



Centre for Assessment

Centre for Assessment Brand Guidance v1

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The New CfA Brand

- Centre for Assessment (CfA) now has a new brand which will be gradually implemented across the company over the next 3 years.
- CfA's new brand is a modernisation of the original CfA brand materials to ensure clarity as to who the logo represented.
- All of CfA's partners and clients can be issued with an official set of CfA's new logos for their use as appropriate. CfA will require all partners and clients to update their use of CfA's logos from the old versions to the new versions. However, there will be a grace period of **12 months** to implement the necessary changes.
- Once the aforementioned grace period has elapsed partners and clients will be expected to have updated their use of the CfA logo as appropriate. Clients found to not be complying with the guidance set out for ensuring proper and appropriate use will be subject to non-conformance at subsequent assessments.
- Certified organisations shall base all reproductions of the CfA accreditation logos on the master versions printed on Page 6 of this document. Accreditation marks shall normally have a height (excluding the accreditation number) of 20 mm. Any enlargement shall retain the same proportions as these masters and these logos should only be used appropriately on permitted materials (See Table 1).
- Typeface: Primary (for designed items): **Helvetica Neue**; Secondary (for emails, proposals, PowerPoints etc.): **Arial**; and, (for formal letters & quotations): **Arial Narrow**

The Main CfA Logo



Colours of the CfA Logo

Centre for Assessment Logo Colour Guide.



Brand Colours

Pantone 533 (navy blue) CMYK: 90, 82, 46, 48 RGB: 34, 41, 68

Pantone 559 (Green) CMYK: 33, 10, 30, 0 RGB: 176, 201, 184

CfA Mark of Accreditation Logos

Examples of Centre for Assessment's Mark of Accredited Management Systems Certification.



Centre for Assessment's Mark of Accredited Product Certification.



Note: These Logo's and Symbol 's are examples only and not for reproduction purposes

CfA Mark of Accreditation Logos

Outer box must be displayed



Display your certificate number here.

Logo Dos and Don'ts

The Centre for Assessment Mark of Accredited Registration is restricted to stationery and publicity material which relates to the organisation's scope of registration. This can include brochures and products cards (See Table 1).


Table 1

Means of displaying logo	Mark of Accreditation (CfA logo & UKAS mark)	Advertising logo (CfA Logo only)
Advertising Literature	√	√
Brochures or Catalogues	√	√
Websites	√	√
Business Cards	√	√
Letterhead or Envelopes	√	√
Flags or Banners	X	√
Billboards	X	√
Advertising Displays	X	√
Commercial Vehicles	X	√
Product or Packaging	X	√
Reports or Certificates	X	√

Use of the CfA Logo

- Where possible CfA Documentation should all include the CfA Document Control Header.
- The Header shall include the **Centre for Assessment Logo (Left)**, **Document Title (Centre)**, and the **Revision and Corresponding Date (Right)** (as per Example 1).

Example 1: Header

	UKAS Witness Assessment Guidance for CfA Assessors	Date: 27 th October 2016
		Revision: 1

Use of the CfA Logo

- **All** CfA certificates will contain the CfA Logo (See Example 1).
- The CfA Logo may be accompanied (where required) by the UKAS Mark of Accreditation (See Example 2).
- The CfA and UKAS Logos may also be accompanied (where required) by other additional scheme logos such as the Customer Service Excellence logo (See Example 3).

Example 1



Example 2



Example 3



NOTE: There are various different templates for a number of schemes, the certificates shown above are examples from the range CfA provide and are not for reproduction.

Conditions of use of Centre for Assessment Logo (Certification Mark of Conformity) and UKAS National Accreditation Symbol

Please now find below our terms and conditions governing the use of certificates and logos. Please read these and feel free to contact the Centre for Assessment Head Office should you require any further clarification.

1. Scope

- a) This document provides details and requirements for the use of Centre for Assessment Ltd logo's and UKAS Accreditation Symbol and relates to certification for BS EN ISO 9001:2008, BS EN ISO 14001: 2004, BS OHSAS 18001: 2007, BS EN ISO/IEC 27001: 2013.
- b) Terms:
 - i. 'Logo' – means Centre for Assessment Ltd mark of conformity Logo
 - ii. 'Symbol' - means UKAS Accreditation Symbol
- c) All Logo's & Symbol's shown in this document are for examples only and not for reproduction purposes

2. Scope of Use

- a) Only organisations that are fully certified by Centre for Assessment Ltd are permitted to use or reference Centre for Assessment Ltd Logo and/or the combined Centre for Assessment Ltd Logo and UKAS symbol.
- b) Organisations may only display relevant Logo for standards that they have been assessed against and are fully compliant with.
- c) Centre for Assessment Ltd Logo remains the property of Centre for Assessment Ltd and Organisations are only permitted to use this during period of certification with Centre for Assessment Ltd.

Conditions of use of Centre for Assessment Logo (Certification Mark of Conformity) and UKAS National Accreditation Symbol

3. Reproduction & Display of the Logo & Symbol

- a) Organisations may only reproduce the Logo's and combined Logo and symbol that have been issued to them directly from Centre for Assessment Ltd.
- b) Organisations are not permitted to reproduce Centre for Assessment Ltd Logo's that they receive from any other sources without the direct permission in writing from Centre for Assessment Ltd.
- c) Organisation must not alter the appearance of the Logo or symbol in any way. Enlargement or reduction in the size of the Logo & Symbol is permissible in accordance with the guidelines on size but this must be done in the scale of its entirety.
- d) All logos and symbols must be used in their entirety and not altered in any way.
- e) Organisations must display their own certificate number that relates to that particular logo type.
- f) Centre for Assessment Ltd unique number 120 must be displayed with the UKAS Symbol and must be printed centrally under the UKAS symbol.
- g) Logo's & Symbols that are reproduced electronically are to be reproduced so that infilling doesn't occur, degradation and/or distortion of the graphic is avoided.
- h) Centre for Assessment Ltd Logos can be used in isolation but the UKAS symbol can only be used with the Logo. Contact Centre for Assessment Ltd to request the correct Logo.
- i) Any advertising or press release relating to the organisation's registration must state that they are registered by Centre for Assessment Ltd.

