Brand Guidelines

Use of logo external

Contents

Branding Requirements

GENERAL

There are two BBA logo types, one relating to BBA Agrément, HAPAS and UKTA Certificates and the other to different types of BBA Certificated Schemes.

*The BBA logos can only be used:

- under licence from the BBA
- in direct association with products or systems covered by a current Certificate
- by holders of these Certificates
- by BBA Approved Installers.
- by Certificate of Competency Holders
- by Certificate holders under any other BBA approved schemes

Use of BBA logos does not extend to other companies which are:

- part of the same corporate group as the Certificate/Approval holding company, or
- named in a Certificate, for example as a supplier.

Particular care must always be taken to avoid the association of the logos with other products or systems or schemes and with claims or information not contained in the BBA document.

*For BBA Management System Certificate holders separate conditions apply - see pages 8 and 9.

IMPORTANT

The BBA logos, reference to the BBA, Agrément Certificate, BBA publications or similar can only be used as described herein and while the licence to use the logo is valid. The BBA will suspend and / or revoke the licence to use the logo in cases where it considers that its logo is being used improperly and/or in a manner that may mislead. In addition, the BBA may publicise any transgression as it thinks fit.

GENERAL REFERENCES TO THE BBA AND ITS PUBLICATIONS

Those holding a valid licence from the BBA can use the BBA name, relevant logo and references to the BBA and its publications in connection with their Certificate(s) or Approvals(s), subject to such usage being product, system Approval or scheme specific.

PRINTING

The logos should be reproduced in Red (Pantone No 185) and Blue (Pantone No 285) or equivalent CMYK. Alternatively, all-black or all-white may be used. Any text and numbering to be inserted into the logo should be in Arial font. For clarity a minimum width of 30 mm is desirable. Master copies of the logos are available from the BBA in electronic format on request by e-mail to: hello@bbacerts.co.uk

OTHER CASES

Firms selling, installing or using a product or a system which is the subject of an Agrément Certificate cannot use the BBA logo but may declare this fact and reference the BBA in their literature, advertising and websites provided the name of the product and the BBA Certificate holder are stated and it is clear to a reader that the firm itself does not hold the Certificate or is a BBA Approved Installer. Such declarations must relate only and directly to the product or the system which is the subject of the Certificate. Care must be taken to avoid the association of the declaration with other products or systems.
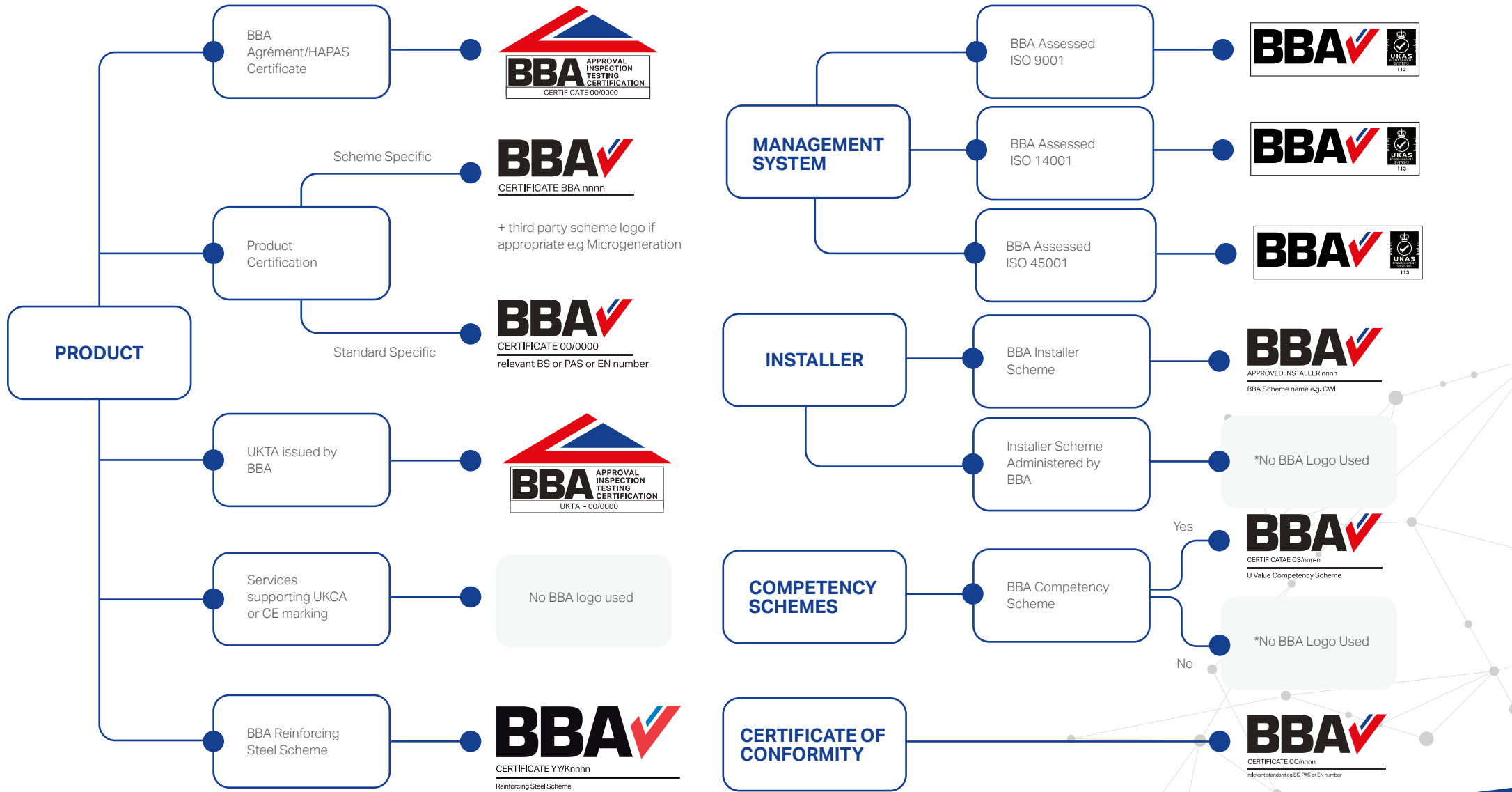
GET IN TOUCH

