

Guidelines on the use of the BM TRADA Logos and Certification Marks



Chiltern House Stocking Lane Hughenden Valley
High Wycombe Buckinghamshire HP14 4NR UK

t +44 (0) 1494 569700 f +44 (0) 1494 565487
e enquiries@bmrada.com w www.bmrada.com

Logos



(The logos show above are for example purposes only and are not a reflection of the clients certification)

Why should you display the BM TRADA logo?

Displaying the BM TRADA logo (as above) demonstrates to your customers and others that your management system meets the requirements of a given standard or scheme and has achieved certification from BM TRADA.

Your certification is a valuable asset. We encourage you to promote your achievement and continued commitment to good management practice by displaying the BM TRADA logo as set out within the guidelines in this document.

When shall you display the BM TRADA logo?

When you receive your certificate of approval you will also receive the BM TRADA logo artwork appropriate to your certification status and standard. You can then provide the artwork to your printers for example to update your literature with the BM TRADA Logo.

Where can you display the BM TRADA logo?

As a BM TRADA certified organisation you may display the BM TRADA logo:

- On publicity and company literature, brochures, etc
- On corporate electronic media such as the internet
- On internal walls and doors
- On exhibition display equipment relating to your certification
- On company vehicles
- On larger boxes etc used for the transportation of products (secondary packaging) that can be reasonably considered as not reaching end consumers, **providing that a clear statement is included below the BM TRADA logo.**

This statement should read for example " This product was manufactured in a plant whose ISO XXXX (quality, environmental etc) management system is certified as meeting the requirements of ISO XXXX (ISO 9001:2000, ISO 14001:2004 etc)

Where can you not display the BM TRADA logo?

As a BM TRADA certified organisation you may not display the BM TRADA logo:

- On products, for example; the tangible product itself or its primary packaging, product certificates (certificates of conformity, calibration and/or testing)

What size should the BM TRADA logo be displayed?

The BM TRADA Logo can be reproduced to any size, always respecting the proportions of the logo.

What colour should the BM TRADA logo be displayed?

The BM TRADA logo can be reproduced in either:

- Solid black.
- Your predominant branding colour (solid colour).

Guidelines on the use of the BM TRADA Logos and Certification Marks



Chiltern House Stocking Lane Hughenden Valley
High Wycombe Buckinghamshire HP14 4NR UK

t +44 (0) 1494 569700 f +44 (0) 1494 565487
e enquiries@bmrada.com w www.bmrada.com

Certification Marks



BM TRADA logo + UKAS accreditation mark = Certification Mark

(The logo and certification mark show above are for example purposes only and are not a reflection of the clients certification)

When should you display the certification mark?

Where your certificate of approval bears the UKAS accreditation mark it is an indication that BM TRADA is accredited to provide certification for the given standard or scheme. In these instances you can display the UKAS accreditation mark together with the BM TRADA Logo as a **BM TRADA Certification Mark** (as above). It is important to note that at all times the certification mark shall be displayed as a whole entity within the rectangular border. The BM TRADA logo and the UKAS accreditation mark should not be displayed as separate entities.

Where can you display the certification mark?

As a BM TRADA certified organisation you may display the certification mark:

- On publicity and company literature, brochures, company leaflets etc.
- On internal walls and doors and on exhibition stands.
- Electronic reproduction of the accreditation mark such as the internet is permitted provided that the requirements of this document are met

Where can you not display the certification mark?

Certified organisations may not display the certification mark:

- On products or in a way that may be interpreted as denoting product conformity, for example; on the product itself or its primary packaging, product certificates and inspection reports (certificates of conformity, calibration and/or testing).
- On publicity material such as notices, labels, documents or written announcements affixed to or appearing on products.
- On promotional items such as pens, diaries, calendars and other products designed solely for advertising purposes, unless the items are produced under a product certification scheme.
- On building exterior or flags.
- On vehicles.

What size should the certification mark be displayed?

The complete certification mark can be enlarged, or reduced. However the **UKAS accreditation mark** must not be displayed below a height of 20mm. The wording shall be clearly legible at all times.

The accreditation mark may appear smaller than 20mm in exceptional circumstances only for example for use on business cards and compliment slips and where combined use with another recognised scheme would make 20mm impracticable. In these exceptional circumstances the UKAS accreditation mark shall not be displayed below a height of 15mm.

What colour should the certification mark be displayed?

The **certification mark** can be reproduced as a **single** colour in either black, brown, red, dark blue, gold or in a predominant letterhead colour.

We trust that these guidelines have answered any questions that you may have with regards the use of the BM TRADA logo and/or certification marks. However if you have any further questions or require further assistance please do not hesitate to call us on +44 (0)1494 569700.