The Guide for Using the NSF Mark
Millions of people take the safety of their food, water, air and consumer products for granted on a daily basis. Why? Because of three letters: NSF.

Also known as The Public Health and Safety Company,”™ NSF International enjoys an impeccable reputation as a leader in, among other areas, standards development, product certification, training and education, and risk management.

Through consistent communication and a strong brand, the NSF Mark, a symbol of reassurance when it comes to the safety of food, water and consumer products, will rise to a new level among both existing and future clients and, most of all, consumers.

This document contains a series of guidelines that help to ensure proper use of the NSF Mark. These guidelines reinforce the importance of NSF Certification and the use of the NSF Mark to communicate NSF Certification.

America’s passion with “dining out” began in the late 1930s. At that time, state and local health officials monitored public food establishments for sanitation, utilizing widely varying criteria to evaluate equipment. This resulted in inconsistent rules and regulations for food equipment design throughout the country. It became obvious that consistent national standards for foodservice equipment were necessary to prevent health problems resulting from “dining out.”

To address this issue, in 1944, two University of Michigan public health experts and the head of the Toledo, Ohio Health Department joined together and organized the National Sanitation Foundation, later to become NSF International. They formulated a framework to allow research and participation from all interested parties—regulators, manufacturers and users—in the consensus development process. From its very first efforts in the areas of soda fountain and luncheonette equipment, NSF used this consensus process to develop public health and safety standards. Today this cooperative thinking and its independent, not-for-profit status provide the foundation for NSF’s leadership in public health and safety.

Around the world, NSF represents technical excellence in public health and safety. The NSF Mark is a symbol of this expertise. The NSF Mark symbolizes the relationships NSF has developed over the last 60 years with key stakeholder groups—regulators, users and industry—all of which are built on trust, experience, acceptance and independence. It is these relationships that have made NSF what it is today and explain why the NSF Mark is the most recognized certification mark, worldwide, in ensuring public health, safety and environmental quality.
Trust
Since 1944, NSF has been certifying products and writing standards that help protect food, water, air and consumer goods. Throughout this time, NSF has worked with key government and regulatory bodies, manufacturers and consumers to emphasize public health and safety. Integrity is NSF’s greatest asset.

Independence
As a not-for-profit organization, NSF’s stakeholders include the industry, the regulatory community and the public at large. NSF’s independence enhances the veracity of all evaluations and the value of the brands who have earned the NSF Mark.

Expertise
NSF has some of the world’s greatest engineers, chemists, toxicologists, microbiologists and scientists. NSF is a resource to all stakeholders—not only to help answer specific questions about standards or standards conformity, but to offer integrated risk management solutions.

One of a Kind
Both NSF’s people and its facilities, including full-service laboratories, enable us to create and execute highly customized, diverse, and integrated programs. NSF also offers education and training in food safety, water quality, workers’ health and safety, and more.

The NSF Mark is much more than a logo—it’s the public face of our company. It’s a mark that clients covet and consumers seek out. It’s a powerful symbol that represents both a company’s concern and regard for its consumers, and consumers’ concern and regard for their families. Whether this mark is on a product someone is buying or a product someone is selling, the feeling it instills is the same: peace of mind.

The NSF Mark should be referred to as either “the NSF Mark” or “the mark.” Wherever the phrase “NSF Mark” is used, the “M” on “Mark” must be capitalized.

The Evolution of the NSF Mark

This round, blue mark can be found in restaurants, at public swimming pools, on bottled water, piping, faucets, water filters, water treatment plant chemicals and on thousands of other products used every day. NSF Certified products—except ingredients, materials, or products specifically exempted by policy—must bear the NSF Mark.

Today, the NSF Mark is a powerful marketing tool available to manufacturers as they build consumer confidence in their products and materials. Important specifications, purchase and usage decisions are made based on the NSF Mark. NSF third-party certification includes use of this mark as long as the product continues to conform to NSF standards.
Language Guidelines

An Explanation of the NSF Mark Will Help Clarify the Meaning of "NSF Certified"
Effective use of the NSF Mark in advertising and promotional materials is a matter of repetitive and consistent visual design. Following these guidelines allows you to reinforce the importance of NSF Certification and gain valuable benefits for your organization in the marketplace.

Please consult the Program Specific Policies or your NSF Certification project manager for guidance on specific products.

