bsi

Your partner
in progress

How to Promote
Your BSI Certification

Mark of Trust guidelines for clients.

bsi

Contents

1.0

Overview

1.0 Overview

Now you've achieved certification, you can display BSI's Mark of Trust.
The BSI Mark of Trust is a symbol of credibility, trusted globally for over a century. Backed by BSI's independence and expertise, it represents your organization's dedication to meeting the highest standards.

Displaying the Mark sets you apart in your industry, showcasing your commitment quality and inspiring confidence in your customers and stakeholders. It also reflects your teams' hard work, reinforcing pride in what they achieve.

By displaying the mark, you join a prestigious community of organizations who share your dedication. It's an opportunity to share your story clearly—what you do and why it matters. To help you make the most of this achievement, we provide simple tools and guidance to ensure you get the recognition you deserve.

To help you make the most of this achievement, this document contains simple tools and guidance to ensure you get the recognition you deserve.
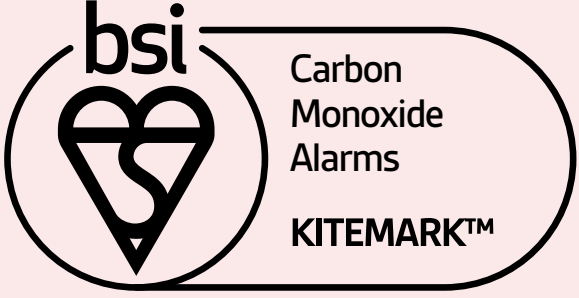
1.0 Overview

The table below shows the name of each of our visual assets which contain the BSI Mark of Trust.

	The BSI Kitemark™ product logo (This is the product logo for use on Kitemark™ certified products only)		BSI Mark of Trust "Verified" Marketing logo (For verification only)
	BSI Mark of Trust "Kitemark™" Marketing logo (For Kitemark™ certification only)		BSI Mark of Trust "Certified Professional" Marketing logo (For BSI Training Academy qualifications)
	BSI Mark of Trust "Certified" Marketing logo (For management system certification only)		BSI Mark of Trust "Assured" (For BSI-owned assessment schemes)

1.1 How to use the BSI Mark of Trust logo

The specific logo you'll use depends on the BSI services your organization has benefitted from. You can access the logos that reflect your achievements through the **BSI Connect Portal**.

If you hold the BSI Kitemark™ certification, you can use the logo featuring the word "**KITEMARK**™" as per individual Kitemark™ programme specifications.

If you hold the management system certification (such as ISO 9001 Quality Management), you can use the marketing logo featuring the word "**CERTIFIED**".

If you hold the BSI Verification certificate, you can use the marketing logo featuring the word "**VERIFIED**".

If you've gained a qualification with the BSI Training Academy, you can use the badge featuring the word "**CERTIFIED PROFESSIONAL**", "**PROFESSIONA**L" or **PRACTITIONER**" to promote your achievement. Available via the BSI Training Portal **BSI Training Portal**.

"**CERTIFICATE OF CONFORMITY**"

1.1 How to use the BSI Mark of Trust logo

A BSI Mark of Trust marketing logo can be applied to the following based on individual eligibility:

Example of how you can promote your Mark of Trust

Internally:
- Reception & office space advertising

- Intranet, Internal communications

- Reports, invoices, stationary and email signatures

Externally:
- Outside advertising, website, advertising, press releases and vehicle wraps.

1.2 Where can I use the BSI Mark of Trust logo?

The table below shows visual assets which contain the BSI Mark of Trust.

Can I use the BSI Mark of Trust on...

	BSI "KITEMARK™" marketing logo	BSI "CERTIFIED" marketing logo	BSI "VERIFIED" marketing logo	BSI promotional badge for qualifications	UKAS Accreditation Mark (see section 7)	ANAB Accreditation Mark (see section 7)
Marketing material Brochures, advertisements, annual reports, corporate presentations, case studies, etc.	●	●	●		●	●
Online (corporate) On websites, social media, email marketing, corporate email signatures, etc.	●	●	●		●	●
Corporate stationery Letterheads, compliment slips, invoices, presentation folders etc.	●	●	●		●	●
Personal materials CVs, LinkedIn profiles, personal email signatures, personal stationary				●		
Physical marketing Vehicles, promotional items, exhibition banners, flags or external buildings	●	●	●			
Products Physical products	●					
Certificates Product certificates, certificates of analysis or testing						
Packaging Product packaging	●					

1.3 Accessing your Mark of Trust logos

Kitemark™, management systems and verification

Once your first BSI certificate is active, you'll have access to the **BSI Connect Portal**. Here, you can download all the logos you need to showcase your achievement. We'll send you an email with clear steps to activate and set up your account.
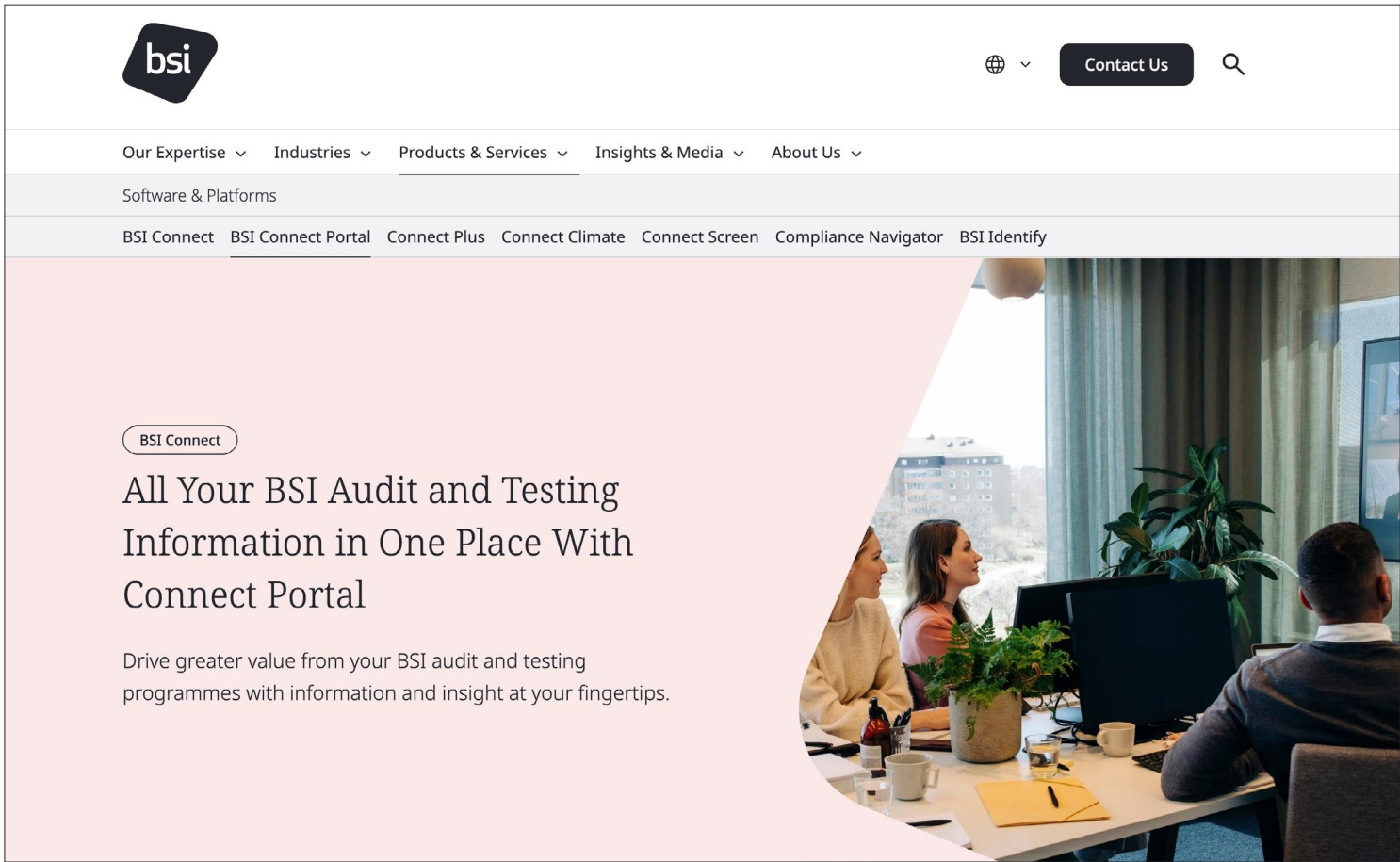
Qualifications

If you've earned a BSI qualification through validated BSI training, you can access Mark of Trust logos via the **Online Learning Portal**. Certified Professionals can use the Mark of Trust within the time frame outlined in their personal certification programme.

