



Improving performance, managing risk

ACM Limited

Certification Body Branding Guidelines

UKAS Certification Clients



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This document defines the rules by which official use of the Management Systems third party marks may be used.

1. Definitions

Certification Mark (Figure 1) – Certification Mark for an implemented management system is a mark that belongs to and is issued by, the certification body of the registered company. The mark outlines the conformity when the respective standard is achieved and is issued by ACM Limited to the certified client.

National Accreditation Mark – means the mark used by UKAS (the UK national accreditation body) to identify itself.



Figure 1 Example of a Certification Mark

2. Introduction

ACM Limited (known as ACM), delivers third party independent certification services nationally and international. ACM is an independent limited company which comes under the umbrella of the EMB Group of Companies. Our client base includes public, private and third sector based organisations.

Your organisation may wish to use the ACM Logo to market itself as a company registered to ISO 9001, ISO 14001, OHSAS 18001, ISO 22000, ISO 27001 or ISO 50001. Artwork is supplied by e-mail to assist you to display the logo on your letterheads, invoices etc.

Where ACM hold UKAS Accreditation for the scope of your registration, you may use either the basic ACM Logo, or the Logo combined with the UKAS Accreditation Mark. However, please observe the following, which will be subject to monitoring by ACM during surveillance visits: Full details are available on our web site www.acmcert.com under UKAS accreditation conditions and use of logo.

3. Form and Display of Certification Mark

- The certification logo shall be displayed only in the appropriate form, size and colour detailed in these branding guidelines.
- Certified clients shall base all reproductions of the certification mark on the master versions as shown at the end of these branding guidelines which are available as electronic files from ACM. The images included at the end of these branding guidelines are for illustration only. Redrawn approximations shall not be used.



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- Certified clients shall only use the certification mark in conjunction with their relevant certification number.
- The certification mark maybe displayed on the certified client's stationary and the following shall apply.
 - Only if the title or logo of the certified client is also shown.
 - With no more importance than the title or logo of the certified client.
- The certification mark may be reproduced in either black and white or the colour scheme as detailed in the branding guidelines. Requests for the use of another single colour may be considered but shall not be used without the prior written consent from ACM.
- Where the certification mark is reproduced electronically the following applies.
 - The certification mark is to be reproduced so that infilling does not occur.
 - Degradation and/or distortion of the certification mark graphic is avoided.
 - Copies of the electronic certification mark shall be obtained from ACM.
- The certification mark shall normally have a minimum height (excluding the certification number) of 20mm. Exceptions shall only apply if:
 - Any enlargement or reduction shall retain the same proportions as those of the masters reproduced in these branding guidelines. The certification mark and certification number shall be considered as a single entity for purposes of enlargement or reduction.
 - In exceptional circumstances, which are usually dictated by reason of space limitation or cost, the certification mark may be reproduced at the reduced height, but paragraph 3.7.3 must be satisfied.
 - Irrespective of the height of reproduction, the certification mark must, in the opinion of ACM, be legible, with no infilling.
- When the certification mark is printed on an unfolded portion of stationary sized no greater than A4, it shall be displayed in a size no larger than 30mm high. On larger portions of unfolded stationary the size may be proportionately increased.

4. Conditions of Use:

- Logos may not be used on products, packaging, or other materials, which may suggest product approval, unless this has been granted.
- Logos may be used on letterheads, business cards, brochures, advertising material.
- There is no restriction as to the size of the basic ACM Logo.







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5. Use of the Certification Mark and Certificate

- The certification mark shall not be used in such a way as to suggest that UKAS has certified, or approved, any product or any service, or in any other misleading manner determined by ACM.
 - The certification mark shall not be used in any way that might mislead the reader about the status of a certified client determined by ACM.
 - Any use of the certification mark shall not be used in such a way as to imply that ACM accepts responsibility for activities carried out under the scope of certification.
 - The certification mark issued in no way exempts the client from their obligations by law with respect to supply of a product or service.
 - The certification mark does not imply and shall not be used in any instance by the client as certification of a product or service.
 - The certification mark shall not be used for laboratory tests, calibration, inspection reports or certificates.
 - The certification mark in relation to product packaging (considered as that which can be removed without the product disintegrating or being damaged) or in accompanying information (considered as separately available or easily detachable). Type labels or identification plates are considered as part of the product. The statement shall in no way imply that the product, process or service is certified including.
 - Identification (e.g. brand or name) of the certified client
 - The type of management system (e.g. quality, environment) and the applicable standard must be included within the certification mark
 - The certification body issuing the certificate must be included on the certification mark.



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<p>These logos can be used when UKAS mark is not permitted, e.g. on vehicles or flags</p>	<p>These logos may be used on the holder's stationary and publicity material</p>

6. Conditions for the Combined ACM/UKAS Accreditation Mark Logo:

- The combined ACM/UKAS Accreditation Mark Logo (with Tick and Crown) may be used only by organizations whose registration is covered by ACM's accreditation to UKAS.
- The UKAS Accreditation Mark may be used on stationery and publicity material only with the ACM logo to the left of it, and ACM Registration Number (245) underneath it. The logo and Accreditation Mark must be enclosed in a box and reproduced accurately, strictly in accordance with the artwork.
- The combined Logo may be reproduced in a SINGLE COLOUR ONLY, which may be red, brown, black, dark blue, or gold, or, in the case of pre-printed letterhead paper, the predominant colour of the letterhead. It may be reproduced in other colours only with the prior written consent of BIS Department for Business Innovation and Skills. Any request must be accompanied by an example.
- The UKAS Tick and Crown Logo may not be affixed to, or appear on, a road vehicle, flag or product packaging.
- If the logo is reduced in size, the same proportions must be retained. The UKAS accreditation mark must be at least 20mm in height, for letterheads, but may be 15mm for business cards.



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7. Use of the Certificate

- The certificate shall remain the property of ACM and the client shall be charged for the cost of production of duplicates.
- **Publicity Materials**
 - The certified client is entitled to incorporate the appropriate certification mark in publicity material that refers to the certified services, provided that the conditions relating to their reproduction contained in these branding guidelines are met.
 - For the purposes of these conditions the terms 'publicity material' and 'advertisements' shall not include notices, labels, documents or written announcements affixed to or otherwise appearing on the vehicle or flags of certified client's.
 - The certified client may display the certification mark on internal walls and doors and on exhibition stands.
- **Suspension and Termination of the Certification**
 - Upon suspension of the relevant ACM certification, client's shall immediately cease to issue certificates, reports and quotations for work displaying the ACM certification mark and this shall include the removal of the certification mark displayed on websites.
 - Upon termination of certification, the certified client shall immediately cease distribution of all items on which a certification mark is displayed and this shall include the removal of the certification mark displayed on websites.

8. Artwork

- The artwork is supplied by ACM to the client once they have achieved certification.
- The certification mark must be resized to the correct proportions as shown in the samples within these branding guidelines, the certification mark must be legible, ideally with an overall height of not less than 20mm.
- If you have any queries regarding the certification mark please contact Gihan Azab at ACM via email Gihan.Azab@acmcert.com