



# How to promote your BSI certification.



...making excellence a habit.™

# Promote your commitment to excellence.

Tell your customers about your commitment to achieving and maintaining excellence by using the BSI Assurance Mark. It's an internationally recognized mark that represents quality, reliability and continual improvement. The BSI Assurance Mark is a valuable marketing tool that you can use to promote your certification, offering your company a competitive advantage.

Promote your certification on/in:

- Marketing literature and collateral
- Advertising
- Stationery
- Your website
- Your office
- Vehicles
- Internal communication
- Press releases
- Social media
- Annual reports
- Case studies with BSI
- And more...



# BSI Assurance Mark guidelines.

## BSI Assurance Mark with certificate number



### Certificate number (shown above as XXX)

Tahoma Regular, minimum size 5pt

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 and ISO 1234] under certificate number(s) [FMXXXX, FM XXXX]"

By adding your certificate number it shows you are indeed certified by BSI. Your customers can authenticate your certification on the BSI Directory of Certified Clients.

### Minimum size example



### Colour

#### Black

Pantone® Process Black  
 CMYK 0 0 0 100  
 RGB 0 0 0  
 Hex 0000001

The BSI Assurance Mark is for organizations whose management systems have met or exceeded the requirements of the BSI standard or scheme.

The BSI Assurance Mark is a powerful marketing tool as it not only tells your customers that you're certified by BSI, but it also tells them what standards you're certified for. Promoting the standard that you have been certified, builds trust with your customers and differentiates you from your competitors.

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

Where you choose to display the BSI Assurance Mark is up to you, these guidelines are here to help make sure that the BSI Assurance Mark is displayed correctly.

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

### Please do

- Use the BSI Assurance Mark with your certificate number written underneath it, as shown on this page using the Tahoma font
- You should only use the BSI Assurance Mark in black, white or red so it's instantly recognized as the BSI Assurance Mark. See page five for other colour variations
- Only use the BSI Assurance Mark to which you are certified
- Be clear which organization the BSI Assurance Mark relates to. This means including your company logo or trademark on corporate communications as well as the BSI Assurance Mark
- Make sure the BSI Assurance Mark is legible and the copy is readable. These guidelines include recommended minimum sizes
- If using the BSI Assurance Mark online, you can link to the BSI website by using a hyperlink

### Please don't

- Don't reduce the BSI Assurance Mark any smaller than 9mm in height
- Don't add or alter text of the BSI Assurance Mark
- Don't display the BSI Assurance Mark on a product or its packaging as this will imply the product has been tested by BSI
- Don't use the BSI Assurance Mark on product certificates (e.g. certificates of analysis, conformity, calibration certificates or testing certificates)

- Don't use the BSI Assurance Mark in association with any activity or service outside the scope of your certification. The BSI 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

Note: In many cases it may be permissible to use the BSI 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.

### Referring to your certification in text

If it isn't appropriate to use the BSI Assurance Mark, you can use the approved text to promote your certification. Please make sure it's clear that the management system has been certified - not the product.

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

For example:

'ISO 9001 certified by BSI under certificate number FM123456'  
 'ISO 9001 Quality Management certified by BSI under certificate number FM123456'

If you have multiple schemes, list these one after each other:

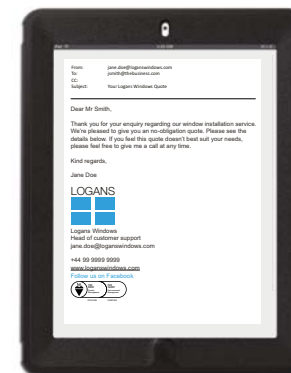
'ISO 9001 and ISO 14001 certified by BSI under certificate numbers FM123456, FM 987654'  
 'ISO 9001 Quality Management and ISO 14001 Environmental Management certified by BSI under certificate numbers FM123456, FM987654'

# BSI Assurance Mark for multiple standards.

If you have more than one standard or scheme with BSI, you're able to use the personalized multi-scheme BSI Assurance Mark. The multi-scheme BSI Assurance Mark consolidates all of your standards within one device and are available in all colour options as shown below.

