

# USE OF ACCREDITATION AND CERTIFICATION MARKS

THE AJA EUROPE LIMITED REGISTERED COMPANY MARK, TO BE USED BY AJA EUROPE LIMITED CLIENT COMPANIES, DEPENDS UPON THE STANDARD AGAINST WHICH THE COMPANY HAS BEEN AUDITED AND SUBSEQUENTLY REGISTERED.

THE AJA EUROPE LIMITED REGISTERED COMPANY MARK IS GRANTED UNDER LICENSE TO THOSE CLIENT COMPANIES WHO HAVE OBTAINED REGISTRATION OF THEIR MANAGEMENT SYSTEM BY AJA EUROPE LIMITED.

## AJA EUROPE LIMITED REGISTERED COMPANY MARK

The AJA Company Mark can be applied to stationery and publicity material that relates to the company's Scope of Registration. This can include websites, brochures, product cards, walls, exhibition stands, advertisements etc, and may also cover items such as company flags and vehicles.

The marks shall not be applied directly to the company's product or packaging, whether secondary or primary, or be used in any way that may be interpreted as denoting product conformity. 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. In addition it may not be applied to laboratory test, calibration or inspection reports.

The mark may only be reproduced in a single colour, which is unlimited, but where practical should conform to existing pre-printed stationery, brochures, letterheads or other promotional materials of the Company.

Where the AJA Europe Limited Registration Certificate is issued under a National Accreditation Scheme, an additional Accreditation Mark can be used in conjunction with the AJA Europe Limited Registered Company Mark. The Accreditation Mark to be used will vary dependent upon the National Accreditation scheme under which the Certificate was issued.



## ACCREDITATION MARKS

The Accreditation Marks shall only be used in conjunction with and shall not exceed the size of the AJA Europe Limited Registered Company Mark. Its use is limited to stationery, internal walls, exhibition stands, websites, literature and other written promotional materials. It cannot be applied to company vehicles or flags and shall not be applied directly to the company's product or packaging, whether secondary or primary, or be used in any way that may be interpreted as denoting product conformity. It may not be applied to laboratory test, calibration or inspection reports.

Where practical, the Accreditation Mark should be reproduced in a single colour to conform to existing pre-printed stationery, brochures, letterheads or other promotional material. It is permissible to print the Accreditation Mark in full colour but they must conform to the colour schemes indicated below and no other combination of colours is permitted under accreditation body rulings.

For UKAS marks printed on an A4 unfolded page the mark shall be a maximum of 30mm in height, for larger page size the mark may be larger, but must be a proportional increase.

Under normal circumstances the UKAS mark will not be printed less than 20mm in height, however in exceptional circumstances where the space is limited (for example on business cards) the mark may be smaller, but must still be legible and proportional to the rules on the use of the mark on A4 size documents.

