

# BSI Assurance Mark guidance.

# BSI Assurance Mark.

## BSI Assurance Mark with certificate number



## Colours

	<b>Black</b>
	CMYK 0 0 0 100
	RGB 0 0 0
	Hex 000000

## Certificate number (shown above as XXX)

Tahoma Regular  
 Match to size of standard/scheme name  
 e.g Business Continuity Management  
 Minimum size 5pt

The Assurance Mark is for organizations whose management systems have been assessed and certified by BSI as fulfilling the requirements of the given standard or scheme.

It is a valuable marketing tool that you can use to promote your organization and service capabilities, as it signals a clear achievement and therefore offers competitive advantage.

The Assurance Mark is for your certified organization, not your products, so can be used on such items as corporate stationery, literature and vehicles.

Dimensions and positioning examples of the Assurance Mark are shown in these guidelines. How you choose to display the Assurance Mark is up to you, these guidelines are there to help make sure that the Assurance Mark is displayed as best as it can be, and offers you the most benefit.

The Assurance Mark includes the standard/scheme name and standard/scheme number. This is important not simply so that the standard is easily recognizable and verifiable – but also allows for differentiation should you have multiple standards.

When using the Assurance Mark, we've kept the guidelines really flexible. But there are some simple rules:

### Please do

- You should only use the Assurance Mark in black or white so it's instantly recognized as the BSI Assurance Mark. See page four for white colour variations

- Use the Assurance Mark with the certificate number written underneath it, as shown on this page using the Tahoma font

- Only use the Assurance Mark to which you are certified

- Be clear which organization the Assurance Mark relates to. This means including your company logo or trademark on corporate communications as well as the Assurance Mark

- Make sure the Assurance Mark is legible and the copy readable. These guidelines include recommended minimum sizes

### Please don't

- Don't add or alter text within the Assurance Mark

- Don't use the Assurance Mark in association with any activity or service outside the scope of your certification. The Assurance Mark is specific to the certified organization and may not be transferred to or used by

other companies within the same group of companies

- Don't display the Assurance Mark on a product or its packaging as this will imply the product itself has been tested by BSI

- Don't use the Assurance Mark on products, or product certificates (e.g certificates of analysis, conformity, calibration certificates or testing certificates)

Note: In many cases it may be permissible to use the Assurance Mark on a medium which is seen by your customers but is not the product itself e.g. Credit Cards. BSI Client Services can advise on this. It is permissible to use words describing your certification, as long as it is made clear that the management system has been certified, not the product e.g. Manufactured under an ISO 9001 registered quality management system.

# BSI Assurance Marks.

Here are some of the BSI Assurance Marks



## Secondary Assurance Marks.

The secondary Assurance Mark should only be used when the primary Assurance Mark is not suitable for the background provided. Please note the specifications provided are only relevant to an Assurance Mark that is 50mm in height.

Secondary Assurance Mark



# Choosing the correct Assurance Mark.

White background: primary Assurance Mark



Black background: secondary Assurance Mark



Light background: primary Assurance Mark



Dark background: secondary Assurance Mark



Light image: primary Assurance Mark



Dark image: secondary Assurance Mark



# Examples of application.

## Corporate stationery

Visual example



## Literature

Visual example



## Vehicles

Visual example



# Contact information.

Images and measurements contained within this document are not necessarily to scale. All information correct at time of print.

For any queries, assets or templates, please contact us at [marketing.nl@bsigroup.com](mailto:marketing.nl@bsigroup.com) or +31-20-346 0780.



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