Acceptable/Unacceptable Language for Use with the NSF Mark in Advertising or Promotional Materials

<table>
<thead>
<tr>
<th>Acceptable Language</th>
<th>Unacceptable Language</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Live safer.™</td>
<td>• “Approved by”</td>
</tr>
<tr>
<td>• NSF Certified</td>
<td>• “Verified by”</td>
</tr>
<tr>
<td>• Certified by NSF</td>
<td>• “Seal” or “Seal of Approval”</td>
</tr>
<tr>
<td>• Tested and Certified by NSF</td>
<td>• “NSF Approved”</td>
</tr>
<tr>
<td>• Tested and Certified by NSF International</td>
<td>• “Tested against” or “Audited against”</td>
</tr>
<tr>
<td>• ABC's company product is certified by NSF to NSF/ANSI Standard #</td>
<td>• “Tested to” or “Audited to”</td>
</tr>
<tr>
<td>• ABC Company is listed by NSF International</td>
<td>• “Tested by” or “Audited by”</td>
</tr>
<tr>
<td>• The Public Health and Safety Company™</td>
<td>• “Meets NSF requirements”</td>
</tr>
</tbody>
</table>

Use the NSF Mark

The NSF Mark is used by manufacturers to demonstrate to their clients their commitment to producing safer products.

1. The NSF Mark increases the acceptance of your product or service. Your clients, potential clients, regulators, retailers, and dealers are all more inclined to accept products, advertising and promotion that bear the NSF Mark.

2. The NSF Mark builds confidence and trust in your product or service. When your clients see the NSF Mark on your product or in an advertisement, they know that the product has been evaluated by a third-party, non-biased organization and has successfully met the requirements of a standard.

3. The NSF Mark allows for easier entry into new markets. Whether it's a new industry segment or a new international market, the NSF Mark on product packaging, advertising and literature makes it easier to reach potential clients.

4. The NSF Mark provides a faster communications tool. The challenge for any company is to communicate product safety and reliability quickly and effectively. The NSF Mark is one tool that does this. It is a small mark with a giant message.

5. The NSF Mark gives your products and services additional exposure. With the NSF Mark, your product's exposure is greatly increased through the NSF World Wide Web listing and the regularly distributed NSF Listings.

6. The NSF Mark reduces marketing costs. Credibility and confidence come faster with independent certification, reducing marketing expenses for that purpose.

7. The NSF Mark increases sales. When you combine all of the advantages, the bottom line is that the NSF Mark will help increase sales. But this is only true for a company that consistently uses it, prints it, displays it and promotes the fact that their product or service is qualified to bear this valuable mark.

8. The NSF Mark inspires consumers and reassures clients. NSF’s mission is to make the world safer. The mark symbolizes safety and trust.

NSF Certified products (except ingredients, materials, or products specifically exempted by policy) must bear an NSF Mark. Certified products must bear a laminated “foil” mark with an identifying number and data plate or label with the company name and address, or the product must have a nameplate, data plate, or label bearing a legible, authorized facsimile of the mark and the product trade designation and the name and address of the manufacturer.

Note: The ‘C’ in “Certified” and in “Certification” should be capitalized when used immediately before or after NSF and when referring to NSF Certification.
Guidelines for Literature and Advertising
For use on letterhead, business cards, placards, and other promotional materials.

Color Options

1. Note: The ® symbol must be visible and positioned next to the “F.”
2. These NSF guidelines do not apply when using the NSF Mark directly on a product. Please contact your NSF Certification project manager if you have questions regarding the use of the NSF Mark on a specific product line, as it is not always feasible to use the NSF Mark on a product due to size or design constraints.
3. NSF and the mark are registered trademarks of NSF International. No company or person shall apply or use the NSF Mark in connection with a product or represent in any way that the product is certified until written authorization is provided by NSF. NSF may pursue legal recourse if the mark is misused.

Size
For visibility and legibility, it is recommended the mark be reproduced no smaller than 3/8 inches (.9525 cm) in diameter in print materials.

Screen
The mark can be screened back in color if desired.

Position
If you choose to angle the NSF Certification Mark, the preferred angle of the NSF Mark is 15 degrees to the left.

Visibility
The NSF Certification Mark shall not be cropped. The mark must be 100% visible and the NSF letters must be legible.

NOT ACCEPTABLE

The mark shall not appear in a manner that may directly or indirectly represent nonCertified products/systems as certified by NSF International.

*Pantone, Inc.’s check-standard trademark for color reproduction materials.
Using the NSF Mark to Convey Specific Certifications

These general guidelines apply to all products being certified against any standard, within the scope of an NSF Certification program. There are additional program-specific policies that further define requirements under each NSF Certification program. Contact your NSF Certification project manager with specific questions. The general and program specific policies shall be considered in their entirety and shall be applied within the context of the standard referenced in the contract between the company and NSF.

