



## Guidelines on Advertising and the use of Logos

Centres wishing to advertise their products and services relating to assessment activities, covered by EN ISO 17024 must adopt the following guidelines.

A key perception of the accredited scheme is that of impartial assessment and this should be maintained. The following guidelines will help to ensure this.

1. Advertisements must clearly state: -

- a) The name of the Organisation.
- b) The name of the approving (certification) body.

2. Where training is being promoted on the same advertisement then: -

- a) The advert shall state that training is not a pre-requisite to assessment.
- b) In order to avoid confusion, it is preferable for centres not to refer to the (Nationally) Accredited Certification Scheme when advertising training, but to refer instead to gas safety training and/or make reference to the assessment codes i.e. CCN1.

3. Advertisements for assessments should **not**: -

- a) Be placed prior to the centre being approved by the certification body.
- b) Advertise assessments for which it is not approved.
- c) Advertise training and assessment 'packages'.

4. The use of Logos in advertisement and on stationary must be in accordance with the following requirements: -

- a) The use of the UKAS Personnel Certification Logo is permitted, but should be used in conjunction with the Logic Certification Logo. Guidelines on the use of these logos and a template can be obtained from Logic Certification.
- b) The use of the Logic Certification Logo is permitted provided that: -
  - The Logo is not reproduced to be larger than the centres own logo.
  - The use has been approved by the scheme manager.
  - It is not used to promote products or services not associated with Logic Certification.

In general, centres should refrain from advertisements which may give the impression that attendance on a training course could, would or might affect the outcome of an assessment.