



Certification badge usage guide

Your certification is an accomplishment -
one that should not go unnoticed



YOU'VE ACHIEVED CERTIFICATION

British Assessment Bureau is a UKAS-accredited certification body, offering the 'gold standard' in ISO certification together with a range of industry-related schemes.

WHAT OUR ACCREDITATION MEANS

The United Kingdom Accreditation Service (UKAS) is the sole body appointed by the UK Government (the Department for Business, Energy and Industrial Strategy) to provide accreditation to certification bodies in the UK. This accreditation is considered to be the 'gold standard' in the certification of ISO standards and the only way that an organisation can use the coveted Government-backed national accreditation symbol – commonly referred to as the "UKAS Crown and Tick".

UKAS is able to provide a variety of accreditations, however, our accreditation as a certification body is for ISO 17021-1:2015. In the same way that certification bodies assess organisations against standards, such as those listed above, UKAS assesses certification bodies against ISO 17021-1:2015. This standard ensures that we are competent for the management systems we assess.

This requires that we operate within a strictly controlled regime and we are subject to detailed annual audits. The process is rigorous and this "seal of approval" from UKAS is highly valued and adds significantly to the credibility of British Assessment Bureau as a certification body.

We are proud to be able to display the UKAS mark, or logo, sometimes referred to as the Crown and Tick, alongside our own.



INTRODUCTION

This document details the various ways in which you are authorised to use and display your certification badges.

The companies that we certify are authorised to use the British Assessment Bureau certification badges to promote their achievement and to display the combined BAB/UKAS logo, if they so wish, subject to a number of conditions detailed within this guide.

What is ISO?

ISO (derived from the Greek word 'isos', which means 'equal') is the name for the International Organization for Standardization, which is an independent body with more than 150 members from around the world. Through these members its experts share knowledge and develop voluntary, consensus-based, market-relevant standards that support innovation and provide solutions to global challenges.

Why is UKAS-accredited ISO certification important?

Over the years we have experienced numerous examples of clients telling us that they lost out on contracts, before coming to us, because they did not have UKAS-accredited certification. Many businesses, especially Government-related bodies and larger, more established organisations, insist upon UKAS-accreditation as part of any contracts. It is for this reason that we always recommend the UKAS-accredited route.

HOW YOU CAN USE YOUR BADGES

USING THE CERTIFICATION BADGES

Certification can be a useful tool to add credibility, by demonstrating that your products or services meet the expectations of your customers.

There are many ways to show your customers your certification and we recommend that you start by listing your certificate number on your website and providing a link for customers to verify your certification through our Certification Checker page.

To help your customers verify the validity of your certificate we recommend that you include the following text on your website:

*You can verify the validity of our ISO certificate by entering our certificate number [insert number here] via this link:
www.british-assessment.co.uk/verify*

You can also hyperlink the certification badge to the link above, making it even easier for your customers to obtain the information they need.

Usage of the badges will be audited within the annual assessments and any incorrect usage will be required to be rectified at the expense of the certified company.

OTHER CERTIFICATION BADGES

Customers that have achieved certification alongside an ISO standard or through an industry controlled scheme can find more details about the logo use on the relevant websites.

For badges and logos relating to any certification not contained within this document, please refer to our website for the latest information:
www.british-assessment.co.uk/branding.

BADGE TYPES

UKAS-ACCREDITED BADGES



The UKAS-accredited certification badge comprises the BAB logo, UKAS Management Systems logo, the name of the standard and the type of management system certified.

This certification badge can be used by companies that have achieved UKAS-accredited certification to the standard identified only. The badge is supplied 60mm x 60mm and should not be used where the type becomes illegible. The UKAS logo must never be displayed alone and must always be a minimum of 30mm. This logo is subject to the UKAS conditions that you must adhere to when using this badge [click here to see the conditions](#).

NON- UKAS ACCREDITED BADGES



The non-UKAS certification badge comprises the BAB logo, tick mark, the name of the standard and the type of management system certified.

This certification badge can be used by companies that have achieved certification to the standard identified but are not UKAS accredited. The badge is supplied 60mm x 60mm and should not be used where the type becomes illegible.

You can download these badges from our website: www.british-assessment.co.uk/branding

WHERE YOU CAN USE

Prior to using any of our certification badges, please ensure you have checked, understood and followed the guidance on usage contained within this guide. If you are unsure, please contact us for clarification via marketing@british-assessment.co.uk.

WHERE TO DISPLAY YOUR CERTIFICATION BADGE

	UKAS ACCREDITED	NON-UKAS ACCREDITED
PRODUCTS	✗	✗
FLAGS	✗	✓
VEHICLES	✗	✓
BUILDING EXTERNALS	✗	✓
STATIONERY	✓	✓
PROMOTIONAL MATERIALS	✓	✓
WEBSITE	✓	✓
INTERNAL WALLS AND DOORS	✓	✓
EXHIBITION STANDS	✓	✓

RULES OF USE

Certification badges must not be altered from the format supplied. You are not permitted to change the certification badge's design or colour in any way. If you need the logo in a larger size or different format, please contact us via the email address below.

The certification badge shall not be used in any way that might mislead the reader about the certified scope of a certified organisation.

Any use of the certification badge or official logos that might contravene the conditions laid down in these guides or UKAS guidelines shall be referred to BAB.

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.

Upon suspension, or termination, of any BAB certification, certified organisations shall immediately cease to issue any items displaying the certification badge, this shall include the removal of certification badges displayed on websites, stationery and vehicles. This is not an exhaustive list and applies to wherever the badge is displayed.

If you are unsure on the usage you must contact
British Assessment Bureau for clarification:
marketing@british-assessment.co.uk



Need to get in touch?

0800 404 7007
Open Mon - Fri
9am - 5pm



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