1. NSF Mark*

A rectangle shall be placed under the NSF Mark when it is necessary to explain a specific NSF Certification as determined by NSF program policies/NSF personnel. The above are examples of the use of a rectangle that further explains certification status. Please check with your NSF Certification project manager to verify if a rectangle below the NSF Mark is required. If so, make sure the proper verbiage is also included in that rectangle. A rectangle shall not be placed under the NSF Mark unless you have received prior written authorization from NSF.

2. cNSFus Mark*

The cNSFus Mark attests that a product has been certified to both Canadian and U.S. requirements. The Standards Council of Canada (SCC) accredited NSF’s Certification programs as meeting the requirements that demonstrate NSF’s ability to certify products against applicable Canadian standards. Both the cNSF and the cNSFus Marks have received widespread recognition and approval in all Canadian provinces and major cities.

3. NSF Electrical Mark*

NSF’s recognition by the Occupational Safety and Health Administration (OSHA) as a Nationally Recognized Testing Laboratory (NRTL) provides regulatory officials with confidence that food equipment products bearing the NSF Electrical Certification Mark comply with the requirements of UL safety standards. The NSF Electrical Mark is recognized and accepted by state electrical inspectors. By consolidating electrical certification with other NSF Certification, manufacturers can substantially reduce certification costs.

*Certain programs require the use of this mark. Please refer to www.nsf.org/business/about_NSF/nsf_marks.asp or your NSF Certification project manager regarding program specific policies for use of this mark.

Difference Between “NSF Certified” and “NSF Listed”

There is no difference. The terms “listing” and “listed” are synonymous with “certification” and “certified”.

Reference the Standard

Even if not required by certification policies, NSF strongly recommends that you identify the standard(s) to which the products are certified, as a means of differentiating your product in your marketplace. You may refer to the standard number only or include the complete title of the standard. Refer to your NSF Certification project manager for authorization and the appropriate verbiage.

For example, products certified to NSF/ANSI Standard 60 are correctly referenced as:

• Certified by NSF to NSF/ANSI Standard 60, or
• Certified by NSF to NSF/ANSI Standard 60, Drinking Water Treatment Chemicals – Health Effects, or use the mark shown here.

Where to Get the Marks

These marks are available for download from the NSF website through www.nsf.org/business/about_NSF/nsf_marks.asp. Camera-ready slicks are available from NSF Certification Records or your NSF Certification project manager.

If you have questions on how to use a specific program mark, please visit www.nsf.org/business/about_NSF/nsf_marks.asp or call your NSF Certification project manager. For foil marks which bear both a standard number and a serial number, please call 1-800-NSF-MARK.
Use of the NSF Mark with Accreditation Marks

A company with products certified under an NSF Certification program that is accredited by the American National Standards Institute (ANSI) and/or the Standards Council of Canada (SCC) may use the accreditation mark(s) on their company’s literature and marketing materials in combination with the NSF Mark as follows:

- Accreditation marks shall clearly communicate the accreditation and not imply that the product is certified by the accreditation body.
- Accreditation marks shall be smaller in size than the NSF Certification Mark and should be placed in direct proximity to the NSF Certification Mark. The mark should appear with language referencing ANSI, SCC or both.

The ANSI and SCC Accreditation Marks Shall Not be Used Directly on Products or Product Packaging

- Although the ANSI and SCC Marks may be used on literature and marketing materials, manufacturers are advised to remove the ANSI and SCC Marks on packaging or products. Check with your NSF Certification project manager to verify the accreditation status of the certification program.

The ANSI Accredited Certification Program Mark

![ANSI Accredited Certification Program Mark](image-url)

The SCC Accredited Certification Program Mark

![SCC Accredited Certification Program Mark](image-url)

Both Accredited Certification Program Marks

![Both Accredited Certification Program Marks](image-url)

These marks may be downloaded from the NSF Web site at www.nsf.org/business/about_NSF/nsf_marks.asp.

NSF Product Certification and World Health Organization (WHO) Collaborating Centre (CC)

A company certified by NSF shall not mention NSF’s WHO CC status or use the WHO logo when referring to NSF Product Certification.

MISSION

NSF International, an independent, not-for-profit, nongovernmental organization, is dedicated to being the leading global provider of public health and safety-based risk management solutions while serving the interests of all stakeholders.

Our mission has always focused on providing public health and safety solutions. Our mission statement reflects our core values of leadership, objectivity, independence, risk management and expertise to all stakeholders.