



# ISO 9001:2015 Certification Usage

## 1. Introduction

Wall Street English International is certified as ISO 9001: 2015 compliant. This certification was completed for the International office in Barcelona. The certification is valid for:

The Design, Development, Implementation and Quality Control of Teaching Methods for Training and Learning English, Providing Defined Operational Model, Tools and Support to Local Franchisees to Optimize Performance and Promote Growth.

ISO (International Standards Organization) is the source of the quality management standards. The ISO organization does NOT certify companies/businesses. An independent Certification body completes the audit, and certifies those companies that comply with the ISO standard(s). In the case of Wall Street English, the independent Certification body is Det Norske Veritas GL (DNV-GL).

We are among the select few English instruction providers around the world who have successfully gone through the stringent discovery and audit process associated with gaining this certification. It is independent reinforcement and verification of our commitment to achieve and maintain the highest levels of quality for our students, our business partners, and our associates.

Territories are encouraged to promote this certification in their marketing materials. There are guidelines to be followed when using this information in your materials. You have the option of choosing to promote this using specific language and only the Wall Street English logo, or you can use specific language and both the Wall Street English logo and the DNV-GL logo. Usage, covering both options, including the specific language to be used, are outlined below.

## 2. Usage with the Wall Street English Logo Only

- Always use the full designation 'ISO 9001: 2015' (as opposed to 'ISO 9001' or simply 'ISO')
- Use "Wall Street English" in its entirety. Do not shorten to WSE
- Do not use the words "accredited /accreditation" to replace "certified / certification"
- Do not give the impression in any context that the ISO 9001: 2015 certification is a product certification or product guarantee
- Use the following phrases for marketing purposes:

"Wall Street English is ISO 9001: 2015 certified."

"Wall Street English is ISO 9001: 2015 compliant"

"Wall Street English has the ISO 9001: 2015 certification".



“The management system governing the provision of this service is ISO 9001: 2015 certified”.

Use either the horizontal or vertical treatments of the logo with any of above phrases (see examples below):



Wall Street English is ISO 9001: 2015 certified



Wall Street English is ISO 9001: 2015 compliant



Wall Street English has the ISO 9001: 2015 certification



The management system governing the provision of this service is  
ISO 9001: 2015 certified



### 3. Usage with Wall Street English DNV-GL Logos

- The Wall Street English logo must always appear with the DNV-GL logo in any material
- The DNV-GL logo should never appear larger than the Wall Street English logo
- You may include the DNV-GL logo in your marketing materials (such as brochures, flyers, and on your web site) when you are communicating that Wall Street English International is ISO 9001: 2015 Certified. However, the DNV-GL logo cannot be used on promotional products and giveaways such as CDs, DVDs, books, items of clothing, pens, mouse pads, etc.
- Please always use the full designation 'ISO 9001: 2015' (as opposed to 'ISO 9001' or simply 'ISO')
- Please always use "Wall Street English" in its entirety. Do not shorten to WSE
- Do not use the words "accredited /accreditation" to replace "certified/certification"
- Do not give the impression in any context that the ISO 9001: 2015 certification is a product certification or product guarantee
- The DNV-GL logo should always appear in its entirety including the line framing the logo as shown below
- The DNV-GL logo can be used in color (green – pms 370 & blue – pms 286) or black and white
- When using the DNV-GL logo in your marketing materials, you must always include language that indicates that the Wall Street English International office in Barcelona is ISO 9001: 2015 compliant
- Language must never imply or suggest that the individual territory or center is certified
- The following phrases can be used for marketing purposes:

Wall Street English is ISO 9001: 2015 certified  
Certification is for the International office in Barcelona

Wall Street English is ISO 9001: 2015 compliant  
International office in Barcelona is compliant

Wall Street English has the ISO 9001: 2015 certification  
Certification is for the international office in Barcelona

The management system governing the provision of this service is  
ISO 9001: 2015 certified  
Certification is for the international office in Barcelona

You can use either the horizontal or vertical treatments of the Wall Street English logo with any of above phrases. Please refer to the following examples:



Wall Street English is ISO 9001: 2015 certified  
*Certification is for the International office in Barcelona*



Wall Street English is ISO 9001: 2015 compliant  
*International office in Barcelona is compliant*

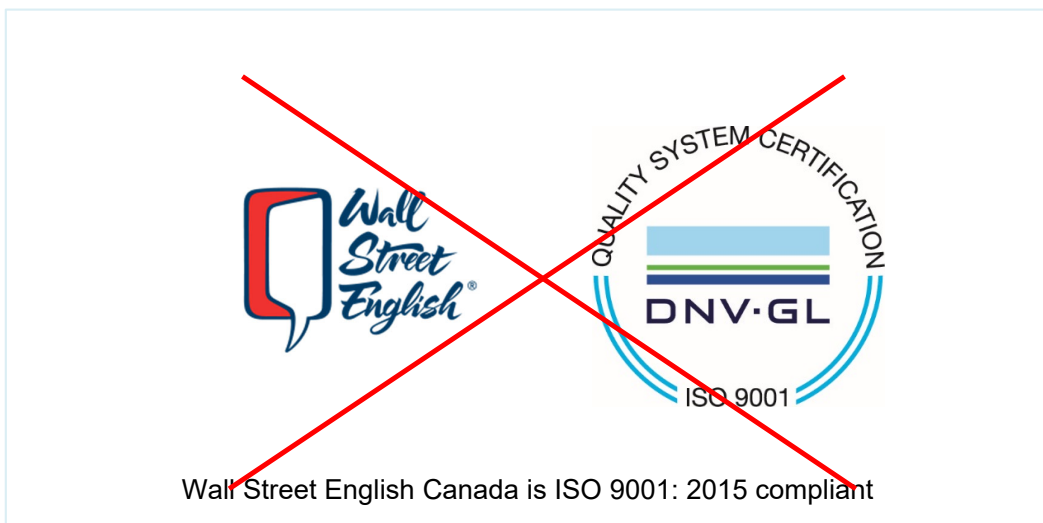
#### 4. Incorrect Usage of the DNV-GL Logo

The following are examples of **incorrect** usage of the DNV-GL logo:

- X Reason: Does not include language about Barcelona office, and implies that individual country is compliant:



- X Reason: Does not include language about the Barcelona office, DNV-GL logo is bigger than the Wall Street English logo, and implies individual country is compliant:



- X Reason: Does not include language about the Barcelona office, uses DNV-GL logo without Wall Street English logo, and implies individual country compliance



## 5. Other Usage Guidelines

Do not use, adapt or modify the ISO logo (that is shown below) in any way. Under no circumstance may we (or any other company) use it:



## 6. Additional Information

Remember that local competitors may inform ISO and DNV-GL of any misuse or abuse, which could lead to having the certification withdrawn.

Please contact Philip Macfarlane (Philip.macfarlane@wallstreetenglish.com) if you have any additional questions regarding the correct use of the certification.