



Office for Product  
Safety & Standards

# Accreditation Logo and Symbols

The National Accreditation Logo and Symbols: Conditions for use by UKAS and UKAS accredited organisations

## Guidance

February 2024



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## Purpose of this document

It is the policy of the Department for Business and Trade (DBT) that the UK National Accreditation Body – UKAS – and the organisations it accredits should, where permitted to do so, benefit from identifying visually their status through the use of the symbols that DBT owns and, in the case of UKAS, the national accreditation logo also owned by DBT. In so doing the organisations displaying them should not mislead anyone; devalue or degrade the logo/symbol; use them illegally; or be contrary to various recognised standards or guides. This document sets out the conditions that must be followed for organisations that are permitted to use the logo or symbols.

### 1. Definitions

**National Accreditation Logo** – the logo used by UKAS (the UK national accreditation body) to identify itself.

**National Accreditation Symbols** – the symbol(s) issued by UKAS for use by a UKAS accredited organisation to indicate its accredited status.

**UKAS Accredited Organisation** – a body accredited by UKAS as a certification body, laboratory, inspection body, proficiency testing provider, reference material producer, validation / verification body, medical diagnostic service provider or biobank.

### 2. Introduction

- 2.1 UKAS is the sole national accreditation body in the UK and is appointed as the UK national accreditation body by **The Accreditation Regulations 2009** (statutory instrument 2009/3155). UKAS is responsible for assessing and accrediting the competence of conformity assessment bodies. It operates under a Memorandum of Understanding with the Secretary of State for Business and Trade, which grants a licence to UKAS to use the *national accreditation logo* and *national accreditation symbols* featuring the Royal Crown, and by which UKAS is permitted to sublicense the use of the *national accreditation symbols* to UKAS accredited organisations.
- 2.2 This web-based publication sets out the conditions for the use of:
- (a) *the national accreditation logo* by UKAS
  - (b) *the national accreditation symbols* by UKAS and UKAS accredited organisations as meeting the requirements of the appropriate standards, as detailed in Appendix 1 of the [Secretary of State / UKAS Memorandum of Understanding](#).
  - (c) Where applicable, these conditions shall be met by UKAS and by all UKAS accredited organisations, including those outside the United Kingdom.
  - (d) Use of the UKAS *national accreditation logo* is confined to UKAS.
  - (e) A UKAS accredited certification body may authorise their certified clients to use the relevant *national accreditation symbol* but only in accordance with the requirements set out in Appendix B.

- (f) UKAS accredited certification bodies shall take all reasonable steps to ensure that their certified clients comply with these conditions on the use of *national accreditation symbols*.

2.3 The Secretary of State reserves the right to vary the conditions set out in this publication without prior notice.

### **3. Form and display of the national accreditation logo and symbols**

3.1 The *national accreditation logo* and *national accreditation symbols* shall be displayed only in the appropriate form, size and colour detailed in this publication.

3.2 Accredited organisations shall base all reproductions of the *national accreditation symbols* on the master versions as shown at the end of this publication which are available as electronic files from UKAS. Reversed-image versions of the *national accreditation symbols* are also available. The images included at the end of this publication are for illustration only. Redrawn approximations shall not be used.

3.3 Accredited organisations shall only use a *national accreditation symbol* in conjunction with their relevant accreditation number. The organisation's accreditation number(s) shall be printed centrally under the appropriate *national accreditation symbol*. The accreditation number(s) are three, four or five digit numbers provided by UKAS.

3.4 The *national accreditation symbols* may be displayed on stationery:

- (a) only if the title or logo of the accredited organisation is also shown;
- (b) with no more prominence than the title or logo of the accredited organisation;
- (c) and not more than once for each relevant UKAS accreditation.

3.5 The *national accreditation logo* and *national accreditation symbols* may be reproduced in either black and white or the colour scheme as detailed in Appendix J. Alternatively, the *national accreditation symbols* may be printed or displayed in a single colour, which is the predominant *ink* colour of the document, or, in the case of a pre-printed letterhead, the predominant *ink* colour of the letterhead. Requests for the use of another single colour may be considered but shall not be used without the prior written consent of UKAS.

