



# GSTC LOGO USAGE INSTRUCTIONS

## 1. INTRODUCTION

The purpose of this instruction is to specify the usage of two forms of GSTC Logo, which are ;the GSTC Accredited Certification Body logo for use in the promotion of the Certification Body’s programs, hereafter referred to as the “GSTC Accredited Logo”; the GSTC logo for use by businesses certified by the FQC Global Certification Corp. per the terms of the GSTC Accreditation Manual, which includes a unique “Certified to the GSTC Criteria ”identification code, hereafter referred to as the “Certified to the GSTC Criteria Logo”

Each of the GSTC logos belonging to parties specified below has a specific meaning and can be displayed only by those authorized to do so.

## 2. SCOPE:

This instruction aims to provide usage provisions of GSTC logo by accredited Certification body- GSTC Accredited Logo and by businesses certified by the accredited Certification Body-“Certified to the GSTC Criteria Logo”

No GSTC logos or any version of GSTC logo, may be used without qualifying for the usage of that logo or without written consent from the GSTC.

## 3. RESPONSIBLES:

3.1. Management Representative

3.2 General Manager

3.3 Certification Manager

## 4. APPLICATION

### A. Ownership of GSTC Logo

The intellectual property of the “GSTC-Accredited Logo”, the trademark of the footprint device and control of the use of the GSTC logos, image and names remains with the GSTC at all times.

The GSTC is the owner of the logos, whether registered or unregistered, and other related trademark, copyright and design rights, whether registered or unregistered, which it has devised and uses to promote sustainability and enhance awareness of tourism as a driver of sustainable development, and to promote certification of tourism products and destinations to standards aligned with the GSTC Criteria for tourism sustainability.

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### B. Usage of GSTC Logo by GSTC Accredited Certification Body (FQC Global Certification Corp.):



Certification Bodies-FQC Global Certification Corp. that is accredited by GSTC® may display this logo presented at left side.

- The “GSTC-Accredited Logo” (as per the image above) may only be used by FQC Global Certification Corp.
- The “GSTC-Accredited Logo” may only be used by FQC Global Certification Corp when it has been issued to the GSTC-Accredited certification body in accordance with a Certification Body License Agreement by reference number of “[CBLA H-TO FQC-GSTC February 2023](#)” countersigned dd 22<sup>nd</sup> February 2023.
- Any use of the “GSTC Logo” both by “accredited Certification Body” (FQC Global Certification Corp.) and businesses certified by the accredited Certification Body (FQC Global Certification Corp.) is subject to these terms of use existing at Licensing Agreement via reference no “[CBLA H-TO FQC-GSTC February 2023](#).”
- GSTC grants FQC Global Certification Corp. revocable, worldwide, non-exclusive, non-sublicensable and non-transferable license to use the GSTC Accredited Logo only in relation to advertising, sale and conduct of certification of hotels and tour operators to the GSTC Criteria approved for use by FQC Global Certification Corp., pursuant to the territorial and other scope limitations, and all other requirements of FQC Global Certification Corp.’s accreditation; and issuance of the GSTC Certified to the GSTC Criteria Logo to the FQC Global Certification Corp.’s certified clients.
- FQC Global Certification Corp. is not permitted to use the GSTC Logos or any associated intellectual property, whether registered or unregistered, of GSTC unless and until Licensee has current and valid Accreditation status as granted by GSTC or GSTC’s designee.
- It’s FQC Global Certification Corp.’s responsibility when using the GSTC Logos to ensure at all times that the Accreditation remains valid, in force, and covers all use of the GSTC Logos or any associated intellectual property of GSTC.
- GSTC has absolute determination and control, in its sole discretion, over the design, redesign, modification, change, enhancement, improvement, authorized or unauthorized use, manner and degree of application, manner and extent of registration, maintenance, protection, enforcement, ownership, licensing, use and termination of the GSTC Logos, the GSTC Accreditation Manual, and its accreditation process for travel and tourism products.
- FQC Global Certification Corp. shall use the GSTC logos only in the form and manner approved or specified in Licensing Agreement via reference no “[CBLA H-TO FQC-GSTC February 2023](#)”, or as GSTC may, acting reasonably, direct FQC Global Certification Corp. from time to time in writing.
- FQC Global Certification Corp. acknowledges that GSTC is the owner of the GSTC Logos and any associated intellectual property (collectively, “GSTC Trademarks”), whether registered or unregistered, and shall endeavor;
  - ✚ FQC Global Certification Corp. is to do nothing inconsistent with such ownership to prejudice or to endanger the value or validity of the GSTC Logo and GSTC Trademarks”), and in particular FQC Global Certification Corp. shall:
  - ✚ Make use of the GSTC Logos and GSTC Trademarks only for the purposes authorized in Licensing Agreement via reference no “[CBLA H-TO FQC-GSTC February 2023](#).”

