



Quality Management System
IQV 020 - Brand Guidelines Certified Clients

Brand Guidelines
Certified Clients



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Introduction

The name and logo for IQ Verify, is a registered trademark of IQ Verify Ltd. This guide provides details on the use of and restrictions placed upon the use of the name and logo of IQ Verify, by certified organisations. **Certified candidates / learners are NOT currently permitted to use IQV or UKAS certification mark or logo.** It is vital that the IQ Verify brand and identity is correctly and consistently applied. The guidelines set out below must be followed when using the IQ Verified logo or referring to IQ Verify or any IQ Verified certification scheme.

Use of Trademark

The use of the trademark by organisations other than certified organisations, can only occur with the written consent of IQ Verify Ltd.

IQ Verify require each certified organisation, to ensure that they:

- Conform to the requirements of IQ Verify when making reference to its certification status in communication media such as the internet, brochures or advertising, or other documents.
- Do not make or permit any misleading statement regarding its certification.
- Do not use or permit the use of a certification document or any part thereof in a misleading manner.
- Upon suspension or withdrawal of its certification, discontinue its use of all advertising matter that contains a reference to certification, as directed by IQ Verify.
- Amend all advertising matter when the scope of certification has been reduced.
- Do not allow reference to its management system certification to be used in such a way as to imply that IQ Verify certifies a product (including service) or process.
- Do not imply that the certification applies to activities that are outside the scope of certification.
- Do not use its certification in such a manner that would bring IQ Verify and/or the certification system into disrepute and lose public trust.

The use of the trademark is permissible in the following manner:

- On company letter head as a mark of conformity to Standards or Certification Schemes
- On web based communications as a mark of conformity to Standards or Certification Schemes
- On promotional company material where it implies conformity to Standards or Certification Schemes

Without prior written agreement, the use of the trademark and IQ Verify logo in the following manner is strictly prohibited:

- On certificates or any other documentation in such a way that it suggests or implies IQ Verify certification
- On any correspondence that might imply or give the perception that the organisation is representing IQ Verify.
- On training materials or courses in such a way that it implies endorsement of the product.

Use of logo

The logos must never be distorted, cropped or manipulated in any way. Scaling the logo is permissible, but the length of the logo should not exceed 20% of the longest measurement of the page. Example maximum dimensions for popular sizes are as follows:

Paper size	Dimensions of page (mm)	Permitted logo dimensions (mm)
A3	420 x 297	84 x 117.5
A4	210 x 297	60 x 43
A5	210 x 148.5	42 x 59

The trademark logo should not appear smaller than 20mm x 28mm in height.



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Colours

When used on dark backgrounds, it is permissible to use the logo with white text.



Typeface
Open Sans

We can supply a white logo with no background for use on darker coloured backgrounds.

Removal of the right to use the trademark

IQ Verify Ltd reserve the right to require immediate removal of the trademark or part thereof, from documentation in the following circumstances:

- Suspension or withdrawal of certification.
- Cancellation of registration.
- Where it is considered that the use of the logo is being used to create a false impression or to mislead.
- Where there is a breach in the terms of the brand guidelines.
- Where the board of IQ Ltd believe that its use is not in the best interests of IQ Verify Ltd.

IQ Verified Certification Mark to indicate conformity to Industry Standards / British Standards or certification schemes

Only certified organisations are granted the right to use the following IQ Verified Certification marks:



IQ Verify will provide each certified organisation with the certification marks relevant to the certification.

These certification marks **should not** be stretched, skewed or have their proportions changed or appear smaller than 20mm in height. A white version for use on dark backgrounds is also available upon request.



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Companies are only permitted to use the mark relevant to the standard or scheme they have obtained.

The use of the IQ Verify certification mark is permissible in the following manner:

- On company letter head as a mark of conformity to Standards or Certification Schemes
- On web based communications as a mark of conformity to Standards or Certification Schemes
- On promotional company material where it implies conformity to Standards or Certification Schemes

Without prior written agreement, the use of the IQ Verify certification mark in the following manner is strictly prohibited:

- On certificates or any other documentation in such a way that it suggests or implies IQ Verify certification.
- On any correspondence that might imply or give the perception that the organisation is representing IQ Verify.
- On training materials or courses in such a way that it implies endorsement of the product.

IQ Verify strictly forbids the use of any statement on product packaging or in accompanying information that the certified client has a certified management system.

Product packaging is considered as that which can be removed without the product disintegrating or being damaged. Accompanying information is considered as separately available or easily detachable. Type labels or identification plates are considered as part of the product. The statement shall in no way imply that the product, process or service is certified by this means. The statement shall include reference to:

- identification (e.g. brand or name) of the certified client;
- the type of management system (e.g. quality, environment) and the applicable standard;
- the certification body issuing the certificate.

Display of certification document(s)

Certified client are only permitted to display valid certification documents as issued by IQ Verify. Any certification document which is no longer valid (i.e expired, changed of details, suspended or withdrawn) should not be displayed.

