

# How to promote your BSI certification.

## Guidelines for clients

**bsi.**

...making excellence a habit.™

# 1.0 Overview.

## 1.0 Overview

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Thank you for choosing BSI. We value your business with us.

When you achieve certification with BSI, you'll be able to make your own mark by using the BSI Mark of Trust and the associated suite of promotional logos. They are valuable marketing tools that can be used to promote your organization as they signal a clear achievement and can offer a competitive advantage. We're recognized globally as one of the most experienced independent assessors of best practice. That means you'll also get international recognition as a business that achieves standards of excellence every day, helping you to open new markets, secure existing ones and compete with confidence.

This document contains important information to help you use the correct BSI mark for your business and show your customers about your commitment to excellence.



# 1.0 Overview.

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

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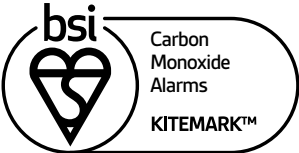


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 <p>The BSI Mark of Trust product logo (This is the product logo for use on Kitemark certified products only)</p>	 <p>BSI Mark of Trust "Verified" Marketing logo (For verification only)</p>
 <p>BSI Mark of Trust "Kitemark" Marketing logo (For Kitemark certification only)</p>	 <p>The BSI Mark of Trust "Professional" or "Practitioner" promotional badge (For training qualifications only)</p>
 <p>BSI Mark of Trust "Certified" Marketing logo (For management system certification only)</p>	

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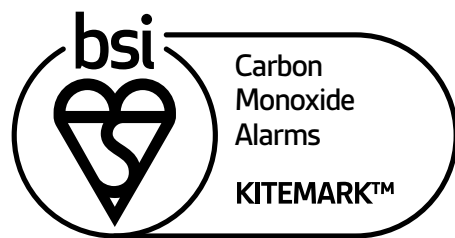
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## 1.1 How to use the BSI Mark of Trust marketing logo to promote your achievement.

A BSI Mark of Trust marketing logo can be used as valuable tool to promote your certification. It helps show customers about your commitment to excellence.

The type of marketing logo you will need to use will depend on the services you get from BSI.



If you hold BSI Kitemark certification you can use the marketing logo containing the word "KITEMARK™".



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



If you have a BSI Verification certificate you can use the marketing logo which contains the word "VERIFIED".



If you have gained a qualification with the BSI Training Academy, you can use the badge which contains the word "CERTIFIED PROFESSIONAL", "PROFESSIONAL" or "PRACTITIONER" to promote your achievement.

The logos which are relevant to your organization will be made available to you online through the BSI Assurance Portal.

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## 1.1 How to use the BSI Mark of Trust marketing logo to promote your achievement.

BSI Mark of Trust marketing logo can be applied to the following (subject to individual restrictions):

- **Advertising**
- **Stationery**
- **Websites**
- **Office space**
- **Vehicles**
- **Internal communication**
- **Press releases**
- **Social media**
- **Reports**

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

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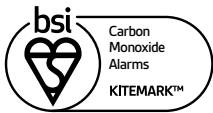

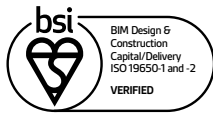



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The table below shows where each of the BSI Mark of Trust marketing logo types can be used.

Can I use the BSI Assurance Mark 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)
<b>Marketing material</b> Brochures, advertisements, annual reports, corporate presentations, case studies, etc.	Yes	Yes	Yes	No	Yes	Yes
<b>Online (corporate)</b> On websites, social media, email marketing, corporate email signatures, etc.	Yes	Yes	Yes	No	Yes	Yes
<b>Corporate stationery</b> Letterheads, compliment slips, invoices, presentation folders etc.	Yes	Yes	Yes	No	Yes	Yes
CVs, LinkedIn profiles, personalized email signatures, personal stationary	No	No	No	Yes	No	No
Vehicles, promotional items, exhibition banners, flags or external buildings	Yes	Yes	Yes	No	No	No
<b>Products or certificates</b> Physical products, product packaging, product certificates, certificates of analysis or testing	No	No	No	No	No	No

