



# British Assessment Bureau Brand Guidelines

For Certification Badges





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# British Assessment Bureau Brand Guidelines

## 1. CERTIFICATION BADGES

Upon certification, you'll have the choice of two badges:

### Option 1:



### Option 2:



- 1.1 **Standard:** ISO 9001 is used for the above example, however your Certification badges will vary depending on the ISO standard(s) you've been certified against, such as ISO 27001, ISO 14001 and ISO 45001.
- 1.2 **Option 1:** This version includes the United Kingdom Accreditation Service (UKAS) logo and is therefore subject to the UKAS conditions that you must adhere to when using this Certification badge, [click here see the conditions.](#)
- 1.3 **Certification number:** When downloading your certificate badge from your British Assessment Bureau client area, you'll have the option to request that your unique six-digit Certification number is added to your badge. This will then allow any potential clients of yours to verify your certification with us.

### Example:



Optional Certification Number



## 2. RULES OF USE

- 2.1 **Formatting:** The Certification badge and logos within shall be displayed only in the appropriate format, size and colour as detailed in these Branding Guidelines.
- 2.2 **Changes:** You are not permitted to change the Certification badge's design or colour in any way.
- 2.3 **Scope:** The Certification badge shall not be used in any way that might mislead the reader about the certified scope of a certified organisation.
- 2.4 **Usage enquiries:** Any use of the Certification badge or official logos that might contravene the conditions laid down in these Branding Guidelines shall be referred to BAB.
- 2.5 **Responsibility:** The Certification badge shall not be used in such a way as to imply that BAB accepts responsibility for activities carried out under the scope of a client's certification.
- 2.6 **Condition:** Upon suspension, or termination, of any BAB certification, certified organisations shall immediately cease to issue any items displaying the BAB Certification badge, this shall include the removal of BAB Certification badges displayed on websites, stationery and vehicles.



## 3. WHERE TO DISPLAY YOUR CERTIFICATION BADGE

	Option 1	Option 2
Products	✗	✗
Flags	✗	✓
Vehicles	✗	✓
Building externals	✗	✓
Stationery	✓	✓
Promotional materials	✓	✓
Website	✓	✓
Internal walls and doors	✓	✓
Exhibition stands	✓	✓

**3.1 Products:** Do not display any version of the Certification badge on products, product labels, or product packaging, or in any way that may be interpreted as denoting product conformity.

**3.2 Condition:** The Certification badge may only be displayed on condition that:

3.2.1 The title or logo of the certified organisation is also shown;

3.2.2 The Certification badge has no more prominence than the title or logo of the certified organisation.



## 4. HOW TO DISPLAY YOUR CERTIFICATION BADGE

- 4.1 **Size:** Option 1 of the Certification badge shall have a minimum height of 60mm, any enlargements shall retain the same proportions as those in your original download.
- 4.2 **Colour:** You are not permitted to change the colour of your Certification badge in any way.
- 4.3 **Formatting:** Your Certification badge will be available as a high-resolution JPEG, with RGB (24-BIT) colour. You may use this for reproduction purposes, however we will not supply any other version, such as an EPS, as changes to the badge design and colours are not permitted.