

General Rules and Guidance for the use of the BRE Global Certification Mark and Badges of Recognition

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BRE Global Certification

Congratulations on gaining your approval from BRE Global Limited. Now that you are certificated we want to make sure that you can make the most of the BRE Global Certification Mark(s) you are entitled to use.

On the following pages you will find the general rules and guidance for using the BRE Global Certification Mark. If you have any questions regarding these or other matters relating to the use of the Mark please do not hesitate to contact the BRE Group marketing team at marketing@bre.co.uk.

To accompany this document BRE Global will supply the image files for the marks you/your company are entitled to use. We hope you will be proud to use them and be recognised as approved by BRE Global.

Now that you are able to use the BRE Global Certification mark, you would no doubt wish to minimise the possibility of others using the mark fraudulently. We therefore suggest that when you use the mark on your websites and in your brochures and other documentation you try to ensure that it cannot be easily copied. One way of doing this is to use secured PDF files, for example. Your co-operation in doing this would be much appreciated.



Dr. Debbie Smith
Managing Director
BRE Global Ltd.

The fundamentals

The BRE Global Certification Mark may only be used by organisations holding a valid certificate of approval issued by BRE Global.

The use of the BRE Global Certification Mark relates only to certification schemes operated by BRE Global (or its recognised licensees) other than those specifically for approval under BREEAM and LPCB certification schemes.

The BRE Global Certification Mark is the property of BRE Global Ltd, and its use is subject to the conditions set out below.

The replication or reproduction of the Mark can only be made with the express authorisation of BRE Global and following the guidance as set out by BRE Global in this and other relevant documents.

The Certification Mark may be used on letterheads, brochures and any publicity material that is directly related to the products or services that appear on the corresponding certificate.

You may pass copies of the design artwork and this guidance to design companies specifically and solely for the purposes of creation of marketing, publicity and other materials in connection with your business.

The BRE Global Certification Mark must not be used to imply approval of products, or services not approved by BRE Global.

Other specific terms and conditions may apply in relation to the use of the marks - these will be identified in:

- the requirements of the Agreement you have with BRE Global,
- the requirements for a particular BRE Global certification scheme, and
- guidance on the use of your specific marks included with this document.

The images included in this publication are for illustration only.

Electronic versions of the BRE Global Certification Mark shall only be obtained from BRE Global.

Standard Amendment or Withdrawal

If the certification standard or scheme document is amended, an audit against the amended certification standard or scheme document is required within twelve months (or period as specified by agreement under the relevant scheme) of the date of publication or issue of the amendment for continued use of the certification mark to be permitted.

If the certification standard or scheme document is withdrawn or becomes obsolete, use of the certification mark shall cease within twelve months of the date of withdrawal or obsolescence.

Intellectual Property Rights

This document does not confer any right, title or interest in the BRE Global Certification Mark, which shall remain the property of the BRE Group. BRE Global reserves all licensing and enforcement rights, and may update this rules and guidance document from time to time. For the latest version, please consult www.breglobal.com.

Misuse

Unauthorised use and/or misuse of BRE Global Certification Marks is not permitted.

BRE Global will investigate if we find, or are notified of, a potential misuse, whether through negligence or fraud, of the BRE Global Certification Mark. If proven, such misuse may lead to suspension and withdrawal of certification, publication of the transgression, legal action, or a fine.

Your responsibility

It is your responsibility to:

- (i) Ensure that the products and/or services supplied under a valid current BRE Global Certificate and using the appropriate Certification Mark, conform at all times with the requirements of the Agreement (see Terms and Conditions);
- (ii) In the event of termination of the Agreement howsoever arising, cease using, remove or obliterate the Certification Marks.
- (iii) Communicate to any third party (including without limitation a distributor) trading in your certified goods or services that it must never claim or imply that it is the organisation which has received approval unless it has received a cross-listing from BRE Global; where such a claim or implication comes to your attention you must either see to it that it is promptly corrected or notify BRE Global.