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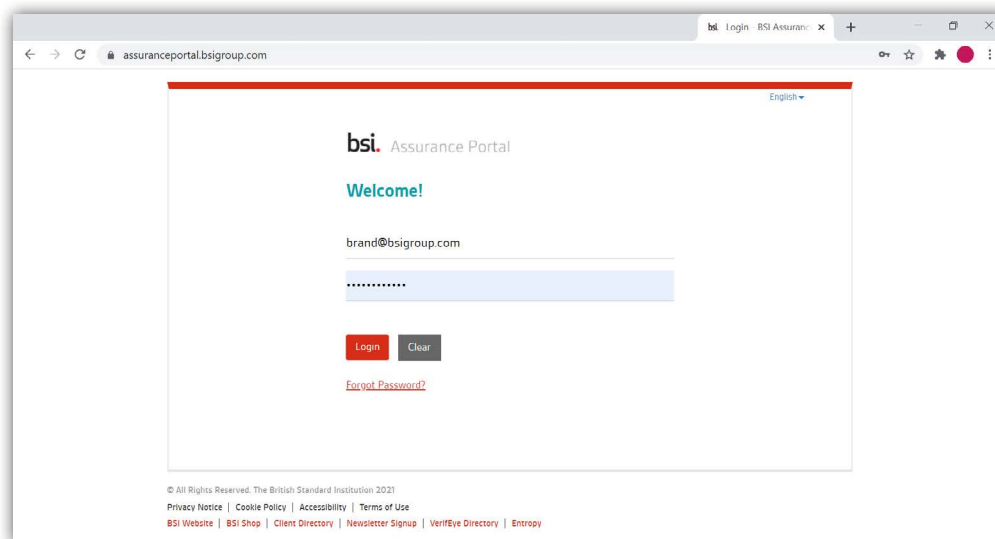
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## 1.3 Accessing your Mark of Trust logos

### Kitemark, management systems and verification

As soon as your first BSI certificate becomes active, you'll gain access to the BSI Assurance Portal, where you can access all the logos you need. You'll receive an email with instructions to activate and set up your account.



### Qualifications

Mark of Trust badges for individuals who have validated their BSI training with a qualification are available from the Online Learning Portal. For Certified Professionals, use of the mark of trust is timebound as per your personal certification programme.

If you have any issues in accessing the Assurance Portal or Online Learning Portal, please contact your local BSI office.

## 2.0 BSI Kitemark™ certification



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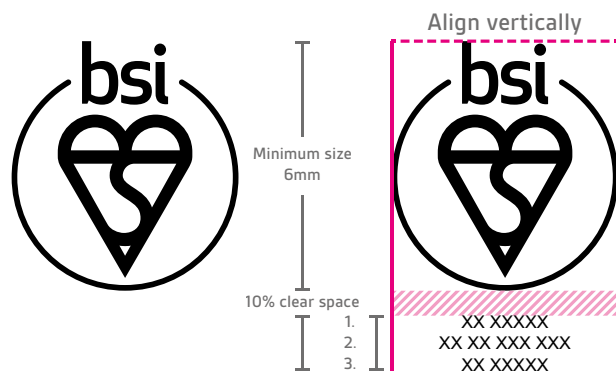
8.0 Reversed (white) logo

## 2.0 BSI Kitemark™ certification: how to use the Mark of Trust product logo.

The Mark of Trust product logo may only be used by clients holding a valid Kitemark certificate to mark their Kitemark certified products.

The Mark of Trust product logo is a valuable marketing tool that you can use to promote your Kitemark certified products and services. It can be displayed on a product if it has met the criteria of the Kitemark standard or scheme as stated in the scope of your BSI Kitemark certificate.

The Mark of Trust product logo may not be used on promotional materials as the Kitemark marketing logo should be used for that purpose.



**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. Product standard number e.g. BS EN ISO 123456
3. Certification scheme name e.g. Safety Glass

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## 2.0 BSI Kitemark™ certification: how to use the Mark of Trust product logo.

