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			Author:	A Brown
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Subject	Revision of Rules for the use of the SSAIB Certification and UKAS Logos			

Registered firms are hereby advised of a Revision of Rules for the use of the SSAIB Certification and UKAS Logos document below. SPM – 19.

SSAIB have simplified the logos to three, one for product systems, one for management systems and a new certificated logo replacing both the registered logo and the old certificated mark. The dates required for the changeover to new SSAIB, and UKAS logos are specified in section 2.

Registered firms can contact the SSAIB if they are unsure of what SSAIB logo or mark to use.



**7–9 Earsdon Road
West Monkseaton
Whitley Bay
NE25 9SX**

**Tel: 0191 296 3242
E-mail: ssaib@ssaib.co.uk**

Rules for the use of the SSAIB Certification and UKAS Logos





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Summary of Acceptable Uses of the Logos
Full details can be found on the following pages

Logo Name	Trade Mark	Certification Mark	UKAS Symbol* “crown and tick”	Combined SSAIB / UKAS Logo
Example				
Brochures	X	✓	X	✓
Website	X	✓	X	✓
Emails	X	✓	X	✓
Vehicles	X	✓	X	X
Stationery	X	✓	X	✓
Uniforms	X	✓	X	X
Printed Advertising (e.g. magazines, Yellow Pages)	X	✓	X	✓
Firm's Premises Inside	X	✓	X	✓
Firm's Premises Outside	X	✓	X	X
Flags	X	✓	X	X
Customer Premises	X	X	X	X
Products	X	X	X	X
Installed Systems	X	X	X	X
Product Packaging	X	X	X	X
Promotional Gifts (e.g. calendars, toys)	X	✓	X	X
Key X = Must not use ✓ = OK to use (check other restrictions) * = These rules apply to certificated firms. Different rules apply to SSAIB (e.g. when used on certificates)				

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1 Introduction

This document describes SSAIB rules relating to the use of SSAIB Marks or Logos and is intended to ensure that all Marks and Logos are used properly to protect consumers and the reputation of the SSAIB and our certification schemes. This document is not intended to be exhaustive regarding use of the Marks and Logos. It should be read alongside the SSAIB Rules, particularly Rule 16. These rules may be updated by SSAIB from time to time and updated copies will be available from the SSAIB website.

These rules also summarise the permitted use of the UKAS National Accreditation Symbol as applicable to SSAIB certificated firms. The use of the UKAS symbol is regulated by the government. Full details of the permitted use on the UKAS symbol can be found at www.gov.uk/government/publications/national-accreditation-logo-and-symbols-conditions-for-use

Although a firm may be audited by SSAIB for conformity with BAFE requirements the use of the BAFE logos is controlled by BAFE. Refer to www.bafe.org.uk/faqs

The SSAIB Certification Mark and the UKAS National Accreditation Symbol (together “the Logos”) shall only be used as described in these rules and whilst the user holds valid certification. SSAIB will suspend or withdraw certification in cases where it considers that the Logos are being used improperly and/or in a manner that may be misleading.

If a firm no longer holds certification, then all uses of the logos should cease. If a firm is no longer certificated for a scheme (but remains certificated for others) then anything implying certification to that scheme should be removed.

Always use approved artwork for the Logos; do not create your own. Use the “Registered Firms Login” at www.ssaib.org to obtain the artwork. For any other queries regarding use of the Logos contact the SSAIB.

2 Changes to Logos (beginning 2021)



UKAS have announced that the national accreditation symbol has been changed. If you use the accreditation symbol (the “crown and tick”) you must ensure you make changes as given here so you use the correct version. SSAIB have taken this opportunity to update the logos and change the rules for their use. Please ensure you make changes to use the correct logos by the deadlines.

The logos and symbols given in the earlier version of these rules (Version 12, December 2021) may continue to be used until the following deadlines. Note this means that if you are using the old UKAS National Accreditation Symbol by the date shown.