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- ✚ Not use the GSTC Logos and GSTC Trademarks in any way which would cause them to become generic, lose their distinctiveness, become liable to mislead the public, or be materially detrimental to or inconsistent with the good name, goodwill, reputation or image of GSTC;
- ✚ All goodwill and reputation generated in the GSTC Logos or GSTC Trade mark shall be generated on behalf of GSTC and be for its benefit;
- ✚ Nothing in Licensing Agreement via reference no "CBLA H-TO FQC-GSTC February 2023" gives FQC Global Certification Corp. any right, title or interest in or to the GSTC Logos or GSTC Trademarks, other than the right to use the GSTC Logos in accordance with the terms and conditions of Licensing Agreement via reference no "CBLA H-TO FQC-GSTC February 2023";
- ✚ FQC Global Certification Corp. is not to dispute or challenge the validity of the GSTC Trademarks or any related rights of GSTC or cause any third party to do the same, either during the term of this Agreement or at any time thereafter.

- FQC Global Certification Corp. is not to apply for or obtain registration of any other trademark or certification mark which is identical or similar to the GSTC Trademarks for any goods or services in any part of the world.
- FQC Global Certification Corp. is not to use the Trademarks in conjunction with any other logo, trademark or certification mark (save for its own logo or trademark) relating to travel and tourism products, without GSTC's prior written consent, such consent not to be unreasonably withheld or delayed. This restriction does not apply to GSTC's Logos being displayed with or near the logos of similar entities from other sectors outside the travel and tourism sector. Where any such Trademarks are used by FQC Global Certification Corp., including FQC Global Certification Corp.'s own logo or trademark, that trademark shall be presented separately from the GSTC Trademarks so that each appears to be a trademark in its own right distinct from the other Trademarks.
- In all cases, the GSTC logo is to appear on certificates issued.
- The FQC Global Certification Corp's business unit specified in Licensing Agreement is obligated to inform and fully enforce with all local satellite offices that Türkiye's Sustainable tourism Program bases its certification fully on the requirements of the GSTC Accreditation Manual and the full scope of the FQC Global Certification Corp.'s international accreditation.

### B. Responsibilities of FQC Global Certification Corp.:

- The FQC Global Certification Corp. is to ensure that appropriate intellectual property protection symbol (e.g., TM or ®) is clearly used whenever a GSTC Trademark is used by FQC Global Certification Corp.
- The FQC Global Certification Corp. is to inform GSTC without delay of any change to the status of its Accreditation or of any other changes which affect the license granted to FQC Global Certification Corp.
- The FQC Global Certification Corp. is to provide to GSTC, promptly upon GSTC's request, a written report in reasonable detail of any matter concerning the use of the GSTC Trademarks.
- The FQC Global Certification Corp. is to permit any duly authorized representative of GSTC, on reasonable prior written notice, to enter any premises of FQC Global Certification Corp. (or use best efforts to enable such representative to access, in such circumstances, the premises of any third party), in order to inspect any material related to the use of GSTC Trademarks, and take samples of them.
- The FQC Global Certification Corp. is to comply with provisions existing at Licensing Agreement via reference no "CBLA H-TO FQC-GSTC February 2023".
- The FQC Global Certification Corp. is to maintain records to demonstrate that the FQC Global Certification Corp.'s certified entities (the "Licensed Products") are worthy of certification pursuant to the applicable GSTC Accreditation, and show these records to GSTC upon request.
- The FQC Global Certification Corp. is to keep proper records and books of account recording the information used to calculate the Licensing Fee(s) payable or paid to GSTC for the issuance and usage of the GSTC Certified to the GSTC Criteria Logo and other financial obligations related with Licensing Fee (s) detailed at Licensing Agreement via reference no "CBLA H-TO FQC-GSTC February 2023".
- The FQC Global Certification Corp. is to ensure that GSTC Trademarks used, in good faith and consistently with GSTC's