3.6 Where the *national accreditation logo* and *national accreditation symbols* are reproduced electronically the following applies:

- (a) the *national accreditation logo* or *national accreditation symbols* are to be reproduced so that infilling does not occur.
- (b) [there is no] degradation and/or distortion of the *national accreditation logo* or *national accreditation symbol* graphic[s].
- (c) electronic versions of the *national accreditation symbols* shall be obtained from UKAS.

3.7 Additional guidance and information on the form and display of the national accreditation symbol is provided in the UKAS Branding Guidelines (available from UKAS). However, the following is permitted:

- (a) Embossed, relief, or die-stamped versions may be used.
- (b) The *national accreditation logo* and *national accreditation symbols* may be reproduced as watermarks

- 3.8 (a) The *national accreditation symbols* shall normally have a minimum height (excluding the accreditation number) of 20mm. Any enlargement or reduction shall retain the same proportions as those of the masters provided by UKAS. The *national accreditation symbol* and the accreditation number shall be considered as a single entity for purposes of enlargement or reduction.
- (b) In exceptional circumstances, which are usually dictated by reason of space limitation or cost, the national accreditation symbols may be reproduced at a reduced height, but paragraph 3.8(c) must be satisfied.
- (c) Irrespective of the height of reproduction, the national accreditation symbols must, in the opinion of UKAS, be legible, with no infilling.
- 3.9 When the *national accreditation logo* or *national accreditation symbol* 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 of unfolded stationery, the size may be proportionately increased.
- 3.10 Appendix I details how accredited organisations with more than one accreditation of the same type (e.g. multiple laboratory accreditations) may use the *national accreditation symbol*.

## 4. Use of the national accreditation logo and symbols

### 4.1 General

- 4.1.1 (a) Only UKAS may use the relevant *national accreditation logo* on stationery, quotations for work, reports and certificates, websites and brochures, and other items relevant to UKAS' accreditation activities, subject to the conditions set out in this publication.
- (b) Only UKAS and organisations accredited by UKAS may use the relevant *national accreditation symbols* on stationery, quotations for work, reports and certificates, websites and brochures, and other items relevant to the accredited organisation's accredited activity, subject to the conditions set out in this publication.
- 4.1.2 The *national accreditation logo* and *national accreditation symbols* shall not be used in such a way as to suggest that the Secretary of State or UKAS has certified, or approved, any product or any service supplied by a licensee of a symbol, or in any other misleading manner.
- 4.1.3 The *national accreditation symbols* shall not be used in any way that might mislead the reader about the status of an accredited organisation.
- 4.1.4 Any use of the *national accreditation logo* or *symbols* that might contravene the conditions laid down in this publication shall be referred to UKAS.
- 4.1.5 The *national accreditation symbols* shall not be used in such a way as to imply that UKAS accepts responsibility for activities carried out under the scope of accreditation and/or certification.
- 4.1.6 It is the responsibility of every UKAS accredited organisation to minimise the risk of a client/reader being misled as to the extent and limitations of its UKAS accreditation, whether it be in relation to quotations for work, work being undertaken, results being reported, the use of sub-contractors or in any publicity material.

- 4.1.7 Reports and certificates issued by accredited organisations that contain results and outcomes from accredited activities and non-accredited and/or subcontracted activities shall readily distinguish the activities that are covered by the organisation's accreditation and those that are not.
- 4.1.8 All quotations for work that contain a *national accreditation symbol* shall clearly indicate those activities that are not UKAS accredited.
- 4.1.9 *National accreditation symbols* for certification activities shall not be used on reports and certificates issued by laboratories, inspection bodies, proficiency testing providers, reference material producers, validation / verification bodies, medical diagnostic service providers and biobanks.

