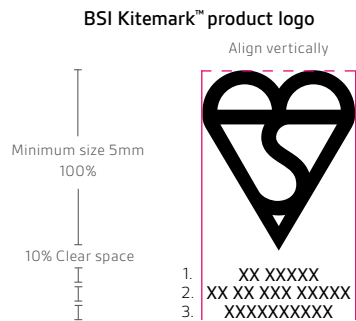


How to promote your BSI Kitemark™ certification.

BSI Kitemark™ device specification and guidelines for use.

BSI Kitemark™ on products.



BSI Kitemark™ Licence number and Product Standard number (shown above as XXX)

Tahoma Regular

Minimum size: 5pt

1. BSI Kitemark Licence number

e.g. KM 123456

2. Product Standard number

e.g. BS EN ISO 123456

3. Optional: Scheme name e.g. Safety Glass

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

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

Please do:

- Use the BSI Kitemark product logo with the BSI Kitemark Licence number and Product Standard number displayed underneath it, as shown on this page using the Tahoma font
- The BSI Kitemark Licence number and Product Standard number should be in the same colour as the BSI Kitemark product logo
- Contact the Brand team for guidance when the BSI Kitemark product logo should appear in conjunction with another certification scheme logo as outlined in your BSI Kitemark Licence. For example, using the BAFE logo with a Fire Alarm scheme

Please don't:

- Don't use the BSI Kitemark product logo on any product that is not BSI Kitemark certified
- Don't alter the proportions of the BSI Kitemark product logo
- Don't reduce the BSI Kitemark product logo any smaller than 5mm
- Don't allow any third parties to use the BSI Kitemark product logo without written approval from BSI and in accordance with an approved sub-licence agreement

If a product is impractical to mark with the BSI Kitemark please refer to the Brand team for a solution.

Using BSI Kitemark™ in text:

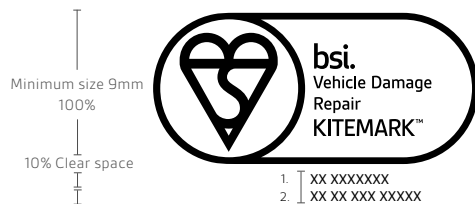
- The word 'Kitemark' is one word and must be written with a capital 'K'
- The words 'BSI Kitemark' must be followed by the ™ symbol when it is used in a title or heading, a sub-heading or in the first instance. The trademark symbol doesn't need to be used in body copy

Product examples.



BSI Kitemark™ for promotional material and packaging.

BSI Kitemark™ scheme logo



Colours

	Black
	CMYK 0 0 0 100
	RGB 0 0 0
	Hex 000000

BSI Kitemark™ Licence number and Product Standard number (shown above as XXX)

Tahoma Regular

Minimum size 5pt

1. BSI Kitemark Licence number

e.g. KM 123456

2. Product Standard number

e.g. BS EN ISO 123456

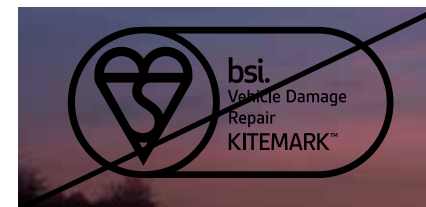
To inform your customers of your products BSI Kitemark certification you can display the BSI Kitemark scheme logo including the scheme/standard name on your sales and marketing material or product packaging.