Certification of Products and/or Services

BRE Global approval of a product or service under a BRE Global 'Product' Certification Scheme is identified by the Certification Marks shown here.

Unless specified otherwise in the scheme document or agreement, all products/ services listed on certificates must be identified with the appropriate BRE Global Certification Mark, the certificate number/reference number, (below the Certification Mark as shown) and scheme description (e.g the relevant standard number and/or scheme name); The scheme description must be shown clearly on the product label (the preferred location is adjacent to or immediately below Certification Mark).

N.B. Product Marking can be achieved through direct marking onto the product, marking on labels attached to the product or primary packaging used specifically for the product; (alternative proposals for identifying the product may be considered by BRE Global in exceptional circumstances where it is impracticable to use the BRE Global Certification Marks as detailed above).

Certification of Personnel

BRE Global approval of a persons under a BRE Global 'Personnel' or 'Competent Person' Certification Scheme is identified by the Certification Marks shown here.

Unless specified otherwise in the scheme document or agreement, the personnel and/or services listed on certificates must be identified as applicable with the BRE Global Certification Mark, certificate number, and scheme description.

Management Systems Certification

BRE Global Certification approval for management systems is identified by the BRE Global Certification Marks shown here:

Approvals relating to management systems certification shall not entitle the certificated organisation to use the management Certification Mark on products or packaging.

The appropriate management systems Certification Mark may be used on product sales literature provided that all the products featured are within the scope of the Certificate, and that the management systems Certification Mark appears in a footer or at the end of the brochure and in no way implies product or personnel certification.

Rules and Guidance for the reproduction of each of the marks are given on the pages that follow



Scheme Details
Cert/Ref No.

The mark used for products that are not UKAS accredited is this



Scheme Details
Cert/Ref No.

The mark used for product schemes that are UKAS accredited



Scheme Details
Cert/Ref No.

The mark used for personnel schemes that are not UKAS accredited is this



Scheme Details
Cert/Ref No.

The mark used for personnel schemes that are UKAS accredited is this



Assessed to ISO XXXXX
Cert/Ref No.

For management system schemes that are UKAS accredited (ISO 9001, ISO 14001) the mark used is this



Assessed to OHSAS 18001
Cert/Ref No.

For BS OHSAS 18001 management system (not currently UKAS accredited) the mark used is this

Some Do's and Don'ts

Do

Include the applicable mark(s) in your marketing and promotional literature and activities wherever possible - and permitted (e.g. corporate stationery, exhibition stands, marketing materials (excluding press releases – see below) and signage).

Please contact BRE Group Marketing if you wish to include the marks in any press release or press orientated material. Permission to use the mark in this way will not be unreasonably withheld.

Ensure that the technical specification contained in this guidance is adhered to.

Ensure that the entire image is clearly visible against the background on which it is being reproduced

Contact BRE Group Marketing if you are unsure of any aspect of using the BRE Global Certification Mark imagery.

Don't

Make the marks too small to see (the words 'BRE Global Certification' should always be legible) to the naked eye.

Partially cover the image with other brands or copy.

Overprint the image with text.

Stretch or squash the marks to fit a given size.

Use the marks in circumstances that would bring the BRE Global Certification Mark into disrepute.

Use the marks in connection with products or services that are not associated with BRE Global Certification.

Attempt in any way to redraw or re-create the artwork for the marks.

Pass on copies of the artwork of the marks to any other parties (other than your own design companies - see 'Fundamentals').

Rules and Guidance for Reproduction of the Marks

The BRE Global Certification Mark

Colour and font

The preferred colour for the mark is black on light backgrounds or white on dark backgrounds with a blue or black tick at the centre. The colour for the blue tick is Pantone 292 or its colour equivalents

Alternatively, the mark may be printed or displayed in a single colour, which is the predominant ink colour used on the product, permanently fixed label or plate, document or pre-printed letterhead.

Requests for the use of another single colour may be considered but shall not be used without the prior written consent of BRE Global.

If in doubt contact the BRE Group Marketing team at marketing@bre.co.uk.