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objectives and policies and not to cause any harm or prejudice to the good name, goodwill, reputation or image of GSTC.

- Trademark and logo usage are valid for the territory of TURKEY. The distribution of GSTC logos to hotels/accommodations in the nation of Türkiye are managed on behalf of GSTC and its partner accredited Certification Bodies by TGA.
- The FQC Global Certification Corp. is to ensure that marketing materials used in its and the Licensed Products' advertising and marketing using GSTC Trademarks are not reduce or diminish the good name, goodwill, reputation or image of the GSTC or any GSTC Trademarks.
- The FQC Global Certification Corp. is to comply with any direction or guidance GSTC provides in accordance regarding use of GSTC Trademarks.
- The FQC Global Certification Corp. is to ensure that GSTC Trademarks are used in connection with Licensed Products, only in such a way leaving no room for confusion and creating any misunderstanding among consumers.
- The FQC Global Certification Corp. is to ensure that GSTC Trademarks are not used in connection with Licensed Products, without appropriate qualifying language, which is clear and in close proximity to the GSTC Trademark.
- FQC Global Certification Corp. is to keep a digital and/or physical archive of all issuance of the Certified to the GSTC Criteria Logo including contact details of the recipient certified businesses or destinations. FQC Global Certification Corp. is going to provided these records to the GSTC if requested.

### B.1 Cessation of Use

If FQC Global Certification Corp is to cease using the "GSTC-Accredited Logo" this means that the logo is to be removed from all electronic media (websites, social media etc.) within one month and any use on signage, name plates etc. is to be removed within three months.

If FQC Global Certification Corp is to cease using the "GSTC-Accredited Logo" this means that no further printed or physical materials with the logo may be produced by FQC Global Certification Corp. Any existing physical material may continue to be distributed only for three months.

### B.2 Other GSTC Logos

FQC Global Certification Corp. may use the "Certified to the GSTC Criteria Logo" as an example of the logo it issues to certified businesses or destinations.

### C. Usage of GSTC Logo by businesses certified by the FQC Global Certification Corp. towards GSTC Criteria ("The Certified to the GSTC Criteria Logo"):



Hotels and other accommodations, tour operators, or destinations that are certified by FQC Global Certification Corp. that has been accredited by the GSTC® may use this logo.

The unique code existing at the bottom, assigned based on the organization being certified, and used to track and verify that only legitimate users is to display this logo. "Certified to the GSTC Criteria" logo is used exclusively by travel providers certified by FQC Global Certification Corp. and each instance of the Logo is going to contain a unique "Certified to the GSTC Criteria" identification code.

The hotel / tour operator can display the GSTC Certified to the GSTC Criteria (CoC) logo to compliment the FQC Global Certification Corp.'s logo. The GSTC logo cannot be displayed on its own, it must be displayed together with the FQC Global Certification Corp.

