

Following the certification of your management system you may promote the certification of your management system by the use of the amtri veritas/UKAS logo or using text statements.

Electronic copies of the logos are available on request; please ask us for a copy if you want to use the logos.

### Examples of where you can use the logo and promotional statements

- Stationery, reports, quotations for work
- Advertising and promotional material related to your certification
- On inside doors and walls
- Exhibition stands
- Websites
- Press releases
- Other items relevant to your certificated activities

### **Combined Logo Format**

The combined logo you can use consists of the " amtri veritas logo" and the UKAS symbol for Management Systems both enclosed in a box. You shall only use the UKAS symbol in combination with our amtri veritas logo.

The UKAS symbol shall always have the amtri veritas registration number 042 centred underneath it.





### **Colour**

- The UKAS symbol should usually be in a single colour. This is usually the main ink colour of the document, or in the case of a pre-printed letterhead the main ink colour of the letterhead.
- The amtri veritas logo may be reproduced in blue or in the same colour as the UKAS symbol.
- The combined logo may also be produced embossed, in relief, die stamped or as a watermark. Further details are available from amtri veritas and can be found in the UKAS document on Accreditation Logo & Symbols - The National Accreditation Logo & Symbols: Conditions for use by UKAS and UKAS accredited organisations. See the UKAS website for the latest version.

### Size of the Logo

On A4 sized paper:

<p>The maximum size of the UKAS symbol is 30 mm. (This does not include our registration number 042)</p>  <p>Maximum Size</p>	<p>The minimum size of the UKAS Symbol is 20 mm. (This does not include our registration number 042)</p>  <p>Minimum Size</p>
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On paper larger than A4 the combined logo may be increased in size, scaled up in proportion using the A4/20-30 mm ratio.

In special cases where space is limited, such as business cards, the size of the combined logo may be reduced. This typically means that the minimum size the UKAS symbol is reduced to is 15 mm. Whatever the reduction the text must still be clear and legible with no infilling.

The UKAS symbol shall not be bigger than the amtri veritas logo.

### Alternatives to the combined logo



As an alternative to the combined logo you can use the amtri veritas logo on its own.



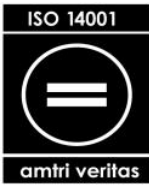
This does not have the same restrictions as the combined logo and can be placed on vehicles, flags, product wrapping and test or calibration certificates.

However, the general restrictions below still apply to the use of the amtri veritas logo.

Instead of the combined logo you may also use a text alternative as described below.

### Options for Client Use

Combined Logo	AV Logo	Text Alternative
		<p>Certificated to ISO 9001 by amtri veritas, a UKAS accredited certification body No. 042</p>

 		<p>Certificated to ISO 14001 by amtri veritas, a UKAS accredited certification body No. 042</p>
<p>Text statements referring to management system certification may be included on product packaging or accompanying information. Statements should in no way imply that the product, process or service is certified.</p> <p>Text statements shall include a reference to the client, the type of management system (e.g. quality, environment) and the applicable standard (e.g. ISO 9001, ISO 14001) and amtri veritas.</p> <p>e.g. <i>Company Name</i> has a quality management system certificated to ISO 9001 by amtri veritas, a UKAS accredited certification body No. 042</p>		

## General Restrictions

The following general restrictions apply in addition to the Terms and Conditions of Contract - Audit of Management Systems:

- The logos (combined logo and the amtri veritas logo) and any statements shall not be used in any way that might mislead the reader about your certification
- If you have more than one site or company, the logos and statements shall clearly be related only to those sites or companies that have been certificated
- If you carry out a range of activities, that includes activities that are not covered by your certification, it must be clear in your use of the logos and statement that they only relate to your certificated activities.
- The logos shall not be used in a way as to suggest that UKAS, the UK Secretary of State or amtri veritas have certificated any product or service provided by a licensee of the mark.
- Your certification relates to your management system and is not product certification. Therefore, you may not use logos on the following: goods or products, product wrapping, labels, or test or calibration certificates or in any way that may interpreted as denoting product conformity.
- The combined logo also has one further specific restriction - it may not be used on vehicles or flags.

**The UKAS symbol shall never be used on its own. ✘**



## **Removal of Logos and Cessation of Use**

You undertake to stop using the logos, and remove any statement referring to certification when your "approved" status lapses, is suspended or withdrawn or where amtri veritas deems that its use has not complied with these requirements for use.

### Notes

The images used in this document are only for guidance and are not for reproduction purposes. Images files are available from amtri veritas.

Our guidance on the correct use of the combined logo is not an exhaustive list and full details can be found on the UKAS website. <http://www.ukas.com/media-centre/promotional-material-and-download/Accreditation-symbols.asp> (link correct at time of publication)