



Centre for Assessment

Centre for Assessment Brand Guidance V.8

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Centre for Assessment's Brand & Logo

- Centre for Assessment has taken this opportunity to also upgrade their certification mark so that it is in line with our branding, giving a logos that is fresh and modern and one that our clients will be proud to display to promote their certification.
- All of Centre for Assessment's Clients and Partners are only allowed to use the Centre for Assessment brand as authorised by Centre for Assessment under the requirements of this brand guidance.
- Clients found not to be complying with the guidance set out for ensuring proper and appropriate use will be subject to non-conformances at subsequent assessments.



Colours of the Centre for Assessment Logo

Centre for Assessment Logo Colour Guide.



Brand Colours

Pantone 533 (navy blue) CMYK: 90, 82, 46, 48 RGB: 34, 41, 68 HEX: #002856

Centre for Assessment Mark of Accreditation Logos

- a) Centre for Assessment will send a link to download the logos to a certified client once a certificate has been issued.
- b) Certified organisations shall base all reproductions of the Centre for Assessment accreditation logos on the master versions printed below. 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).

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



The colour codes for the purple used in the accreditation symbol are as follows:

- PANTONE 2685 C
- RGB 51 0 114
- HEX/HTML 330072
- CMYK 97 100 0 19

Centre for Assessment's Mark of Accredited Product Certification



Note: These Logos and Symbols are examples only and not for reproduction.

Displaying Centre for Assessment's Mark of Accreditation Logos

Outer box must be displayed



CfA's UKAS Certification Body number should be displayed on logos which feature the UKAS Symbol

Logo Dos and Don'ts

Centre for Assessment's marks of accredited registration are restricted to stationery and publicity material which relates to the organisation's scope of registration. Table 1 outlines acceptable uses of these.

Table 1

Means of displaying logo	Mark of Accreditation (Centre for Assessment logo & UKAS mark)	Advertising logo (Centre for Assessment 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	√

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

Please find below our terms and conditions governing the use of certificates and logos. Please feel free to contact the Centre for Assessment Head Office should you require any further clarification on 0161 237 4080 or by emailing enquiries@centreforassessment.co.uk.

1. Scope

- a) These terms and conditions provide details and requirements for the use of Centre for Assessment Ltd's logos and UKAS Accreditation Symbol, and are applicable to all Centre for Assessment's client organisations and partners.
- b) Terms:
 - i. 'Logo' – means Centre for Assessment Ltd's mark of conformity logo
 - ii. 'Symbol' – means UKAS accreditation symbol
- c) All logos and symbols shown in this document are for example only and not for reproduction.

2. Scope of Use

- a) Only organisations that are certified by Centre for Assessment Ltd are permitted to use or reference Centre for Assessment Ltd's logo and/or the combined Centre for Assessment Ltd Logo and UKAS symbol.
- b) Organisations may only display the relevant logo for Standards that they have been assessed against and are fully compliant with.

- c) Centre for Assessment Ltd's logo remains the property of Centre for Assessment Ltd and organisations are only permitted to use this during their period of certification with Centre for Assessment Ltd.

3. Reproduction & Display of the Logo and Symbol

- a) Organisations may only reproduce the logos and combined logo and symbol that have been made available to them directly from Centre for Assessment Ltd.
- b) Organisations are not permitted to reproduce Centre for Assessment Ltd logos that they receive from any other sources without permission from Centre for Assessment Ltd.
- c) Organisations must not alter the appearance of the logo or symbol in any way. Enlargement or reduction in the size of the logo and symbol is only permissible in accordance with the guidelines on size.
- d) All logos and symbols must be used in their entirety and not altered in any way.
- e) Centre for Assessment Ltd's unique number 0120 must be displayed with the UKAS symbol and must be printed centrally under the UKAS symbol.
- f) Logos and symbols that are reproduced electronically should not cause infilling, degradation and/or distortion of the graphics to occur.
- g) Centre for Assessment Ltd's logos can be used in isolation, in the appropriate format.
- h) The UKAS symbol can only be used with the relevant Centre for Assessment logo.
- i) Any advertising or press release relating to the organisation's registration must state that they are registered by Centre for Assessment Ltd.