If you have any issues accessing the BSI Connect Portal or Online Learning Portal, please refer to page 10 for contact details.

1.4 Customer support

Mark of Trust logo requests
Contact: Client Manager/Auditor

- For Mark of Trust single and multi-scheme logos not available on the BSI Connect Platform

Qualification logo requests
Contact: Local BSI office

- For BIM multi-scheme logos

- Qualification logos

Application of Mark of Trust
Contact: brand@bsigroup.com

- Design-related queries

Benchmark Product Certification Mark
Contact: marketing.au@bsigroup.com

- JAS-ANZ accreditation mark inquiries

- General Benchmark Product Certification Mark enquiries

Customer Services
Contact: MK.customerservices@bsigroup.com

- Assistance with BSI Connect Portal access

- General inquiries

1.4 Your certification journey

Product certification
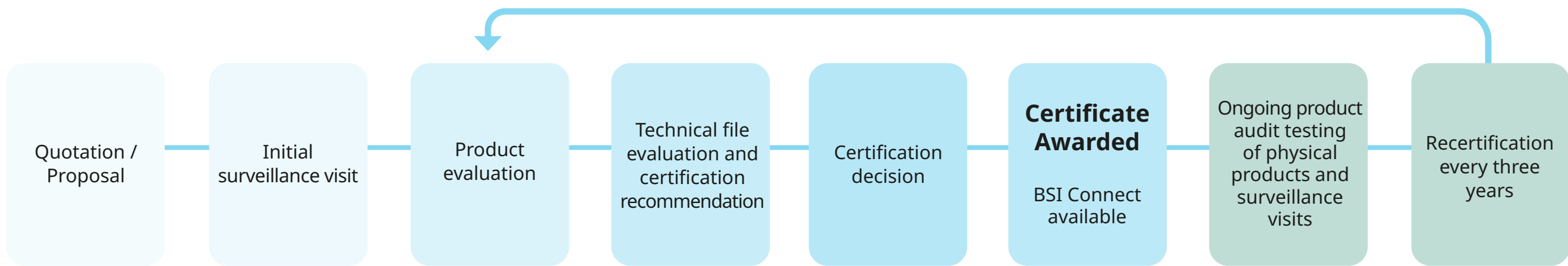
Management systems
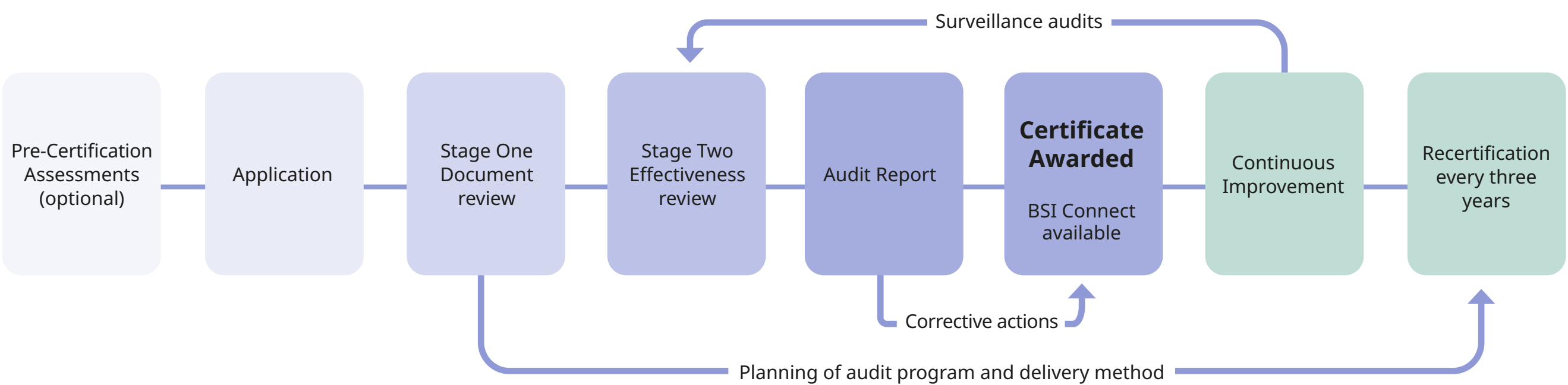
2.0

BSI Kitemark™ certification

2.0 How to use the Kitemark™ product logo

The Mark of Trust product logo is available exclusively to clients holding a valid Kitemark™ certificate.

It's designed to highlight your certified products, showcasing that they meet the rigorous standards of the Kitemark™ scheme outlined in your certificate scope.

Please note: this logo is intended for certified products only. If you need a logo for promotional materials, please use the Kitemark™ marketing logo instead.
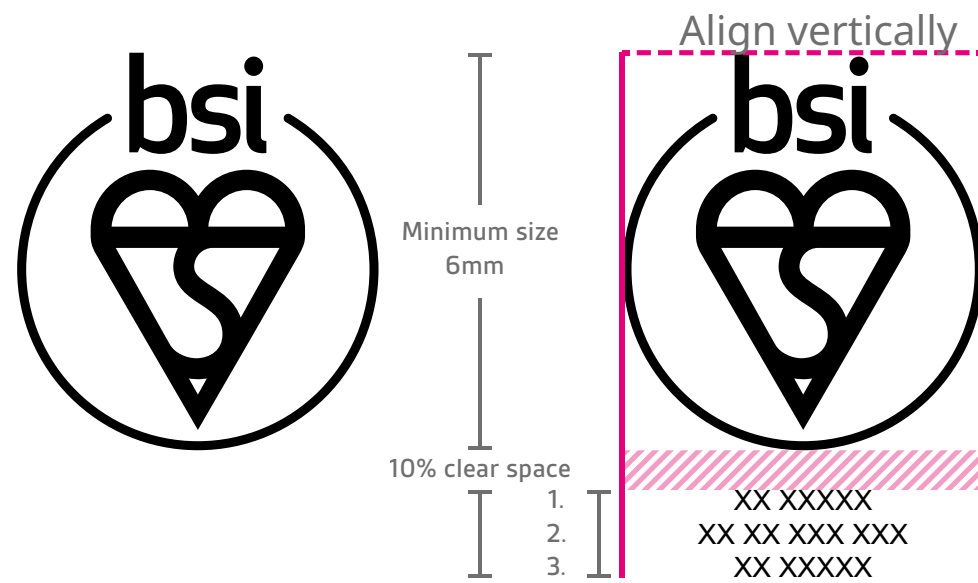
Align vertically

Minimum size 6mm

10% clear space

1.
2.
3.

XX XXXXX
XX XX XXX XXX
XX XXXXX

BSI Kitemark™ certificate number and product standard number (shown as 'XXX...')

Tahoma Regular Minimum size: 5pt

1. BSI Kitemark™ certificate number e.g. KM 123456 (required)

2. Product standard number e.g. BS EN ISO 123456 (recommended)

3. Certification scheme name e.g. Safety Glass (recommended)

2.0 How to use the Kitemark™ product logo

To maintain consistency, please follow these guidelines when using the Mark of Trust logo:

- Use your BSI Kitemark™ certificate number, Product Standard number, and scheme name in the same colour as the Mark of Trust product logo.

- The BSI Mark of Trust logo can only be used on a product that is BSI Kitemark™ certified.

- Please maintain the proportions of the BSI Mark of Trust product logo.