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+44 (0) 1923 665300
hello@bbacerts.co.uk
www.bbacerts.co.uk

BBA Logo Types

PRODUCT

BBA Agrément/HAPAS Certificate

Product Certification

Scheme Specific

+ third party scheme logo if appropriate e.g Microgeneration

Standard Specific

relevant BS or PAS or EN number

UKTA issued by BBA

Services supporting UKCA or CE marking

No BBA logo used

BBA Reinforcing Steel Scheme

Reinforcing Steel Scheme

MANAGEMENT SYSTEM

BBA Assessed ISO 9001

BBA Assessed ISO 14001

BBA Assessed ISO 45001

INSTALLER

BBA Installer Scheme

BBA Scheme name e.g. CWI

Installer Scheme Administered by BBA

*No BBA Logo Used

COMPETENCY SCHEMES

BBA Competency Scheme

Yes

U Value Competency Scheme

No

*No BBA Logo Used

CERTIFICATE OF CONFORMITY

relevant standard eg BS, PAS or EN number

*However, statements referencing the BBA can be made for those products in connection with their assessments subject to such usage being product or scheme specific

BBA Agrément, HAPAS and UKTA Certificate holders

USAGE

An Agrément, HAPAS or UKTA Certificate relates solely to the product or system defined in that Certificate.

Holders should use the Certificate logo shown right as appropriate on:

- or adjacent to, the relevant certificated product or system
- related packaging and labels
- their letterheads, advertisements and technical literature
- their quotations and invoices
- their promotional material
- their websites
- their vehicles

USAGE REFERENCES

Full colour logo

Black logo

White logo

ADDITIONAL USAGE

The relevant Certificate number must be shown directly below the logo as shown right. The name of the product or systems (as given in the Certificate) should be stated directly below the logo where it might be inferred that the Certificate covers other products or systems offered by the Certificate holder. If more than one Certificate is held, the number of each can be listed in an extended box below the BBA logo, as is demonstrated below. To request an expanded logo containing more than one Certificate number, please email clientservices@bbacerts.co.uk .

Where there is a requirement to reference the relevant Product Sheet held within that Certificate, the Product Sheet reference can be listed in an extended box below the BBA logo, as is demonstrated below. To request an expanded logo containing the Product Sheet reference, please email clientservices@bbacerts.co.uk .

