

Award Mark Artwork and Promotional Use Rules

GSQA-MRK-002 · 2.0 · 2026-10-19

1. Artwork files

Use the official PNG or other available files downloaded from the website, preserving aspect ratio, complete content and specified colours. Do not create a false regulatory certification seal or alter the mark to imply another award level.

2. Size and clear space

Choose a display height that is clearly legible and leave clear space of at least one tenth of the mark's width around it. Do not omit essential wording through blurred small images, obstruction or cropping. Where the medium cannot display it clearly, use text and a record link instead.

3. Evidence-based promotion

Numerical claims must retain the indicator, conditions, report and scope. Do not convert a percentage below a limit into a percentage improvement in safety, or claim global or category leadership without comparison.

4. Permitted example

"Model ABC has received Gold Standard Quality Awards; see the corresponding public record for its scope and validity." Replace the illustrative model with the genuine model and record link. Do not present the example as an actual award case.

5. Do not extend an award to the entire brand

An award for one model must not become "the entire range has passed Gold Standard Quality Awards". New configurations, products and markets require their own scope basis.

6. No certification, recommendation or ranking claims

Do not claim "Gold Standard Quality Awards certification", "Gold Standard Quality Awards recommendation", "first place", "best in class" or "officially designated". Do not imply that an award replaces regulatory approval, registration or other market-access procedures.

7. Preserve conditions for quantified advantages

Numerical promotion must correspond to the original report, standard clause and test conditions. “40% below the limit” does not mean “40% safer”. One superior characteristic does not establish leadership in all performance areas.

8. Records, handling and corrections

Keep the application or case number, specific product and market, version applied, documents and page references, responsible personnel, material dates, reasons and formal notices relevant to this document. Handle personal data and trade secrets under access controls. Questions about a record may be raised through information correction, complaints or review by an entitled applicant. Submission alone does not change an existing decision or licence. The formal notice and current record govern the outcome.

9. Effective date, application and versions

Version 2.0 was published and took effect on 19 October 2026 and applies to relevant matters formally submitted after that date. Retain the original snapshot and rules for existing applications; notify substantive changes separately and apply transitional arrangements. Do not retrospectively add new conditions to historical decisions. Web and downloadable texts must agree. Identify superseded versions and record name or wording corrections separately from substantive amendments.