

PUBLICISING YOUR CERTIFICATION

(USE OF AC AND ACCREDITATION BODY LOGOS)



GUIDELINES ON THE USE OF THE ADVANCED CERTIFICATION LIMITED MARK AND THE COMBINED AC UKAS MARK.



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

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

- **Size** – When the AC 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 AC Mark. It may be displayed smaller than this if necessary, but must always be legible.
- The AC Mark must not be altered in shape, proportion or content. It must include the Standard number as shown above.
- **Colour** – The AC Mark should be produced in a the colours identified below

MAIN COLOURS

Advanced Certification's primary brand colours, as used in the logo.

NOTES ON USE

The Advanced Certification red is the stand out colour of the organisation's brand. It can be used for backgrounds, panels and highlighting text and headlines.



Pantone 199C
CMYK: 0/96/185/0
RGB:229/31/40
Hex: #e51f28



Pantone 709C
CMYK: 0/77/50/0
RGB: 235/90/99
Hex: #eb5a63



Pantone 201C
CMYK: 20/100/92/13
RGB: 178/25/32
Hex #b21920



Pantone 202C
CMYK: 37/100/90/10
RGB: 158/32/39
Hex #9e2027



Pantone Process Black
CMYK: 0/0/0/100
RGB:0/0/0
Hex: #000000



Pantone Process Black 80%
CMYK: 0/0/0/80
RGB:87/87/85
Hex: #575755

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THE FOLLOWING RULES APPLY TO THE USE OF THE AC MARK ON YOUR MATERIALS, PROPERTY AND DOCUMENTATION:

The AC Mark may be used on:	The AC Mark may not be used on:
<ol style="list-style-type: none">1. Stationery – Letterheads, compliment slips, labels, invoices... The Mark may be used on business cards but must always be legible.2. Advertising material – Posters, TV advertisements, promotional videos, newsletters, brochures. The AC 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 that are not covered by the certification.3. Internal walls and doors.4. Exhibition stands.5. Promotional gifts – Mugs, calendars, Christmas cards, paperweights...6. Buildings and flags.7. Vehicles.	<ol style="list-style-type: none">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.3. Test and calibration reports and certificates.4. Training Certificates

NOTE:

Correct use of the mark is a contractual obligation.

Therefore, careless or knowing misuse of the mark, or if no action is taken by a customer after attention is drawn to innocent misuse, can be grounds for withdrawal of your certificate.

We monitor the use of the mark during surveillance and certificate renewal visits.

If for whatever reason you chose to cancel your certification or your company's approval is withdrawn, you must stop using the mark and withdraw any material carrying it.

Continued use of the mark in such circumstances will result in legal action being taken.

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THE COMBINED MARK (UKAS)



The combined UKAS Accreditation Mark and AC Certification Mark must only be displayed as shown above including the Accreditation number 8872.

Use of the UKAS Accreditation Mark and AC Certification Mark is restricted to those sites included within the Certification. Sites 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 AC logo colours are specified on page 1, the colours to be used for the UKAS logo are shown on page 4.

THE FOLLOWING RULES APPLY TO THE USE OF THE AC MARK ON YOUR MATERIALS, PROPERTY AND DOCUMENTATION:

The Combined Mark may be used on:	The Combined Mark may not be used on:
<ol style="list-style-type: none">1. Stationery – Letterheads, compliment slips, labels, invoices... The Mark may be used on business cards but must always be legible.2. Advertising material – Posters, TV advertisements, promotional videos, newsletters, brochures. The AC 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 that are not covered by the certification.3. Internal walls and doors.4. Exhibition stands.	<ol style="list-style-type: none">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.3. Test and calibration reports and certificates.4. Training Certificates5. Buildings and flags.6. Vehicles.7. <i>Certificates of Conformity</i>

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Gold = Pantone 872 Blue = Pantone Reflex Blue Red = Pantone Warm Red Green = Pantone 347

4-colour equivalents for Pantone colours

• Gold (Pantone 872)	No direct equivalent, but can use Pantone 117		
	80% Yellow	20% Cyan	20% Magenta
• Reflex Blue		100% Cyan	70% Magenta
• Warm Red	100% Yellow		100% Magenta
• Pantone 347	90% Yellow	100% Cyan	

THE COMBINED MARK (IAS)

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The combined IAS Accreditation Mark and AC Certification Mark must only be displayed as shown above.

