better world certifications.

BWC.

BRAND USAGE REGULATIONS AND **REFERENCES TO CERTIFICATION**

ascend

GENERAL PROVISIONS

You are now part of Ascend. Being part of our community means more than a certification: it is a seal of trust that drives your business and reinforces your commitment to excellence.

At Ascend, we don't see certification as a mere formality, but as a powerful transformation tool. Our international backing allows you to differentiate yourself in your industry, strengthen your reputation, and generate impact in your market.

HOW CAN ASCEND ENHANCE YOUR CERTIFICATION?

To maximize the value of your certification and amplify its reach, we provide strategies and resources designed to position you as a leader in your sector:

- We advise you on the strategic use of our certification marks to boost your visibility and credibility.
- We support you in organizing events to celebrate the delivery of your certificate and project your achievement.
- We encourage you to share your Ascend certification through press releases, expanding your market recognition.
- We provide access to seminars, training sessions, and key events — upon prior coordination — so you can showcase your achievements and strengthen your positioning.

To ensure the certification seal is used in alignment with our guidelines and standards, we recommend coordinating with our team in advance.

ascend

RULES OF USE

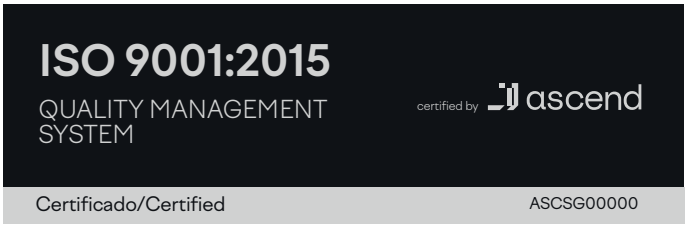
The right to use the certification mark is tied to the validity of your certification with Ascend. In the event of suspension, withdrawal, or cancellation, you must immediately cease the use of any advertising material that references the certification.

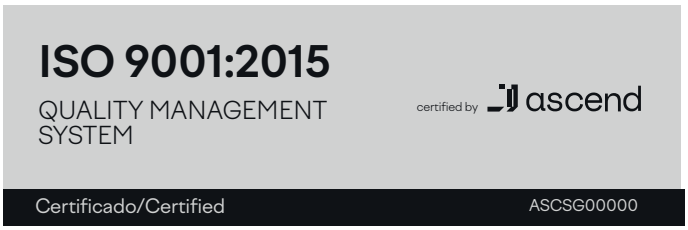
Complying with these provisions is part of our mutual commitment to transparency and excellence. Compliance will be verified during audits, in accordance with Ascend's Terms and Conditions.

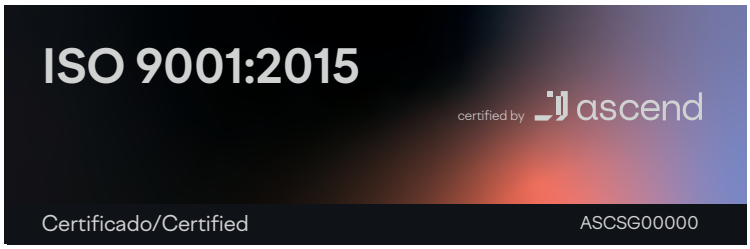
VISUAL IDENTITY GUIDE AND CERTIFICATION SEAL

This document provides the key guidelines to ensure the correct and effective use of the Ascend certification mark and certification seal, reinforcing your commitment to quality and excellence before your clients.

The Ascend certification mark and its visual identity will be presented as follows:















SEAL COMPOSITION

Protection Area

To ensure the correct visibility and perception of the seal across all media and formats, we have established a protection area that defines a minimum distance from other text and graphic elements.

This distance must be equivalent to one part of the seal itself (the box with the "A" symbol), with a proportion of 1x, guaranteeing its visual integrity on any medium.



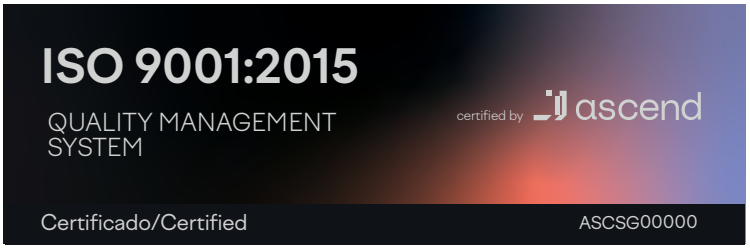


The spaces surrounding the logo must remain clear, with no other element crossing this boundary, to avoid visual contamination of the seal.

MINIMUM REDUCTION SIZE

The minimum reduction size defines the smallest version in which our seal can be used without losing legibility. If various size rules are established, these must be adjusted according to the legibility of the text, ensuring the seal is always clear and recognizable.

For more information or if you have any questions, please contact us at hello@ascendcertification.com.



Print 14 x 3,6 cm

Digital 400px



Print 4,2 x 4 cm

Digital 120px

Above you can see the minimums for both print and digital use.

COLOR

Color management is an essential component for ensuring the visual identity and correct distinction of Ascend's certification seals. Each seal has a specific color palette, documented with its CMYK and RGB values, ensuring consistency across all pieces where it is used and preserving the integrity of the certification graphic system.



TYPOGRAPHY

Typography Options

The typography used for the presentation of the standard and registration numbers must follow the established guidelines to ensure consistency and clarity in all communications. This typeface was selected for its high legibility and professionalism, aligning with the excellence and precision that the Ascend brand represents.