Usage	Deadline for use of	
	SSAIB Certification Mark	UKAS National Accreditation Symbol
Digital materials (e.g. website, emails, promotional videos)	30th April 2023	1st February 2022
Printed materials (e.g. literature, invoices, business cards)	30th April 2024	1 st February 2023
Vehicles	30th April 2025	Not permitted on vehicles

All certificates issued by SSAIB should show the new UKAS National Accreditation mark by 01/02/2024. If you still possess an old version after this date contact SSAIB for a replacement.

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3 General Principles

Logos may only be used during the period of certification by SSAIB. Therefore, any use of the logos that would remain in use after permission to use the logo has ceased and imply certification remains valid is not permitted. For example, placing the SSAIB logo on a product that will be installed at a customer premises, is not permitted because the firm will typically not be able to remove it. Use of a logo on a website is sometimes permitted but firms should make every effort to remove the logo immediately their permission to use it ceases.

Note: Firms relying on contracts with website development agencies should consider whether they retain this control.

In the case of printed materials, such as invoices, the use of the logos (when permitted) is acceptable providing the document carries a date that is within the certification period. This could be a date of printing or a date on a form. If certification ceases, use of the logos on paperwork should cease within a reasonable time and stores of ready-to-use paperwork should be disposed of. It is not necessary to destroy already used forms and similar items.

Permission to use the SSAIB name within the logos is granted by SSAIB only for the purposes described within these rules. The name “SSAIB” cannot be used by registered firms except as part of the SSAIB Certification Mark.

4 What are the Logos?

Three types of Mark/Logo/Symbol are described in this document:

1. The SSAIB Trademark



The Trademark is for use by the SSAIB and should not be used by registered firms.

Registered firms should be aware that they are **not permitted to use** the SSAIB Trademark as displayed above. This Mark is a registered trademark belonging to SSAIB and for use by SSAIB only.

2. The SSAIB Certification Mark



Verify at ssaib.org

This logo is intended to signify a Registered Firm has been certificated by the SSAIB. It must be accompanied by the text “**verify at ssaib.org**” which should be clearly readable at the intended distance.


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Misleading claims of registration/certification

It is not permitted to use the SSAIB Certification Mark without the accompanying “verify certification at ssaib.org” text. This can lead to misleading information or misrepresentation of SSAIB certification. Typical examples of improper use are regularly seen on websites, vehicles and letterheads where many services not certificated by SSAIB are offered. See example below:

Prohibited Use ~~X~~:

A.N. Other Alarms Ltd	
	<ul style="list-style-type: none"> • Intruder • Fire • CCTV • Access • Gate Automation • Nurse call

In this example, it could easily be misinterpreted by the public that the firm is certificated by SSAIB for Gate Automation and Nurse call systems. This could lead to claims of misrepresentation.

3. The UKAS national accreditation symbol

Examples of combined SSAIB Certification Mark and UKAS Accreditation Symbol available on SSAIB registered firms website.



Verify at ssaib.org



Verify at ssaib.org

Example of combination SSAIB Certification Mark and UKAS Accreditation Symbols only available from SSAIB on request.



Verify at ssaib.org

For latest version see www.ssaib.org



This is commonly known as the “crown and tick”. There are strict rules issued by government concerning its use and any misuse will result in actions being taken. This may include removal of certification by the SSAIB (and potentially other certification bodies associated with the firm).

The symbol must never be displayed alone. Other rules concerning its use are given below.

Where your certification is for a scheme that does not fall within SSAIB Scope of Accreditation with UKAS, you **MUST NOT** use the UKAS National Accreditation Symbol (Crown and Tick).

There are two accreditation symbols for use. Firms must display the correct one but if applicable can display both. One is labelled “Management Systems” (for ISO 9001, 14001, 45001) and the other says “Product Certification”.

A registered firm may only display the UKAS symbol next to an SSAIB Certification Mark and only if the firm holds SSAIB certification for a scheme for which SSAIB hold accreditation from UKAS. UKAS Accredited Certification schemes are those which have been independently assessed and monitored by UKAS.

