

# How to use Kitemark®

## – a guide for Licensees



### What is the Kitemark?

The Kitemark is a registered trade mark and certification mark of the British Standards Institution and has been in operation since 1903. It is a uniquely powerful symbol of trustworthiness and is one of the most respected product quality marks in the world. BSI encourages and promotes the use of the Kitemark in supporting your products and services and to demonstrate your achievement in gaining the prestigious Kitemark Licence. To maintain the reputation, image and value of the Kitemark for all of us, please use it responsibly. Electronic copies of JPEG, EPS and PNG files can be supplied by the marketing department.

**Important:** Kitemark™ and the Kitemark™ logo are registered trademarks of BSI.

### How should the Kitemark logo be used?

#### Trademark Symbol

- The Kitemark logo must always be shown with the ™ symbol.
- Where the logo is less than 9mm in height the SMALL version file should be used. This contains a larger™ symbol to ensure that it can be read. (see figure 1)
- Where the logo is more than 9mm in height the NORM version file should be used. (see figure 2)

#### Size:

The Kitemark logo can be produced in whatever size you require so long as it remains in its correct proportions.

#### Colour:

The colour must be consistent throughout. The Product Standard number and the Kitemark Licence number should be in the same colour as the Kitemark logo.

#### Associated Wording:

The following wording should be used with the Kitemark logo in all circumstances and written underneath the Kitemark logo as shown (see figure 3):

- The appropriate BS or EN standard number (BS, EN, ISO, PAS xxxxx)
- The Kitemark licence number (KM xxxxx)
- Optional - the name of the licence scheme (i.e. Safety Glass)

Please refer to additional conditions on page 2 for the Child Safety Online scheme.

#### Scheme Versions:

Some Kitemark schemes have specific Kitemark logo embellishments or descriptions. These should be used with the Kitemark Licence Number as shown (see figure 4). The size and colour rules should be applied.

#### Modifications:

No modification, stylising or addition to this design is permitted without the prior written authorisation of the Marketing Department at BSI.

#### Logo Files:

All the Kitemark logos are available on the Kitemark assets CD or can be sent by email.

#### Using The Logo In Print:

- EPS files of the Kitemark SMALL and NORM in both Black and White are provided as resolution-independent vector files.
- JPEG files of the Kitemark SMALL and NORM are provided in Black at 300ppi.
- JPEG files of the Kitemark LARGE are provided in Black at 300ppi 300mm x 300mm.

### How should the Kitemark logo be used?

Figure 1

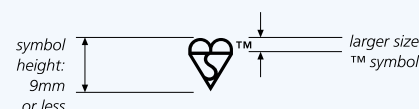


Figure 2

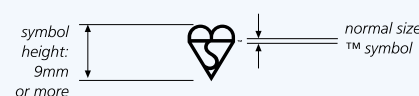


Figure 3



Figure 4



# How to use Kitemark<sup>®</sup> – continued



## Using The Logo On-Screen:

- Transparent PNG files of the Kitemark SMALL in both Black and White are provided as 72ppi and transparent PNG files of the Kitemark NORM are supplied in both black and white at 300ppi.
- The ™ symbol for on-screen & online use should be set in Frutiger Roman typeface, no smaller than 9 pixels with the type anti-alias set to NONE.

To maintain the reputation, image and value of the Kitemark for all of us, please use it responsibly.

## How should the word Kitemark be used? (see figure 5)

- The word Kitemark is one word and must always be written with a capital K.
- The word Kitemark must always be followed by the ™ symbol when it is used in:
  - a title or heading
  - a sub-heading
  - a Kitemark strapline
- Where possible the word Kitemark should be written in Frutiger 45 light or Arial.
- If the word Kitemark is italicised the ™ must remain non-italicised
- The ™ symbol should be the same size font as the wording.
- The ™ should also be raised (superscripted) so that it sits above the text line. Eg Kitemark™

To do this in:

- **MS Word:** Insert – Symbol – Select ™ symbol – click Insert, then Format – Font – in the effects area check the “superscript”
- **Mac Quark Xpress:** press alt+r keys, apply the Superior style to the symbol [shift command +V] the style Superior should be set to 50% horizontal and 50% vertical scale.

## Using the Kitemark Child Safety Online logo

The three elements of the Kitemark logo should be used by organisations who have been awarded a Kitemark licence for Child Safety Online as described below:

### Physical packaging:

The Cautionary Notice information must be displayed as follows: *(See figures 6 and 7)*

- Cautionary Notice artwork is provided and must be displayed on the front of the product packaging in the lower right hand corner, no smaller than 65mm in width.
- The “Important Information” notice must be printed within the first 2 pages of the User Manual. The font size for this notice should not be smaller than 6 point.
- The link to the CEOP (Child Exploitation and Online Protection Centre website must be printed in the User manual as follows:

Professional sources of help include the main UK Government website with advice for parents to keep child safe online [www.thinkuknow.co.uk/parents/pas74](http://www.thinkuknow.co.uk/parents/pas74)

### Electronic & Pre-Installed format:

- Where the product is provided in electronic format or pre-installed on to a computer this cautionary label must be displayed in a pop-up window that is activated when the mouse is clicked on the program desktop icon.
- The “Important Information notice” must be displayed with the “Cautionary Label” within the first 2 screens of the installation wizard program. The text for this notice must appear in a size which can easily be read on screen.
- There must be an “I have read and understood the Important Information & Cautionary Notice” tick box to confirm the installer has read and understood the notice. Proceeding with installation cannot happen without this confirmation.
- For a product that contains multiple elements (e.g. Microsoft XP) the Kitemark roundel logo MUST be shown in direct association with the parental controls page
- A link must be available to the CEOP website ([www.thinkuknow.co.uk/parents/pas74](http://www.thinkuknow.co.uk/parents/pas74))
- Where product is a single screening product (e.g. Cyber Patrol) then the Kitemark roundel logo can be placed on all product specific pages or page sections.

