



Certification Badge Usage Guide

You've Achieved Certification

Amtivo Group is a UKAS-accredited certification body, leading the way in ISO certification, and offering a range of industry-related schemes.

What our accreditation means

The United Kingdom Accreditation Service (UKAS) is the sole body appointed by the UK Government (the Department for Business and Trade) to provide accreditation to certification bodies in the UK. This accreditation is considered to be exemplary in the certification of ISO standards and the only way that an organisation can use the coveted Government-backed national accreditation symbol - commonly referred to as the "UKAS Crown and Tick".

UKAS is able to provide a variety of accreditations, however, our accreditation as a certification body is for ISO/IEC 17021-1:2015. This standard ensures that we are competent for the management systems we assess.

This requires that we operate within a strictly controlled regime and we are subject to detailed annual audits. The process is rigorous and this "seal of approval" from UKAS is highly valued and adds significantly to the credibility of Amtivo as a certification body.

We are proud to display the UKAS mark, or logo, sometimes referred to as the Crown and Tick, alongside our own.



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Introduction

The document details the various ways in which you are authorised to use and display your certification badges.

The companies that we certify are authorised to use the Amtivo certification badges to promote their achievement and to display the combined Amtivo/UKAS logo, if they wish, subject to a number of conditions detailed within this guide.

What is ISO?

ISO (derived from the Greek word 'isos', which means 'equal') is the name for the International Organization for Standardisation, which is an independent body with more than 150 members from around the world. Through these members its experts share knowledge and develop voluntary, consensus-based, market-relevant standards that support innovation and provide solutions to global challenges.

Why is UKAS-accredited ISO certification important?

Over the years we have experienced numerous examples of clients telling us that they lost out on contracts before coming to us, because they did not have UKAS-accredited certification. Many businesses, especially government related bodies and large organisations, insist upon UKAS accreditation as part of any contracts tender process. It is for this reason that we always recommend the UKAS-accredited route.



How You Can Use Your Badges

Using the certification badges

Certification is a useful tool to help add credibility, by demonstrating that your products or services meet the expectations of your customers.

There are many ways to show your customers your certification and we recommend that you start by listing your certificate number on your website and providing a link to the central UKAS website for your customers to verify your certification.

To help your customers verify the validity of your certificate, we would recommend that you include the following text on your website:

You can verify the validity of our ISO certificate by entering your certificate number via this link: certcheck.ukas.com

Usage of the badges will be audited within the annual assessments and any incorrect usage will be required to be rectified at the expense of the certified company. A table showing what you should use the UKAS-accredited and Amtivo certification badges for can be found on page 6 of this document.



Badge Types

UKAS-accredited badge



The UKAS-accredited certification badge comprises the Amtivo logo, UKAS Management Systems logo, the name of the standard and the type of the management system certified.

The certification badge can be used by companies that have achieved UKAS-accredited certification to the standard identified only. The badge supplied is 60mm x 30mm and should not be used where the type becomes illegible. The UKAS logo must never be displayed alone and must always be a minimum of 30mm. This logo is subject to UKAS conditions that you must adhere to when using this badge, [click here to see the conditions](#).

Amtivo certification badge



The Amtivo certification badge comprises the Amtivo logo, the name of the standard and the type of the management system certified.

The certification badge can be used as per the table on the following page.

Where You Can Use Your Badges

Prior to using any of our certification badges, please ensure you have checked, understood and followed the guidance on usage contained within this guide. If you are unsure, please contact us for clarification via: marketing@amtivo.com

Where to display your certification badge

	UKAS-accredited	Amtivo certification badge
Products	✗	✗
Product Packaging	✗	✗
Flags	✗	✓
Vehicles	✗	✓
Building externals	✗	✓
Stationery	✓	✓
Promotional materials	✓	✓
Website*	✓	✓
Internal walls and doors	✓	✓
Exhibition stands	✓	✓

The certification badge shall not be applied to (1) laboratory test, calibration or inspection reports or certificate, and (2) anything known as primary packaging (e.g. blister packs) and promotional products. Primary packaging and promotional products include, but are not limited to, any packaging which can be removed without the product disintegrating or being changed.

*The mark can be used on a company web-site but should not appear on web-pages which directly promote the client company's products or services that are not covered by the certification.

Rules of Use

Using the certification badges

Certification badges must not be altered from the format in which they are supplied. You are not permitted to change the certification badges design or colour in any way. If you need the logo in a larger size or in a different kind of format, please contact us via the email address below.

The certification badge shall not be used in any way that might mislead the reader about the certified scope of a certified organisation.

Any use of the certification badges or official logos that might contravene with the conditions set out in this guide or within the UKAS guidelines should be referred to Amtivo.

The certification badge shall not be used in such a way as to imply that Amtivo accepts responsibility for activities carried out under the scope of a client's certification.

Upon suspension, or termination, of any Amtivo certification, certified organisations shall immediately cease to issue any items displaying the certification badge. This shall include the removal of certification badges displayed on websites, stationery and vehicles. This is not an exhaustive list and applies to wherever the badge is displayed.

If you are unsure on the usage, you must contact Amtivo for clarification: marketing@amtivo.com





marketing@amtivo.com

Amtivo
30 Tower View, Kings Hill,
West Malling, Kent
ME19 4UY