- Please ensure the logo height is more than 6mm.

- If a third party wants to use a BSI Mark of Trust product logo, they need to contact BSI

Using the word BSI Kitemark™ in text
When referencing 'BSI Kitemark™' in text:

- Always write 'Kitemark' as one word with a capital 'K'

- Use the '™' after 'BSI Kitemark' when it appears in titles, subheadings, or the first instance in text. You don't need to repeat the symbol throughout the body copy.

2.0 How to use the Kitemark™ product logo

Examples

15

2.1 How to use the Kitemark™ marketing logo

To showcase your Kitemark™ certification by displaying the BSI Kitemark™ marketing logo alongside the standard or certification programme name. You can include this in your sales materials, marketing assets, or product packaging to highlight your achievement.

Adding your Kitemark™ certificate number allows your customers to verify your product or service. They can easily confirm its authenticity using the BSI Certificate Validation Directory.

Visit: BSI Certificate Validation Directory

Minimum size 9mm

10% clear space

Carbon Monoxide Alarms

KITEMARK™

1.   XX XXXXX
2.   XX XX XXX XXX

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

BSI Kitemark™ certificate number and product standard number (shown as 'XXX...')

Tahoma Regular Minimum size: 5pt

1.   BSI Kitemark™ certificate number e.g. KM 123456

2.   Standard number e.g. BS EN ISO 123456

2.1 How to use the Kitemark™ marketing logo

When using the BSI Kitemark™ marketing logo, follow these simple guidelines to ensure it's used effectively:

- Use the BSI Kitemark™ marketing logo only in black or white for clear recognition of Kitemark™ certification. Please see page 43 for details on the white (reversed) option.

- The logo can be applied to any standard or programme you're certified to.

- Ensure the logo is legible and the copy is readable – these guidelines include recommended minimum sizes.

- Always include your Kitemark™ certificate number underneath the logo (as detailed on page 13).

- If using the BSI Kitemark™ marketing logo online, you can use a hyperlink to the BSI website.

2.1 How to use the Kitemark™ marketing logo

When using the BSI Kitemark™ marketing logo, please follow these guidelines:

- Please don't change the colour, text or proportions of the logo.

- Please ensure the height of the logo is always larger than 9mm.

- Please only use the logo product or services covered by your certification.

- The BSI Kitemark™ marketing logo is specific to the certified organization and may not be shared with or transferred to by other companies within your group.

- Please don't use the black version of the BSI Kitemark™ marketing logo on dark backgrounds. Instead, please use the reversed BSI Kitemark™ marketing logo.
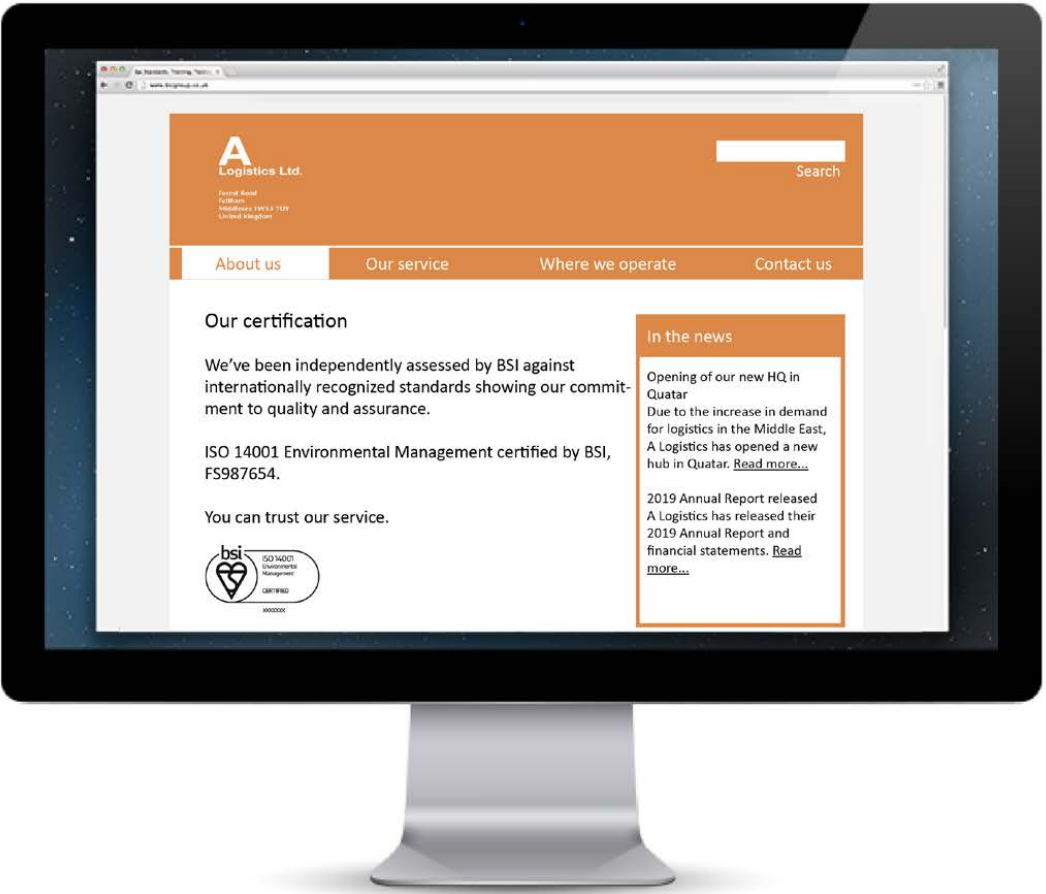
3.0

Management systems

3.0 How to use the Mark of Trust logo for management systems certification

Show your commitment to quality and excellence with the BSI 'Certified' marketing logo. This internationally recognized mark represents reliability and continual improvement, giving you a clear opportunity to stand out in your industry.

Examples

3.0 How to use the marketing logo for management systems certification

Achieving certification with BSI demonstrates that your organization's management systems meet the requirements of recognized standards. Using the BSI 'Certified' marketing logo is a valuable way to share this achievement.

Promoting the specific standard(s) you have been certified to builds trust with your customers, differentiates you from your competitors, and means your certification is easily recognizable in the marketplace.

You can add the "certified" marketing logo to your sales and marketing materials. These guidelines are designed to give you ideas on the best ways to share your achievement with colleagues, customers and clients.

Adding your certificate number makes your product or service verifiable. Your customers can authenticate your certification using the BSI Directory of Certified Clients.

Visit: BSI Certificate Validation Directory

Minimum size
9mm

10% clear space

bsi

ISO 9001
Quality
Management
Systems
CERTIFIED

xx xxxxx

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

Certificate number (shown as 'XXX...')

Tahoma Regular
Minimum size: 5pt

1. BSI certificate number e.g. KM 123456

2. Standard number e.g. BS EN ISO 123456

3.0 How to use the marketing logo for management systems certification

When using the BSI certified marketing logo, please follow these simple guidelines:

- Please use the BSI 'Certified' marketing logo in black or white only, so it's instantly recognized. Details on the white (reversed) option can be found on page 43.

- Please only use the logo only for the standard you're certified to.

- Please clearly show which organization the logo relates to – this means including your company logo or trademark on any corporate communications where the logo is featured.

- Please add your certificate number underneath the logo (as detailed on page 22).

- Please ensure the logo is legible and the copy is readable - these guidelines include recommended minimum sizes.

- If using the BSI 'Certified' marketing logo online, you can use a hyperlink to the BSI website.

3.0 How to use the marketing logo for management systems certification

When using the BSI certified marketing logo, please follow these simple guidelines:

- Please don't reduce the height of the BSI 'Certified' marketing logo to less than 9mm or alter the text.

- Please don't display the BSI certification mark on a product that hasn't been certified by BSI.

- Please don't use the logo on product certificates (e.g. certificates of analysis, conformity, calibration certificates or testing certificates).

- Please don't use the BSI 'Certified' marketing logo in association with any activity or service outside the scope of your certification.