Use of the UKAS Accreditation Mark and AC Certification Mark is restricted to those sites included within the Certification. Sites 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 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 AC logo colours are specified on page 1, the colours to be used for the IAS logo are solid green (color code PMS 7729C).

THE FOLLOWING RULES APPLY TO THE USE OF THE AC MARK ON YOUR MATERIALS, PROPERTY AND DOCUMENTATION:

The Combined Mark may be used on:	The Combined Mark may not be used on:
<ol style="list-style-type: none">1. Stationery – Letterheads, compliment slips, labels, invoices... The Mark may be used on business cards but must always be legible.2. Advertising material – Posters, TV advertisements, promotional videos, newsletters, brochures. The AC 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 that are not covered by the certification.3. Internal walls and doors.4. Exhibition stands.	<ol style="list-style-type: none">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.3. Test and calibration reports and certificates.4. Training Certificates5. Promotional gifts – Mugs, calendars, Christmas cards, paperweights...6. Buildings and flags.7. <i>Certificates of Conformity</i>

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GUIDELINES ON THE CLAIMS THAT CERTIFIED CLIENTS CAN MAKE.

When making claims about ISO certification on websites, email footers, publicity brochures, etc..., registered clients must ensure that:

- Any claims refer to Certification **NOT** to Accreditation
- Any reference to UKAS made in combination with the certification mark must be made as “<COMPANY NAME> is ISO <STANDARD> certified by a UKAS Accredited Certification Body”
- Any reference to UKAS made without the certification mark must be made as “<COMPANY NAME> is ISO <STANDARD> certified by Advanced Certification Limited, a UKAS Accredited Certification Body number 8872”
- Any claims shall not be worded in such a way as to suggest the certified organisation is endorsed or approved directly by UKAS.
- Any claims shall not be used in such a way as to imply that AC accepts responsibility for activities carried out under the scope of a client’s certification.
- Any claims shall not be used on any product branding to imply an endorsement for that product.
- We strongly encourage our clients to provide a link to our website (www.advcert.com). This encourages greater visibility of the standards and enables your clients to find out more about how certification is beneficial to your business and in turn to their business.
- Any claims about certification shall not be used in any way that might mislead the reader about the certified scope of a certified organisation EG: on a website where company locations not covered by the scope of certification are referenced, or where the certified client makes reference to other ISO or British Standards. Refer to the below table for examples

Acceptable Claims	Unacceptable claims
1. <COMPANY NAME> is ISO <STANDARD> certified by Advanced Certification Limited, a UKAS Accredited Certification Body number 8872 for the scope of testing and inspection of engineered components	1. <COMPANY NAME> is ISO <STANDARD> certified by Advanced Certification Limited, a UKAS Accredited Certification Body number 8872 for the scope of testing and inspection of engineered components against BS 7910: 2013 + A1: 2015
2. <COMPANY NAME> is ISO <STANDARD> certified by Advanced Certification Limited, a UKAS Accredited Certification Body number 8872 for the manufacture and supply of non-ferrous castings	2. <COMPANY NAME> manufacture and supply non-ferrous castings approved by Advanced Certification, a UKAS Accredited Certification Body number 8872
3. <COMPANY NAME> is ISO <STANDARD> certified by Advanced Certification Limited, a UKAS Accredited Certification Body number 8872 for the provision translation services	3. <COMPANY NAME> provide translation services approved by Advanced Certification, a UKAS Accredited Certification Body number 8872