

Guidelines on the use of the UKAS Accreditation Mark, the Certification International Mark and the Combined Mark

This leaflet has been written to clearly define how the Certification International Mark and the UKAS Accreditation Mark where applicable may be used.

THE CERTIFICATION INTERNATIONAL MARK



You may use the Certification International Mark on its own. However, where your Company has been awarded a UKAS Accredited Certification, you may use the Certification International Mark and UKAS Accreditation Mark together as shown below

In using the Certification International Mark (CI Mark as shown above) on its own the following rules apply:

- Size – When the CI Mark is printed on an unfolded portion of stationery sized no greater than A4, it shall be displayed in a size no larger than 30mm high. On larger portions of unfolded stationery, the size may be proportionately increased.
- 20mm is the normal minimum height for the CI Mark. It may be displayed smaller than this if necessary, but must always be legible.
- The CI Mark must not be altered in shape, proportion or content. It must include the Standard and Certification number as shown above.
- Colour– The CI Mark should be produced in a single colour, which should be the predominant ink colour of the document, or in the case of a pre-printed letterhead, the predominant ink colour of the letterhead.

The following rules apply to the use of the CI Mark on your materials, property and documentation:

<u>The CI Mark can be used on:</u>	<u>The CI Mark cannot be used on:</u>
<ol style="list-style-type: none"> 1. Stationery – <i>Letterheads, compliment slips, labels, invoices...</i> The CI Mark may be used on business cards but must always be legible. 2. Advertising material – <i>Posters, TV advertisements, promotional videos, newsletters, brochures.</i> The CI mark can be used on a company web-site but should not appear on web-pages which directly promote the client company's products or services. 3. Internal walls and doors. 4. Exhibition stands. 5. Promotional gifts – <i>Mugs, calendars, Christmas cards, paperweights...</i> 6. Buildings and flags. 7. Vehicles. 	<ol style="list-style-type: none"> 1. Products. 2. Publicity information on products – <i>This includes notices, labels, documents or written announcements, affixed to or otherwise appearing on goods or products. This restriction also applies to primary (e.g. blister packs) packaging.</i> 3. Test and calibration reports and certificates.

Compliance with these regulations will be included in your on-site surveillance audit programme.

THE UKAS ACCREDITATION MARK



These Marks belongs to the UK Secretary of State for Business Innovation & Skills and must **be used only in conjunction with the Certification International Mark.** (See below)

THE COMBINED MARK



The combined UKAS Accreditation Mark and CI Certification Mark must only be displayed as shown above including the Accreditation number 063.

Use of the UKAS Accreditation Mark and CI Certification Mark is restricted to those staff included within the Certification. Staff from other sections or organisations must not use the Marks.

When the Marks are used together (combined Mark as shown above), the rules and restrictions that apply to the use of the UKAS Accreditation Mark apply to the entire combined Mark:

- Size – When the combined Mark is printed on an unfolded portion of stationery sized no greater than A4, it shall be displayed in a size no larger than 30mm high. On larger portions of unfolded stationery, the combined Mark may be proportionately increased.

20mm is the normal minimum height for the combined Mark. It may be displayed smaller than this if necessary, but must always be legible.

The combined Mark must not be altered in shape, proportion or content.

- Colour - The combined Mark should be produced in a single colour which should be the predominant ink colour of the document, or in the case of a pre-printed letterhead, the predominant ink colour of the letterhead. (Any proposed deviations must be agreed with CI.)

The following rules apply to the use of the combined Mark on your materials, property and documentation:

The combined Mark **can** be used on:

1. Stationery – *Letterheads, compliment slips, labels, invoices. The combined Mark may be used on business cards but must always be legible.*
2. Advertising material – *Posters, TV advertisements, promotional videos, newsletters, brochures. The combined mark can be used on a client company web-site but should not appear on web-pages which directly promote the client company's products or services, so as to avoid the suggestion of 'product certification'.*
3. Internal walls and doors.
4. Exhibition stands.

The combined Mark **cannot** be used on:

1. Products.
2. Publicity information on products – *This includes notices, labels, documents or written announcements, affixed to or otherwise appearing on goods or products. This restriction also applies to primary (e.g. blister packs) packaging and promotional products (see below).*
3. Vehicles - *Except if you have a poster or advert for your organisation in which you include the combined Mark, then you can put that poster (including the combined Mark) on a vehicle.*
4. Buildings and flags.
5. Promotional gifts – *Mugs, calendars, Christmas cards, paperweights.*
6. Test and calibration reports and certificates.

Compliance with these regulations will be verified during your on-site surveillance audit programme.