ON COLOURED BACKGROUNDS

Below are examples of BBA logo usage on coloured backgrounds. This does not preclude BBA logo use on other coloured backgrounds so long as the logo and relevant information under the logo are clearly legible.

Correct

Incorrect

GUIDANCE

Some guidance on how this BBA Certificate logo can be applied to printed material and websites.
These examples are for guidance only. Should you require further information, please contact us.

LOGO SIZE

Print recommended
minimum size 30 mm wide

30 mm

Website minimum size
130 pixels wide

130 px

LOGO POSITIONING

The BBA logo should not be more prominent/larger than your own company/organisation logo, but should be clearly legible.

Letterhead/quotation/invoice example (in conjunction with other certifications).

The above spacing is also applicable to vehicles, websites, packaging, labels, advertisements, and technical and promotional material.

BBA Approved Installers

USAGE

BBA Approved Installers may use the BBA logo on their:

- letterheads, advertisements and technical literature
- quotations and invoices
- promotional material
- websites
- vehicles

The relevant Installer number issued by the BBA is to be shown directly below the logo and the name of the scheme shown directly underneath the Certificate number, divided by a line as shown in the adjacent examples.

USAGE REFERENCES

APPROVED INSTALLER nnnn

BBA Scheme name e.g. CWI

APPROVED INSTALLER nnnn

BBA Scheme name e.g. CWI

ON COLOURED BACKGROUNDS

Below are examples of BBA logo usage on coloured backgrounds. This does not preclude BBA logo use on other coloured backgrounds so long as the logo and relevant information under the logo are clearly legible.

Correct

Incorrect

GUIDANCE

Some guidance on how the BBA Approved Installer logo can be applied to printed material and websites. These examples are for guidance only. Should you require further information, please contact us.

LOGO SIZE

Print recommended minimum size 30 mm wide

30 mm

Website minimum size 130 pixels wide

130 px

LOGO POSITIONING

The BBA logo should not be more prominent/larger than your own company/organisation logo, but should be clearly legible.

Letterhead/quotation/invoice example (in conjunction with other certifications).

The above spacing is also applicable to vehicles, websites, packaging, labels, advertisements, and technical and promotional material.

BBA Management System Certificate holders

USAGE

The Certificate holder can use the BBA tick logo and UKAS logo provided they are displayed side by side in a box as shown. These logos can only be used in connection with the Certificate holder's management system award. This logo cannot be used directly or indirectly in connection with a product and cannot be used such that a reader could reasonably assume that a product, or installer, was BBA Approved.

Logos can be displayed on:

- stationery
- publicity materials.

USAGE REFERENCES

The logos must normally have a minimum height (excluding the accreditation number) of 20 mm. Any enlargement or reduction should be in the same proportion as the above examples. The logos may appear in either full colour or black versions.

GUIDANCE

Some guidance on how the BBA Approved Installer logo can be applied to printed material and websites. These examples are for guidance only. Should you require further information, please contact us.

LOGO SIZE

Print recommended
minimum size 30 mm wide

30 mm

Website minimum size
130 pixels wide

130 px

LOGO POSITIONING

LOGO

The BBA logo should not be more prominent/larger than your own company/organisation logo, but should be clearly legible.

LOGO

X   X

Letterhead/quotation/invoice example (in conjunction with other certifications).

The above spacing is also applicable to vehicles, websites, packaging, labels, advertisements, and technical and promotional material.

BBA Certificate of Competency holders

USAGE

A Certificate of Competency relates to the quality system and calculation competency procedures as set out in the BBA scheme document.

The logo may only be used by a Certificate holder (the company, not named individuals) in a context that clearly relates only to the appropriate technical competency and in-house procedural controls as assessed and monitored by the BBA. The use of the BBA logo does not indicate or show any representation by the BBA as far as the software used by the Certificate holder is concerned.

The Certificate holder may not use the logo:

- in relation to a calculation that has been produced outside the assessed scope of competency
- on a brochure or on a website page, adjacent (or otherwise) to U values calculated or a Table of calculated U values that includes one or more values that are not covered by the assessed competency of the Certificate holder

The relevant Certificate number issued by the BBA should be shown directly below the logo and the name of the scheme (as given in the related Certificate) should be shown directly underneath the Certificate number, divided by a line as shown in the adjacent examples.

