

**bmtrada**

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CERTIFICATION

trada

# BM TRADA CERTIFICATION MARKS

USE OF MARKS AND SYMBOLS  
BY CERTIFICATE HOLDERS

CERTIFICATION

SYSTEM CERTIF

bmtra

[www.bmtrada.com](http://www.bmtrada.com)

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# BM TRADA CERTIFICATION MARKS

Congratulations on achieving certification with BM TRADA. Your BM TRADA certificate and certification marks are valuable tools to help you show your organization's commitment to certain standards.

The BM TRADA certification marks are for customers, who have been assessed and certified as meeting the requirements of a given scheme. As recognized signs of achievement, we encourage you to use the mark(s) you have earned as widely as possible to promote your certification. By following these guidelines you will be able to successfully promote your certification on brochures, stationery, websites, vehicles and other materials. Our certification marks and symbols are associated with BM TRADA certification services only. They are not associated with services such as inspection, testing or training.



# INTRODUCING THE BM TRADA CERTIFICATION MARKS

BM TRADA has two types of certification mark. The standard certification mark - a 'C' shaped mark known as the Cert Mark, and a 'Q' shaped mark known as the Q-Mark:

- The Cert Mark is to be used for most types of certification (including all management systems, chain of custody and FPC schemes).



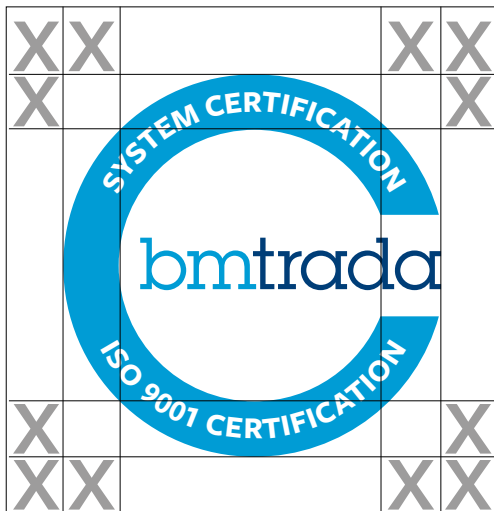
- The Q-Mark is a quality mark for products and personnel certification.
- The Q-Mark covers product certification and service certification schemes associated with Q-Mark certified products.



# SIZE MATTERS

You may need to use our certification marks and symbols at quite small sizes, often in squashed areas. For optimum reproduction of the certification marks and symbols, please adhere to these minimum sizes or print and screen formats.

Certification mark exclusion zone



Certification mark minimum size for print:  
20mm high



Certification mark minimum size for use online:  
40pixels high



# COLORS

The only permitted color variations for BM TRADA certification marks are two color (Blue) or single color (black or white).



C94 M1 Y5 K5  
R0 G149 B200



C100 M69 Y7 K30  
R0 G47 B108

# CERTIFICATION MARK GROUPS

Schemes to which the Cert Mark is applied are grouped by type as follows:

- System certification
- Chain of custody/supply chain certification

Each group contains a number of individual schemes. Certification marks will contain text within the circle of the mark identifying the certification group, e.g. System Certification at the top and the Standard at the bottom, e.g. ISO 9001; ISO 14001; Forest Products.

## Q - MARK LAYOUT

For Q-Mark certification the scheme name will not be included within the circle of the mark due to space restrictions. For all Q-Marks used by clients, the scheme name will appear alongside the mark with both elements contained within a box.



# USING THE BM TRADA CERTIFICATION MARKS

To maintain the value and integrity of the certification marks, with the exception of certificates, they are for the sole use of certified clients. For the purposes of communication and promotion BM TRADA will use the certification symbols or photographs of an 'on-product' certification mark.

## **Certification marks on products and packaging**

For on-product use, the certification marks must always be clearly legible. They can be embossed, debossed, etched or printed in BM TRADA colors or single color black or white.