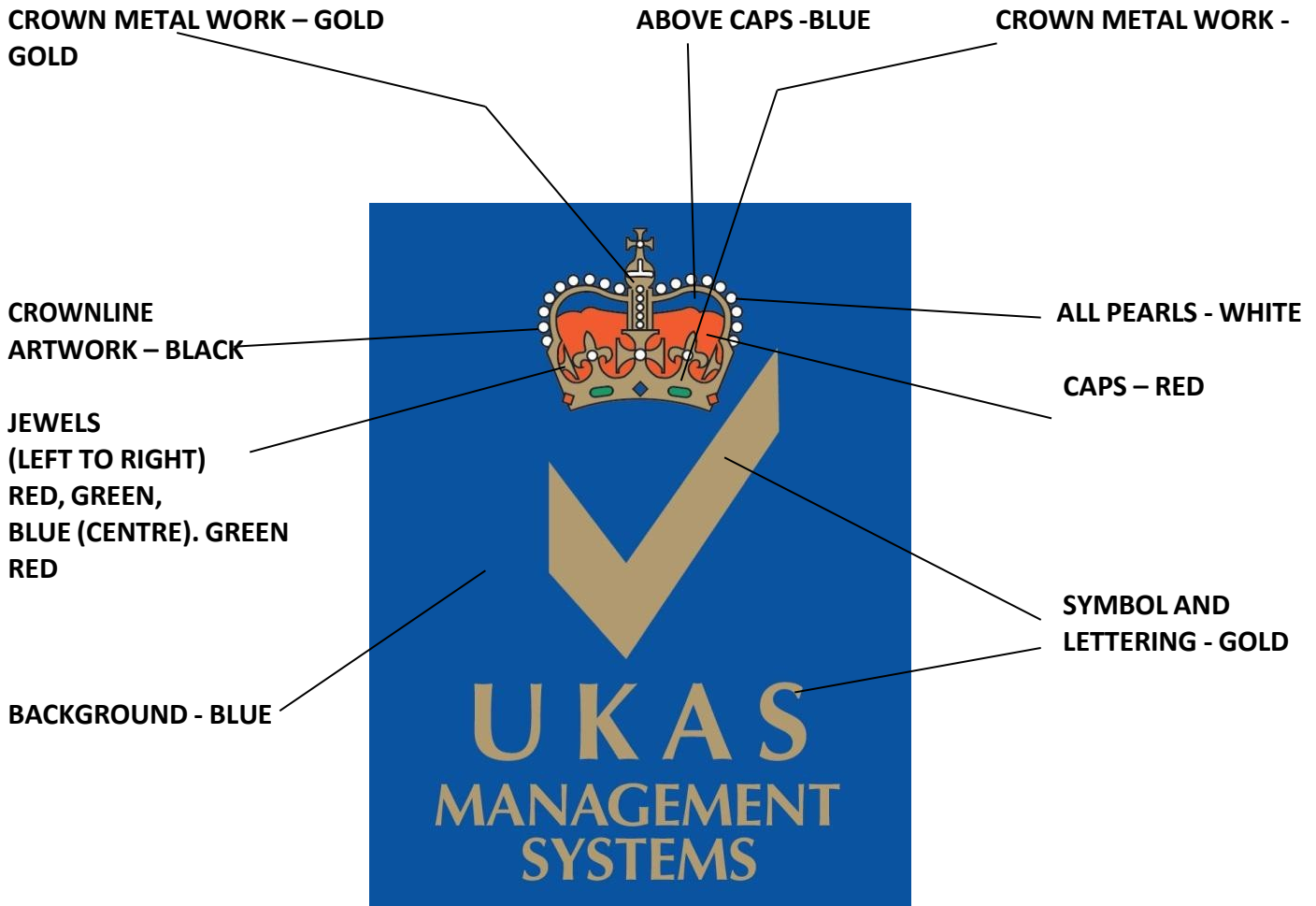
Accreditation Marks shall not be used in such a way as to suggest that the Accreditation Body or Government Organisation it represents have certified or approved the activities of the Company, or in any other manner which can mislead.

**MISUSE OF THESE MARKS WILL RESULT IN THE NEED TO WITHDRAW ALL OFFENDING DOCUMENTATION OR PRODUCTS. SHOULD YOU HAVE ANY DOUBTS ABOUT THE VALIDITY OF THE USAGE OF THESE MARKS WE WOULD SUGGEST THAT YOU CONTACT AJA EUROPE LIMITED PRIOR TO PRINTING.**



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## UKAS LOGO



Gold = Pantone 872    Blue = Pantone Reflex Blue    Red = Pantone Warm Red    Green = Pantone 347

### 4-colour equivalents for Pantone Colours

Gold (Pantone 872)	No Direct equivalent, but can use Pantone117		
	80% Yellow	20% Cyan	20% Magenta
Reflex Blue		100% Cyan	70% Magenta
Warm Red	100% Yellow		100% Magenta
Pantone 347	90% Yellow	100% Cyan	