Factor A
Variable

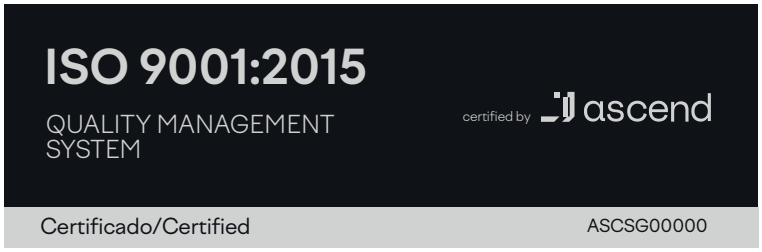
Light	ABCDEFG abcdefg 1234 ( ) ?¿
Regular	ABCDEFG abcdefg 1234 ( ) ?¿
Medium	ABCDEFG abcdefg 1234 ( ) ?¿
Bold	ABCDEFG abcdefg 1234 ( ) ?¿

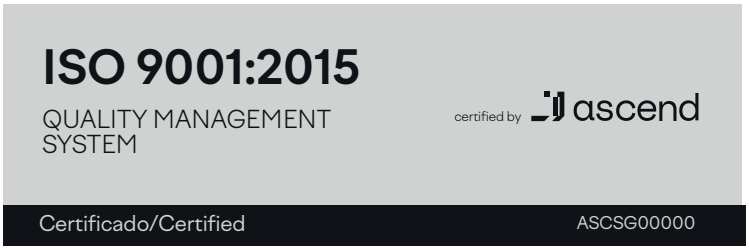
Interletrado: -10

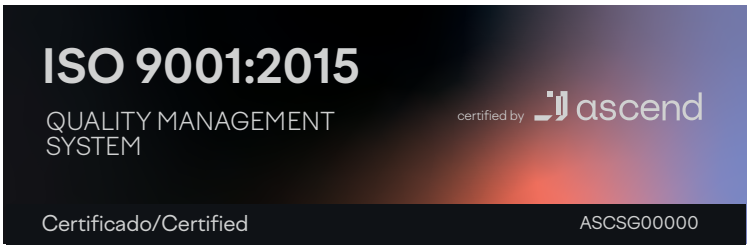
SEAL IMPLEMENTATION

How to correctly use the Ascend mark and seal?
The use of the ASCEND certification seal will depend on the type of service or standard under which your organization has been certified.

Ascend is a global symbol of quality, reliability, and innovation. Having our certification is a significant competitive advantage that not only highlights your organization's commitment to the highest standards, but also strengthens your market positioning. Using our mark allows you to effectively communicate this achievement to your clients and partners.









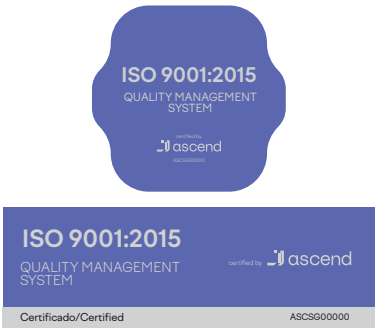






INCORRECT USES OF THE SEAL

It is essential to preserve the integrity, traceability, and recognition of the Ascend seal. To guarantee proper use consistent with our standards, the following inappropriate practices must be avoided:



Incorrect color application



Color opacity



Incorrect spacing



Concealment



Distortion



Incorrect typography

APPLICATION IN MANAGEMENT SYSTEMS AND PRODUCTS

The Ascend seal is used to certify that an organization's management systems and/or products meet the requirements established by the corresponding standard, provided it has been approved by Ascend.

This seal is more than a simple mark; it is a declaration of quality. It clearly indicates the standard under which your organization has been certified, conveying trust and differentiation from competitors. Informing your clients about the specific certification standards reinforces your image as a benchmark in your sector.

IMPORTANT NOTE:

In the case of Management Systems, it is essential to understand that the certification validates the conformity of your management system with the applicable standards, but does not certify specific products or services. Therefore, it is crucial to use the logo in a transparent and precise manner, avoiding any misinterpretation suggesting that the certification applies to products, services, or areas not included in its scope.

	MANAGEMENT SYSTEMS	PROCESS	PRODUCTS
Promotional materials (brochures, banners, posters, etc.)	Permitted	Permitted	Not Permitted
On the product itself (documents, devices, tools, food, etc.)	Not Permitted	Not Permitted	Permitted
On product packaging, wrappers, or containers	Not permitted on primary packaging	Not permitted on primary packaging	Not Permitted
Digital media (websites, social media, TV, and other platforms)	Permitted	Permitted	Permitted
Personal references (CV, LinkedIn profile, personal stationery)	Not Permitted	Not Permitted	Not Permitted
Test, calibration, and inspection reports	Not Permitted	Permitted	Permitted

TRACKING OF MARK USAGE

With the objective of promoting the correct application of the certification mark, Ascend will send the organization, six (6) months after the certificate is issued, a brief questionnaire to assess how the mark is being used across the various communication channels and materials.

This step is preventive and supportive in nature, allowing for the identification of opportunities for improvement and, where applicable, the correction of uses that do not comply with the provisions set out in these regulations.

SPECIAL CONSIDERATIONS FOR USE OF MARKS AND SEALS

In the case of a partial certification, it must be accompanied by a declaration of the scope of the certification obtained. If the scope covers all of the requirements specified, the entire company, and all physical locations of the certified company, a general reference to the certification may be made: e.g., Certified management system.

If the certification covers only part of those requirements, sectors of the company, or only some of the physical locations, the scope of the certification and the certified locations must be detailed.

It is not permitted to place any other type of symbol/phrase (e.g., "ISO9000") and/or any logo designed by the client to reference the certification or similar.

APPLICATION ON SECONDARY PACKAGING

In these cases, the reference to the certification must mandatorily include the following statement, without modification:

"[Company name] has a (quality / environmental / other) management system certified in accordance with the [standard name] standard by Ascend for the scope [detail the scope] and locations [if applicable]."