Guidance on the use of the Cert Mark for management systems certification schemes on shipping boxes/secondary packaging is detailed in the section below.

## **Supply Chain Certification (FSC, PEFC, RSPO, UTZ)**

The use of the marks are restricted to off-product promotional purposes only. The marks cannot be used in a way that compromises or breaches the rules that apply to trademark use under any of the sustainable supply chain schemes currently offered by BM TRADA or in the future.

## **Certification marks on other materials**

You may use certification marks on a range of other materials. They must never be used to suggest certification applies to anything other than the defined scope.

**There is a set of defined formats for the use of each of the marks in the table on page 10.**

**A1 - A3 apply to the use of the Cert Mark for all applicable schemes**

**B1 - B2 apply to the use of the Q-Mark certification mark.**

The appropriate mark shall only be used by clients on:

- Product and packaging (for certified products only) – Format B1 and B2 ONLY
- Letterhead, envelopes, compliments slips, business cards, invoices, advertising, display, marketing material, documentation and manuals – Formats A1, A2, B1 and B2
- Vehicles, buildings and flags – Format A1 and B1 ONLY
- Shipping boxes/secondary packaging (management systems and FPC schemes) - Format A3 ONLY

The mark shall only be used in its entirety and without amendment.



### **Use on stationery items**

Formats A1, A2, B1 and B2 may be used on: letterhead, envelopes, business cards, compliments slips, invoices but only when used in conjunction with the user's own mark/logo. When used on these items, the area (w x h) of the mark shall not exceed 75% of the area (w x h) of the user's mark/logo. The minimum size requirements still apply.

### **Promotional items**

Formats A1, A2, B1 and B2 may be used on: advertisements, articles, brochures, websites, exhibition display panels but only when used in conjunction with the user's own mark/logo. When used on these items, the area (w x h) of the mark shall not exceed 75% of the area (w x h) of the user's mark/logo. The minimum size requirements still apply.

### **Signage items**

Formats A1 and B1 may be used on: buildings signage, flags, vehicles but only when used in conjunction with the user's own mark/logo. When used on these items, the area (w x h) of the mark shall not exceed 75% of the area (w x h) of the user's mark/logo. The minimum size requirements still apply.

### **Secondary packaging/shipping boxes**

Format A3 may be used for secondary packaging/shipping boxes, i.e. those that can be reasonably considered as not reaching end consumers, providing that a clear statement is included alongside the certification mark. This statement should read: 'this product was manufactured in a plant whose xxxxx (quality, environmental etc) management system is certified as meeting the requirements of xxxxx (ISO 9001:2015, 14001:2015 etc).

### **Size**

The size of the certification mark can be adjusted as appropriate for the use required.

It must always retain its correct proportions and should never be produced below the minimum size (20 mm high).

In addition to the usual minimum size requirements, users must also comply with the restrictions on size relative to their own company mark/logo as outlined above.

### **Modification**

No modification or addition to the design of certification marks is permitted.

### **Use of UKAS symbols**

When certification marks are used in conjunction with UKAS symbols, [UKAS rules](#) must be followed. (UKAS the National Accreditation Logo and Symbols: Conditions for Use by UKAS and UKAS Accredited Organizations).

# USES

# MARK

**A1**

Business stationery  
Promotional material  
Buildings, vehicles and flags



**A2**

Business stationery  
Promotional material  
(UKAS accredited schemes only)



**A3**

Secondary packaging  
(management systems and  
FPC schemes only)



This product was manufactured in a factory whose Quality Management System is certified as meeting the requirements of ISO 9001:2008

**B1**

Product, packaging  
Business stationery  
Promotional material  
Building, vehicles and flags



**B2**

Product, packaging  
Business stationery  
Promotional material  
(UKAS accredited schemes only)



# USING THE BM TRADA CERTIFICATION SYMBOLS

Our certification symbols are illustrative examples of our certification marks which contain no scheme details.