## How should the word Kitemark be used?

Figure 5

**Kitemark™**

## Using the Kitemark Child Safety Online logo

Figure 6

### Cautionary Notice



#### WHAT DOES KITEMARK MEAN?

Kitemark means that this product meets the requirements of Publicly Available Specification (PAS) 74 – a specification created to help prevent child access to inappropriate websites.

#### IMPORTANT NOTICE:

- The nature of this product and application cannot alone guarantee that all inappropriate content will be blocked
- The product can provide an appropriate level of protection ONLY when: installed and configured correctly, kept up-to-date, the administration rights, parental controls and security are correctly set, and it is used as an integral part of responsible parental control and guidance.

Minimum width 65 mm

Figure 7

### Important Information Notice



The Kitemark for Child Safety Online aims to help parents protect a child from encountering inappropriate materials on the internet.

The Kitemark indicates that you are getting a product that has been tested to ensure that it meets the minimum performance requirements for access control systems, to provide a consistent level of protection available on the market.

To ensure that your Kitemark certified filtering product is as effective as possible you will need to ensure:

- It is installed and configured correctly.  
**Note:** There are two commonly-used Software Default options for access control:
  - Type A Default all Access Control Settings on
  - or Type B Default Access Control Settings offPlease refer to Manufacturers' Directions
- It is regularly updated
- The administration rights, parental controls and security are correctly set
- It is used as an integral part of responsible parental control and guidance

More detailed guidance and instructions can be found in the product user manuals which have been assessed to ensure that they are clear and easy to follow.

It must be recognized however, that no access control system can be 100% effective at blocking access to inappropriate materials and that, despite rigorous controls, there may still be occasions when inappropriate materials may be assessed. Neither can such a product be wholly effective when used in isolation or outside the UK.

No anti virus and/or antispyware product can take the place of an interested and responsible parent, who warns their child about what the child may see online, sets sensible rules and who encourages the child to talk about anything that troubles him/her. However, a filter can give support to parents and offer a level of control that does not compromise parent-child trust.



## Kitemark Child Safety Online Logo

- Where this logo is used your Kitemark licence number (eg: KM 1234) must be displayed underneath the logo as well as the product type (i.e. A or B) (see figure 8).

## FAQs about using Kitemark and Logo

### Should I always quote the standard number and licence number?

The relevant Product Standard number must always appear on the certified product and/or its packaging underneath the Kitemark logo (see figure 3).

### What if my product is not suitable to carry the logo?

Where marking is difficult or impractical due to the size, aesthetics or nature of the product, e.g. bulk fluids, alternative marking arrangements may be discussed and authorised by the Marketing Department at BSI.

### What about products not listed in my Kitemark Licence?

The Kitemark may be used by the Licensee and any sub-licensee only in relation to the products listed on the current Kitemark Licence schedule. It signifies certification in relation to the criteria specified in the product standard. Care should be taken to avoid its use in a manner which implies or could imply that other products are certified, e.g. implying that a whole product is certified of which the certified product forms only a part. The method of display of the Kitemark depends on whether the product is sold or supplied under the Licensee's, or someone else's name

### Can I use the logo on my promotional items?

The Kitemark may be used upon promotional items such as diaries, pens, keyrings, etc. with the prior written authorisation of the Marketing Communications Manager at BSI and provided the intended use does not imply the item itself is Kitemark certified. The size and colour rules should be applied.

### Can I include the logo on my company transport?

The Kitemark may be used upon all forms of transport used by the Licensee in its business, provided such forms bear either the Kitemark Licensee's name or trade name and a brief but clear indication of the product, unless the Licensee's livery or the form of transport makes the nature of the product obvious in BSI's opinion. The Kitemark Licensee is responsible for ensuring the Kitemark is removed from any form of transport when it is no longer used in connection with its business or when the Kitemark licence has expired or terminated for any reason whatsoever. For some schemes a Kitemark swing tag graphic file can be used. Please consult your Kitemark licence contact at BSI.

### Are there any formats in which I cannot use the Kitemark logo?

The use of the Kitemark is not permitted as a pattern in soft furnishing fabric, carpets or other floor-covering.

Figure 8



### Important Warning

To affix the Kitemark to a product or use it in any other manner without authority from BSI is a criminal offence and may result in a civil claim from BSI. Any illustration, or use of the Kitemark on any product, document or other media in a manner which in the opinion of BSI has the potential to mislead or bring the Kitemark into disrepute is a breach of the Kitemark Licence Conditions of Contract. It is the responsibility of Licensee to correctly use the Kitemark at all times and advise their customers and agents on its correct use and monitor that use in relation to their products. At no time shall a Licensee give the impression that it is a Kitemark approved organisation without official certification from BSI.

In addition, the Licensee is responsible for the following:

- Removal of all Kitemark logo from all situations should the licensee cease to be a Kitemark licence holder.
- Ensure that the Kitemark logo is not mis-used by persons or organisations within their control or employ.
- Ensure that the Kitemark logo is represented fairly amongst other corporate sponsor or partnership logos.

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