PROCEDURE FOR APPROVAL OF APPLICATIONS AND USE OF MARKS AND SEALS

To guarantee correct, consistent use aligned with international certification standards, all clients certified by Ascend must request prior approval before using the Ascend certification mark and/or making any reference to their status as a certified company.

To this end, the client must submit a model of the material to be used (graphics, digital assets, institutional or commercial communications, or other media) for evaluation and validation, prior to its publication or distribution. The submission must be sent by email to the following official Ascend address:
hello@ascendcertification.com

The use of the mark and/or references to the certification will only be authorized once explicit approval from Ascend has been obtained.

Any use that does not have prior approval will be considered non-conforming use and will result in the application of the provisions set forth in this regulation.

ADDITIONAL CONTENT

TYPES OF MANAGEMENT SYSTEMS:

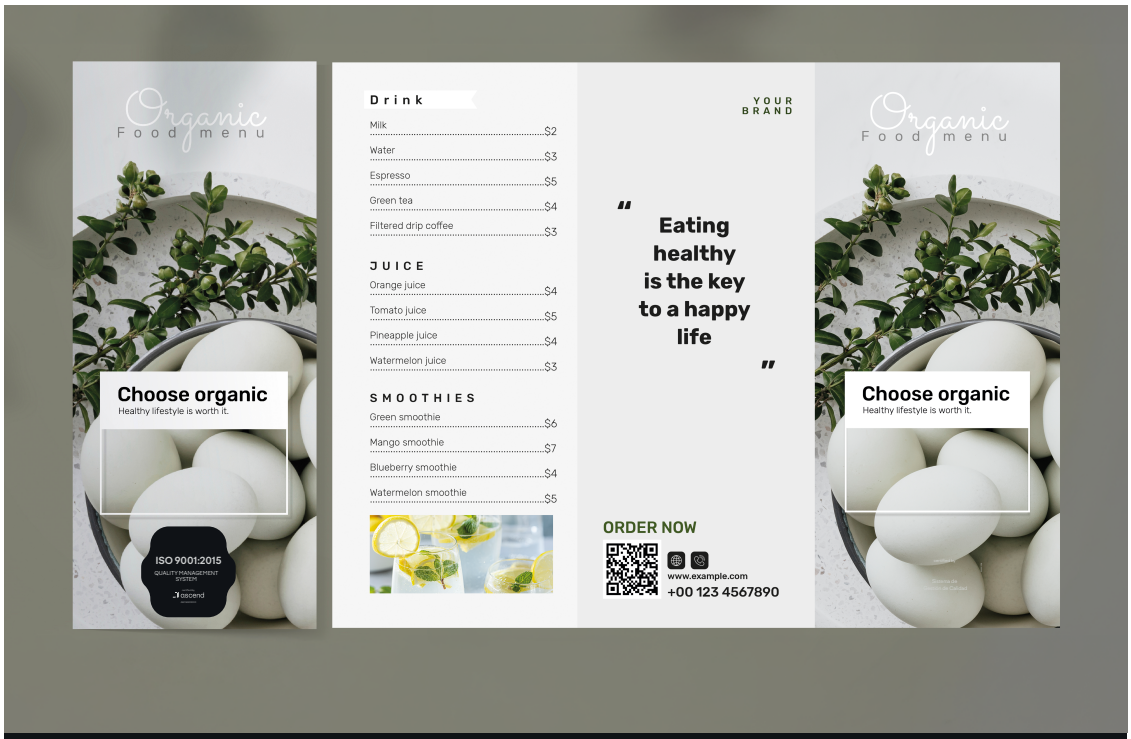
A: Quality Management
B: Environmental Management
C: Occupational Health and Safety
D: Other Certifiable / Non-Food Management Systems

This statement must be used verbatim and in full on any institutional, commercial, or digital communication medium where the certification is mentioned without the use of the graphic mark.

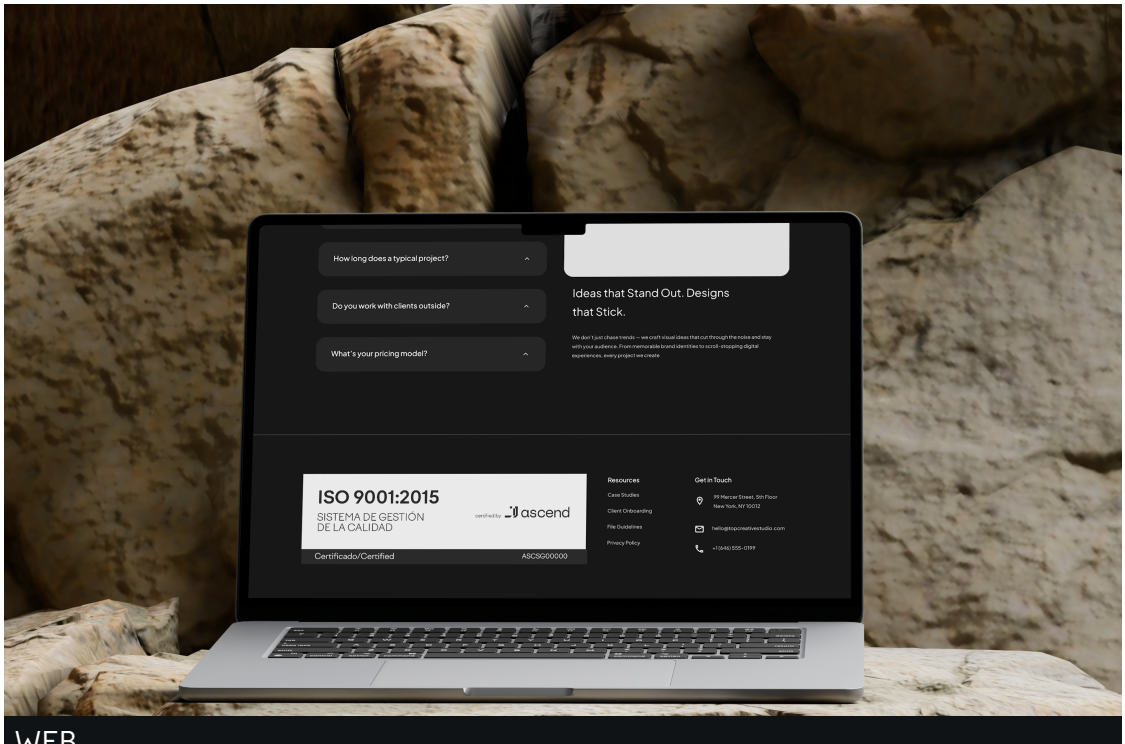
Food Safety Standards (ISO 22000, FSSC 22000, BRCGS): The use of the seal is not permitted on primary or secondary packaging. In the case of BRCGS, use is permitted on outer packaging when the product is sold between companies; never when intended for the end consumer.