When using the Mark of Trust product logo there are some simple guidelines to follow.

- Use your BSI Kitemark certificate number and Product Standard number and scheme name in the same colour as the Mark of Trust product logo
- Contact the Brand team for guidance when using the Mark of Trust logo together with another certification marketing logo (for example, using the BAFE logo with a Fire Alarm certification scheme)
- Contact the BSI Brand team if you need information or suggestions on how to apply the mark
- Don't use the BSI Mark of Trust product logo on any product that is not BSI Kitemark certified
- Don't alter the proportions of the BSI Mark of Trust product logo
- Don't reduce the BSI Mark of Trust product logo height to less than 6mm
- Don't allow third parties to use the BSI Mark of Trust product logo without written approval from BSI and in accordance with an approved sub-licence agreement

### Using the word BSI Kitemark in text

The word 'Kitemark' is one word and must be written with a capital 'K.'

The words 'BSI Kitemark' must be followed by the ™ symbol when it is used in a title or heading, a sub-heading or in the first instance. The trademark symbol doesn't need to be used in body copy.

## 2.0 BSI Kitemark™ certification: how to use the Mark of Trust product logo.

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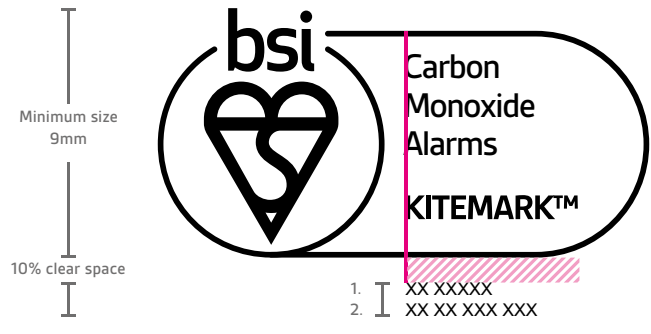
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## 2.1 How to use the Kitemark™ marketing logo.

To showcase your Kitemark certification, display the BSI Kitemark marketing logo including the standard or certification scheme name on your sales and marketing material or product packaging.



Minimum size 9mm

10% clear space

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

By adding your Kitemark™ certificate number, it makes your product or service verifiable. Your customers can authenticate your product or service using the BSI Product directory

[bsigroup.com/Product-Directory](https://www.bsigroup.com/Product-Directory)

## 2.1 How to use the Kitemark™ marketing logo.

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- Use the BSI Kitemark marketing logo only in black or white, so it's instantly recognized as representing Kitemark certification - please see page 38 for details on the white (reversed) option
- Only use the BSI Kitemark marketing logo for the standard or scheme to which you are certified
- Make sure the BSI Kitemark marketing logo is legible and the copy is readable - these guidelines include recommended minimum sizes
- If using the BSI Kitemark marketing logo online, you can use a hyperlink to the BSI website
- Contact the Brand team for guidance when using BSI Kitemark marketing logo together with another certification marketing logos (for example, using the BAFE logo with a Fire Alarm Installer scheme)
- Contact the BSI Brand team if you need information or suggestions on how to apply the marketing logo

## 2.1 How to use the Kitemark™ marketing logo.

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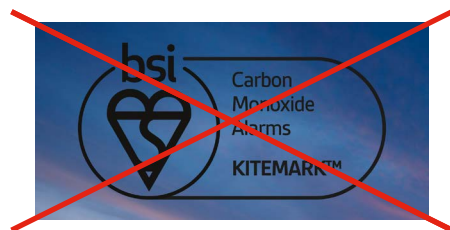
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- Don't change the colour, text or proportions of the BSI Kitemark marketing logo
- Don't reduce the height of the BSI Kitemark marketing logo to less than 9mm
- Don't use the BSI Kitemark marketing logo in association with any product or service outside the scope of your certification
- The BSI Kitemark marketing logo 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 BSI Kitemark marketing logo on a product, please use the BSI Kitemark product logo shown on page six instead
- Don't use the black version of the BSI Kitemark marketing logo on a dark background as shown below, please use the reversed BSI Kitemark marketing logo instead