Please do:

- Use the BSI Kitemark scheme logo in black or white so it's instantly recognized as the BSI Kitemark scheme logo
- Use the BSI Kitemark scheme logo with the BSI Kitemark Licence number and Product Standard number written underneath it, as shown on this page using the Tahoma font
- Use the correct BSI Kitemark scheme logo to which you are certified
- Make sure the BSI Kitemark scheme logo is legible and the copy readable
- Contact the Brand team for guidance when the BSI Kitemark scheme logo should appear in conjunction with another certification scheme logo as outlined in your BSI Kitemark Licence. For example, using the BAFE logo with a Fire Alarm scheme

Please don't:

- Don't alter the colour, text or proportions of the BSI Kitemark scheme logo
- Don't reduce the BSI Kitemark scheme logo to any less than 9mm in size
- Don't use the BSI Kitemark scheme logo in association with any product or service outside the scope of your certification. The BSI Kitemark scheme 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 scheme logo on a product instead please use the BSI Kitemark shown on page two
- Don't use the BSI Kitemark scheme logo on a dark background as shown below. Please use the reversed BSI Kitemark scheme logo on page 4



Reversed BSI Kitemark™

The reversed BSI Kitemark scheme logo should only be used on a darker background or image where the primary logo would not stand out.

Reversed BSI Kitemark™ scheme logo



Choosing the correct BSI Kitemark™.

White background: use the primary BSI Kitemark



Black background: use the reversed BSI Kitemark



Light background: use the primary BSI Kitemark



Dark background: use the reversed BSI Kitemark



Light image: use the primary BSI Kitemark



Dark image: use the reversed BSI Kitemark

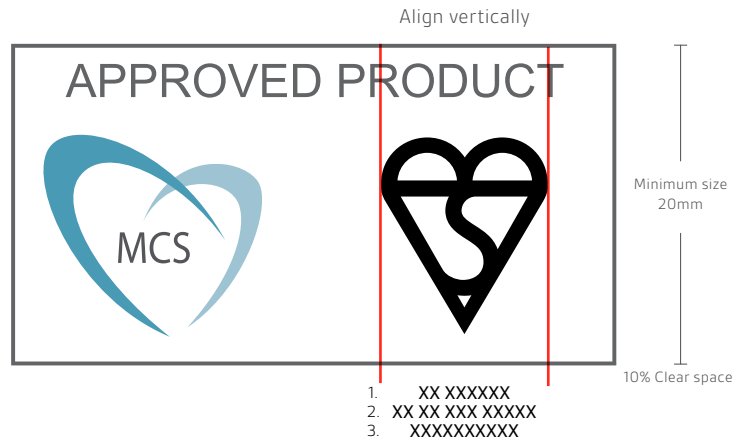


Promotional examples.



Accreditation Mark - MCS Accreditation.

If your certificate shows MCS Accreditation, you may wish to use the following logo.



BSI Kitemark™ Licence number and Product Standard number (shown above as XXX)

Tahoma Regular
Minimum size 5pt

1. BSI Kitemark Licence number
e.g. KM 123456
2. Product Standard number
e.g. BS EN ISO 123456
3. Scheme name e.g. Photovoltaic Modules

When using the Kitemark with the MCS logo, we've kept the guidelines really flexible. But there are some simple rules:

Please do

- Use the Accreditation Mark on your products, packaging and marketing collateral
- Use the Accreditation Mark with the BSI Kitemark Licence number, Product Standard number and Scheme name written underneath it, as shown on this page using the Tahoma font
- The BSI Kitemark Licence number, Product Standard number and Scheme name should be in the same colour as the BSI Kitemark, black or white
- Use the Accreditation Mark in the colours provided, full colour (as shown on this page)
- Make sure the Accreditation Mark is legible and the copy readable
- Contact the Brand Team for further guidance about displaying the Accreditation Mark

- Don't reduce the Accreditation Mark any smaller than 20mm*
- 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 approved product and may not be transferred to or used by other companies within the same group of companies
- Don't display the MCS Accreditation logo independently of the BSI Kitemark

*As specified within the MCS guidelines

Please don't

- Don't alter the text, proportions or colours within the Accreditation Mark

Contact information.

Contact information.

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

Logos can be downloaded from the Just 4 Customers website, at www.j4c.bsigroup.com

For any further queries, assets or templates, please contact the Brand Team at brand@bsigroup.com.



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...making excellence a habit.™