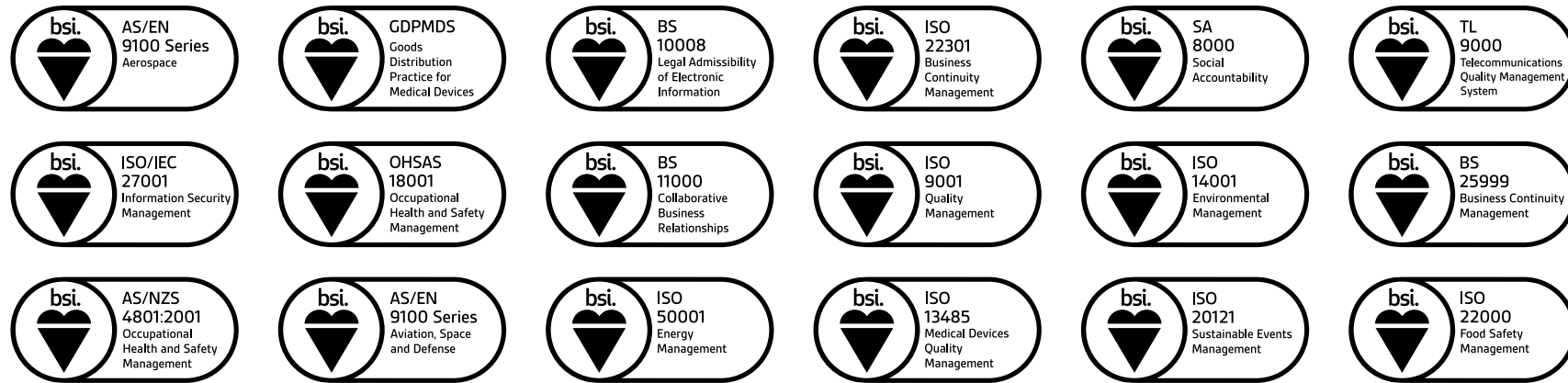
Email brand@bsigroup.com with your certificate numbers of each standard for your multi-scheme BSI Assurance Mark.

## Multi-scheme BSI Assurance Mark (up to 4 standards or schemes)



# BSI Assurance Marks.

Here are some of the BSI Assurance Marks



## Use of BSI HACCP & GMP Assurance Mark.



I XXXXXXXX

Manufactured/produced under a BSI certified HACCP & GMP system

The BSI HACCP & GMP Assurance Mark can be used on the secondary packaging (i.e. outer packaging) of a product. The mark must be accompanied by the words “Manufactured/produced under a BSI certified HACCP & GMP system”. The product itself must not bear the BSI HACCP & GMP Assurance Mark.

# BSI Assurance Marks - alternative colours.

The reversed BSI Assurance Marks can be used when the primary BSI Assurance Mark is not suitable for use on a darker background or image.

The red BSI Assurance Mark can be used if you want to use colour in your material. This red is the only colour available to use.