4. Size and Colour

- a) The logos and symbols may be reproduced in black and white or the full colour scheme. The colour pantones can be found on page 5 & 6 of this document (details of the correct colour details for the UKAS Symbol can also be found on the UKAS website www.ukas.com).
- b) Alternatively, the logos and 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 and symbol must be reduced in direct proportion to the sample provided. The combined logo and symbol shall normally have a minimum height (excluding the accreditation number) of 20 mm total in height. In exceptional circumstances, which are usually dictated by reason of space (e.g. business cards) the combined logo and symbol may be produced at reduced height, and at all times the logo and symbol must be clearly legible, reproduced to scale and have no infilling.
- 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 30 mm high. On larger portions of unfolded stationary, the size may be proportionately increased.

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 0120.
- c) Not make any misleading statements or use the logos in any way that could be interpreted in a misleading manner regarding the organisation's certification.
- d) Not imply that the certification applies to activities outside the organisation's scope of certification.
- e) Not place 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. Note that the Centre for Assessment Ltd Logo on its own can be used on vehicles in accordance with the terms and conditions of use.
- g) Not display the logo and 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.
- i) Not use the UKAS Symbol or imply in any way that the Secretary of State or UKAS has certified, accredited, or approved your organisation or its products, services or process. Organisations may only state 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 0120'.

6. Reduction of Scope

Organisations shall immediately:

- a) Amend all advertising material when the scope of certification has been reduced and ensure that only the areas of the certification are stated or implied.

7. Monitoring of the Use of the Logos and 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 them. This may result in additional visits at additional cost to the organisation.
- c) In extreme cases of misuse, certification 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 organisation's visit cycle will be fully investigated by Centre for Assessment Ltd 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 organisation's certificate, or legal action being taken.

8. Withdrawal and Suspension of Certification

Organisations shall immediately:

- a) Discontinue the use of all advertising materials and/or stationery that contains any logos or symbols that make reference or imply a certified status.
- b) Organisations that voluntarily withdrawn themselves from certification with Centre for Assessment Ltd are required to immediately withdraw any reference to Centre for Assessment Ltd and remove any logos and 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 Ltd).
- d) Include either the full scope of 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 certificated Standard.

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. Labels or identification plates are considered as part of the product.

10. Use of the Approved Body Conformity Number and Certification Documentation

- a) Only markings authorised by Centre for Assessment Ltd shall be used.
- b) The size and scale of the conformity number must be reduced in direct proportion to the sample provided. The conformity number shall normally have a minimum height of 20mm. In exceptional circumstances, which are usually dictated by space limitation or cost, the conformity number may be produced at reduced height but must be clearly legible.
- c) The conformity number must never be used in isolation. Whenever it is used, it must be reproduced in its entirety as shown on the supplied logo.
- d) The approved organisation must display the conformity number on all certification documentation.
- e) The conformity number and mark may be used on letterheads, advertising literature, stationery etc., but not directly onto products, their packaging or associated documentation or certificates (including calibration certificates) and test reports.
- f) The conformity number and accreditation mark must not be used on products used for advertising purposes e.g., pencils, pens, mouse mats, diaries.
- g) Where registration is only for a limited scope of the organisation's activity (the scope is detailed on the certificate) on no account must the use of the conformity number mark imply otherwise.
- h) Any advertising or press release relating to the organisation's registration must state that they are registered by Centre for Assessment Ltd.
- i) Please note, misuse of conformity numbers and marks may result in withdrawal of certificates.
- j) At the end of each assessment following approval the assessor shall check the conformity numbers and markings used on letterheads, advertising literature, stationery etc..

- k) If the conformity numbers and markings are being misused this will be noted on the assessment report with agreed timescales to address this corrective action.
- l) If during the next assessment misuse of the conformity numbers and marks is continuing, this will be brought to the attention Centre for Assessment Ltd. If, following a letter from Centre for Assessment Ltd, the organisation continues to misuse the markings, this could result in legal action and the certification being withdrawn.
- m) All claims of misuse of the conformity number and mark (from any source) will be investigated by Centre for Assessment Ltd.
- n) UKCA marking and the approved body number may only be used in association with conforming product.
- o) Where product is found to be non-conforming, the organisation must cease to use the NB number immediately and withdraw all non-conforming product from the market. Any product already dispatched must be checked for conformity or recalled.