- The BSI 'Certified' marketing logo is specific to the certified organization and may not be shared with or transferred to other companies within the same group.

- Please don't use the black version of the logo on a dark background as shown above, please use the reversed BSI 'Certified' marketing logo instead.

3.0 How to use the marketing logo for management systems certification

Referring to your certification in text
If it isn't appropriate to use the BSI 'Certified' marketing logo, you can use the approved text to promote your certification. Please make sure it's clear that your 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' or 'ISO 9001 Quality Management certified by BSI under certificate number FM123456'

If you have multiple certifications, list these one after each other: 'ISO 9001 and ISO 14001 certified by BSI under certificate numbers FM123456, FM 987654' or 'ISO 9001 Quality Management and ISO 14001 Environmental Management certified by BSI under certificate numbers FM123456, FM987654'

3.1 Use of the BSI marketing logo for HACCP & GMP certification

The BSI logo for HACCP & GMP certification shall follow the guidelines for use of the marketing logo for management system certification (pages 19-24 of this document).

While the product itself or primary packaging must not bear the BSI marketing logo for HACCP & GMP certification, the BSI marketing logo for HACCP & GMP certification can be used on the **secondary packaging** (i.e. outer packaging)

of a product. Where it is used on secondary packaging, the mark must be accompanied by the words "Manufactured/produced under a BSI certified HACCP & GMP management system" or appropriate derivative (see examples below).

BSI certificate number shall be displayed underneath the logo as shown below 'XXX...' e.g. GMP123456 or HACCP123456

HACCPXXXXXX
Manufactured/produced under a
BSI certified HACCP & GMP
management system

HACCPXXXXXX
Manufactured/produced under a
BSI certified HACCP system

GMPXXXXXX
Manufactured/produced under a
BSI certified GMP system

4.0
Verification

4.0 How to use the BSI marketing logo for verification

The BSI 'Verified' marketing logo is for organizations with:

- Self-declared products or services whose technical information has been verified by BSI and a verification/ validation opinion statement has been issued.

- Greenhouse Gas (GHG) verifications statements that have been verified by BSI and a verification opinion has been issued (for example, ISO 14064-1, ISO 14068-1 and ISO 14067).

The BSI 'Verified' marketing logo helps your customers instantly see that your product claims have been independently verified, and it clearly shows what it has been verified against. By showcasing this verification, you strengthen customer trust, stand out from competitors, and make your verification easily recognizable in the market.

Whether you choose to display the BSI 'Verified' marketing logo on sales and marketing material, is up to you. These guidelines are provided to ensure the BSI 'Verified' marketing logo is displayed correctly.

Minimum size
9mm

10% clear space

Greenhouse Gas

VERIFIED

XX XXXXX
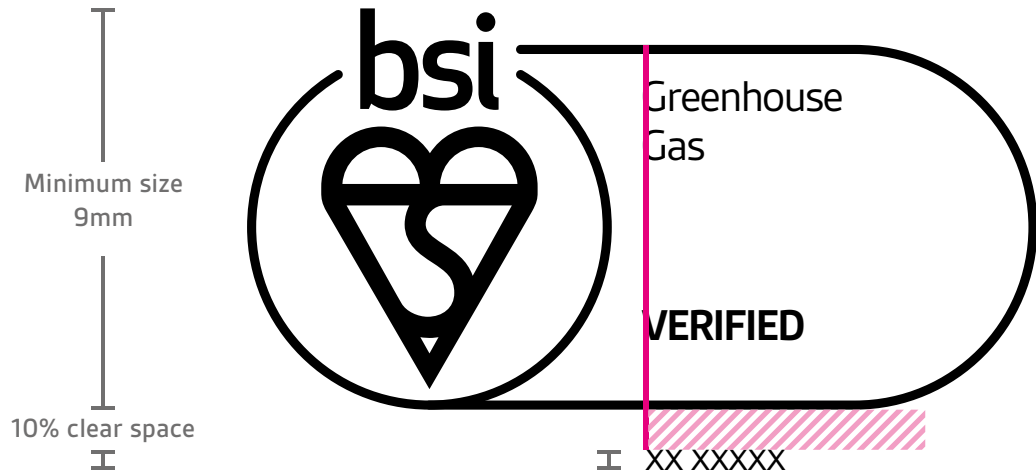
Colour Pantone® Process Black
CMYK 0 0 0 100
RGB 0 0 0
Hex 0000001

Unqiue reference number (shown as 'XXX...')

Tahoma Regular
Minimum size: 5pt

4.0 How to use the BSI marketing logo for verification

When using the BSI "Verified" marketing logo, please follow these simple guidelines:

- Please only use the logo in black or white, so it's instantly recognized - details on the white (reversed) option can be found on page 43.

- Please only display the logo with the organization's verified claim and the relevant timeframe associated with it.

- Please make sure the logo is legible, and the copy is readable – these guidelines include recommended minimum sizes.

- If using the BSI 'Verified' marketing logo online, you can use a hyperlink to the BSI website.

Adding you unique reference number makes your product or service verifiable. Your customers can authenticate your status using the BSI Directory of Certified Clients.

BSI Certificate Validation Directory

4.0 How to use the BSI marketing logo for verification

When using the BSI "Verified" marketing logo, please follow these simple guidelines:

- Please don't change the colour, text or proportions of the BSI 'Verified' marketing logo.

- Please don't reduce the logo to any height less than 9mm.

- Please don't use the logo in association to services outside the scope of what you have had verified.

- The logo is specific to the verified organization and may not be shared with or transferred to other companies within the same group.

- Please don't display the logo on a product, it should only be used on sales and marketing material.

- Please don't use the black version of the BSI 'Verified' marketing logo on dark backgrounds, please use the reversed BSI 'Verified' marketing logo instead.

5.0

Qualifications

5.0 How to use your promotional badge

The BSI '**Certified Professional**', '**Professional**', '**Practitioner**' and '**Foundation**' badges are for individuals who have validated their BSI training with a qualification. They are not for use by organizations.

The badges are a powerful way to showcase your qualifications. They highlight not just your achievement but the specific area of expertise you bring to the table. This can strengthen your professional profile and help you stand out in your network.

These guidelines are provided to ensure the '**Certified Professional**', '**Professional**', '**Practitioner**' and 'Foundation' badges are displayed correctly when used on your CV, LinkedIn profile or email signature.
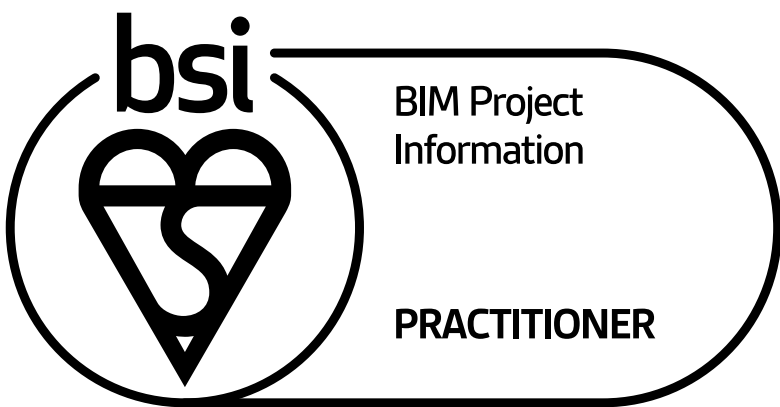
The 'CERTIFIED PROFESSIONAL' badge

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

The 'PROFESSIONAL' badge

The 'PRACTITIONER' badge

The 'FOUNDATION' badge

5.0 How to use your promotional badge

When using the BSI '**Certified Professional**', '**Professional**', '**Practitioner**' and '**Foundation**' please follow these simple guidelines:

- Please use the BSI '**Certified Professional**', '**Professional**', '**Practitioner**' or '**Foundation**' badge with your personal qualification number written underneath, using the Tahoma font.

- Please only use the badge in black or white, so it's instantly recognized – details on the white (reversed) option can be found on page 43.

- Please only use the badge for the qualification you have gained.