## 3.0 Management systems

## 3.0 How to use the marketing logo for management systems certification.

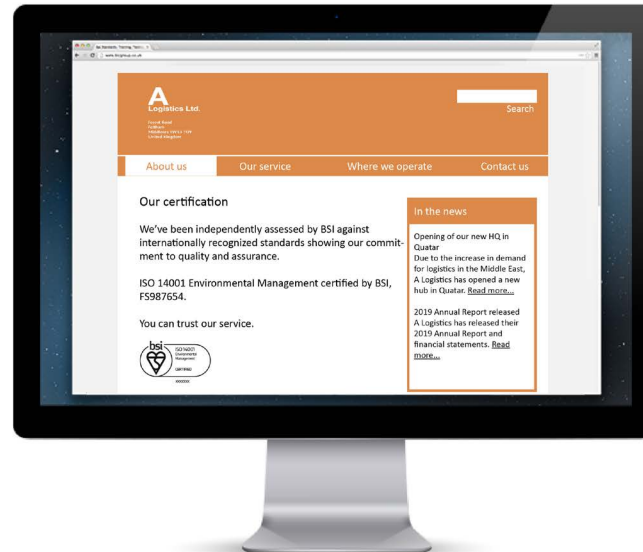
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Tell your customers about your commitment to achieving and maintaining excellence by using the BSI 'Certified' marketing logo. It's an internationally recognized mark that represents quality, reliability and continual improvement. The BSI 'Certified'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

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## 3.0 How to use the marketing logo for management systems certification.

This is for organizations whose management systems have met the requirements of the relevant management system standard and achieved certification. The BSI 'Certified' marketing logo is a powerful marketing tool as it not only tells your customers that you're certified by BSI, but it also tells them which standard you're certified to. 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 use the "certified" marketing logo on your sales and marketing materials. These guidelines are provided to help you to display it correctly.



By adding your certificate number, it makes your BSI certification verifiable. Your customers can authenticate your certification using the BSI Directory of Certified Clients.

[bsigroup.com/our-services/certification/certificate-and-client-directory](https://bsigroup.com/our-services/certification/certificate-and-client-directory)

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## 3.0 How to use the marketing logo for management systems certification.

When using the BSI “Certified” marketing logo there are some simple guidelines to follow.

- Use the BSI ‘Certified’ marketing logo only in black or white, so it’s instantly recognized - please see page 38 for details on the white (reversed) option
- Make sure the BSI ‘Certified’ marketing logo is legible and the copy is readable - these guidelines include recommended minimum sizes
- Only use the BSI ‘Certified’ marketing logo for the standard to which you are certified
- If using the BSI ‘Certified’ marketing logo online, you can use a hyperlink to the BSI website
- Be clear which organization the BSI ‘Certified’ marketing logo relates to - this means including your company logo or trademark on any corporate communications where the BSI ‘Certified’ marketing logo is featured
- Contact the BSI Brand team if you need information or suggestions on how to apply the marketing logo

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## 3.0 How to use the marketing logo for management systems certification.

When using the BSI “Certified” marketing logo there are some simple guidelines to follow.

- Don't reduce the height of the BSI 'Certified' marketing logo to less than 9mm
- Don't add or alter text of the BSI 'Certified' marketing logo
- Don't display the BSI certification mark on a product or its packaging as this will imply the product has been certified by BSI
- Don't use the BSI 'Certified' marketing logo on product certificates (e.g. certificates of analysis, conformity, calibration certificates or testing certificates)
- 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 transferred to or used by other companies within the same group of companies
- Don't use the black version of the BSI 'Certified' marketing logo on a dark background as shown below, please use the reversed BSI 'Certified' marketing logo instead



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## 3.0 How to use the marketing logo for management systems certification.

When using the BSI “Certified” marketing logo there are some simple guidelines to follow.

