



Guidance Note 10 Use of the Approved Certifier Registration Mark

Introduction

The Scottish Government Building Standards Division (BSD) has produced an Approved Certifier Registration Mark. This may be used by Scheme Members, both Approved Certifiers and Approved Bodies, on their stationery, websites, marketing materials etc.

Use of the Registration Mark

The Approved Certifier Registration Mark may only be used in accordance with the guidelines issued by BSD which are attached to this Guidance note as Appendix A. The files of the certification mark in various formats, referred to in the guidelines as being available on the assets CD, may be download from the SER website by logging into your Approved Certifier or Approved Body admin area and clicking on the 'Approved Certifier Registration Mark' link.

SER will monitor the use of the Registration Mark by members of the Scheme at audit.

Ceasing to be a Scheme member

Where an Approved Body ceases to be a member of the Scheme, for whatever reason, they must remove the Registration Mark from all their material. An Approved Certifier who ceases to be a member of the Scheme, for whatever reason, must remove the Registration Mark from any personalised material.

December 2010

Guidelines for the use of the Scottish Government's Approved Certifier Registration Mark

Contents

You'll find everything you need to implement the Scottish Government's Approved Certifier Registration Mark (ACRM) in this document and on the Assets CD.

For further advice on how to implement the Approved Certifier Registration Mark or using the Assets CD, please contact your certification scheme provider. Details of all scheme providers are available on the Building Standards website at <http://www.scotland.gov.uk/Topics/Built-Environment/Building/Building-standards/profinfo/cert/certschemes>.

Scheme Providers requiring further advice should contact the Scottish Government Building Standards Division at certificationschemes@scotland.gsi.gov.uk.

The Approved Certifier Registration Mark	1
Colour versions	2
Colour	3
Minimum size and clear space	4
Use with partner identities	5
Letterhead	6
Printed stationery	7
Further applications	8
Assets list	9

The Approved Certifier Registration Mark

The Scottish Government's Approved Certifier Registration Mark may only be used by members of certification schemes approved by the Scottish Government.

The Registration Mark combines the Building Standards Approved Certifier copy with the Saltire and the Scottish Government of our national identity.

Building Standards Approved Certifier



**The Scottish
Government**

Colour versions

The Approved Certifier Registration Mark should be applied consistently and correctly, and must never be altered in any way. The words 'Building Standards Approved Certifier', 'The Scottish Government' and the Saltire should always appear together, never independently. Only ever use an original graphic file taken from the Assets CD supplied. The 'ACRM Positive Colour' mark below should be used where possible.

Building Standards
Approved Certifier



The Scottish
Government

ACRM Positive Colour

Building Standards
Approved Certifier



The Scottish
Government

ACRM Positive Mono

Building Standards
Approved Certifier



The Scottish
Government

ACRM Reversed Colour

Building Standards
Approved Certifier



The Scottish
Government

ACRM Reversed Mono

Colour

To reinforce the Approved Certifier Registration Mark and to aid recognition, the Approved Certifier Registration Mark should always appear in blue or black. It should never be produced in other colours.

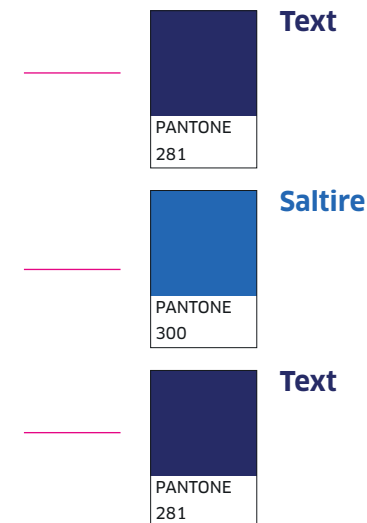
Colour specifications:

	Saltire	Text
Pantone:	PMS 300	PMS 281
RAL:	RAL 5015 Himmelblau	RAL 5003 Saphirblau
BSI:	BS5252F 20D44	BS5252F 20D45
CMYK:	99, 51, 0, 0	100, 85, 5, 35
RGB:	0, 101, 189	0, 38, 100

Building Standards
Approved Certifier



The Scottish
Government



Please note that CMYK and RGB breakdown values for Pantone colours are correct at time of going to press. Be aware, however, that Pantone colours can change so check the latest Pantone reference books for the most up-to-date information.

Minimum size and clear space

Minimum size

To ensure visibility, legibility and accessibility, the Saltire in the Approved Certifier Registration Mark should never be used at a width less than the size shown below.



Minimum clear space

To ensure clarity and maintain stand-out of the Approved Certifier Registration Mark, a clear space should be maintained around it. No other visual elements should appear in this space. This is a minimum size and more clear space can be left around the Approved Certifier Registration Mark where required.



The minimum clear space is measured by the depth of the lower dotted triangle of the Saltire as shown above.

Use with partner identities

Always ensure the Approved Certifier Registration Mark is given equal prominence when used alongside other organisations' identities

Wherever possible the Approved Certifier Registration Mark should sit to the top or right of other identities.

When used alongside the identities of other organisations the Approved Certifier Registration Mark should share the same scale and proportion. Minimum size and exclusion zone rules should be adhered to, ensuring the Approved Certifier Registration Mark is visible.