- The badge reflects an individual's professional achievement and expertise. Where the BSI qualification badge is displayed, the individual's name should be included in any related corporate communications.

- Please make sure the badge is legible, and the copy is readable – these guidelines include recommended minimum sizes.

- If using the badge online, you can use a hyperlink to the BSI website.

5.0 How to use your promotional badge

When using the BSI '**Certified Professional**', '**Professional**', '**Practitioner**' or '**Foundation**' badge, please follow these simple guidelines:

- Please don't add or alter text of the BSI '**Certified Professional**', '**Professional**', '**Practitioner**' or '**Foundation**' badge.

- Please don't display the badge on a product or its packaging.

- Please don't use the badge in association with any activity or service outside the scope of your qualification.

- The badge is specific to the individual and may not be shared with transferred to an organization.

- Please don't use the black version of the badge on dark backgrounds, please use the reversed badge instead.
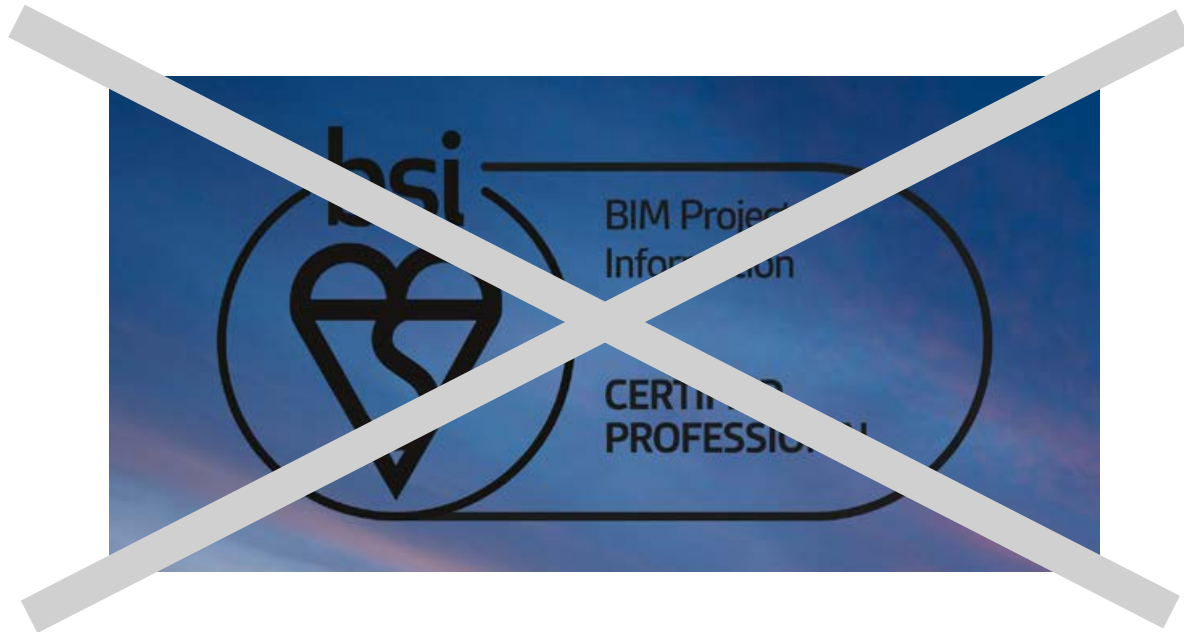
5.0 How to use your promotional badge

Referring to your qualification in text

If it isn't appropriate to use the BSI '**Certified Professional**', '**Professional**', '**Practitioner**' or '**Foundation**' badge, you can use the approved text to promote your qualification. Please make sure it's clear that an individual has been awarded the qualification – not an organization. The text description closely follows what's written in the logo:

BSI [standard ######] [type of qualification]

For example: **BSI BIM Project Information Certified Professional**

If you have multiple qualifications with BSI, list these one after each other, for example:

BSI BIM Project Information Certified Professional
BSI BIM Asset Information Practitioner

6.0
Multi-scheme logos

6.0 Congratulations on achieving multiple Marks of Trust

If you have more than one certification or qualification with BSI, you may be able to use a multi-scheme logo. The multi-scheme logo consolidates all of your organization's certifications, or your own training qualifications within one device.

Please note: certification logos for businesses and qualification logos for individuals cannot be combined within a single device.

Multi-scheme logos are available on the **BSI Connect Portal**.
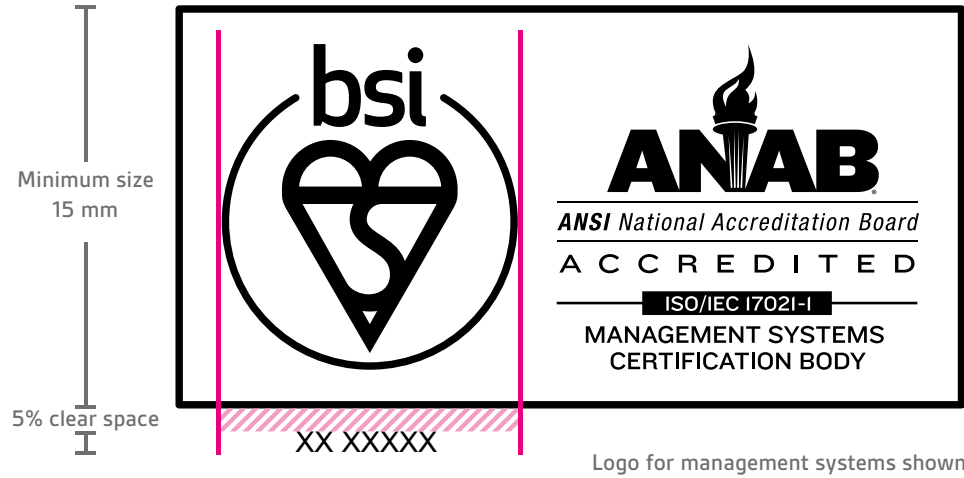
7.0
Accreditation Mark rules

7.0 Accreditation Mark rules

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

When using the Accreditation Mark, here are some simple rules to follow:

- Please only use the Accreditation Mark relevant to the standard you are certified to – the Accreditation Mark can be found on your BSI certificate.

- Please only use the Accreditation Mark in black (shown here) or full-colour (shown on the following page) so it's instantly recognized.

- Please use the Accreditation Mark with the certificate number written underneath, as shown on this page using the Tahoma font.

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

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

Minimum size 15 mm
5% clear space
XX XXXXX
Logo for management systems shown

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

7.0 Accreditation Mark rules

Accreditation Mark rules continued:

- Please don't add or alter text within the Accreditation Mark.

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

- Please don't use the Accreditation Mark in association with any activity or service outside the scope of your certification.

- This mark is specific to the certified organization and may not be shared with or transferred to other companies within the same group.

- Please don't display the Accreditation Mark on a product or its packaging.

- Please don't use the Accreditation Mark on promotional items, vehicles, flags or external buildings.