### 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'

## 4.0 Verification

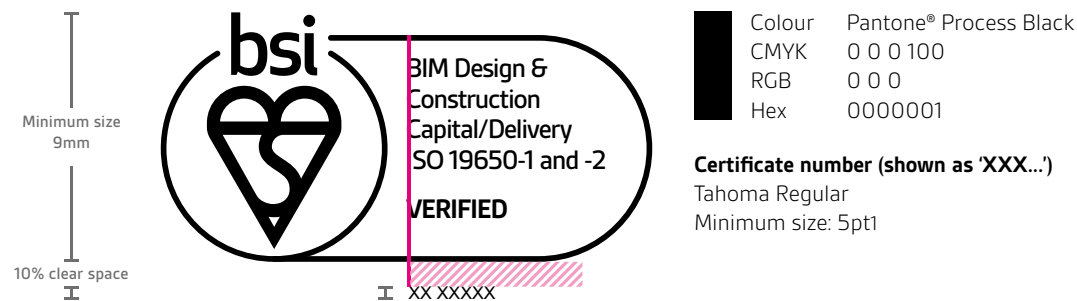
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## 4.0 How to use the BSI marketing logo for verification.

The BSI 'Verified' marketing logo is for organizations with self-declared products or services whose technical information been verified by BSI and a verification certificate has been issued.

The BSI 'Verified' marketing logo is a powerful marketing tool as it not only tells your customers that your product has been verified by BSI, but it also tells them what it's been verified against. Promoting what your product or service has been verified against builds trust with your customers, differentiates you from your competitors and means your verification is easily recognizable in the marketplace.

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.



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## 4.0 How to use the BSI marketing logo for verification.

When using the BSI “Verified” marketing logo there are some simple guidelines to follow.

- You should only use the BSI ‘Verified’ marketing logo in black or white, so it’s instantly recognized - please see page 38 for details on the white (reversed) option
- Only use the BSI ‘Verified’ marketing logo to show the product or services it has been verified against
- Make sure the BSI ‘Verified’ marketing 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
- Contact the Brand team for guidance when using the BSI ‘Verified’ marketing logo in conjunction with other marketing logos
- Contact the BSI Brand team if you need information or suggestions on how to apply the marketing logo.

By adding your certificate number, it makes your BSI certification verifiable. Your customers can authenticate your certification using the BSI Directory of Certified Clients.

[bsigroup.com/our-services/certification/certificate-and-client-directory](https://www.bsigroup.com/our-services/certification/certificate-and-client-directory)

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## 4.0 How to use the BSI marketing logo for verification.

When using the BSI “Verified” marketing logo there are some simple guidelines to follow.

- Don't change the colour, text or proportions of the BSI 'Verified' marketing logo
- Don't reduce the BSI 'Verified' marketing logo to any height less than 9mm
- Don't use the BSI 'Verified' marketing logo in association with any product or service outside the scope of what you have had verified
- The BSI 'Verified' marketing logo 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 BSI 'Verified' marketing logo on a product, it should only be used on sales and marketing material
- Don't use the black version of the BSI 'Verified' marketing logo on a dark background as shown below, please use the reversed BSI 'Verified' marketing logo instead