The preferred font for the scheme and certificate number description text is Arial.

Certificate Number and Scheme Details

The Certificate number/Reference number must appear immediately adjacent to the mark. The preferred location is below the mark as shown here. If there is insufficient space below, the Certificate/Ref number it may be shown adjacent to the left or right of the Certification Mark

The schemes details (i.e. standard number and/ or name) must be shown either below the mark above the Certificate number (preferred) or proximate to the mark such that it is clearly associated with it.

The description text should be sized in proportion to the mark, (e.g. 6 pt for the mark at the recommended minimum size on A4 paper) but it should never be less than 4pt.

Clear space

An area of clear space is to be maintained around the certification mark to protect the integrity of the mark.

The clear space is defined by the width between the two lines of the horseshoe mark. Its width determines the exclusion area to be maintained around the mark.

Size

The size of the mark varies according to the size of the artwork it is used on. A general guide is shown on this page. The words 'BRE Global Certification' must remain legible as must the certificate number below the mark and scheme details.



Pantone® 292
C61 M7 Y0 K0
R75 G187 B235



Scheme Details
Cert/Ref No.



Scheme Details
Cert/Ref No.

22mm/6pt Text
A4 Literature



Scheme Details
Cert/Ref No.

15mm/4pt Text
A5 Literature



Scheme Details
Cert/Ref No.

12mm/4pt Text
A6 Literature/
Minimum Size

BRE Global Certification Mark with the UKAS accreditation symbol

If you are approved against the requirements of a BRE Global Certification scheme for which BRE Global is UKAS accredited, the BRE Global Certification Mark is shown alongside the appropriate UKAS accreditation symbol. This is displayed inside a rectangular box as illustrated here.

The UKAS 'Crown and Tick' symbol must not be shown on its own, it must only be used in conjunction with the BRE Global Certification Mark as shown.

Note: Holders of UKAS accredited certificates may use the BRE Global Certification Mark without the UKAS accreditation symbol if so wished. The UKAS accreditation symbol must not be displayed on vehicles, flags, or externally on buildings. For these applications you can use the BRE Global Certification Mark on its own (which must include reference to the standard or scheme, and the certificate number)

The BRE Global Certification Mark with the UKAS accreditation symbol may be used on 'publicity material'. In this context, the term 'publicity material' shall not include notices, labels, documents or written announcements affixed to or otherwise appearing in respect of goods, products or services unless these are BRE Global Certification related and have been certificated under a UKAS accredited scheme. This restriction shall also apply to primary packaging (e.g. blister packs) and promotional products.

Certificate Number and Scheme Details

The Certificate number/Reference number must appear immediately below the mark as shown here.

The preferred font for the descriptive text is Arial.

The text should be sized in proportion to the mark, (e.g. 6 pt for the mark at the recommended minimum size on A4 paper) but it should never be less than 4pt.

Clear space

An area of clear space is to be maintained around the certification mark to protect the integrity of the mark.

The clear space is defined by the width between the two lines of the horseshoe mark. Its width determines the exclusion area to be maintained around the mark.



Scheme Details
Cert/Ref No.



Scheme Details
Cert/Ref No.



Scheme Details
Cert/Ref No.



Size

The size of the combined mark (on any material) is governed by the size of the UKAS accreditation symbol. The following guidance is based on the rules for these as published by the Department for Business Innovation and Skills¹

The UKAS accreditation symbol shall normally have a minimum height (excluding the accreditation number) of 20 mm. Any enlargement or reduction shall retain the same proportions as reproduced in this publication.

The whole certification mark (i.e. the BRE Global Certification Mark and UKAS accreditation symbol within the rectangle) shall be considered as a single entity for purposes of enlargement or reduction.

In exceptional circumstances, which are usually dictated by reason of space limitation or cost, the UKAS accreditation symbol may be reproduced at a reduced height provided it remains legible, with no infilling.

Degradation and/or distortion of the UKAS accreditation symbol graphic is to be avoided.