- Please don't display the Accreditation Mark independently of the BSI Mark of Trust.
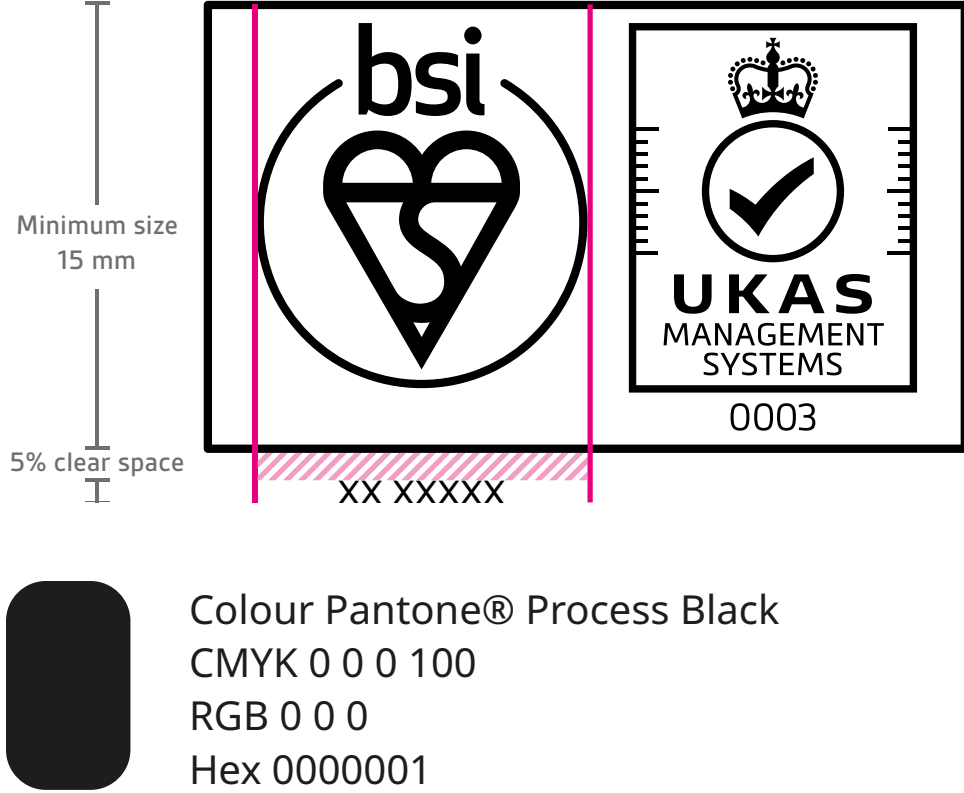
7.0 Accreditation Mark rules

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

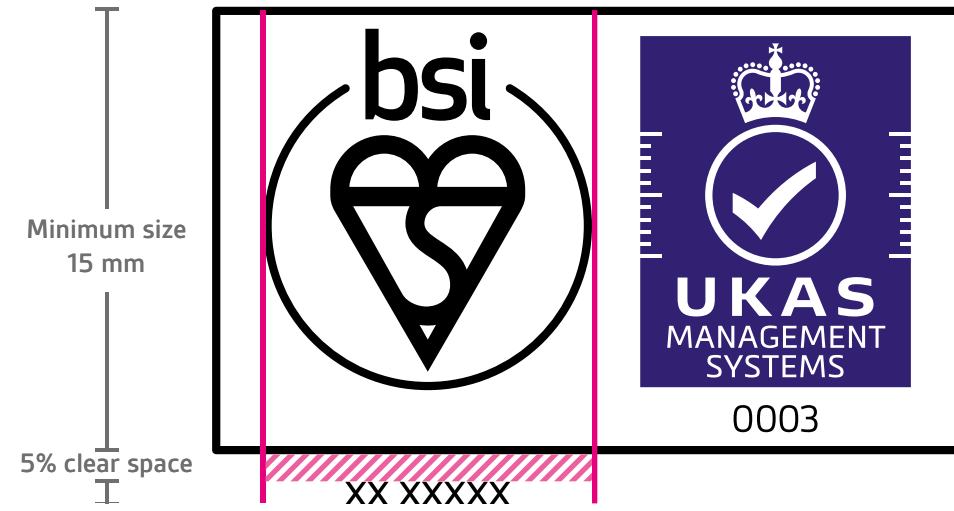**When using the Accreditation Mark, here are some simple rules to follow:**

- Please only use the Accreditation Mark relevant to the standard you are certified to – the Accreditation Mark can be found on your BSI certificate.

- Please only use the Accreditation Mark in black (shown here) or full-colour (shown on the following page) so it's instantly recognized.

- Please use the Accreditation Mark with the certificate number written underneath, as shown on this page using the Tahoma font.

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

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

Minimum size 15 mm

5% clear space

XX XXXXX

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

7.0 Accreditation Mark rules

Accreditation Mark rules:

- Please don't add or alter text within the Accreditation Mark.

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

- Please don't use the Accreditation Mark in association with any activity or service outside the scope of your certification.

- This mark is specific to the certified organization and may not be shared with or transferred to other companies within the same group.

- Please don't display the Accreditation Mark on a product or its packaging.

- Please don't use the Accreditation Mark on promotional items, vehicles, flags or external buildings.

- Please don't display the Accreditation Mark independently of the BSI Mark of Trust.
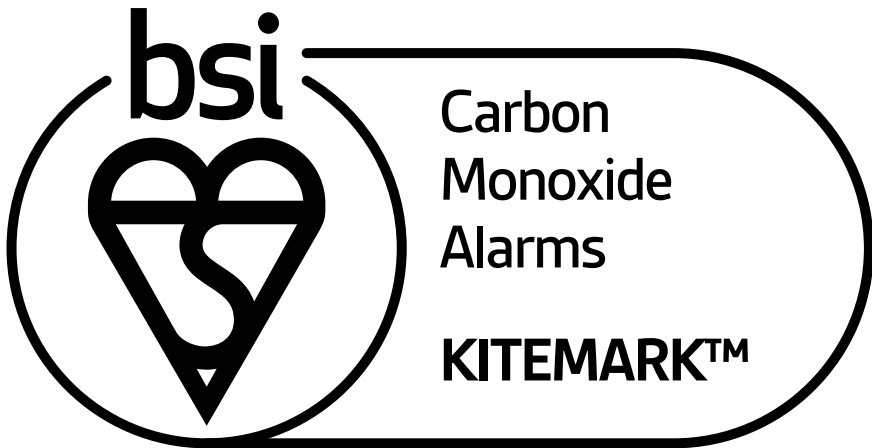
8.0

Reversed (white) logo

8.0 Reversed (white) logo

The reversed (white) BSI Mark of Trust marketing logo can be used where the primary BSI Mark of Trust marketing logo (black) is not suitable for use, i.e. on a darker background or image. Both variations of the BSI Kitemark™ and Mark of Trust marketing logo are available via the BSI Connect Portal.

Colour Pantone® Process Black
CMYK 0 0 0 100
RGB 0 0 0
Hex 0000001
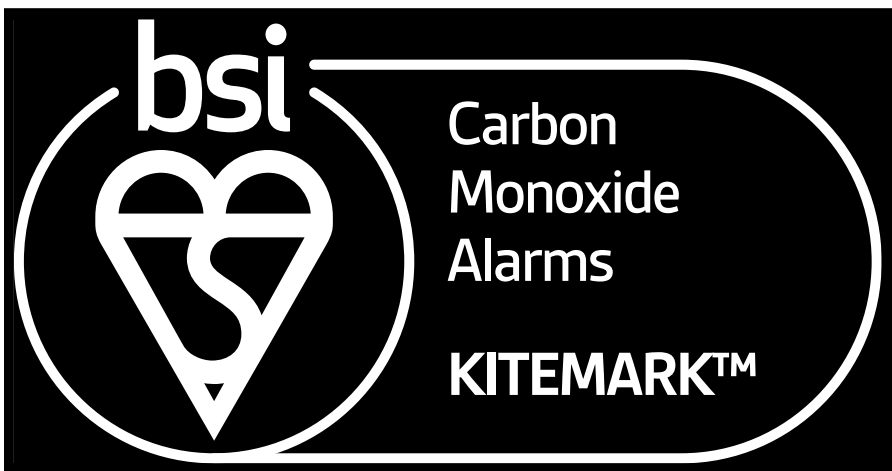
Colour White
CMYK 0 0 0 0
RGB 255 255 255
Hex FFFFFF

9.0

Benchmark Product Certification Mark

9.0 Benchmark Product Certification Mark

Benchmark Product Certification Mark use for Type 5 Schemes

BSI's Benchmark Certification Mark can be applied directly to the certified product by stamping, printing, moulding, etching, or labelling.

The Product Certification Mark can also be applied to the certified product packaging, information sheet or advertising materials.

The unique BSI Benchmark Certification BMP number is issued to you, and the standard reference should also be applied directly to the certified product.

If you have achieved a Benchmark Certification may use either:

- BSI's Benchmark Certification Mark; or
- BSI's Benchmark Certification Mark and the JAS-ANZ Symbol, where the programme is accredited through JAS-ANZ

If using both marks, they should remain adjacent to one another and identically proportional to the artwork supplied. The client's name or their own mark should be visible whenever either of the marks are used.

