

USE OF AC AND UKAS 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.



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

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.

USE OF AC AND UKAS LOGOS



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

USE OF AC AND UKAS LOGOS



THE COMBINED MARK



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 staff included within the Certification. Staff from other sections or organisations must not use the Marks.

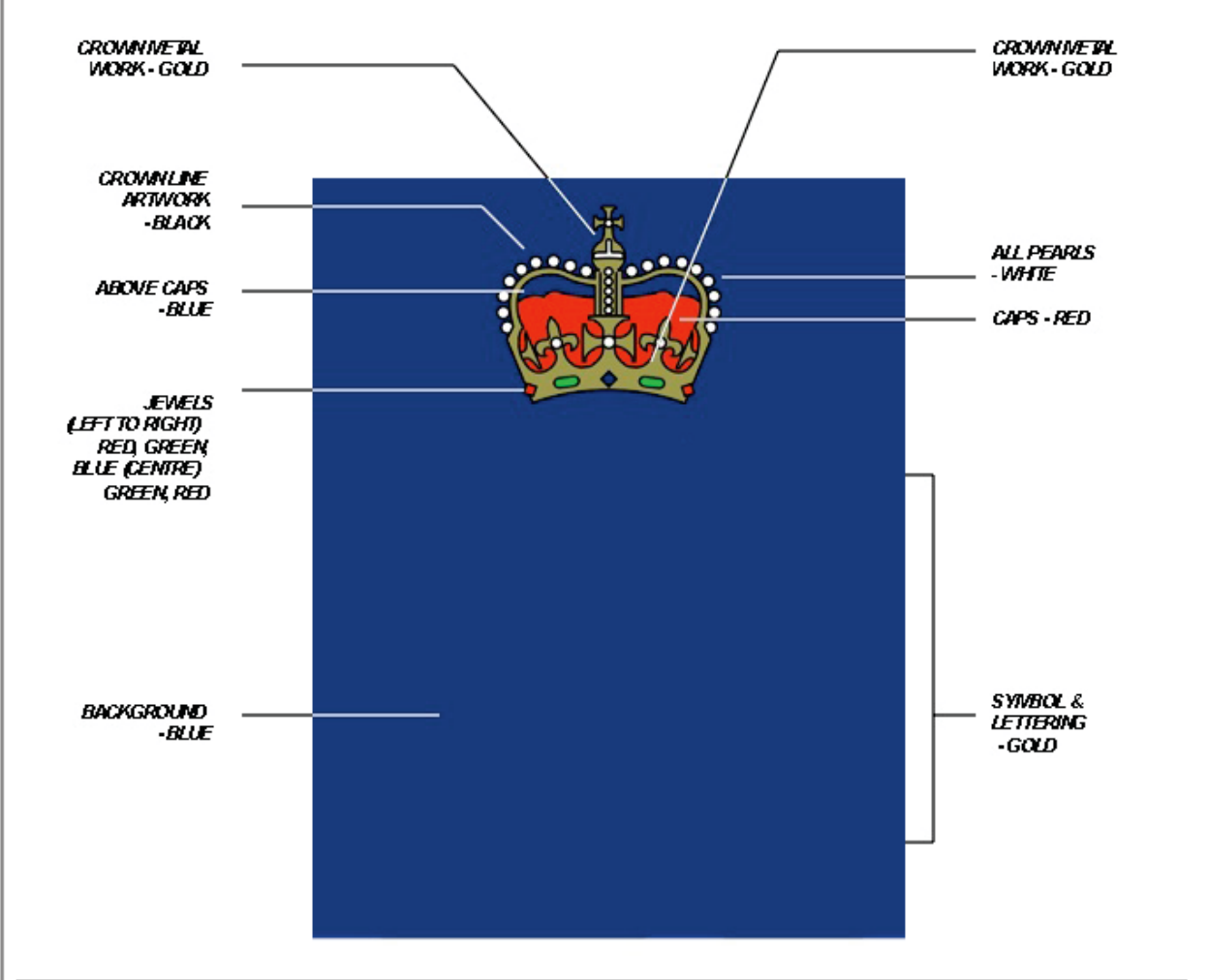
When the Marks are used together (combined Mark as shown above), the rules and restrictions that apply to the use of the UKAS Accreditation Mark apply to the entire combined Mark:

- 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 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 Certificates 5. Promotional gifts – Mugs, calendars, Christmas cards, paperweights... 6. Buildings and flags. 7. Vehicles.

USE OF AC AND UKAS LOGOS



The diagram shows a crown logo centered on a blue background. Callouts point to various parts of the logo with the following descriptions:

- CROWN METAL WORK - GOLD
- CROWN LINE ARTWORK - BLACK
- ABOVE CAPS - BLUE
- JEWELS (LEFT TO RIGHT) RED, GREEN, BLUE (CENTRE), GREEN, RED
- BACKGROUND - BLUE
- CROWN METAL WORK - GOLD
- ALL PEARLS - WHITE
- CAPS - RED
- SYMBOL & LETTERING - GOLD

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	