It is not permitted to use the FSSC 22000 or BRCGS logo when there are exclusions in the certification scope.
(Application examples: brochures, packaging, vehicles, banners, roll-ups, email signatures, invoices, stands, web)

CERTIFICATES AND SEALS



BROCHURES



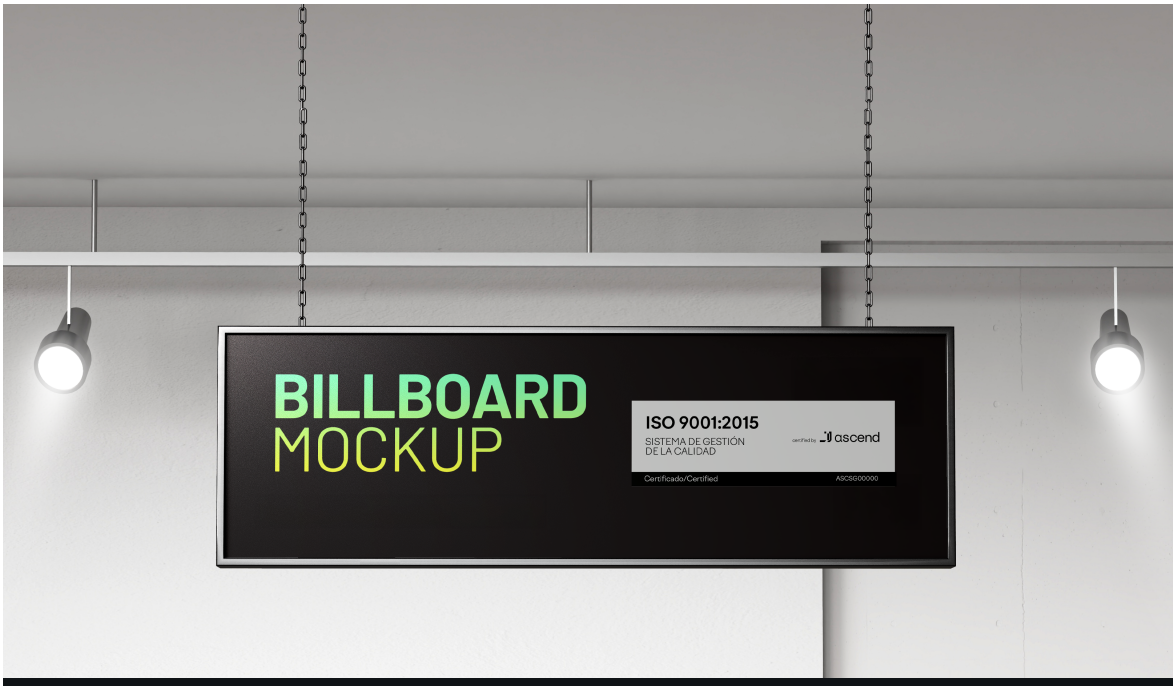
WEB



PACKAGING



VEHICLES



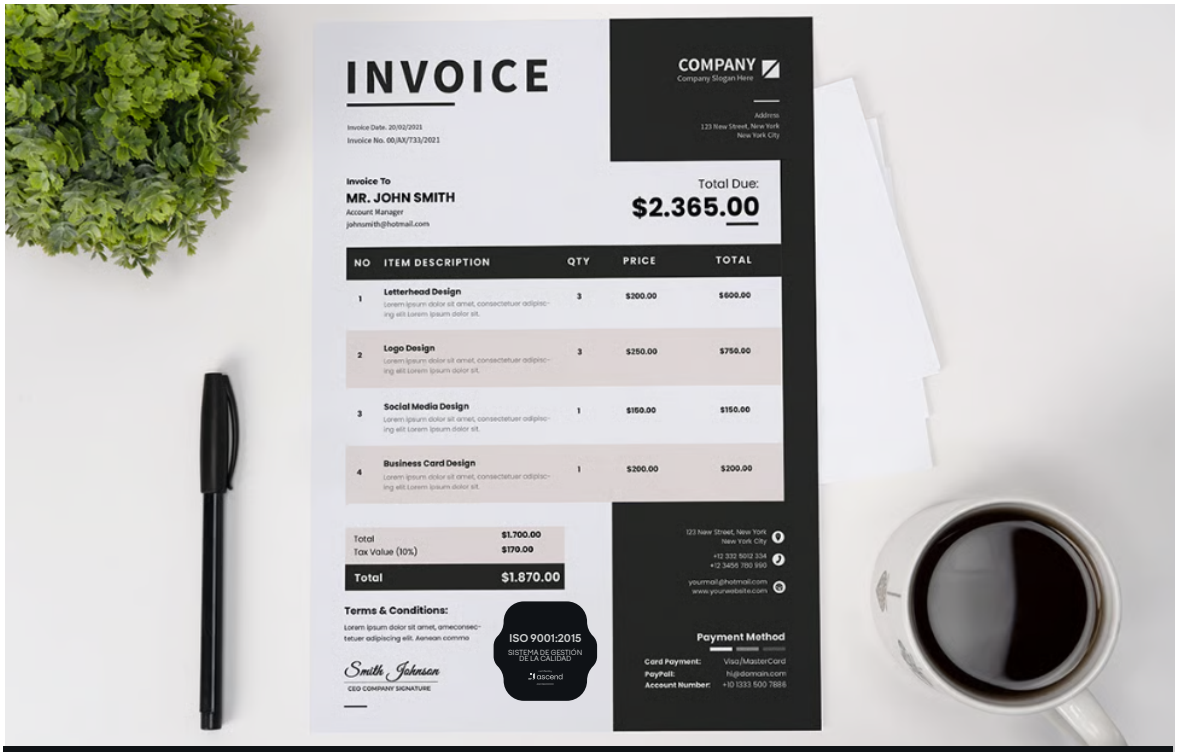
BANNERS



ROLLUP



EMAIL SIGNATURES



INVOICES


STAND BOOTH MOCKUP
PLACE YOUR DESIGN
STAND
BOOTH
MOCKUP
ISO 9001:2015
SISTEMA DE GESTIÓN
DE LA CALIDAD
ascend
Certificado/Certified
ASCSG00000

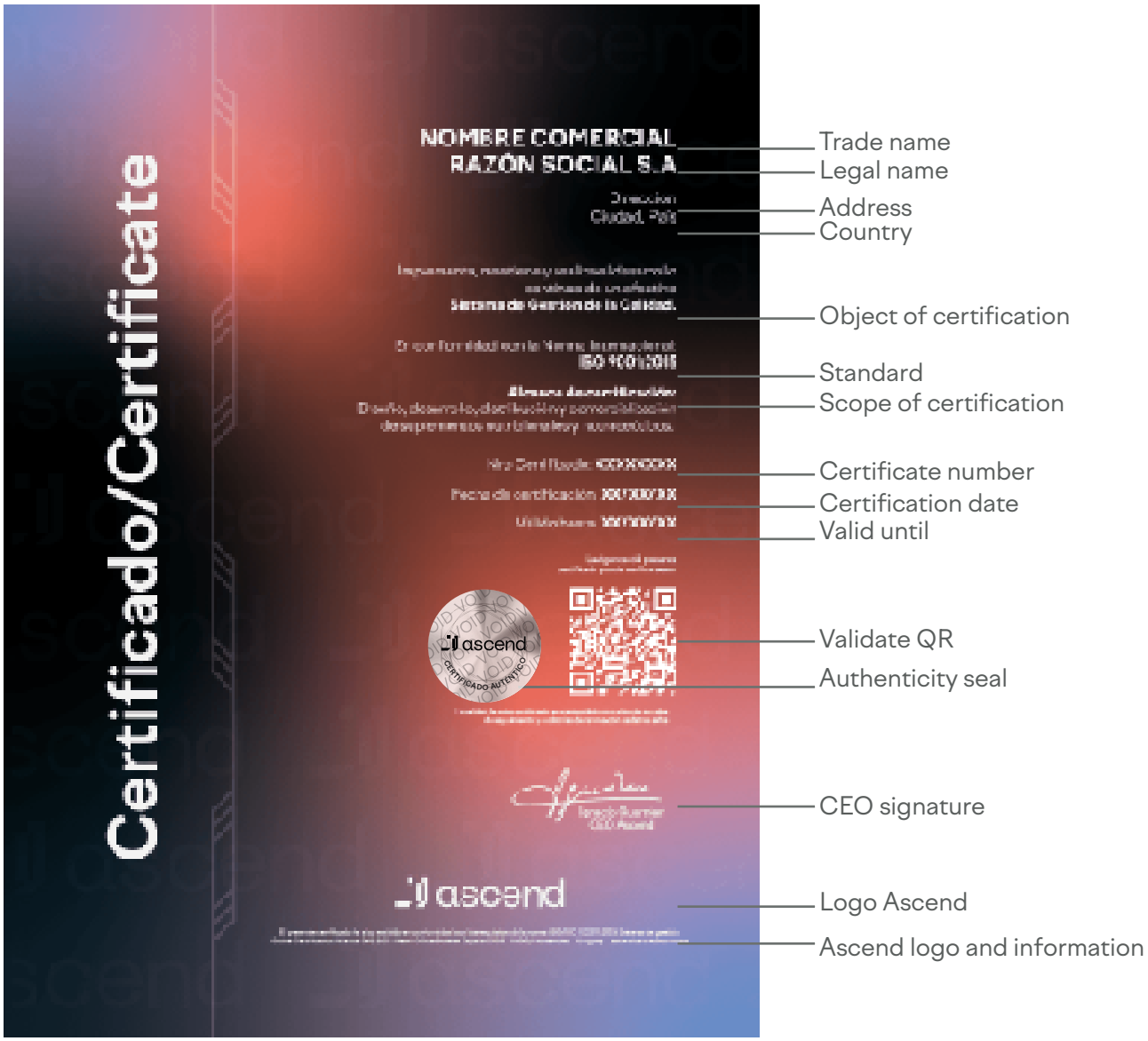
STAND

CERTIFICATES AND SEALS

ascend

PHYSICAL CERTIFICATE

The certificate issued by Ascend is an official document that validates compliance with international standards and publicly certifies the organization's commitment to quality and continuous improvement. Due to its formal and regulated nature, its design, content, and security elements are strictly protected.
The certificate includes:



Any reproduction, copy, digitization, alteration, or reinterpretation of the certificate is strictly prohibited. This includes its physical version, the digital copy sent, the general design of the document, signatures, QR codes, and especially the holographic authenticity seal — an exclusive element that cannot be replicated under any circumstances.

