



Guidance for use of logos

August 2019

Purpose of this document

Organisations that have completed, or are in the process of completing, the Certification Scheme with BILD ACT are permitted to display the BILD Association of Certified Training logo. This document sets out how it may be used.

The Restraint Reduction Network has its own guidance around the use of the Restraint Reduction Network logo and the certification marque. These logos are Trade-marked. 'The Restraint Reduction Network Certification Scheme: Guidance for the Use of Logos' should be read in conjunction with this document and is available at www.restraintreductionnetwork.org

Use of the BILD Association of Certified Training logo

Training organisations that have formally applied to have training services certified by BILD ACT can apply for a version of our logo. This logo may be used on the organisation's webpages or printed materials (eg workbooks and certificates) exclusively relating to certified training services. If an organisation is not yet certified the logo may only be used on the website and not on printed materials and must always be used in conjunction with this text:

'[Organisation] is working towards certification against the Restraint Reduction Network Training Standards.'

Organisations are only entitled to use the BILD Association of Certified Training logo in accordance with the following provisions:

- a) the logo may only be used in communication media, including advertising, promotional material and in connection with the training curriculums agreed and certified.

- b) organisations undertake to discontinue any use of the scheme logo or any reference to scheme which is unacceptable to BILD Association of Certified Training
- c) upon suspension, withdrawal or termination of certification for any reason whatsoever, the organisation will discontinue all use of the scheme logo and any reference to Restraint Reduction Network Training Standards and the BILD Association of Certified Training Certification Scheme within 5 working days of termination. Failure to discontinue, may result in BILD Association of Certified Training taking further legal advice and action.

The logo must not be altered in any way. It should not be:

- Stretched, squashed or distorted
- Used on a conflicting patterned, coloured or photographic background
- Used as your primary logo on any items
- Be shown at the head of a document
- Be enlarged to be given visual prominence on a page
- Be otherwise used by a third party as a feature item

Do not change the colours of the logo from those shown.

The specifications and sizing for the BILD Association of Certified Training is as follows:



Grey – CMYK: C66, M55, Y55, K0 (Black only: 66%) Pantone: PMS 423 RGB: R112 G112 B106 Hex: #70706A	Green – CMYK: C66, M0, Y99, K0 Pantone: PMS 376 RGB: R102, G175, B39 Hex: #66AF27
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- Use the CMYK spec for normal digital print
- Use the Pantone spec when printing in two colours (black and a spot colour) or when you need an exact colour match
- Use the RGB spec for normal screen based work (eg websites, PowerPoint slides)
- Use the Hex spec when creating colour specs in CSS style sheets for websites

The logo should not be used in any way to mislead the public about the status of a certified organisation or service.

The logo should not be used in such a way as to imply that BILD Association of Certified Training accepts responsibility for activities carried out under the scope of certification.

It is the responsibility of each organisation to minimise the risk of a client being misled as to the extent and limitations of its certification. Whether this be in relation to quotations for work, work being undertaken, results being reported, the use of sub-contractors or in any publicity material used for advertising activities or services.

Any unauthorised use of the BILD Association of Certified Training logo is likely to result in suspension from the certification process.

If you wish to use the BILD Association of Certified Training for any other purpose that is not covered in this guidance, please consult our Certification Manager.

Use of UKAS Symbol and Logo

Requirements and *National Accreditation Symbols* for Certification Bodies and their certified Clients

B1.1 The appropriate *national accreditation symbol* may only be used by the client of a certification body in connection with the certification body's award of UKAS accredited certification. The *national accreditation symbol* must be relevant to the certificate.

B1.2 Holders of certificates issued by UKAS accredited certification bodies may use the appropriate *national accreditation symbol* in accordance with the requirements of this publication on stationery and publicity material or other items relevant to their certificate. The *national accreditation symbol(s)* shall always be used in conjunction with the logo/mark of the certification body and/or product certification scheme (see Figure 2 below). Holders of accredited certificates may use the logo/mark of the certification body or certification scheme without the accreditation symbol.

B1.3 Certification bodies shall ensure that they audit the use of *national accreditation symbols* by their certificate holders.

B1.4 The Product Certification *national accreditation symbol* may only be used in connection with a product, process or service certified under an accredited product certification scheme.

For more information about the use of UKAS logos please visit:

<https://www.ukas.com/customer-area/rules-for-the-use-of-the-ukas-logo-and-symbol/>

<https://www.ukas.com/services/technical-services/how-to-use-the-ukas-symbol/>