Use of UKAS National Accreditation symbol

Companies who attain IQ Verified certification may also be entitled to use the UKAS National accreditation symbol for standards which IQ Verify have attained UKAS accreditation. UKAS has a full and defined set of guidelines for the use of the UKAS National Accreditation symbol which can be found on the following link:

[UKAS Accreditation Logo and Symbol Guidance](#)

Specific requirements for the use of national accreditation symbols by holders of accredited certificates are as follows:

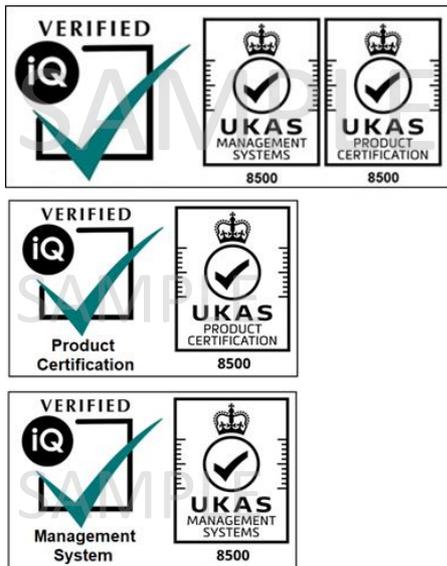
- The appropriate national accreditation symbol may only be used by the client of IQ Verify in connection with the IQ Verify's award of UKAS accredited certification. The national accreditation symbol must be relevant to the certificate.
- Holders of certificates issued by UKAS accredited certification bodies (IQ Verify) may use the appropriate national accreditation symbol in accordance with the requirements of this publication on stationery and publicity material or other items relevant to their certificate. The national accreditation symbol(s) shall always be used in conjunction with the IQ Verified



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certification mark or certification scheme (see below example). Holders of accredited certificates may use the IQ Verified logo/mark or certification scheme without the accreditation symbol.

- IQ Verify will audit the use of national accreditation symbols by their certificate holders.
- The Product Certification national accreditation symbol may only be used in connection with a product or service certified under an accredited product certification scheme.
- The national accreditation symbol must not be used on any vehicle.
- IQ Verify's accreditation number (8500) shall be included. The national accreditation symbol and the IQ Verify certified mark shall be enclosed in a box (as indicated)



IQ Verify will provide each certified clients with the above national accreditation symbols and/or IQ Verified certification marks relevant to the certification.

Companies are only permitted to use the mark relevant to the standard(s) they have been certified for. When displaying the certification mark, it should be clear what standards certification has been achieved. For example:



Combined national accreditation symbols and IQ Verified certification marks **should not** be stretched, skewed or have their proportions changed or appear smaller than 20mm in height. A white version for use on dark backgrounds is also available upon request.



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When the national accreditation symbols and IQ Verified certification mark is printed on an unfolded portion of stationery sized no greater than A4, it shall be displayed in a size **no larger than 30mm high**. On larger portions on unfolded stationery the size may be proportionately increased.

How do I obtain the national accreditation symbols / IQ Verified certification marks?

Please contact info@iqverify.org.uk for copies of national accreditation symbol / IQ Verify certification marks or for further clarification.

Specific certification terminology

The terminology used to describe your certification is very specific and must be adhered to.

- Only a Certification Body can be accredited by UKAS. Only a Certification Body can state they are accredited by UKAS. IQ Verify are a UKAS accredited certification body.
- The scope of our accreditation can be found on the UKAS website or by contacting IQ Verify. Not all certifications provided through IQ Verify are accredited by UKAS, some are not required to be accredited, some are in the process of achieving accreditation.
- A successful audit means:
 - an organisation has achieved certification against a British standard (BS), International Standard (ISO) or Certification scheme.
 - the organisation can state they are certified to BS, ISO (inserting the relevant standards including year of publication) or relevant Certification scheme. (Please see appendix A for specific examples for Learning Provider certification scheme).
- A certified candidate / learner is currently **NOT** permitted to use IQV certification mark or logo.

Please contact IQ Verify to check if the BS, ISO or certification scheme is accredited by UKAS and is part of IQ Verify scope of accreditation. If it is within scope, you are permitted to also state that IQ Verify is an accredited certification body for that specific BS, ISO, certification scheme.

If you are in any doubt about the wording you are allowed to use when marketing your certification please contact IQ Verify (info@iqverify.org.uk) who will be able to review draft articles or marketing to ensure compliance.

Misuse of national accreditation symbols / IQ Verified certification marks?

IQ Verify Ltd will establish if the national accreditation symbols / IQ Verified certification marks have been misused. If so, IQ Verify will write to the company informing them to take the appropriate action (i.e. remove the national accreditation symbols / IQ Verified certification marks immediately or re-word marketing). Timescales for corrective action will be dependant on the severity of the breach, but as a maximum within 28 days. Should this not be resolved within timescales specified, appropriate escalation will occur, e.g. report issued to Trading Standards, legal proceedings, suspension or withdrawal of certification.



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The IQV Learning Provider Scheme.

Talking about achieving compliance to the scheme requirements.

Once we have issued you a certificate you will be able to talk about your successful certification. However, it is important that you use the correct terminology.

About The Scheme:

This is an IQ Verify scheme that has been developed in accordance with the internationally recognised ISO Standard ISO17065:2015

Accreditation and Certification:

There is an important distinction between accreditation and certification.

- IQ Verify are a UKAS accredited certification body.
- A successful audit, means an organisation has achieved certification to the relevant certification scheme.

Here is an example statement of what an organisation may want to say should they have a successful audit.

"We are pleased to announce that "X" have been successfully certified as an IQ Verify approved learning provider in accordance IQ Verify's Learning Provider Certification Scheme".

"Following a successful audit with IQ Verify, "X" have been successfully certified to IQ Verify's Learning Provider Certification Scheme".

Use of IQ Verify logo and brand.

You will be provided with the appropriate IQ Verify logos upon successful certification. You should refer to the IQ Verify logo and brand guidelines which are available on our [website](#)