



How to promote your
BSI Assurance Mark.

A simple three step guide

Step
01

Get your mark.

Achieving your certification may have felt demanding at times. Using your BSI Assurance Mark couldn't be any easier.

Your BSI Assurance Mark is unique to you – like a fingerprint.

It identifies the name and number of the standard or scheme. That means your clients or stakeholders can easily recognize and verify it – a particular benefit if you are certified for multiple standards.

We've put together a straightforward guide to using your BSI Assurance Mark. It shows you how to use the Mark correctly and efficiently.

Using your BSI Assurance Mark

- Uncluttered design – easily fits on business cards and flyers
- Multi-format – use for print and digital materials
- Simple colour scheme – works with multiple logos, including other accreditation logos
- Transparent background – sits with your brand identity
- Available in solid red – for even greater visibility



Step 02

Share the news.

Don't be shy. You earned your BSI Assurance Mark. So spread the word with colleagues, clients and the media.

Share with colleagues

It takes a lot of people working hard together to achieve certification. Now's the time to share their achievement with the business as a whole. When you do it well, internal PR can help you gather wider feedback, engage people in other departments and continue to share your external communication strategies.

Your first, and easiest step is to add your Assurance Mark to your website, corporate stationery, marketing materials and physical assets. Company vehicles, signage, and uniforms can all be advertising billboards for your success. But why stop there? If you have a staff newsletter, CEO's email, noticeboards, intranet or trophy cabinet in reception, they are all excellent places to promote your success.

Share with the media

"A journalist-written article about a brand or its product is inherently more valuable than purchased ad space."

PerkettPRsuasion blog

Here are two points to remember as you plan your press release:

1. Your BSI Assurance Mark isn't just an award; it's an endorsement of the hard work your whole team has put in to achieve success
2. Any press release reads better with a quote and we can provide one to bring your achievement to life

Share with prospects

A case study is the perfect way to tell the story of your certification to customers, prospects and other stakeholders in your business. It should include the challenges you faced as well as the results you've seen since achieving certification.

Step 03

Continue to improve.

BSI Excellerator helps you cut risk further and boost growth.

We want to ensure you are getting the most from your certification. Our unique Excellerator report applies to your certification for ISO 9001, ISO 14001 and OHSAS 18001.

It gives you detailed insight into three important aspects of your business:

1. How well your management system is working
2. How your performance compares against other organizations in your sector
3. How you can do even better

The report combines risk analysis with performance assessment. Armed with the insights it provides, you are better placed to spot – and change – aspects of your business that may be holding you back from achieving excellence. These factors could be internal, such as inefficient processes, or external, such as technological trends in your industry.

You can also make relevant changes based on identified areas of lower performance – or help higher performing systems to stay that way.

To learn more about BSI Excellerator speak with your Client Manager.



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