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- “The Certified to the GSTC Criteria Logo” may only be used whilst the tourism hotel, tour operator or destination remains certified by GSTC Accredited or GSTC Approved certification program.
- In the event that the GSTC Accredited certification body (FQC Global Certification Corp.) removes, ceases, suspends, fails to renew or removes certification, the hotel, tour operator or destination must immediately cease use of the Certified to the GSTC Criteria Logo.
- In the event that the GSTC Accredited certification body (FQC Global Certification Corp.) is no longer GSTC Accredited, the hotel, tour operator or destination must immediately cease use of the Certified to the GSTC Criteria Logo.
- The Certified to the GSTC Criteria Logo may only be used to promote the certified status of the actual hotel, tour operator or destination that is certified by a GSTC Accredited certification body (FQC Global Certification Corp.).
- The Certified to the GSTC Criteria Logo may only be used on printed, electronic and broadcast media where it clearly pertains to the status of the actual hotel, tour operator or destination that is certified by a GSTC Accredited certification body (FQC Global Certification Corp.).
- The Certified to the GSTC Criteria Logo may NOT be used where it may infer certification of other bodies or tourism products (e.g. use by a hotel group for all of group promotion where all hotels are not certified by a GSTC Accredited certification body (FQC Global Certification Corp.)).
- The Certified to the GSTC Criteria Logo may only be used where it has a contrasting background and is of a size with the text component being readable by a person of average eyesight.
- The Certified to the GSTC Criteria Logo may only be used where it is complete with all elements of the Logo, including the date.
- The Certified to the GSTC Criteria Logo may only be used during the period of time that the certificate holder maintains its certification status.
- The Certified to the GSTC Criteria Logo must be used as a supplement to the (FQC Global Certification Corp.)’s logo, appearing alongside the (FQC Global Certification Corp.) logo, and not on its own.
- The Certified to the GSTC Criteria Logo may only be used on signage, name plates etc. where the full logo, including the date is included.
- The Certified to the GSTC Criteria Logo may only be issued with the "Certified to the GSTC Criteria Logo Terms of Use". Suitable graphical and digital representations may be distributed only when accompanied by the "Certified to the GSTC Criteria Logo Terms of Use".
- The Certified to the GSTC Criteria Logo may only be issued where it is complete with all elements of the Logo.
- The Certified to the GSTC Criteria Logo may only be used while the certification program remains GSTC-Accredited.

## C.1 Joint Advertisement

Clients, who prefer joint advertising other tourism services that have not been certified by reference standard of GSTC, are requested to indicate the joint advertisement status of their organization at application stage by completing:

- FQF.238 Sustainable Tourism Certification Application Form GSTC
- FQF.247 Sustainable Tourism Risk Assessment Form

Along with the explanation for managing the joint advertisement situation with more than one tourism services. During the audit that would be realized for purposes of identification of compliance of client with GSTC requirements, if GSTC auditor confirms that joint advertisement activities of client’s system is effective in terms of distinguishing tourism services which are not certified by reference standard of GSTC **then the client is able to use “The Certified to the GSTC Criteria Logo” by not implying** that the product, process or service belonging to other tourism service are also certified by GSTC reference standard.

In case, client possessing the “The Certified to the GSTC Criteria Logo” would be revealed upon using ““The Certified to the GSTC Criteria Logo” by implying that the product, process or service belonging to other tourism service are also certified by GSTC reference standard, GSTC certificate of client would be withdrawn by immediately and client is obliged to remove all GSTC related advertisement from its website & social media accounts or any other tools used for marketing purposes.

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Clients who do not use joint advertising within their organization is requested to indicate their joint advertising logo usage status at application stage by completing:

- FQF.238 Sustainable Tourism Certification Application Form GSTC
- FQF.247 Sustainable Tourism Risk Assessment Form

For clients who chose “not using joint advertising” logo usage status will be also audited for purposes of justification of their declaration at FQF.238 Sustainable Tourism Certification Application Form GSTC and FQF.247 Sustainable Tourism Risk Assessment Forms.

#### D. Use by a third party:

The GSTC-Accredited Logo may not be used by a third party and may not be used by a business or destination certified the GSTC-Accredited certification body (who may use the Certified to the GSTC Criteria Logo, subject to Terms of Use).

#### E. Türkiye/TGA Sustainable Tourism program logos — FOR USE IN TURKEY ONLY

Per the terms of a formal agreement between GSTC and TGA, GSTC’s name and logo shall be included inside the following Sustainable Tourism Program logo.



These are provided here in their English forms, but of course the official public-facing logos are written in Turkish. The bottom portion of the above program logo states “GSTC tarafından kabul edilmiştir”.