- If your *Certificate of Registration for a scheme* bears a UKAS accreditation symbol, you will be entitled to use the combined SSAIB Certification Mark alongside the UKAS accreditation symbol on your own stationery and promotional material.
- If you hold other certificates of registration that do not bear a UKAS accreditation symbol you must not display the UKAS accreditation symbol in a way that suggests those schemes have UKAS accreditation.

The combined logo (SSAIB Certification Mark alongside the UKAS accreditation symbol) must clearly state your scope of certification. These rules are not exhaustive, to ensure full compliance when using the combined mark reference should be made to:

www.gov.uk/government/publications/national-accreditation-logo-and-symbols-conditions-for-use

Permitted Uses ✓ :

- ✓ The UKAS accreditation symbol may only be used in combination with the SSAIB Certification Mark (as shown in the example above) and can be used as described on websites, advertisements, promotional brochures and leaflets and stationery.
- ✓ The UKAS accreditation symbol may be reproduced in a single colour (either black, red, dark blue or gold) or the single most predominant colour of your letterhead.
- ✓ The SSAIB/UKAS combined logo can be embossed or stamped on paper.
- ✓ The text in the combined logo must be readable (e.g. if shown on a website it should have sufficient pixel resolution to read the words).

Prohibited Uses ✗ :

You may **NOT** use the UKAS Logo:

- ✗ Independently of the SSAIB logo – you must not display the UKAS “crown and tick” on its own.
- ✗ On vehicles, buildings, windows, products, primary packaging or flags
- ✗ On product certificates (e.g. Certificates of Conformity)
- ✗ Smaller than a minimum height of 20mm (except on business cards)
- ✗ On promotional items such as pens, diaries and calendars.
- ✗ More than once for each scope of certification on the same stationery/document
- ✗ To mislead the reader about the extent or scope of your accredited certification.

Please note:

- All permitted certification marks for each individual firm can be found using the “Registered Firms Login” at www.ssaib.org
- If you have any queries about the use of logos and marks, please contact SSAIB before incurring printing costs.

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5 Use of the words "Accredited" and "Accreditation"

Firms are certificated by SSAIB; SSAIB do not give accreditation. SSAIB is accredited by UKAS. Any reference to recognised firms being "SSAIB accredited", "UKAS accredited" or similar is incorrect and not permitted. Likewise, it is incorrect to refer to recognised firms as "members of SSAIB". Firms should refer to themselves as a "Registered Firm".

6 Restrictions on the use of Marks/Logos and accompanying statements for firms holding management system certification (e.g. ISO 9001)

- 6.1 Marks/Logos, relating to Management System Certification, shall not be used on a product, nor product packaging, nor in any other way that may be interpreted as denoting product conformity, i.e. to a product standard.
- 6.2 Any statement made on product packaging or in accompanying information by firms certificated for Management Systems, shall not imply the product, process or services is certified as a result of the Registered Firms Management System certification
- 6.3 When a Registered Firm is certificated in accordance with a management system standard, e.g. ISO 9001 Quality Management Systems, ISO 14001 Environmental Management Systems or ISO 45001 Occupational Health and Safety Management systems, any statements included on products or in accompanying information relating to these standards shall include reference to:
 - a) identification (e.g. brand or name) of the certified client (i.e. the registered firm);
 - b) type of management system (e.g. quality, environment) and the applicable standard;
 - c) the certification body issuing the certificate, i.e. SSAIB.
- 6.4 Registered Firms must not permit Marks/Logos to be applied to laboratory tests, calibration or inspection reports or product certificates.

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, i.e. hard copy literature or on websites, or easily detachable. Type labels or identification plates are considered as part of the product.

7 Colour and font

*It is **not** permissible to alter/substitute other colours for those given below.*

- *The font is Myriad. It is not permissible to use a substitute font.*
- *It is not permissible to stretch, squeeze, distort or redraw the SSAIB Registered Logo or Certification Mark.*
- *It is not permissible to position the SSAIB Registered Logo or Certification Mark over an image*

The blue colour is	Pantone	281c
	CMYK	100 / 72 / 0 / 32
	RGB	21 / 32 / 98

The silver colour is	Pantone	877c
	CMYK	0 / 0 / 0 / 40
	RGB	179 / 179 / 179

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