The words 'BRE Global Certification' in the horseshoe element of the Mark must remain legible as must the standard number/scheme description text, and certificate number.

The description text below the outer rectangle should be sized in proportion to the mark, (e.g. Arial 6 pt for the mark at the recommended minimum size on A4 paper) but it should never be less than Arial 4pt

¹ ACCREDITATION LOGO & SYMBOLS. *The National Accreditation Logo & Symbols Conditions for use by UKAS and UKAS accredited organisations, BIS, JULY 2011*



Scheme Details

Cert/Ref No.

A4 Literature



Scheme Details

Cert/Ref No.

Minimum Size

Reproduction of the BES6001 Responsible Sourcing 'badge of recognition'

Following these rules will ensure that the badge of recognition appears clearly and consistently.

Colour

BES6001 Responsible Sourcing blue (Pantone® 292 or its colour equivalents) is the preferred colour for the badge of recognition across all communications.

Black and white logo

This is how the image is reproduced in black and white. The badge should not be generally reversed out in white from a colour or image background. You should only do this when no other option is practical. If in doubt contact BRE Group Marketing (marketing@bre.co.uk) for advice.

Clear space

At all times there should be an 'exclusion zone' around the boundary of the logo. This ensures that it is always clear and legible. This space should be kept clear of type, strong graphic elements, rules and detailed areas within photography. The exclusion zone is equal in depth to the recognition text box.

Size

The size of the logo varies according to the size of the artwork it is used on. There is no upper size limit to the use of the badge, nor a minimum size, provided the lower part of the badge (www.greenbooklive.com) is legible. A general guide is shown on this page.

Additional text

When text needs to be added below the badge of recognition, the typeface for the additional text is Arial. The colour of the text is Pantone®292 or its colour equivalents.

The font size is variable dependent on the size of the badge but the text below the logo must remain legible without infilling – the recommended minimum size for the font is 4pt.



Pantone® 292
C61 M7 Y0 K0
R75 G187 B235



18mm

A4 Literature
6pt Text



12mm

A5 Literature
4pt text minimum
size



Certification Schemes that use the BRE Global Certification Mark

BRE Global uses the BRE Global Certification Mark to signify approval for the schemes shown here and, as appropriate, the Certification Mark may be shown alongside symbols and logos of others that are associated with the respective schemes. When used in conjunction with these symbols or logos, their owners may place additional requirements on the presentation and use of the BRE Global Certification Mark. Where this is the case, these additional specific requirements will be found in the relevant Scheme Document, which is available from BRE Global.

If such requirements conflict with the general rules and guidance included in this document, the specific guidance given in the Scheme Document takes precedence.

If you have any questions concerning the use of BRE Global Certification Mark alongside other symbols please contact the BRE Group Marketing team at marketing@bre.co.uk.

Scheme	BRE Global Scheme Document
Management Systems Approval (ISO 9001, ISO 14001, OHSAS 18001)	SD003
Code for Sustainable Homes	SD123
BES 6001. Certification Scheme for Responsible Sourcing of Construction Products	SD186
Energy Assessors certification scheme for inspection of air conditioning systems	SD196
Passivhaus Certification Scheme	SD197
Construction Lean Certification Scheme	SD199
Building Information Modelling Level 2 Certificated Practitioner Scheme	SD205
Building Information Modelling Level 2 Business Systems Certification Scheme	SD222
Scheme for Certification of Design (Section 6 – Energy) for Domestic Buildings	SD149
Scheme for Certification of Design (Section 6 – Energy) for Non-Domestic Buildings	SD151
BRE Certified Thermal Details and Products Scheme	SD227
Environmental Profiles of Construction Products	SD028
PRC Homes Repair Scheme	SD209

Note: Management systems related to fire and security products and services are approved by BRE Global under the LPCB brand.

BRE Global

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Part of the BRE Trust

The BRE Trust uses profits made by BRE Group to fund new research and education programmes, that will help it meet its goal of 'building a better world together'.

The BRE Trust is a registered charity in England & Wales:
No. 1092193, and Scotland: No. SC039320.

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