### **4.2 Publicity materials**

- 4.2.1 UKAS accredited organisations are entitled to incorporate the appropriate *national accreditation symbol(s)* in publicity material that refers to accredited services, provided that the conditions relating to their reproduction contained in this publication are met.
- 4.2.2 For the purposes of these conditions the term 'publicity material' shall not include notices, labels, documents or written announcements affixed to or otherwise appearing on goods or products unless the goods or products have been manufactured under an accredited product conformity scheme. This restriction shall also apply to primary (e.g. blister packs) packaging and promotional products.
- 4.2.3 For the purposes of these conditions the terms 'publicity material' and 'advertisements' shall not include notices, labels, documents or written announcements affixed to or otherwise appearing on the vehicles or flags of the UKAS accredited organisation or in the case of accredited certification bodies their certified clients. These restrictions may be extended to other items, goods or products as the Secretary of State may determine from time to time.
- 4.2.4 (a) The *national accreditation logo* and the *national accreditation symbols* shall not be displayed by UKAS, and *national accreditation symbols* shall not be displayed by UKAS accredited organisations or their clients, on any vehicle.
- (b) The *national accreditation symbols* shall not be displayed on buildings and flags.
- (c) UKAS may display the *national accreditation logo* and *national accreditation symbols* on its building, internal walls and doors, and on exhibition stands.
- (d) UKAS accredited organisations may display their *national accreditation symbols* on internal walls and doors, and on exhibition stands.

### **4.3 Suspension, withdrawal and resignation of UKAS accreditation**

- 4.3.1 Upon suspension of UKAS accreditation, an accredited organisation shall immediately cease to issue certificates, reports and quotations for work displaying a *national accreditation symbol* and this shall include the removal of *national accreditation symbols* displayed on websites and any associated marketing materials.

- 4.3.2 Upon withdrawal of UKAS accreditation, accredited organisations shall immediately cease distribution of all items on which a *national accreditation symbol* is displayed, and this shall include the removal of *national accreditation symbols* displayed on websites and documents.
- 4.3.3 In the event that accreditation is withdrawn from a UKAS accredited organisation in respect of a scheme whereby the organisation owns and licenses its own mark/logo, the organisation shall take all reasonable steps to ensure that its licensees immediately cease use of stationery, literature, advertisements (including web pages), goods, labelling and packaging bearing the *national accreditation symbol(s)*.
- 4.3.4 Upon the resignation of accreditation, the accredited organisation shall cease distribution of all items on which a national accreditation symbol is displayed, and this shall include the removal of national accreditation symbols displayed on websites and documents. Timescales for cessation shall be agreed with UKAS as part of the resignation.

## 5. Reference to accreditation

- 5.1 Where an accredited organisation wishes to make reference to its UKAS accreditation instead of using the *national accreditation symbol*, it shall without variation use the phrase 'a UKAS accredited [calibration laboratory] [testing laboratory] [medical laboratory] [certification body] [inspection body] [proficiency testing provider] [reference material producer] [medical diagnostic service], [verification body] No. 0000, [biobank] No. 0000'. The accredited organisation shall take all reasonable steps to ensure that this wording is used by any customer when referring to the use of an accredited organisation.



## Appendix A

### Requirements and National Accreditation Symbols for Testing and Calibration Laboratories, Medical Laboratories and Diagnostic Services

- A1.1 Detailed instructions for the technical content and presentation of calibration certificates, calibration labels, test reports and test certificates are published separately by UKAS.
- A1.2 The testing and calibration *national accreditation symbols* are for use by UKAS accredited testing and calibration laboratories, respectively, in conjunction with their ISO/IEC 17025 accredited activities.
- A1.3 The medical *national accreditation symbol* is for use by UKAS accredited medical laboratories (including point-of-care testing) accredited to ISO 15189, for Diagnostic Imaging Services accredited to the Quality Standard for Imaging (QSI), for Physiological Diagnostics Services accredited to the Improving Quality in Physiological Diagnostics Standard (IQIPS) and for Medical Physics and Clinical Engineering (MPACE) accredited to BS 70000.
- A1.4 The Calibration, Testing and Medical *national accreditation symbols* shall not be displayed on an item that has been tested, or on a product (or attachment thereto) or used to imply product certification or approval.





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## Appendix B

### Requirements and *National Accreditation Symbols* for Certification Bodies and their certified Clients

- B1.1 The appropriate *national accreditation symbol* may only be used by the client of a certification body in connection with the certification body's award of UKAS accredited certification. The *national accreditation symbol* must be relevant to the certificate.
- B1.2 Holders of certificates issued by UKAS accredited certification bodies 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 certification. The *national accreditation symbol(s)* shall always be used in conjunction with the logo/mark of the certification body or certification scheme (see Figure 1 below). Holders of accredited certificates may use the logo/mark of the certification body or certification scheme without the accreditation symbol.