Please note: all relevant logos will be sent to clients at the certification stage. Where there is a requirement to mark materials sooner, please contact your local marketing team.

9.0 Benchmark Product Certification Mark: examples

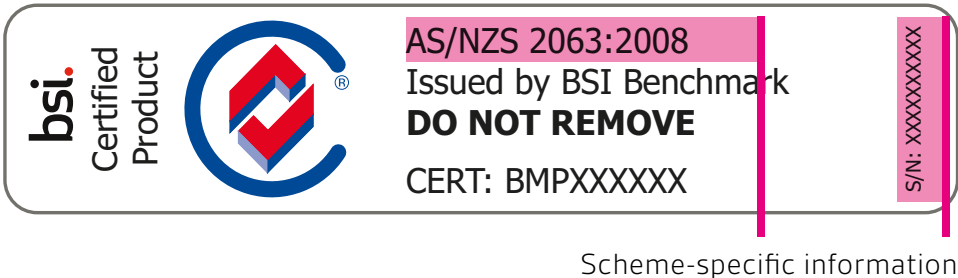**Benchmark Product Certification Mark use for Type 5 Schemes**

PRODUCT CERTIFICATION

®

BSI Certified Product

AS/NZS xxxx Lic:BMP No xxxxxx
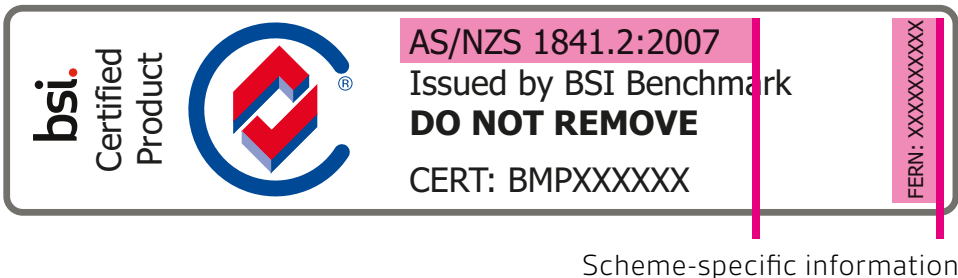**Australian/New Zealand Standards**

9.0 Benchmark Product Certification Mark: examples

Benchmark Bicycle Helmet label

Scheme-specific information

Benchmark Fire Extinguisher label

Scheme-specific information

Important: as a requirement by the regulative authorities in Australia and New Zealand, Bicycle Helmet and Fire Extinguisher labels must be represented using the colours shown and background materials described below. Label artwork is made available to clients at certification stage. If there is a requirement to mark materials sooner, please contact your **local marketing team**.

Colours:

	Pantone (PMS)	**CMYK**
	Reflex Blue	C.100. M.72. Y.0 K.6
	Reflex Blue 50%	C.50. M.36. Y.0 K.3
	485	C.0. M.100. Y.91 K.0

Background materials:

Mylar type material gloss silver (UV stabilized, water and weather resistant and colourfast to water and perspiration). The label shall include a tamper proof mechanism such as 'Void label stock'.

9.0 Benchmark Product Certification Mark

Alternative presentations of the Benchmark Product Certification Mark may be necessary on small products, or where there are other process or product limitations. In these circumstances, please contact your **local marketing team**.

Your local marketing team

In some cases, you may include an additional statement, typically used on product packaging or marketing literature, to further explain the Benchmark Product Certification Mark and its relationship to the Joint Accreditation System of Australia (JAS-ANZ). The following wording is recommended.

"This product is marked with BSI's Benchmark Product Certification Mark. This indicates that the certification of our product is based upon technical documentation and an annual review of our manufacturing and quality control process to monitor our ability to consistently produce products in compliance with AS/NZS xxxx.
BSI BMP No xxxx."

"This Product Certification Mark is accredited by the Joint Accreditation System of Australia and New Zealand (JAS-ANZ see: www.jas-anz.org)

Any alternative to the above statement must be approved by BSI.

9.0 Benchmark Product Certification Mark

Benchmark Product Certification Logo Use for Type 1 Schemes and Type 5 Schemes

To also assist in the marketing and packaging of your Certified Product you can utilize the Product Certification Logo as shown below:

Limitations

The Product Certification Mark may only be used in advertising that is specific to the Certified Product. When more than one product is being advertised, the Product Certification Mark may only be used in association with the specific products shown on your Certification Schedule. You are not allowed to use your product certification in such a manner as to bring BSI into disrepute or make any statements regarding product certification which BSI may consider misleading or unauthorized.

Suspension or Cancellation

Upon suspension or cancellation of your Certificate of Certification and Certification Schedule, you must discontinue the use of printed or advertising matter that contains any reference to the Product Certification Mark and BMP Number from the date of suspension or cancellation.

9.0 Benchmark Product Certification; JAS-ANZ Accreditation Recognition Mark

If your Certificate of Registration bears the JAS-ANZ Accreditation Mark, or you have been advised that BSI is accredited for these activities, then the JAS-ANZ mark may be used together with the Product Certification Mark. JAS-ANZ impose additional requirements for the third-party usage of their accreditation mark.
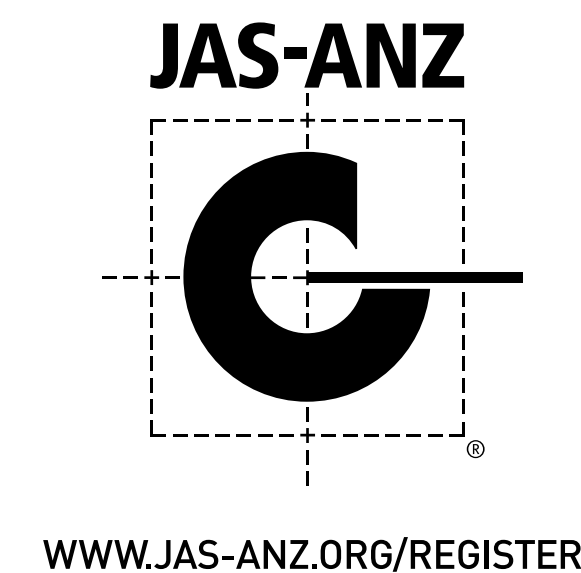
PMS Reflex Blue and PMS 485 with URL

PMS Reflex Blue and PMS 485 without URL

Single colour with URL
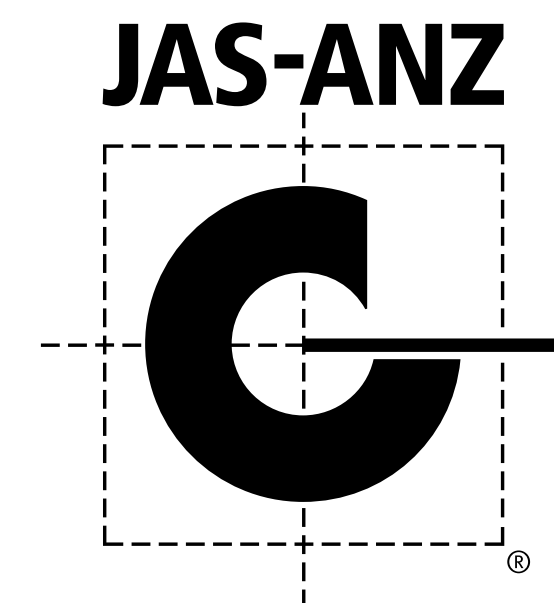
Single colour without URL

9.0 Benchmark Product Certification: JAS-ANZ accreditation recognition mark

As a BSI registered organization, you may use the JAS-ANZ mark in the following ways:

- On publicity material, stationery, quotations for work, reports, brochures and any other items relevant to your organization's accredited certification.

- On internal walls and doors and on exhibition stands, flags and vehicles.

- Embossed or stamped onto paper

- When using the JAS-ANZ accreditation mark, its size must be proportionately equal to the Product Certification Mark.