Any document that attempts to partially or fully imitate the certificate will be considered invalid and will constitute improper use of the mark.

Certified organizations may only share the official certificate provided by Ascend, without making modifications to its form, color, layout, proportions, or content. They may also communicate their certification using the seals and guidelines authorized in this Regulation, always avoiding publishing images of the certificate that could facilitate its reproduction or lead third parties to generate unofficial versions.

Any improper use, unauthorized reproduction, or manipulation of the certificate and its graphic elements may result in temporary suspension of mark use, withdrawal of certification, and corresponding legal action. Upon receiving the certification, the organization acknowledges and agrees to comply with these provisions as part of the framework that guarantees transparency and reliability in the process.

For certificate validation, the Certipedia platform is available to the certified company and to third parties, accessible in the "Services" section of the website: https://www.ascendcertification.com/servicios.html



DIGITAL CERTIFICATE

At ASCEND, we are committed to guaranteeing the authenticity, integrity, and legal validity of all certificates we issue.

To ensure that digital certificates maintain the same level of protection as physical documents, we use advanced digital signatures through DocuSign, the global leader in secure electronic signature solutions.

This mechanism ensures that each digital certificate issued by Ascend is genuine, verifiable, and resistant to any form of manipulation or fraud.

WHAT IS DOCUSIGN?

DocuSign is an internationally recognized platform for digital document signing, used by public bodies, private companies, banks, insurance companies, and regulated entities worldwide.

It offers a robust system that complies with international legal standards and guarantees:

RELIABLE IDENTIFICATION OF THE SIGNER



INTEGRITY OF THE SIGNED DOCUMENT



COMPLETE TRACEABILITY OF THE SIGNING PROCESS



ADVANCE CRYPTOGRAPHIC SECURITY



HOW DOES THE DIGITAL SIGNATURE WORK IN ASCEND CERTIFICATES?

Each digital certificate issued by Ascend incorporates an advanced digital signature generated in DocuSign, ensuring three fundamental elements:

1. Authenticity of the issuer. The signature confirms that the document was issued by ASCEND and signed by an authorized person of the organization.
2. Integrity of the content. Once digitally signed, the document is cryptographically sealed. If anyone attempts to modify it (dates, names, scope, validity), DocuSign immediately detects it and invalidates the signature.
3. Legal validity and traceability. Each signed document is backed by: a digital signature certificate, an audit log of the process, identification of the signer, and exact date and time of signing ("secure timestamp").

AUTHENTICITY OF THE ISSUER



The signature confirms that the document was issued by ASCEND and signed by an authorized person of the organization.

INTEGRITY OF THE CONTENT



Once digitally signed, the document is cryptographically sealed. If anyone attempts to modify it (dates, names, scope, validity), DocuSign immediately detects it and invalidates the signature.

LEGAL VALIDITY AND TRACEABILITY



Each signed document is backed by: a digital signature certificate, an audit log of the process, identification of the signer, and exact date and time of signing ("secure timestamp").

HOW DOES THE DIGITAL SIGNATURE APPEAR ON THE CERTIFICATE?

In Ascend certificates, the digital signature appears as:
A DocuSign signature block, which includes information about the authorized signer and a unique verification code.
This signature block is part of the document, not a manually added image, guaranteeing its reliability.

WHAT SECURITY MECHANISMS DOES DOCUSIGN PROVIDE?

BANK-LEVEL ENCRYPTION



All documents are protected with AES 256-bit encryption and HTTPS/TLS protocols.

AUDIT LOG



A complete history is generated recording every action: Document creation, Sending, Opening, Review, Signing, Download. This ensures full traceability.

AUTOMATIC INTEGRITY VERIFICATION



If someone attempts to alter the PDF file: the digital signature is marked as invalid, the document is flagged as tampered, and an immediate warning is displayed upon opening.

SECURE STORAGE



Signed certificates are stored securely by both Ascend and DocuSign.

HOW TO VERIFY THE AUTHENTICITY OF AN ASCEND DIGITAL CERTIFICATE:

Any client, auditor, regulatory body, or interested party can verify authenticity in two ways

1. Direct validation in DocuSign. The document will display the status "Document signed and unmodified" upon opening.
2. Validation via Adobe Acrobat. DocuSign certificates are compatible with native validation: Acrobat will show that the signature is valid and issued by DocuSign. In the event of tampering, it will indicate "document altered."

BENEFITS FOR OUR CLIENTS:

GUARANTEED AUTHENTICITY:

The digital signature unequivocally demonstrates that the certificate is original and issued by Ascend.

PROTECTION AGAINST FRAUD:

The document cannot be modified without invalidating the signature, preventing: date changes, falsification of scope, unauthorized duplication, and improper use of expired certificates.

INTERNATIONAL LEGAL VALIDITY:

Reinforces Ascend's credibility as a certification body, demonstrating a rigorous approach to document integrity.

EASY THIRD-PARTY VERIFICATION:

All verifiers can quickly identify whether the certificate is authentic and whether it has been modified.