Figure 1. Use of national accreditation symbols by holders of accredited certificates. The national accreditation symbol used must be relevant to the certification. The certification body's (or the certification scheme) mark shall be enlarged or reduced to fit into the space indicated. The certification body's accreditation number shall be included (as indicated by 000/0000/00000). The national accreditation symbol and the certification body mark shall be enclosed in a box (as indicated).

- B1.3 Certification bodies shall ensure that they audit the use of *national accreditation symbols* by their certificate holders.
- B1.4 The Product Certification *national accreditation symbol* may only be used in connection with a product, process or service certified under an accredited product certification scheme.
- B1.5 If, in the specific case of a product certified under an accredited product conformity scheme, physical constraints prevent reproduction of the product certification *national accreditation symbol* to the limits specified in this Appendix, a label based on the product certification example in Figure 1 may be attached to the product. If that is impracticable, the label may be affixed to the primary packaging (e.g. blister pack) but not to the secondary packaging (e.g. outer, transit pack).

**National Accreditation Symbols for Management System Certification Bodies:**



**National Accreditation Symbols for Personnel Certification Bodies:**



**National Accreditation Symbols for Product Certification Bodies:**



## Appendix C

### Requirements and *National Accreditation Symbols* for Inspection Accreditation

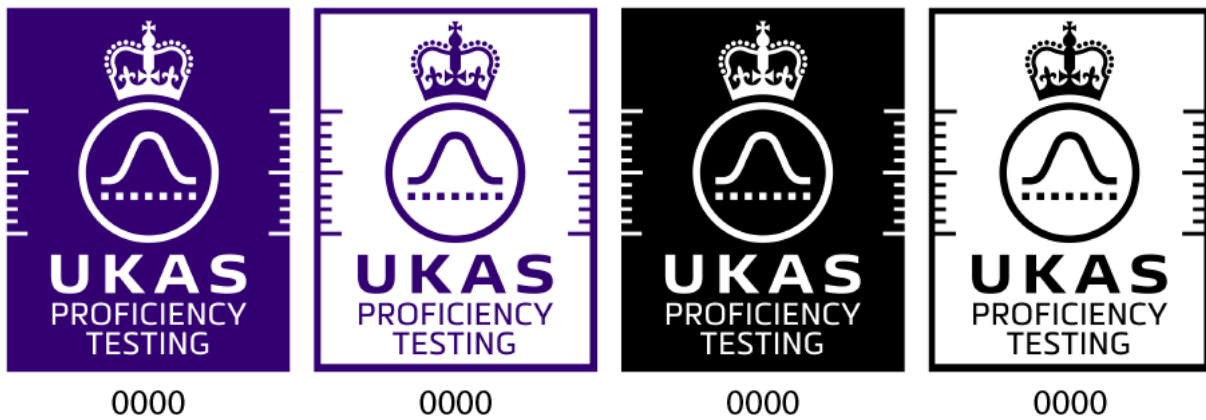
C1.1 The *national accreditation symbol* for Inspection shall not be displayed on an item that has been inspected, or on a product (or attachment thereto) or used to imply product certification or approval.



## Appendix D

### Requirements and *National Accreditation Symbols* for Proficiency Testing Providers

D1.1 The Proficiency Testing *national accreditation symbol* shall not be displayed on a sample or artefact that forms part of the Proficiency Testing service that is provided.