Where a product has been certified and, due to the size or nature of the product, it is not possible to reproduce the **certification mark** clearly and legibly on the product you may use our **certification symbols**. Clients will be bound by the rules in the section **certification marks on products and packaging** and must comply with the rules below.

This is the only instance when a client may use the certification symbols. In these circumstances the **certification symbol** must always be accompanied by a valid and applicable BM TRADA certificate number.

## **Size**

The size of the certification symbol can be adjusted as appropriate for the use required. It must always retain its correct proportions and, unless impossible due to the physical restraints of the product, should never be produced below the minimum size (20 mm high).

## **Color**

For on-product stamps the certification symbol and certificate number must always be clearly legible. They can be embossed, de-bossed, etched or printed in BM TRADA colors or single color (black preferred).

## **Modification**

No modification or addition to the design of certification symbols is permitted.

## **Use of UKAS symbols**

When certification symbols are used in conjunction with UKAS symbols, UKAS rules must be followed. (UKAS the National Accreditation Logo and Symbols: Conditions for Use by UKAS and UKAS Accredited Organizations).

# PROMOTING YOUR CERTIFICATION – CORRECT USE OF TERMINOLOGY

When promoting your certification it is important that you use the correct terminology. You must only refer to ‘Certification’ and not ‘Accreditation’. The two terms are different as explained below.

In order for accredited Certification Bodies such as BM TRADA to be able to perform the certification audits and issue certifications to standards such as ISO 9001, they need to obtain a ‘license’ – and this license is called accreditation. Certification bodies achieve **Accreditation** against standards such as ISO 17021-1, while companies achieve **Certification** against standards such as ISO 9001, ISO 14001 etc.

**Accreditation** entails the endorsement of a Certification Body’s competence, credibility, independence and integrity in carrying out its certification activities. This enhances the authority of Certification Bodies in conducting conformity assessment activities in certification and inspection. Accreditation is provided by Accreditation Bodies such as United Kingdom Accreditation Service (UKAS)  
<https://www.ukas.com/>

**Certification** is sought from Certification Bodies, such as BM TRADA to demonstrate an organization’s compliance with specified standards and is defined by ISO as ‘third party attestation related to products, processes, systems or persons’.

In essence, certifications are third-party endorsements of an organisation’s systems or products, while accreditation is a third party endorsement of the certification.

# CONDITIONS OF USE

- The marks shall only be used by organizations holding valid BM TRADA certification.
- The marks must be used in accordance with these guidelines and any related additions or appendices.
- The marks can only be used once a certificate has been issued by BM TRADA for the certified product, practice or system.
- The marks must not be used in a misleading manner or to imply that they apply to anything other than the scheme and scope which has been certified. For example, if you are placing the certification marks on the corporate website of a group of companies where only one company in the group is certified, the certification mark must be accompanied by a statement that makes it clear which company hold certification.
- The user of the marks shall at the request of BM TRADA cease to use the marks if BM TRADA deems the application inappropriate.
- The user of the marks shall, upon suspension or termination of certification, immediately cease distribution of all items on which the marks is displayed and shall remove it from any form of display or promotional application.
- In using the marks, the user agrees to be bound by the above conditions. Failure to comply with the above conditions for use of the marks may result in withdrawal of certification and legal action.
- When certification applies to an accredited scheme the certification mark can be used in conjunction with the accreditation body's symbol or trademark provided the accreditation body's own rules are followed. Use of marks related to FSC<sup>®</sup>, PEFC and UTZ schemes must always be accompanied by the relevant accreditation body's trademark or certificate holder's license code.
- Any use of the FSC<sup>®</sup> trademark must be prior approved by the BM TRADA logo approvals team.

# SUITE OF CERTIFICATION MARKS

## System Certification



## Chain of Custody Certification



# SUITE OF CERTIFICATION MARKS

## Supply Chain Certification



## Product Certification





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FOR FURTHER INQUIRIES, PLEASE CONTACT US.

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