USAGE REFERENCES

BBA✓
CERTIFICATE CS/nnnn-n

U Value Competency Scheme

BBA✓
CERTIFICATE CS/nnnn-n

U Value Competency Scheme

ON COLOURED BACKGROUNDS

Below are examples of BBA logo usage on coloured backgrounds. This does not preclude BBA logo use on other coloured backgrounds so long as the logo and relevant information under the logo are clearly legible.
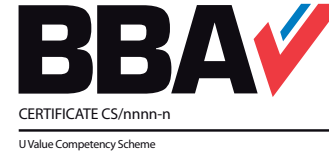
Correct

Incorrect

GUIDANCE

Some guidance on how the BBA Certificate of Competency 'holder' logo can be applied to printed material and websites. These examples are for guidance only. Should you require further information, please contact us.

LOGO SIZE

Print recommended minimum size 30 mm wide

30 mm

Website minimum size 130 pixels wide

130 px

LOGO POSITIONING

The BBA logo should not be more prominent/larger than your own company/organisation logo, but should be clearly legible.

Letterhead/quotation/invoice example (in conjunction with other certifications).

The above spacing is also applicable to vehicles, websites, packaging, labels, advertisements, and technical and promotional material.

BBA Certificate of Conformity

USAGE

Any such Certificate relates solely to the product that has been conformity tested by the BBA and which is the subject of the Certificate.

Holders may use the BBA logo on their:

- Letterheads, advertisements and technical literature
- Quotations and invoices
- Promotional material
- Websites
- Vehicles

The relevant Certificate number and the number of the Standard against which conformity is being claimed must be stated below the logo. The name of the product (as stated in the Certificate) should also be shown below the logo for clarity as it could be inferred that the Certificate covers other products offered by the Certificate holder that are not subject to BBA FPC.

USAGE REFERENCES

CERTIFICATE CC/nnnn

relevant standard eg BS, PAS or EN number

CERTIFICATE CC/nnnn

relevant standard eg BS, PAS or EN number

ON COLOURED BACKGROUNDS

Below are examples of BBA logo usage on coloured backgrounds. This does not preclude BBA logo use on other coloured backgrounds so long as the logo and relevant information under the logo are clearly legible.
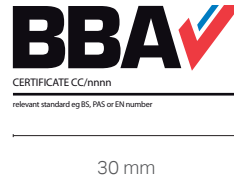
Correct

Incorrect

GUIDANCE

Some guidance on how the BBA Certificate of Conformity Holders logo can be applied to printed material and websites. These examples are for guidance only. Should you require further information, please contact us.

LOGO SIZE

Print recommended minimum size 30 mm wide

30 mm

Website minimum size 130 pixels wide

130 px

LOGO POSITIONING

The BBA logo should not be more prominent/larger than your own company/organisation logo, but should be clearly legible.

Letterhead/quotation/invoice example (in conjunction with other certifications).

The above spacing is also applicable to vehicles, websites, packaging, labels, advertisements, and technical and promotional material.

BBA Reinforcing Steel Scheme

USAGE

Any such Certificate relates solely to the product that has been conformity tested by the BBA and which is the subject of the Certificate.

Holders may use the BBA logo on their:

- Letterheads, advertisements and technical literature
- Quotations and invoices
- Promotional material
- Websites
- Vehicles

The relevant Certificate number and the name of the Scheme, must be stated below the logo.

USAGE REFERENCES

CERTIFICATE YY/Knnn

Reinforcing Steel Scheme

CERTIFICATE YY/Knnn

Reinforcing Steel Scheme

ON COLOURED BACKGROUNDS

Below are examples of BBA logo usage on coloured backgrounds. This does not preclude BBA logo use on other coloured backgrounds so long as the logo and relevant information under the logo are clearly legible.

Correct

Incorrect

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GUIDANCE

Some guidance on how the BBA Reinforcing Steel Scheme Certificate Holder's logo can be applied to printed material and websites. These examples are for guidance only. Should you require further information, please contact us.

LOGO SIZE

Print recommended minimum size 30 mm wide

30 mm

Website minimum size 130 pixels wide

130 px

LOGO POSITIONING

The BBA logo should not be more prominent/larger than your own company/organisation logo, but should be clearly legible.

Letterhead/quotation/invoice example (in conjunction with other certifications).

The above spacing is also applicable to vehicles, websites, packaging, labels, advertisements, and technical and promotional material.

Thank you

For all enquiries, please contact
hello@bbacerts.co.uk