These English versions are provided as indicative of the official logos, which shall be issued for use only by TGA. The following three logos shall be used by the accommodations providers as they reach one of the three stages of the Sustainable Tourism Program.

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The GSTC name or acronym appear on all four logo types. HOWEVER, the GSTC logo appears only inside two of the four logo versions:

On the Stage 3 logo used by those businesses that are fully certified by GSTC-accredited Certification Bodies to the full requirements of the GSTC Accreditation Manual.

On the Sustainable Tourism program logo, for use only by TGA or officially designated affiliates, and NOT for use by any others including hotels.

## F. Definitions:

**GSTC** - Global Sustainable Tourism Council

**GSTC Logo** - The image presented at the top of the page and any variants provided by the GSTC including date variants.

**Accreditation**-The process of approval by GSTC of a Certification Body's competence to certify organisations to a GSTC Reference Standard.

**Accreditation Body**- An independent entity that operates in conformity with the standard ISO/IEC 17011 and that is technically competent to accredit CBs to perform conformity assessment using a GSTC Reference Standard.

**CB**- Certification Body

**Certification**- Voluntary, third-party assessment, through an audit, of a tourism enterprise for conformity to a standard.

**GSTC Accreditation**- Accreditation provided by an Accreditation Body that is endorsed by the GSTC.

**GSTC Criteria**- GSTC Criteria are a common understanding of sustainable tourism and are the minimum that any tourism business should aspire to reach. They are organized around four main themes: effective sustainability planning; maximizing social and economic benefits for the local community; enhancing cultural heritage and reducing negative impacts to the environment. Although the criteria are initially intended for use by the accommodation and tour operation sectors, they have applicability to the entire tourism industry.

**GSTC requirements for CBs**- The requirements that a CB shall meet in terms of its structure, management and operational procedures.

**GSTC Standard**- The minimum requirement of a tourism enterprise that can be recognized as fully complying with principles of sustainable tourism as identified by the GSTC and the GSTC Criteria.

**Scheme Owner**- Person or organization responsible for developing and maintaining a specific certification scheme.

**Note:** The scheme owner can be the Certification Body itself, a governmental authority, a trade association, a group of Certification Bodies or others.

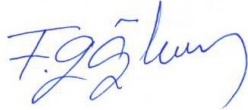
**Third-party**- Carried out by an individual or body that is independent of the entity being certified or accredited.

REVISION INFORMATION			
Rev. No.	Revision date	Revision Description	
0	01.11.2007	Generation of Instruction	
1	25.02.2009	A revision was made due to the transition to ISO 9001:2008.	
2	01.10.2010	New additions were made to Article.5.	
3	02.01.2013	New additions for scope narrowing, cancellation, original, withdrawal, expiration have been added for item 4.	
4	02.09.2013	DAkKS and JAS ANZ accreditation bodies added to the accreditation logo section.	
5	03.11.2014	The use of the Accreditation Mark has been elaborated	
6	25.01.2016	Additions and changes have been made to comply with the ISO/IEC 17021-1:2015 standard	
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7	10.05.2016	In the 12th article, the last 2 sentences that would lead to the wrong perception about the 6th article were removed.
8	01.10.2017	It has not been referenced from which guides to reach about the use of TÜRKAK, DAkkS, IAS Accreditation Marks.
9	10.07.2020	IAS information extracted
10	01.11.2021	New Standard additions were made.
11	29.03.2022	ITU Added and Corrections made.
12	06.02.2023	Additions and general corrections were made according to ISO/IEC 22003-1 8.3 and 8.4.
13	27.02.2023	Additions were made based on the annex of the GSTC Convention.
14	12.06.2023	Logo usage instructions belonging to accredited fields other than GSTC are removed.
15	13.07.2023	Logo references other than GSTC are all removed from instruction, document has been fully re-generated.
<b>16</b>	<b>01.08.2023</b>	<b>Joint Advertising section has been added.</b>

<b>PREPARED BY</b>	<b>APPROVED BY</b>
MANAGEMENT REPRESENTATIVE	GENERAL MANAGER




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