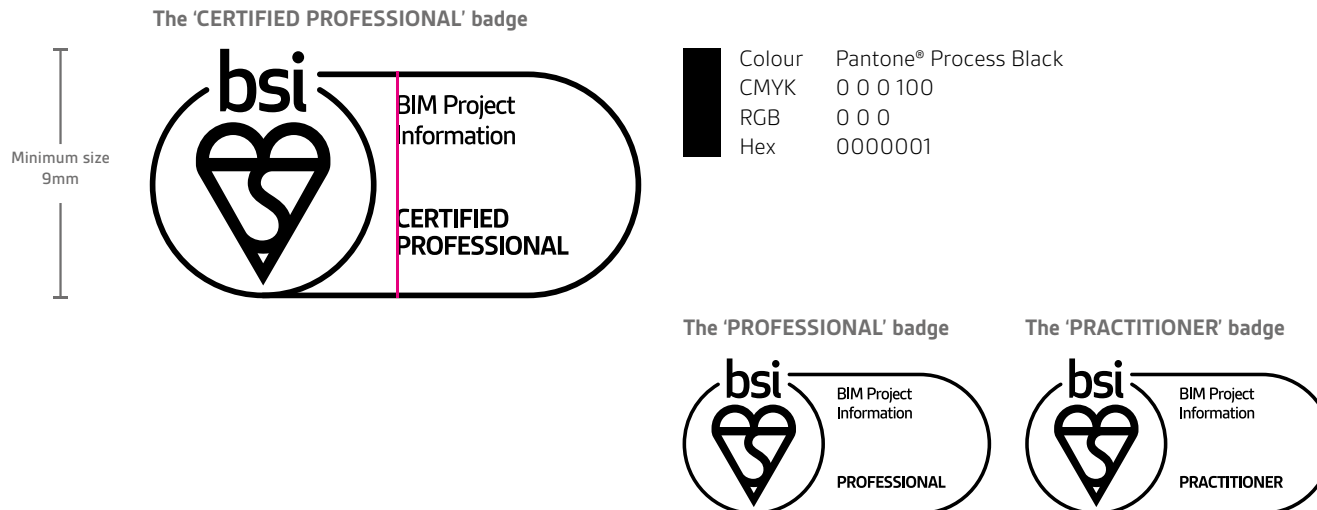
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## 5.0 Qualifications - how to use your promotional badge.

The BSI **'Certified Professional'**, **'Professional'** and **'Practitioner'** badges are for individuals who have validated their BSI training with a qualification. They are not for use by organizations. The badges are powerful marketing tools as they not only tell your customers and other professional networks you may have that you have a BSI qualification, but they also tell them what your qualification relates to. This could help your professional profile to stand out.

These guidelines are provided to ensure the 'Certified Professional', 'Professional' and 'Practitioner' badges are displayed correctly when you display them on your CV, LinkedIn profile or email signature, or on all of these.



1.0 Overview

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## 5.0 Qualifications - how to use your promotional badge.

When using the BSI **'Certified Professional'**, **'Professional'** or **'Practitioner'** badge there are some simple guidelines to follow.

- Use the BSI **'Certified Professional'**, **'Professional'** or **'Practitioner'** badge with your personal qualification number written underneath it, using the Tahoma font
- You should only use the BSI **'Certified Professional'**, **'Professional'** or **'Practitioner'** badge in black or white, so it's instantly recognized - please see page 38 for details on the white (reversed) option
- Only use the BSI **'Certified Professional'**, **'Professional'** or **'Practitioner'** badge for the qualification you have gained
- Be clear which individual the BSI **'Certified Professional'**, **'Professional'** or **'Practitioner'** badge relates to - this means including the qualified individual's name on any corporate communications where the BSI **'Qualified'** badge is featured
- Make sure the BSI **'Certified Professional'**, **'Professional'** or **'Practitioner'** badge is legible and the copy is readable - these guidelines include recommended minimum sizes
- If using the BSI **'Certified Professional'**, **'Professional'** or **'Practitioner'** badge online, you can use a hyperlink to the BSI website

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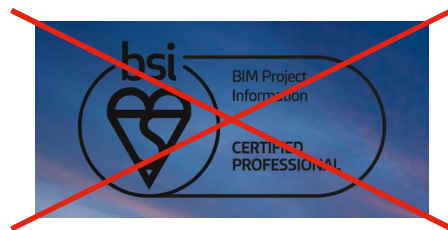
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## 5.0 Qualifications - how to use your promotional badge.

When using the BSI **'Certified Professional'**, **'Professional'** and **'Practitioner'** badge there are some simple guidelines to follow.

- Don't add or alter text of the BSI **'Certified Professional'**, **'Professional'** or **'Practitioner'** badge
- Don't display the BSI **'Certified Professional'**, **'Professional'** or **'Practitioner'** badge on a product or its packaging as this will imply the product has been tested or certified by BSI
- Don't use the BSI **'Certified Professional'**, **'Professional'** or **'Practitioner'** badge in association with any activity or service outside the scope of your qualification
- The BSI **'Certified Professional'**, **'Professional'** or **'Practitioner'** badge is specific to the individual and may not be transferred to or used by an organization
- Don't use the black version of the BSI **'Certified Professional'**, **'Professional'** or **'Practitioner'** badge on a dark background as shown below, please use the reversed badge instead



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## 5.0 Qualifications - how to use your promotional badge.

