

## Use of Marks and Logos

### Logo Regulations and Rules

As a registered Client, Entity, or Person, you will be entitled to use the relevant mark(s)/Logo(s). Before you use your mark(s) / logo (s), please take the time to read the rules and regulations pertaining to the use of the relevant mark(s)/Logo(s); stated below.

### Logo Regulations and Rules of Application.

As you are a certified/registered organization, your business is **entitled to display this fact, via a logo, or logos, on letterheads, compliment slips, business cards, brochures and marketing materials (including websites) etc as long as they conform to these requirements.**

The choice of logo(s) will depend on:

- a) The standard(s), or scheme (hereafter referred to as either standard or scheme) to which your organization is certified/registered.
- b) Your organizations preference regarding design and presentation.

In general, the choice of logos available are as follows:

1. Brand logo (e.g.: United Registrar of Systems Limited) logo on its own.
- 2, 3, and 4. A logo to symbolize the standard on its own.
- 5 and 6. United Registrar of Systems Limited logo with the Accreditation Body logo e.g. UKAS (tick and crown).

Note: For some schemes there is not a choice of six logos, e.g.: Non Accredited schemes.

You will only be presented with links to logos for the standard(s) your organization is certified/registered for.

If your Certificate of Registration bears the UKAS Tick & Crown logo (look towards the base of the certificate), then your organization is entitled to use any of the appropriate logos which show the UKAS Tick & Crown mark.

However, if your Certificate does not bear the UKAS Tick & Crown logo, then you must not use any of the logos showing the Tick & Crown mark.

Please note that the auditor (inspector, or evaluator) is obliged at every visit (or evaluation) to check the use of logos and should he or she note that an incorrect logo is being used or a proper logo is being used incorrectly, then a Non-compliance will be raised and you will be requested to remove the logo from all use. In addition, if it is determined that incorrect references to certification status or misleading use of certification documents, logos or reports has occurred, additional actions could be taken by ROS

including suspension, withdrawal of certification, publication of the transgression and, if necessary, legal action.

When using a logo(s), please note that there are rules/regulations regarding their use, these are as follows:

### **Regulations**

i) (a) Logos must not be used on Products, or the Packaging of products seen by the consumer

(b) Logos must not be used on laboratory test, calibration or inspection reports (unless a client is Certified under ROSP - check with your designated Office as to your particular criteria if in doubt).

ii) (a) The only exception to (i) above is for the logo types 1, 2, 3 and 4 above, providing a clear statement accompanies the logo(s), which states the suggested wording below (At no time must the logo appear on its own and must not convey the impression that the product has been certified/approved).

e.g.: ***"This logo demonstrates that the organization has a Management System to assure compliance to the System standard"***

ii) (b) You are not permitted to make any misleading statement regarding its certification and must amend all advertising material if their scope of certification has been reduced.

ii) (c) You must not use or permit the use of a certification document or any part thereof in a misleading manner. i.e. the logo(s) can only be used in conjunction with the name and location that gained the certification/registration.

ii) (d) Upon suspension or withdrawal of the certificate(s) you must discontinue the use of all advertising materials (hardcopy and/or electronic versions) that contains any reference to certification.

ii) (e) Misuse of the accreditation mark and/or certification logo may be cause for withdrawal of your certification, this includes implying that the certification applies to activities that are outside of the scope of certification.

ii) (f) You should not use your certification in such a manner as to bring ROS and/or the certification system into disrepute and lose public trust.

iii) For logo types 1, 2, 3 and 4, the logos can be of any size and colour.

iv) For logo type 5 and 6 (the ones with UKAS logo), additional specific rules for use of logo are as follows based on the applicable Accreditation Body:

### **For UKAS accredited certifications the accreditation mark should be reproduced:**

a In a single colour which should be the predominant ink colour of the document.

b No smaller in size than 20mm and not exceeding the size of the certification body logo (e.g.: URS) that you use in conjunction with the UKAS logo.

- c So that infilling does not occur.
- d Without degradation/distortion of its dimensions.
- e From mark masters provided - redrawn approximations may not be used.
  
- v) You can use as many logos as you are entitled to, as long as the logos relate to the certified/registered standard (s).
  
- vi) All logos used must reference the certificate number at the bottom of the logo, where indicated.

**Company Vehicles:**

You can use the logos on your company vehicle(s) but please note the UKAS logo, or other Accreditation Body logo (logo type 5 and 6), must **not** be placed on Vehicles.