Reversed BSI Assurance Mark



Red BSI Assurance Mark



## Colours

**White**  
CMYK 0 0 0 0  
RGB 255 255 255  
Hex FFFFFFFF

**BSI Red**  
Pantone® 485 C  
CMYK 0 95 100 0  
RGB 255 43 31  
Hex FF2B1F

# Choosing the correct BSI Assurance Mark.

White background: primary BSI Assurance Mark or the red BSI Assurance Mark



Black background: reversed BSI Assurance Mark



Light background: primary BSI Assurance Mark



Dark background: reversed BSI Assurance Mark








Light image: primary BSI Assurance Mark or the red BSI Assurance Mark



Dark image: reversed BSI Assurance Mark



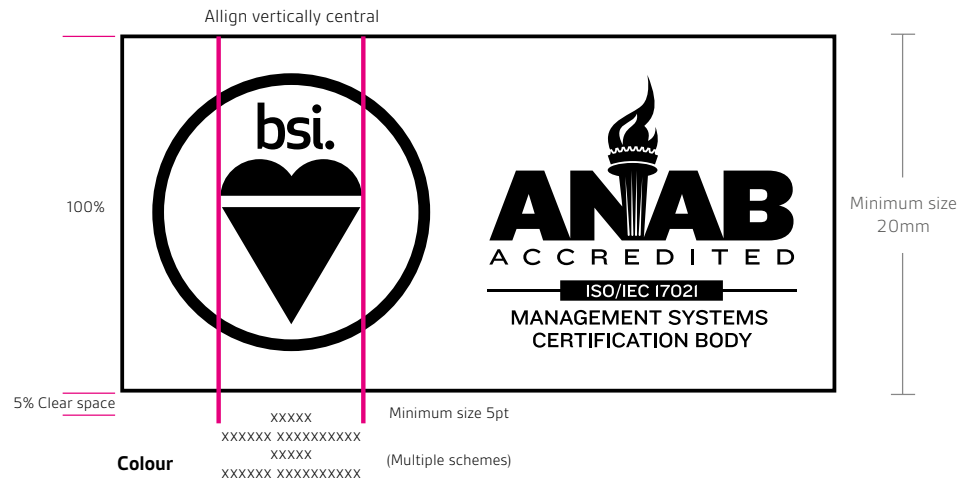
# Which logo can I use? It's your choice.

| Can I use the BSI Assurance Mark on...  | Promote the standard you certified for with the BSI Assurance Mark.<br>It's your choice what colour BSI Assurance Mark you use - black, white or red. If you have more than one standard or scheme with BSI, you can use the BSI multi-scheme Assurance Mark. |  |   | Promote BSI's additional certification status with the Accreditation Mark.<br>Only use the Accreditation Mark that your standard or scheme is certified for (on your certificate). |   |
|---|---|--|---|--|---|
|   |    |  |  |   |  |
| Marketing material<br>Brochures, advertisements, Annual Reports, PowerPoint presentations, case studies, etc.                             | Yes   | Yes  | Yes   | Yes  | Yes   |
| The Internet<br>On your website, on social media websites (on your Facebook page, twitter etc.), email marketing, email signatures etc.   | Yes   | Yes  | Yes   | Yes  | Yes   |
| Corporate stationery<br>Letterheads, business cards, compliment slips, invoices, presentation folders etc.                                | Yes   | Yes  | Yes   | Yes  | Yes   |
| Vehicles, promotional items, exhibition banners, flags or external buildings  | Yes   | Yes  | Yes   | No   | No  |
| Products or certificates<br>Physical products, product packaging, product certificates, certificates of analysis, certificates of testing | No  | No   | No  | No   | No  |
| Minimum size (height)   | 9mm   | 9mm  | 9mm   | 20mm   | 20mm  |



# BSI Assurance Mark with ANAB Accreditation Mark.

If your certificate shows the ANAB Accreditation Mark or should you wish to reinforce the fact that you have been assessed by an accredited certification body, you may wish to use the following logo.



**Colour**  
 (Multiple schemes)

**Black**  
 Pantone® Process Black  
 CMYK 0 0 0 100  
 RGB 0 0 0  
 Hex 000000

**Blue (coloured version)**  
 Pantone® 286 U  
 CMYK 100 75 0 0  
 RGB 0 51 61  
 Hex 0033A0

**Red (coloured version)**  
 Pantone® 485 C  
 CMYK 0 81 87 15  
 RGB 218 41 28  
 Hex DA291C

**Certificate number (shown above as XXX)**

Tahoma Regular  
 Minimum size 5pt  
 1. Certificate number e.g. FM 12456  
 2. Standard/scheme number or name (optional) e.g. ISO 9001 or Quality Management

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

**Please do**

- You should only use the Accreditation Mark in black or full-colour so it's instantly recognized as the BSI Accreditation Mark

- Use the Accreditation Mark with the certificate number written underneath it, as shown on this page using the Tahoma font. You can also add your standard or scheme name or number underneath your certificate number, although it's not required

- Only use the Accreditation Mark to which you are certified. This can be found on your BSI certificate

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

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

- You may only use the Accreditation Mark in a smaller size than 20mm so that the logo and text are legible

**Please don't**

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

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

- Don't use the Accreditation Mark in association with any activity or service outside the scope of your certification. The Accreditation 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 Accreditation Mark on a product or its packaging as this will imply the product itself has been tested by BSI

- Don't use the ANAB Accreditation Mark on promotional items, vehicles, flags or external buildings\*

- Don't display the ANAB Accreditation Mark independently of the BSI Assurance Mark

Note: In many cases it may be permissible to use the Accreditation 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.