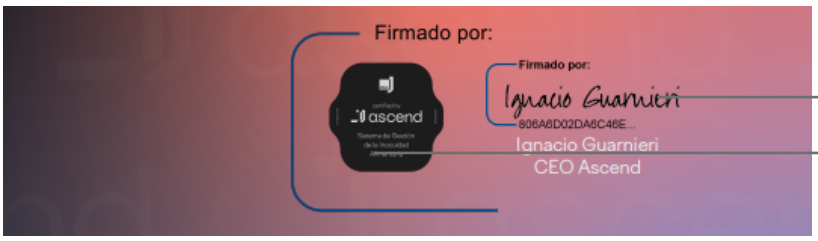
COMPATIBILITY WITH MODERN DIGITAL PROCESSES:

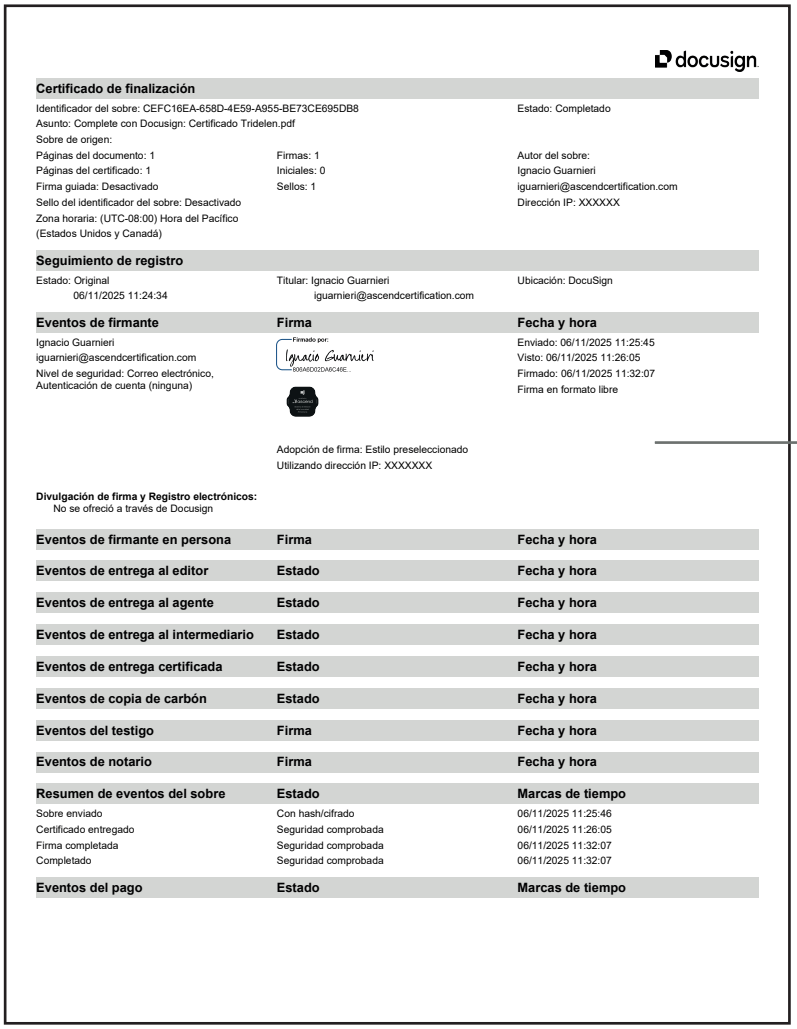
Adapts to remote audits, online verifications, and digital document systems.

The DocuSign digital signature works together with:

QR codes and unique authentication codes, internal certificate traceability systems, centralized registry of issued certificates, and online validation through the ASCEND platform.

This forms a robust system that significantly reduces the risk of manipulation or fraud.





docusign

Certificado de finalización

Identificador del sobre: CEFC16EA-658D-4E59-A955-BE73CE695DB8
Asunto: Complete con Docusign: Certificado Tridelen.pdf
Sobre de origen:
Páginas del documento: 1
Páginas del certificado: 1
Firma guiada: Desactivado
Sello del identificador del sobre: Desactivado
Zona horaria: (UTC-08:00) Hora del Pacífico (Estados Unidos y Canadá)

Firmas: 1
Iniciales: 0
Sellos: 1

Estado: Completado

Autor del sobre:
Ignacio Guarnieri
iguarnieri@ascendcertification.com
Dirección IP: XXXXXX

Seguimiento de registro

Estado: Original
06/11/2025 11:24:34

Titular: Ignacio Guarnieri
iguarnieri@ascendcertification.com

Ubicación: DocuSign

Eventos de firmante	Firma	Fecha y hora
Ignacio Guarnieri iguarnieri@ascendcertification.com Nivel de seguridad: Correo electrónico, Autenticación de cuenta (ninguna)	Firmado por: Ignacio Guarnieri 80EA6D02DA6C40E... Adopción de firma: Estilo preseleccionado Utilizando dirección IP: XXXXXXX	Enviado: 06/11/2025 11:25:45 Visto: 06/11/2025 11:26:05 Firmado: 06/11/2025 11:32:07 Firma en formato libre

Divulgación de firma y Registro electrónicos:
No se ofreció a través de Docusign

Eventos de firmante en persona	Firma	Fecha y hora
Eventos de entrega al editor	**Estado**	**Fecha y hora**
Eventos de entrega al agente	**Estado**	**Fecha y hora**
Eventos de entrega al intermediario	**Estado**	**Fecha y hora**
Eventos de entrega certificada	**Estado**	**Fecha y hora**
Eventos de copia de carbón	**Estado**	**Fecha y hora**
Eventos del testigo	**Firma**	**Fecha y hora**
Eventos de notario	**Firma**	**Fecha y hora**

Resumen de eventos del sobre	Estado	Marcas de tiempo
Sobre enviado	Con hash/cifrado	06/11/2025 11:25:46
Certificado entregado	Seguridad comprobada	06/11/2025 11:26:05
Firma completada	Seguridad comprobada	06/11/2025 11:32:07
Completado	Seguridad comprobada	06/11/2025 11:32:07
Eventos del pago	**Estado**	**Marcas de tiempo**

Digital signature certificate

CONDITIONS FOR CERTIFICATE WITHDRAWAL

When the conditions for certification withdrawal are met, in accordance with the provisions set out in the Reference Terms for SG Certification documents RE-0P-001 and RE-0P-002 Reference Terms for GFSI and other scheme certifications, the Ascend team will communicate the corresponding procedure to the client, which includes the invalidation of the physical copies of the certificates.

