



# ***Usage Guidelines for the Bureau Veritas Certification Mark and the UKAS Accreditation Symbol***

***Bureau Veritas Certification Policy***

*May 11, 2010*



***Move Forward with Confidence\****



Title:	Bureau Veritas Certification Policy – Usage Guidelines for the Bureau Veritas Certification Mark and the UKAS Accreditation Symbol	Date :	11.05.10
--------	--	--------	----------

## 1. Introduction

UKAS require that Bureau Veritas Certification ensure that their certified clients use the Certification Mark and the UKAS Accreditation Symbol in accordance with their rules of usage. These rules ensure that the mark and symbol are not used in such a manner that may be misleading to the organizations and individuals that purchase goods and services from certified companies. Any promotion of the management system symbol must be clear. It is not acceptable to imply that it is the product or the service that is certified and not the management system.

The purpose of this Bureau Veritas Certification policy is to provide our clients with the rules of usage of combined Bureau Veritas Certification Mark and UKAS Accreditation Symbol.

## 2. The UKAS Symbol

In order to avoid the need to continue creating new symbols for each new management system certification area covered by accreditation, UKAS has decided to create a single generic symbol that will replace all existing symbols, such as quality, environment, food safety, etc.

The new generic Accreditation Symbol is as shown below: (example in Neg Black and White)



The UKAS symbol must always be used **in conjunction with our Bureau Veritas Certification Mark: the Combined Mark. The Combined Mark must be enclosed in a box as shown below in the example.**

### Example



The combined UKAS Accreditation Symbol and Bureau Veritas Certification Mark must only be displayed as shown on your Bureau Veritas Certification certificate including the Accreditation number 008.

Title:	Bureau Veritas Certification Policy – Usage Guidelines for the Bureau Veritas Certification Mark and the UKAS Accreditation Symbol	Date :	11.05.10
--------	--	--------	----------

### 3. Rules of Usage

When the Certification Mark and Accreditation Symbol are used together the rules and restrictions that apply to the use of the UKAS Accreditation Symbol 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 may be reproduced in either black and white or the colour scheme. The Combined Mark may 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 Bureau Veritas Certification)

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, 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 website 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*
3. Vehicles - *Except if you have a poster or advertisement for your organization 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.