## Appendix E

### Requirements and *National Accreditation Symbols* for Reference Material Producers

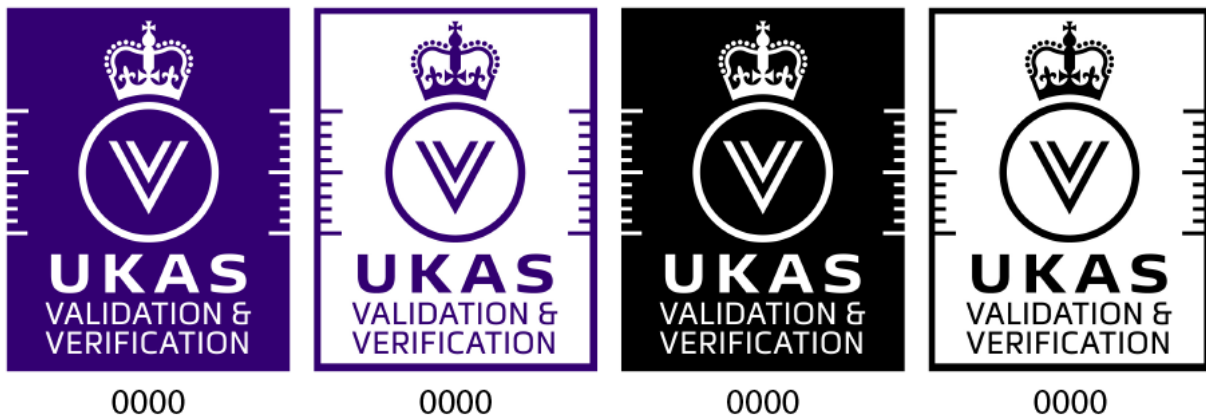
E1.1 Certificates for Reference Materials that have been produced under accreditation shall display the Reference Material *national accreditation symbol*.



## Appendix F

### Requirements and *National Accreditation Symbols* for Validation & Verification Bodies

F1.1 The Verification *national accreditation symbol* shall not be displayed on any item or product (or attachment thereto) or used to imply product certification or approval.



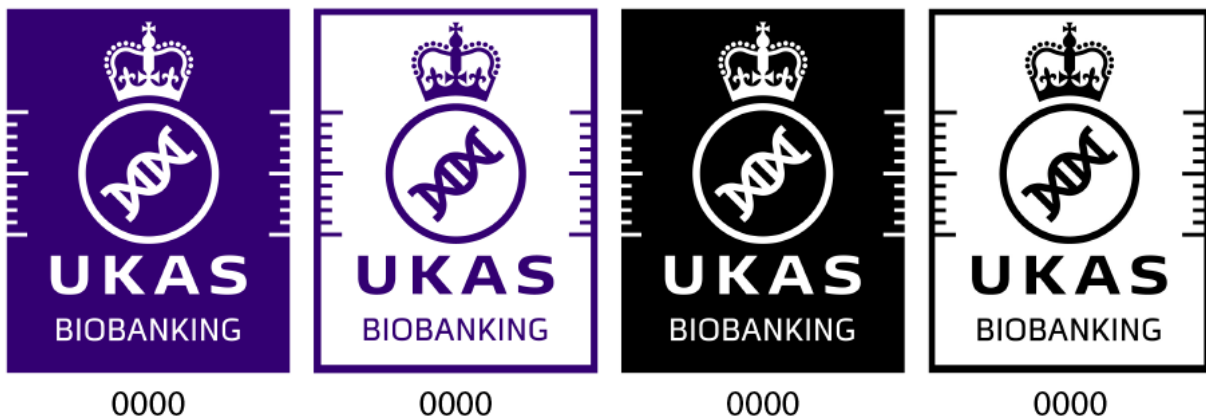


## Appendix G

### Requirements and *National Accreditation Symbols for Biobanks*

G1.1 The Biobanking national accreditation symbol shall not be displayed on the packaging of a biological material that may be distributed to a recipient of biological material or data from the Biobank. The national accreditation symbol for Biobanking shall not be displayed on an item that is being distributed to imply product certification or approval.

Certificates or reports of biological material or data that has been managed under accreditation should display the Biobanking national accreditation symbol.



## Appendix H

### National Accreditation Logo

H1.1 Use of the *national accreditation logo* is restricted to UKAS, it shall not be reproduced in advertisements, articles or publications referring to the work of UKAS without permission from UKAS. The conditions of the use of the *national accreditation logo* as detailed in this publication must be met.