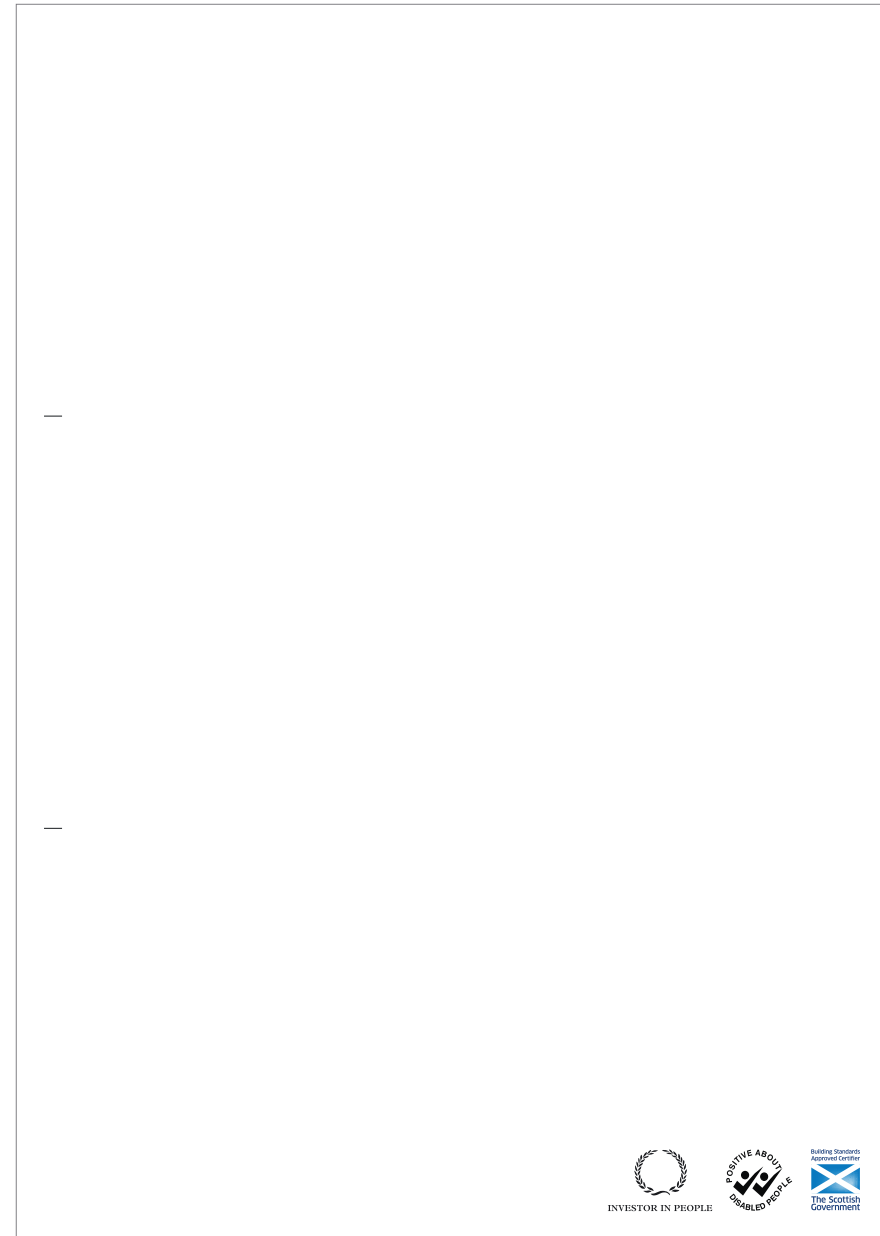
The Approved Certifier Registration Mark should be positioned to the right of other identities or stacked above them, as shown.



INVESTOR IN PEOPLE

Letterhead

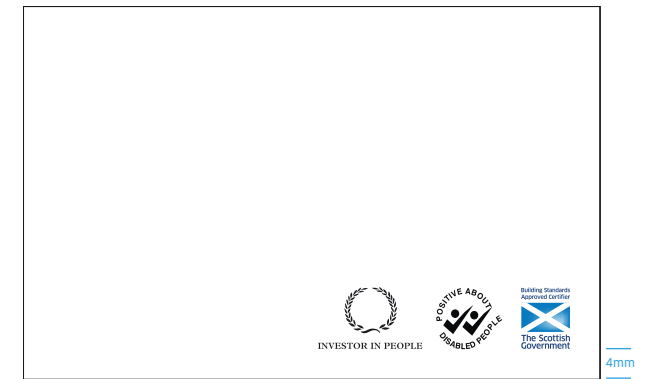
Visual showing the preferred size and positioning of the Approved Certifier Registration Mark on a letterhead. The Approved Certifier Registration Mark should sit in the bottom right corner where possible, 7mm from both the bottom and right edges of the page.



Printed stationery



With compliments slip



Business card

Further applications

The Approved Certifier Registration Mark may be used in various other applications, for example, on leaflets, security passes, vehicles, online and advertising. Care should be taken to ensure that clear space, positioning and minimum size rules are followed in each case.

For further advice on how to implement the Approved Certifier Registration Mark or how to use the Assets CD, please contact the certification scheme provider.

Assets list

The following list provides a guide to the available formats of each of the marks supplied on disc.