Conditions of use of Centre for Assessment Logo (Certification Mark of Conformity) and UKAS National Accreditation Symbol

4. Size and Colour

- a) The Logo's and symbols may be reproduced in black and white or the full colour scheme (details of the correct colour details for the UKAS Symbol can be found on the UKAS website www.ukas.com).
- b) Alternatively the Logo's & UKAS Symbol may be printed or displayed in a single colour which is the predominant ink colour of the document or in the case of a pre-printed letterhead the predominant colour of the letterhead.
- c) The size and scale of the Logo & Symbol must be reduced in direct proportion to the sample provided. The combined Logo & Symbol shall normally have a minimum height (excluding the accreditation number) of 20mm total in height. In exceptional circumstances, which are usually dictated by reason of space i.e. Business cards the combined Logo & Symbol may be produced at reduced height, and at all times the Logo & Symbol must be clearly legible with no infilling and reproduced to scale.
- d) When the Logo and UKAS symbol 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.

Conditions of use of Centre for Assessment Logo (Certification Mark of Conformity) and UKAS National Accreditation Symbol

5. Restrictions of the use of the UKAS Symbol and Centre for Assessment Logo

The organisation shall:

- a) Not Use the UKAS symbol in isolation at any time.
- b) Not display the UKAS Symbol without the unique code 120 or the Log without the corresponding certificate number
- c) Not make any misleading statements or use the Logo's in any way that maybe interpreted in a misleading manner regarding its certification
- d) Not imply that the certification applies to activities outside the scope of certification
- e) Not use the Logo or Symbol directly onto products, their packaging or associated documentation or certificates including Calibration Certificates and Test Reports or in any way that implies the product is certified (unless the goods or products have been manufactured under an accredited product conformity scheme).
- f) Not display the UKAS symbol on any vehicles except in publicity material as part of a larger advertisement. (Centre for Assessment Ltd Logo on its own is permitted to be used on vehicles in accordance with the terms and conditions of use).
- g) Not display the Logo & Symbol on buildings or flags but may use these on internal walls and doors and on exhibition stands
- h) Not use its certification in a manner that would bring Centre for Assessment Ltd or UKAS into disrepute and lose public trust
- i) Not use the UKAS Symbol or imply in any way as to suggest that the secretary of state or UKAS has certified, accredited or approved your organisation or products, services or process. Organisations may only refer to or imply that Centre for Assessment Ltd is accredited by UKAS and may only use the phrase without variation "Centre for Assessment Ltd is a UKAS accredited Certification body Number 120"

Conditions of use of Centre for Assessment Logo (Certification Mark of Conformity) and UKAS National Accreditation Symbol

6. Reduction of Scope

Organisations shall immediately:

- a) Amend all advertising matter when the scope of certification has been reduced and ensure that only the areas of the scope of the certificate are implied are certified.

7. Monitoring of the Use of the Logos & Symbols

- a) During each audit visit the Auditor will check that organisations are conforming to the correct use of all Logos and Symbols.
- b) If any misuses of the Logos are identified, these will be raised as non-conformities and the organisation will be required to evidence corrective action at an agreed timescale to address the non-conformities. This may result in additional visits at additional cost to the organisation.
- c) In extreme cases of misuse certificates may be suspended or withdrawn immediately. In cases of continued misuse legal action may be taken.
- d) Any complaints of misuse from another party received outside of the organisations visit cycle will be fully investigated by the Certification Manager and the Organisation will be informed of any finding and any actions that need to be taken and timeframes that they need to respond in. This may also result in withdrawal or suspension of the Organisations certificate or Legal action.

Conditions of use of Centre for Assessment Logo (Certification Mark of Conformity) and UKAS National Accreditation Symbol

8. Withdrawal and Suspension of Certification

Organisations shall immediately:

- a) Discontinue the use of all advertising matter and/ or stationary that contains any Logo's or Symbols that make reference or imply a certified status.
- b) Organisations that voluntary withdrawn themselves from certification with Centre for Assessment Ltd are required to immediately withdraw any reference to Centre for Assessment Ltd and remove any Logo's & Symbols that in any way imply that Centre for Assessment Ltd is maintaining the Organisation's certification.

9. Statements on Product Packaging or Accompanying Information

Organisations including information relating to their certification on product packaging or in associated information shall:

- a) Include the identification (e.g. brand or name) of the certified client
- b) Include the type of management system (e.g. quality, environment, etc.) and the applicable standard (ISO 9001:2015, ISO 14001:2015, etc.)
- c) Include the certification Body issuing the certificate (e.g. Centre for Assessment)
- d) Include either the full scope of the certification and/or any specific areas excluded from the scope of certification
- e) In no way imply that the product, process or service is directly certified against the aforementioned standards

NOTE: Product packaging is considered as that which can be removed without the product disintegrating or being damaged. Accompanying information is considered as separately available or easily detachable. Type labels or identification plates are considered as part of the product.