United Kingdom  
Accreditation Service



United Kingdom  
Accreditation Service



## Appendix I

### Use of the Symbols for Multiple Accreditations

I1.1 Accredited organisations of the same type (e.g. testing laboratories) with multiple accreditations may use the *national accreditation symbols* in the following way:

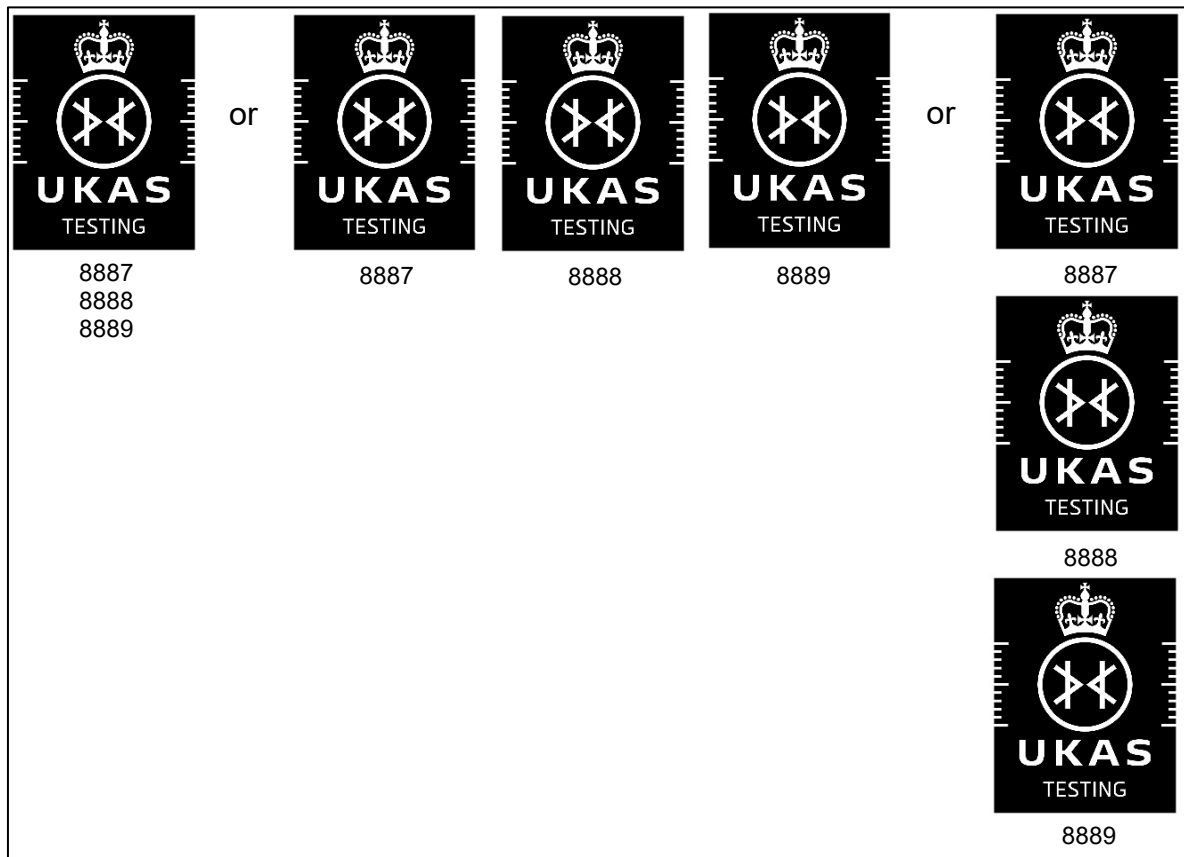


Figure 2. Indication of multiple accreditations for accredited laboratories (calibration laboratories should use the calibration national accreditation symbol)

## Appendix J

### Information for full colour reproduction of accreditation logo and symbols

The new *national accreditation symbols* must only be displayed as they are downloaded and should not be cropped, and the proportions of the symbols should not be altered.

The colour codes for the new purple are as follows:

- PANTONE: 2685 C
- RGB: 51 0 114
- HEX/HTML: 330072
- CMYK: 97 100 0 19

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**Office for Product Safety and Standards**

Department for Business and Trade

Office for Product Safety and Standards, Cannon House, 4th Floor, 18 Priory Queensway,  
Birmingham B4 6BS

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