**Guidance for Use of IATF and Accreditation Body Logos for BSI ISO/TS 16949 Clients Use of the IATF logo:**

- Clients are not permitted to use the IATF logo under any circumstance

- Clients are not permitted to use any accreditation body logos in association with ISO/TS 16949 certification

Note: Where the client holds certification for ISO/TS 16949 and for ISO 9001:2008, it must be clear that the use of the accreditation body logos is limited to the activities covered by the ISO 9001:2008 certification and is in no way connected to the ISO/TS 16949 certified activities.

\*As specified within the ANAB guidelines

# BSI Assurance Mark with UKAS Accreditation Mark.

If your certificate shows the UKAS Accreditation Mark or should you wish to reinforce the fact that you have been assessed by an accredited certification body, you may wish to use the following logo.



XX XXXXXX

## Colour

|  |                        |
|--|------------------------|
|  | <b>Black</b>           |
|  | Pantone® Process Black |
|  | CMYK 0 0 0 100         |
|  | RGB 0 0 0              |
|  | Hex 000000             |

## Certificate number (shown above as XXX)

Tahoma Regular  
 Minimum size 5pt  
 1. Certificate number e.g. FM 12456  
 2. Standard/scheme number or name (optional) e.g. ISO 9001 or Quality Management

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

### Please do

- You should only use the Accreditation Mark in black so it's instantly recognized as the Accreditation Mark

- Use the Accreditation Mark with the certificate number written underneath it, as shown on this page using the Tahoma font. You can also add your standard or scheme name or number underneath your certificate number, although its not required

- Only use the Accreditation Mark to which you are certified. This can be found on your BSI certificate

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

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

- You may only use the Accreditation Mark in a smaller size than 20mm for business cards with a minimum size of 15mm

- If you have multiple UKAS accredited schemes, list the certificate numbers underneath one another. See example on this page

### Please don't

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

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

- Don't use the Accreditation Mark in association with any activity or service outside the scope of your certification. The Accreditation 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 Accreditation Mark on a product or its packaging as this will imply the product itself has been tested by BSI

- Don't use the UKAS Accreditation Mark on promotional items, vehicles, flags or external buildings\*

- Don't display the UKAS Accreditation Mark independently of the BSI Assurance Mark

Note: In many cases it may be permissible to use the Accreditation 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.

\*As specified within the UKAS guidelines



# BSI Assurance Mark with APMG Accreditation Mark.

If your certificate shows the APMG Accreditation Mark or should you wish to reinforce the fact that you have been assessed by an accredited certification body, you may wish to use the following logo.



## Colour

**Black**  
 Pantone® Process Black  
 CMYK 0 0 0 100  
 RGB 0 0 0  
 Hex 000000

## Certificate number (shown above as XXX)

Tahoma Regular  
 Minimum size 5pt  
 1. Certificate number e.g. FM 12456  
 2. Standard/scheme number or name (optional) e.g. ISO 9001 or Quality Management

## Previous versions of APMG mark



The APMG logo replaces the itSMF logo. The itSMF logo should no longer be used after December 2017

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

### Please do

- You should only use the Accreditation Mark in full-colour so that it's instantly recognized
- Use the Accreditation Mark with the certificate number written underneath it, as shown on this page using the Tahoma font. You can also add your standard or scheme name or number underneath your certificate number, although its not required
- Only use the Accreditation Mark to which you are certified. This can be found on your BSI certificate
- Be clear which organization the Accreditation Mark relates to. This means including your company logo or trademark on corporate communications as well as the Accreditation Mark

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

• You may only use the Accreditation Mark in a smaller size than 20mm for business cards with a minimum size of 15mm

### Please don't

- Don't add or alter text within the Accreditation Mark
- Don't use the Accreditation Mark on products, or product certificates (e.g certificates of analysis, conformity, calibration certificates or testing certificates)
- Don't use the Accreditation Mark in association with any activity or service outside the scope of your certification. The Accreditation 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 Accreditation Mark on a product or its packaging as this will imply the product itself has been tested by BSI
- Don't use the Accreditation Mark on promotional items, vehicles, flags or external buildings
- Don't display the Accreditation Mark independently of the BSI Assurance Mark

Note: In many cases it may be permissible to use the Accreditation 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.

# 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 the Brand Team at [brand@bsigroup.com](mailto:brand@bsigroup.com).



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