Once the invalidation is carried out, the Ascend team will proceed with the physical withdrawal of the certified material. Expired certificates will not be requested for invalidation.

USE OF THE VOID SEAL ON ASCEND CERTIFICATES

Key Measure to Prevent Fraud
At Ascend, we assume an absolute commitment to the integrity, authenticity, and traceability of all certificates we issue. To reinforce the trust of our clients, regulatory bodies, and interested parties, we incorporate a VOID security seal on every official certificate issued by our certification body.
This seal is a highly effective anti-fraud measure, designed to ensure that every certificate circulating in the market is genuine, verifiable, and resistant to manipulation.

WHAT IS A VOID SEAL?

A VOID seal is a self-adhesive security device that contains technology capable of evidencing any attempt to remove, copy, or tamper with the document to which it is applied. When someone attempts to peel it off or tamper with it, the word "VOID" (or "ANULADO"/"CANCELLED") automatically appears on the surface, leaving irreversible evidence of tampering. This makes it a highly effective barrier against:

- Attempts to falsify or modify the certificate
- Unauthorized reprints
- Substitution of original content with tampered versions
- Improper use of the certificate beyond its validity period



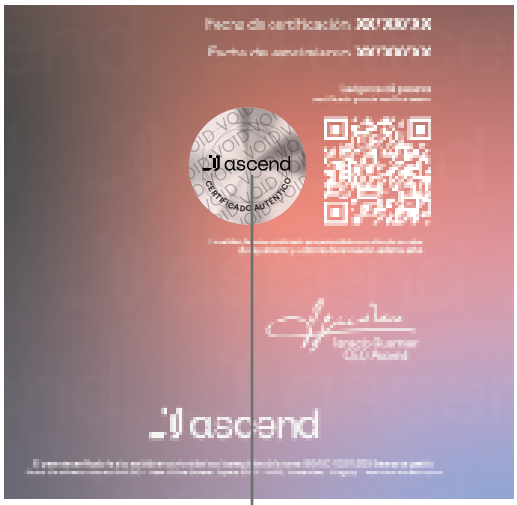
HOW DOES IT WORK?

The VOID seal is manufactured with a laminated security adhesive that separates into layers when force is applied to remove it. Upon attempted removal: the top layer peels off, revealing the "VOID" security pattern on both the seal and the document. The document is permanently marked, indicating tampering. The seal cannot be reused or repositioned without leaving visible evidence.



WHERE IS IT APPLIED ON THE CERTIFICATE?

The VOID seal is placed at a strategic point on the document, generally: over a key validation area (such as the authenticity code area), or at the bottom edge of the certificate, according to the current security design. The location is selected to ensure that if the seal is removed, it will be clear that the document has lost its integrity.



VOID



Certificate Nro

BENEFITS FOR OUR CLIENTS:

GUARANTEED AUTHENTICITY:

Allows clients, auditors, business partners, and government entities to immediately verify that the certificate is legitimate.

PROTECTION AGAINST FRAUD AND MALPRACTICE:

Prevents date alterations, falsification of scope, technical information, or substitution of expired certificates with tampered versions.

TRANSPARENCY AND INSTITUTIONAL TRUST:

Reinforces Ascend's credibility as a certification body, demonstrating a rigorous approach to document integrity.

EASY THIRD-PARTY VERIFICATION:

Any attempted removal or manipulation is instantly visible, reducing risks in inspection and control processes.

COMPLEMENT:

Works alongside other validation mechanisms.

THE VOID SEAL WORKS TOGETHER WITH:

QR VERIFICATION CODES

DIGITAL CERTIFICATE RECORDS

INTERNAL TRACEABILITY DATABASES

ONLINE VALIDATION GUARANTEEING A ROBUST CHAIN OF TRUST

WHY ASCEND USES VOID SEALS:

In today's environment, where digital and physical documents circulate with increasing ease, protecting the authenticity of certificates is a critical element for: maintaining public trust in certification systems, ensuring equal conditions for certified companies, and complying with international best practices in document security.

RECOMMENDATIONS FOR CLIENTS AND THIRD-PARTY VERIFIERS:

- Do not accept certificates lacking the VOID seal if required under the current version.
- Verify that the seal is intact and shows no signs of removal.
- Confirm the validity of the certificate through the official verification mechanisms provided by Ascend.
- Immediately report any doubts or indications of irregularity to the support or compliance area.

ESSENTIAL GUIDELINES FOR PROPER USE OF THE SEAL

The Ascend certification seal is a key positioning tool that can be used to highlight certified products and services.



Its use on products is permitted only if they comply with the requirements of the standard or scheme under which they have been certified and within the corresponding scope.



Including the associated certificate number allows your product or service to be easily verifiable. Clients can confirm its authenticity through Ascend's certification directory.



Only clients with a valid certificate may use the seal in the identification of their products.



It is strictly prohibited to use the seal on products that do not hold certification granted by Ascend.



Third parties are not permitted to use the seal without prior written authorization from Ascend

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In matters of organizational integrity, the certified company and third parties have access to the Ethics Hotline, a secure, confidential, and technically enabled channel for receiving reports, available in the "About Us" section of the website: https://www.ascendcertification.com/quienes-somos.html

This mechanism allows reporting of alleged violations of institutional values, internal regulations, or applicable legal frameworks. Communications may be made on an identified or anonymous basis, and are managed under strict confidentiality protocols, ensuring no retaliation for reports made in good faith. Each case is analyzed, evaluated, and appropriate measures are adopted, contributing to transparency and continuous improvement of the organization's integrity system.

This regulation was developed taking into account the requirements of ISO/IEC 17021-1, ISO/IEC 17065, and ISO/IEC 17030.

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