision and Audit Department shall include the usage status of certification marks by certified clients

in the audit content during on-site audits and surveillance audits, and promptly feed back any violations to the General Department.

7.2 违规处理 (Violation Handling)

- 轻微违规 (如标识尺寸不规范、位置不当): 由综合部发出《整改通知书》, 要求限期整改, 整改期限不超过 7 个工作日;

- Minor violations (e.g., non-standard mark size, improper placement): The General Department shall issue a Mark/Emblem Usage Rectification Notice and require rectification within a time limit of no more than 7 working days.

- 一般违规 (如擅自修改标识颜色、超范围少量使用): 暂停标识使用资格, 限期整改, 整改合格后恢复使用, 同时记入客户信用档案;

- General violations (e.g., unauthorized modification of mark colors, a small amount of use beyond the scope): Suspend the mark usage qualification, order rectification within a time limit, resume usage after qualified rectification, and record it in the client credit file at the same time.

- 严重违规 (如伪造标识、转让使用、认证撤销后仍使用): 立即终止使用权,

收回相关物料, 公开通报违规情况, 追究其法律责任, 造成 ABC 损失的, 有权要求赔偿。

- Serious violations (e.g., forging marks, transfer of use, continued use after certification revocation): Immediately terminate the right to use, recover relevant materials, publicly announce the violation, pursue legal liability, and have the right to claim compensation for losses caused to ABC.

8 文件与记录管理 (Document and Record Management)

8.1 综合部负责保管标识、标徽的标准样式源文件 (AI、EPS、PNG 格式), 建立《标识/标徽标准文件台账》, 记录文件版本、发放情况;

The General Department is responsible for keeping the source files of the standard styles of marks and emblems (in AI, EPS and PNG formats), establishing the Mark/Emblem Standard Document Accounting Book, and recording the document versions and distribution status.

8.2 所有使用申请、审批文件、授权协议、承诺书、违规处理记录等, 由综合部

按《记录控制程序》（ABC-PF-002 A1）归档保管，保存期限为 5 年；

All usage applications, approval documents, authorization agreements, commitment letters, violation handling records, etc. shall be filed and kept by the General Department in accordance with the Record Control Procedure (ABC-PF-002 A1) for a retention period of 5 years.

8.3 标徽、标识样式更新后，综合部及时回收旧版文件，发放新版文件，并通知所有使用主体停止使用旧版样式。

After the update of emblem and mark styles, the General Department shall promptly recover the old version files, issue the new version files, and notify all user entities to stop using the old version styles.

9 附则（Supplementary Provisions）

9.1 本规范由 ABC 综合部负责解释和修订，修订需经总经理批准后发布实施；

These specifications shall be interpreted and revised by the General Department of ABC, and any revision shall be issued and implemented after approval by the General Manager.

9.2 本规范自 2026 年 3 月 16 日起实施，原有相关规定与本规范不一致的，以本规范为准；

These specifications shall be implemented as of March 16, 2026. In case of any inconsistency between the original relevant provisions and these specifications, these specifications shall prevail.

9.3 获证客户、合作单位等使用主体应遵守本规范，ABC 有权对违规使用行为进行查处。

9.3 Certified clients, cooperative units and other user entities shall comply with these specifications, and ABC has the right to investigate and punish any act of non-compliant use.

10 相关记录（Relevant Records）

序号 (No.)	记录编号 (Record No.)	记录名称 (Record Name)	英文名称 (English Name)
1	ABC-QR-014	标识/标徽使用申请表	Mark/Emblem Usage Application Form
2	ABC-QR-015	认证标识使用承诺书	Certification Mark Usage Commitment Letter
3	ABC-QR-016	标识/标徽授权使用协议	Mark/Emblem Authorization Agreement
4	ABC-QR-017	标识/标徽使用整改通知书	Mark/Emblem Usage Rectification

			Notice
5	ABC-QR-018	标识/标徽标准文件台账	Mark/Emblem Standard Document Accounting Book