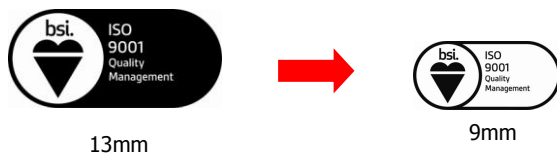# FAQ

Q Why do we changed the logos again?

A Based on feedback from our clients, we've updated the BSI Assurance Marks to make it easier to use. We've listened to your feedback and have taken your issues very seriously.

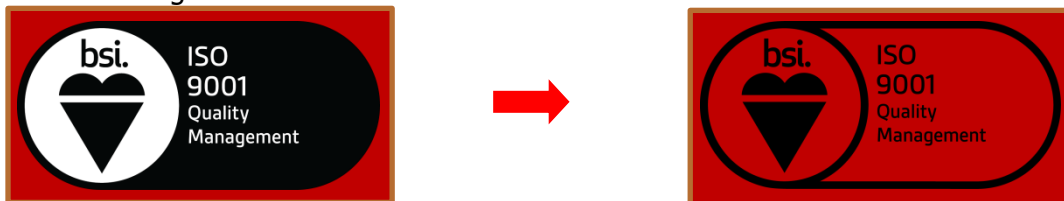The benefits of the new BSI Assurance Mark are:

- The BSI Assurance Marks can be reduced to a smaller size: now 9mm (was 13mm)
- They have a transparent background so they can sit on all backgrounds from brochures, advertisements etc.
- They have improved legibility of the standard number and name
- They work better with other logos as they aren't so heavy in black colour

We've also introduced a new red colour Assurance Mark that gives you a colour option to draw attention to your BSI Assurance Mark, emphasizing your achievement to your customers.

Minimum size:

Colour background:

Q I've just updated to the new BSI Assurance Mark, do I need to change these again?

A You won't be penalized for using the black background BSI Assurance Marks. They are still accurate and acceptable. We encourage you to update the BSI Assurance Marks when you can. It may be easy and quick to update your website but may be harder to update your stationery items and this may have to wait until the next print run.

Q It's expensive to keep changing logos

A We understand that it can be expensive to update the BSI Assurance Marks, especially on printed material. Therefore, you won't be penalized for using the black background logo. Just update the BSI Assurance Marks when it's sensible and cost effective to do so.

For example, it may be easier to update the BSI Assurance Marks on your email signature although your business cards may wait to be updated until you need to print more.

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Q We've just been certified for ISO 14001 and want to use the black background logo that we already use for ISO 9001. Can we still get the black background logo for 14001 to add to our marketing material?
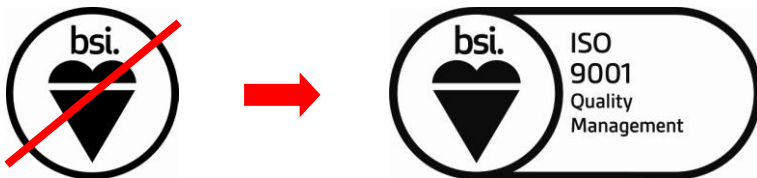
A The black background logo is no longer available on our website. You can now download the new BSI Assurance Marks for both standards.

We have also introduced a multi-scheme Assurance Mark that consolidates both of your standards in one logo, instead of using one logo per standard. This may be a better solution as it takes up less room without losing the detail of each standard.

Q Can't I just use the roundel on its own that was previously on Just4Customers?

A We encourage you to use the BSI Assurance Mark with the standard name and number - the roundel on its own could relate to any certification, so it doesn't have much meaning for your customers. It doesn't hold the valuable information the BSI Assurance Marks do, so it won't be a very powerful marketing tool for your customers. They would be more impressed to know that you are certified to XXXXX.

Q Now that we have more BSI Assurance Mark options, how do I know which one to use?

A It's up to you which logo you want to use, they're available so you have the choice to use black, white or red, whatever works best for your marketing material.

Black version (transparent)   Red version   White version (transparent)

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![bsi.]

Q Can I use the BSI Assurance Marks in another colour other than red?

A No, the BSI red is the only colour, other than black and white, that you can use. As per the brand guidelines, no changes can be made to the BSI Assurance Marks to ensure consistency. **You can use the primary BSI Assurance Mark or the reversed BSI Assurance Mark <u>on any colour</u> background if you wish.**

Q Do I need to put our certificate number underneath the BSI Assurance Mark?

A By adding your certificate number your customers can check your certification on the <u>BSI Certificate and Client Directory</u>.

If there isn't enough room for your certificate number underneath the BSI Assurance Mark, make sure the legal disclaimer is displayed on your marketing material:

"[Company Name] has been certified by BSI to [ISO 1234] under certificate number [FMxxxxx]"

Details can be found on page 3 of the updated BSI Assurance Mark client facing guidelines which are available on website.

Q I have more than one standard with BSI, how do I display these?

A We have the new multi-scheme Assurance Marks that you can request by sending your certificate numbers to <u>brand@bsigroup.com</u>.

Details can be found on page 7 of the updated BSI Assurance Mark client facing guidelines which are available on our website.

Q We don't have enough space on our material for these new BSI Assurance Marks

A You can email the brand team on <u>brand@bsigroup.com</u> to see if there is another solution for you. Or you can use the approved text below if there is no room for a logo.

<Standard number> <standard name> (optional) certified by BSI under certificate number, <certificate number>

For example: ISO 9001 Quality Management certified by BSI under certificate number, FM123456

For example: ISO 9001 certified by BSI under certificate number, FM987654.

-END-

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