



Use of Marks Guide

Ways to promote your success and demonstrate your investment in excellence.

The ForeFront Assurance Mark will clearly demonstrate to customers and potential tenders about your commitment to quality, safety, reliability which is a significant part of the supply chain.

Marketing Activity	Promote your investment by:
Marketing Literature	Be innovative and consider direct mail campaigns for customers or potential leads to announce your certification.
Advertising	Use on brochures, advertisements, presentations.
Stationery	Make use of certification on promotional material, this may include mouse mats, mugs, pens, desk calendars with reference to your certification.
Social Media	<ul style="list-style-type: none"> • Announce the Certification using your social media platforms. • Use hashtags on twitter and reach more people to be part of the conversations. • Interact with your customers and make your brand more personal.
Your office	Display your certificate in a prominent location.
Vehicles	Permitted with ForeFront Certification mark only and must not include the UKAS logo.
Internal communication	Introduce the assurance mark in corporate email signatures to increase exposure. Encourage employee contribution to talk about the news with customers.
Press releases	Prepare and distribute a press release to key media, industry sector publications, trade organisations, local newspapers.
Annual Reports	Achievement and performance.
Case Studies with ForeFront	Promote your organisation, it is a great platform for getting your business noticed and another route to generate leads and build your brand awareness.
Website	Create a page on your company’s website dedicated to your management system standard(s) and its certification.
Networking	Host networking meetings, where employees can contribute and share knowledge about the certification. Invite customers, prospective customers, LinkedIn contacts to increase awareness.

How to promote your logo

<p>Can I use the Forefront Assurance Mark on?</p>	<p>Promote the standard your certified for with ForeFront Assurance Mark</p>  <p>Registered to ISO 9001:2015</p>	<p>Promote Forefront's additional certification with UKAS Accreditation Mark</p>  <p>Registered to ISO 9001:2015</p>
<p>Marketing Material Advertisements, PowerPoint presentations, case studies, etc.</p>		
<p>The Internet On your website, social media, email signatures etc.</p>		
<p>Corporate Stationery Business cards, invoices, presentation folders etc.</p>		
<p>Vehicles, promotional items, exhibitions, external buildings</p>		
<p>Products or certificates Physical products, packaging</p>		



Minimum size (height)	20mm	20mm
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ForeFront Assurance Mark Guidelines

These guidelines are established to make sure that the ForeFront Assurance Mark is displayed correctly.

The ForeFront Assurance mark is for organisations whose management systems have met the requirements of the specific standard. The ForeFront Assurance Mark is a marketing tool that communicates to customers you are certified by ForeFront and what standards you have been certified to. It is a way of signalling to interested parties that you have implemented the management system standard properly offering a blueprint for internal efficiency, putting your organisation ahead of your competitors.

The ForeFront Assurance Mark includes the Standard and number. It is important that the standard is recognisable but allows for differentiation if you have been certified to multiple standards.

Minimum Size 30mm (50 pixels for online) 100%

10% clear space

Registered to ISO 9001:2015

XXXXXX
Certificate Number

Minimum Size 30mm (50 pixels for online) 100%

10% clear space

Registered to ISO 9001:2015, ISO 14001:2015 & 45001:2018

XXXXXX
Certificate Number

Please:

Please do not:

- | | |
|---|---|
| <ul style="list-style-type: none"> • Use the ForeFront Assurance Mark with your certificate number written underneath using Calibri font. • You should only use the ForeFront Assurance stating your certificate number. • Only permitted to use the Assurance Mark to which you are certified. • Include the company logo or Trademark on corporate communications including the ForeFront Assurance Mark • Ensure the ForeFront Assurance Mark is legible. | <ul style="list-style-type: none"> • Reduce the Forefront Assurance Mark any smaller than 10mm in height. • Make any alterations to the ForeFront Assurance Mark. • Display the ForeFront Assurance mark on a product or packaging. • Use ForeFront Assurance Mark in association with a service or activity outside the scope of your certification. |
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ForeFront Assurance Mark Guidelines with UKAS Accreditation Mark

If your Certificate shows the UKAS Accreditation Mark or you wish to illustrate you have been assessed by an Accredited Certification Body, you may wish to use the following logo:

<p>XXXXXX Certificate Number</p>	<p>Minimum Size 30mm (50 pixels for online) 100%</p> <p>10% clear space</p>	<p>XXXXXX Certificate Number</p>	<p>Minimum Size 30mm (50 pixels for online) 100%</p> <p>10% clear space</p>
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Please:	Please do not:
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- Use the Accreditation Mark in Black
 - Use the Accreditation Mark with the Certificate number written underneath it as illustrated using Calibri Font. It is optional to add the standard or number underneath your certificate number.
 - Only use the Accreditation Mark to which you are Certified.
 - Only use the organisation the Accreditation Mark relates to.
 - Ensure the Accreditation mark is legible and follow the minimum sizes as recommended in this guideline.
 - You may only use the Accreditation Mark smaller than recommended for business cards.
 - If you have multiple UKAS accreditations, then list the certificate numbers underneath one another.
- Make any alterations within the Accreditation Mark.
 - Use the Accreditation Mark on products or packaging.
 - Use the Accreditation Mark in association with any other service or activity outside the scope of certification.
 - Use the UKAS Accreditation Logo on promotional items, vehicles or on external buildings.
 - Display the Accreditation Mark independently of the ForeFront Assurance Mark

Some more examples