- An organization may not place the JAS-ANZ accreditation mark in isolation from the Product Certification Mark.

- A JAS-ANZ accreditation mark shall not be used by a BSI client on any document unless the document relates in whole or in part to certification activities of BSI which are accredited by JAS- ANZ.

- JAS-ANZ's accreditation mark shall not be used in such a way as to suggest that BSI and/or JAS-ANZ have certified or approved any process, or service of a certified organization, or in any other misleading manner.

- The JAS-ANZ accreditation mark may be stamped, moulded or otherwise incorporated on a certified product. The mark may be embossed or stamped when used on paper.

- The URL for the JAS-ANZ Register (www.jas-anz.org/register) must be displayed when the JAS-ANZ Logo has been applied. If the JAS-ANZ mark is used more than once in the same document the URL need only appear in the first instance.

- If larger boxes, etc., used for transportation include the mark(s), a clear statement must be included to the effect that the product contained therein was manufactured in a facility with management systems (for example, quality or environmental) certified as being in conformity with (for example, ISO 9001 and ISO 14001).
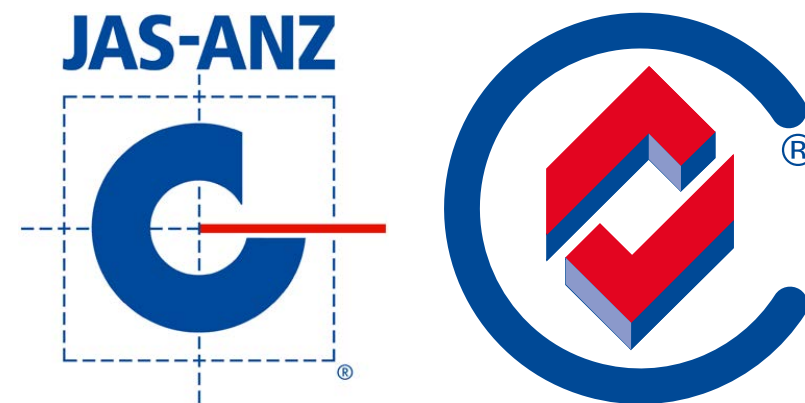
9.0 Benchmark Product Certification: JAS-ANZ accreditation recognition mark

- Please use accreditation marks independently of the Product Certification Mark.

- Please use accreditation marks on product certificates, (e.g. certificates of analysis, conformity, calibration certificates or testing certificates).

- Please display accreditation marks in association with goods or services outside the scope of BSI's accreditation.

- Please display the marks on a product, or in a way that may be interpreted as denoting product conformity, (e.g. on the product packaging).

JAS-ANZ mark specifications:

- The JAS-ANZ accreditation mark must be reproduced:

- In blue and red (PMS Reflex Blue and Red PMS485 respectively), with or without URL.

- In a single colour to conform to existing documents/stationery.

- Uniformly enlarged or reduced but sufficiently large for the wording to be clearly legible.

- In a size which makes all features of the mark clearly distinguishable.
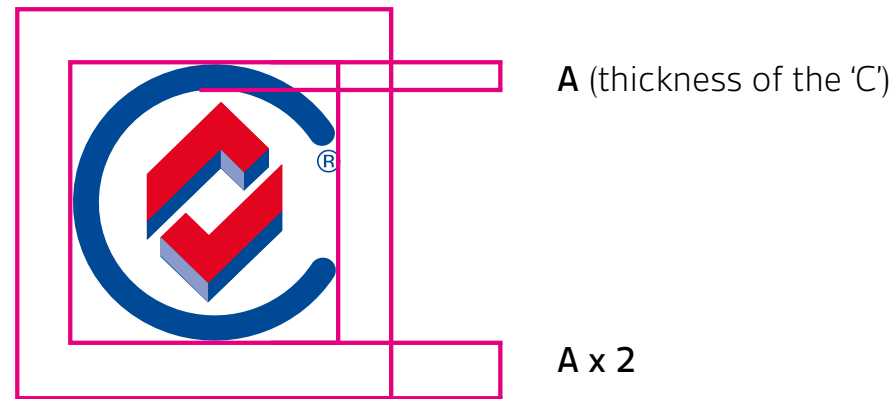
- Without distortion of its dimensions.

example of how to display the JAS-ANZ Accreditation Mark and Benchmark Product Certification Mark

9.0 Benchmark Product Certification Mark

Using the Benchmark Product Certification Mark

The Benchmark Product Certification Mark needs to always be printed in its original proportions:

Please ensure that the logo is printed with a minimum height of 20mm. The required clear space is defined as double the thickness of the 'C':

A (thickness of the 'C')

A x 2

9.0 Benchmark Product Certification Mark

The logo can be printed in two colours with ink that is permanent and UV stabilized.

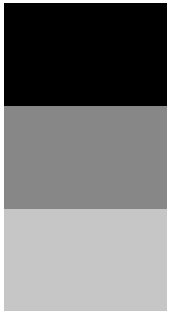Below are some examples of print on various background colours.

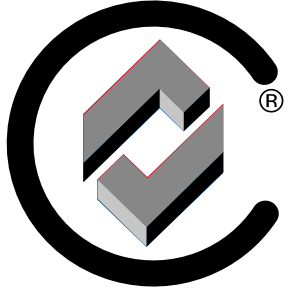| Pantone (PMS)	CMYK
Reflex Blue	C.100. M.72. Y.0 K.6
Reflex Blue 50%	C.50. M.36. Y.0 K.3
485	C.0. M.100. Y.91 K.0

Black	C.0. M.0. Y.0 K.100
Black 60%	C.0. M.0. Y.0 K.60
Black 30%	C.0. M.0. Y.0 K.30

Normal

White

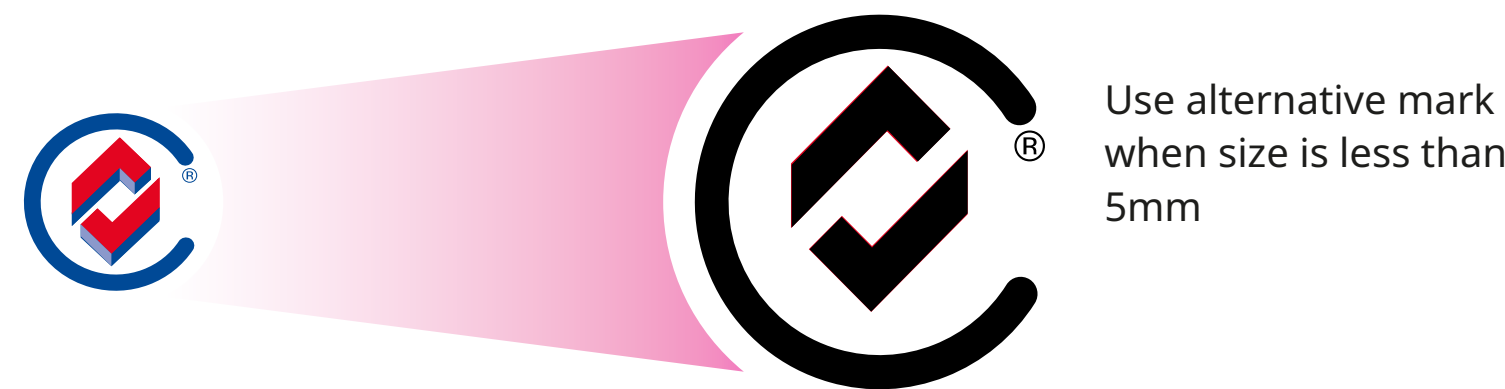**Special applications**

Blue   Red   Black   White Mono

9.0 Benchmark Product Certification Mark

Application of logo in circumstances is catered by the following variations.

Use alternative mark when size is less than 5mm

Further information on Benchmark and JAS-ANZ

Please contact **marketing.au@bsigroup.com**

bsi

Your partner in progress

Further information

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

BSI Group
389 Chiswick High Road
London, W4 4AL
United Kingdom