



ISO 9001:2015 Guidelines for Use

1. Introduction

Wall Street English International is certified as ISO 9001: 2015 compliant. This certification was completed for the International offices in Baltimore and Barcelona. The certification is valid for: Design, Development, Implementation & Quality Control of Teaching Methods for Training & Learning English.

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 (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.

Countries are encouraged to promote this certification in their marketing materials. There are strict Guidelines for Use that must 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 the Wall Street English logo and the DNV-GL logo

- 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 give-aways 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 offices in Baltimore and Barcelona are ISO 9001: 2015 compliant.
- Language must never imply or suggest that the individual territory or centre is certified.
- The following phrases can be used for marketing purposes:

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

Wall Street English is ISO 9001: 2015 compliant.
International offices in Barcelona are compliant

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

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



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

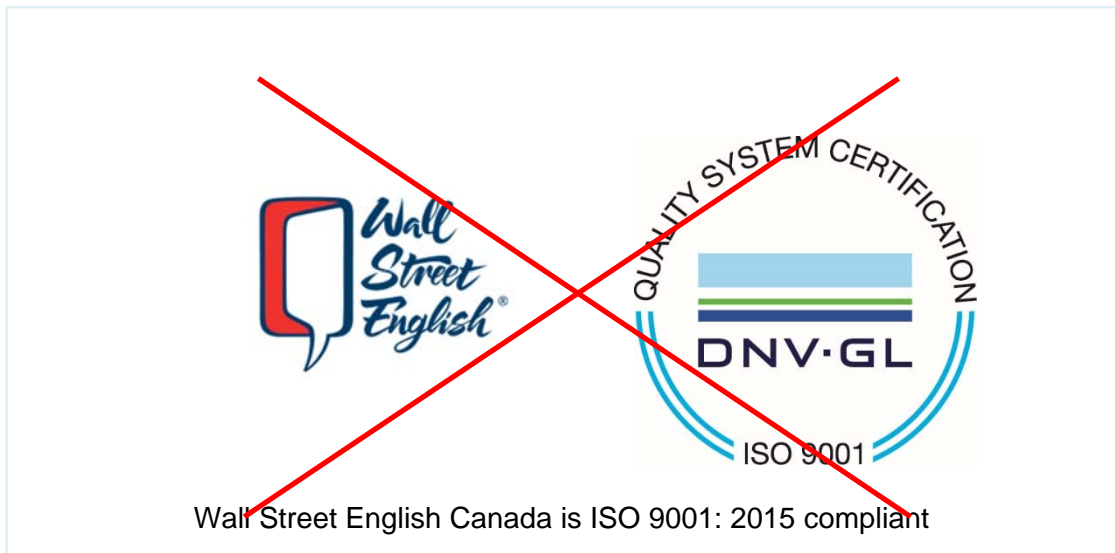
4. Incorrect Usage of the DNV-GL Logo

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

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



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



- ✗ Reason: Does not include language about the Barcelona, 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 Natalija Prokopovitsj (natalija.prokopovitsj@wallstreetenglish.com) if you have any additional questions regarding the correct use of the certification: