

Type:	Information	Author/Owner:	Juliet James
Revision date:	29/11/2017	Approved by:	Tim Watts

Purpose

To manage and demonstrate compliance to ISO 17021 and the Conditions for use by UKAS accredited organisations issued by BIS.

Introduction

Lucideon CICS Limited is the accredited body that provides all assurance services. These guidelines have been created to enable LUCIDEON client organisations, who have been successfully assessed against a system standard or scheme, to use the logos/marks in a manner which reflects and promotes their achievements and is not misleading in any way.

Logos/marks – which one can I use?

LUCIDEON logos

Unless specific permission is granted in writing, these logos are only for use by LUCIDEON.

LUCIDEON Management System logo

LUCIDEON client organisations who have been successfully assessed against a Management System standard/scheme.

LUCIDEON Product Certification logo & LUCIDEON Shieldmark

LUCIDEON client organisations who have been successfully assessed against a Product Conformity Certification standard/scheme.

Where can you use the logos/marks?

You can use the logo/mark on your marketing & promotional materials including letterheads, quotations and general stationery, brochures, literature and exhibition standards; on internal walls and doors and on your website.

Requirements for using the logos/marks

- Only use the artwork supplied by LUCIDEON
- Only use the appropriate logo/mark relevant to the certification awarded
- You may add your certificate number and/or the relevant standard reference underneath all the marks, as long as the proportions are maintained and all elements and words remain legible
- Where a client wishes to promote their certification without using the relevant mark, the wording to be used shall be, "Certified by Lucideon CICS Limited (Certificate Number xxxxxx), a UKAS accredited certification body No. 0006".
- When the logos are used on a company website a link to LUCIDEON's website – www.lucideon.com – must be put on the image.

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Colour, Size and Technical Requirements of the logos/marks

For professional communication purposes the marks should appear in the LUCIDEON brand colours. The colour process mix for the marks are as follows:

PANTONE: Blue: 2995U, Grey: Cool Grey 11U, White

CMYK: Blue: C90, M11, Y0, K0
Grey: C0, M0, Y0, K70
White: C0, M0, Y0, K0

RGB: Blue: R0, G164, B228
Grey: R109, G110, B113
White: R255, G255, B255

LUCIDEON will, however, allow the client to reproduce the logos/marks in black & white or the predominant colour of the document, when appropriate. Under these circumstances all artwork should be submitted to support@lucideon.com for approval.

The logos/marks may be reproduced in the following formats: embossed, relief or die stamped, watermark, electronic, as long as distortion is avoided and all other requirements in this document are met.

The logos/marks may be resized as long as proportions are maintained, are large enough for all the elements to be distinguished and any wording is legible.

For logos/marks incorporating the UKAS national accreditation symbol, these shall normally have a minimum height (excluding the accreditation number) of 20 mm. When the logos containing the UKAS national accreditation symbol are printed on an unfolded portion of stationery sized no greater than A4, they shall be displayed in a size no larger than 30 mm high. On larger portions of unfolded stationery the size may be proportionately increased.

Restrictions on the use of the logos/marks

- The UKAS mark must not be used independently of the LUCIDEON mark.
- The logos/marks must not be used in any way that might mislead the reader about the status or scope of the certification.
- The management system logo shall not be displayed on a product.
- The management system logo shall not be displayed on product packaging, unless the following wording (or similar approved wording) is included: "Product has been manufactured in accordance with a quality management system complying with ISO 9001".
- The product certification logo and LUCIDEON Shieldmark shall only be used in connection with a product manufactured under an accredited Product Certification scheme.
- The management system and product certification logos may not be displayed on certificates of analysis, conformity, calibration certificates or testing certificates.
- Upon suspension or withdrawal of certification the use of all marks shall be discontinued with immediate effect.

Guidelines for the use of Logos/Marks relating to Certification Services

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Examples of the marks

LUCIDEON logos



LUCIDEON Accredited Management System logos



LUCIDEON Management System logos



LUCIDEON Shieldmark



The above images are examples only, files will be supplied for client use where appropriate.

LUCIDEON reserves the right to take action against parties that do not adhere to its guidelines.

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For further clarification on the use of any marks, please contact a member of the LUCIDEON Business Support Team on 01782 411008 or support@lucideon.com

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