### Referring to your qualification in text

If it isn't appropriate to use the BSI 'Certified Professional', 'Professional' or 'Practitioner' 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

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## 6.0 Multi-scheme logos.

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 by contacting the brand team: [brand@bsigroup.com](mailto:brand@bsigroup.com)



## 7.0 Accreditation Marks



## 7.0 Accreditation Marks.

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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.

When using the Accreditation Mark here are some simple guidelines to follow.

- Only use the Accreditation Mark relevant to standard to which you are certified – the Accreditation Mark can be found on your BSI certificate
- You should only use the Accreditation Mark in black (shown here) or full-colour (shown on the following page) so it's instantly recognized
- Use the Accreditation Mark with the certificate number written underneath it, as shown (as 'XX XXXXX') on this page using the Tahoma font.



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

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### Accreditation Mark guidelines continued:

- 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 Mark of Trust



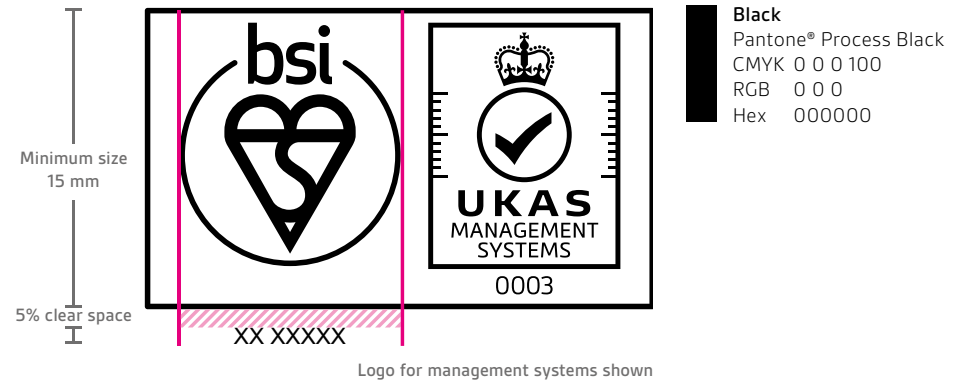
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If your certificate shows the UKAS Accreditation Mark or should you wish to reinforce the fact that you have been assessed by an accredited certification body, you may wish to use the following logo.

When using the Accreditation Mark here are some simple guidelines to follow.

- Only use the Accreditation Mark relevant to standard to which you are certified – the Accreditation Mark can be found on your BSI certificate
- You should only use the Accreditation Mark in black (shown here) or full-colour (shown on the following page) so it's instantly recognized
- Use the Accreditation Mark with the certificate number written underneath it, as shown (as 'XX XXXXX') on this page using the Tahoma font.



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

## 7.0 Accreditation Marks.

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### Accreditation Mark guidelines continued:

- 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 Mark of Trust



8.0 Reversed (white) logo

## 8.0 Reversed (white) logo.

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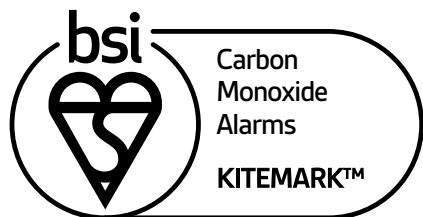
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### 8.0 Reversed (white) logo

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 Mark of Trust marketing logo are available via the BSI Assurance Portal, but please contact [brand@bsigroup.com](mailto:brand@bsigroup.com) if you have any queries.



■	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

# Further information.

Images and measurements contained within this document are not necessarily represented to scale.

All information is correct at time of print.

For any queries, or requests for assets or templates, please contact the Brand Team: [brand@bsigroup.com](mailto:brand@bsigroup.com).



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