

WARRINGTONFIRE CERTIFICATION MARKS

USE OF MARKS AND SYMBOLS
BY CERTIFICATE HOLDERS

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WARRINGTONFIRE CERTIFICATION MARKS

Congratulations on achieving certification with Warringtonfire.
Your Warringtonfire certificate and certification marks are valuable tools to help you show your organization's commitment to certain standards.

The Warringtonfire certification marks are for customers who have been assessed and certified as meeting the requirements of a given scheme. As recognized signs of achievement, we encourage you to use the mark(s) you have earned as widely as possible to promote your certification. By following these guidelines you will be able to successfully promote your certification on brochures, stationery, websites, vehicles and other materials. Our certification marks and symbols are associated with Warringtonfire certification services only. They are not associated with services such as inspection, testing or training.



INTRODUCING THE WARRINGTONFIRE CERTIFICATION MARKS AND SYMBOLS

Warringtonfire has the following types of marks for
Certifire, Certisecure, EWCL5, and FIRAS.

The certification mark - a 'C' shaped mark known as the Cert Mark:



Warringtonfire has the following types of symbols for
Certifire, Certisecure, EWCL5, and FIRAS:

certifire

certisecure

ewcl⁵

firas

SIZE MATTERS

You may need to use our certification marks and symbols at quite small sizes, often in squashed areas. For optimum reproduction of the certification marks and symbols, please adhere to these minimum sizes or print and screen formats.

Certification mark exclusion zone



Certification symbol exclusion zone



Certification mark minimum size for print:
15 mm high



Certification symbol minimum size for print:
15 mm wide



Certification mark minimum size for use online:
40 pixels high



Certification symbol minimum size for use online:
40 pixels wide



COLORS

The only permitted color variations for Warringtonfire certification marks and symbols are two color (blue) or single color (black or white).



certifire



certifire



certifire



C94 M1 Y5 K5
R0 G149 B200



C100 M69 Y7 K30
R0 G47 B108

USING THE WARRINGTONFIRE CERTIFICATION MARKS

To maintain the value and integrity of the certification marks, with the exception of certificates, they are for the sole use of certified clients. For the purposes of communication and promotion Warringtonfire will use the certification symbols or photographs of an 'on-product' certification mark.

CERTIFICATION MARKS ON PRODUCTS AND PACKAGING

For on-product use, the certification marks must always be clearly legible. The certification mark should be visible after installation, however, if this is not possible then it should be easily visible after the minimum removal of parts. They can be embossed, de-bossed, etched or printed in Warringtonfire colors or single color black or white.

CERTIFICATION MARKS ON OTHER MATERIALS

You may use certification marks on a range of other materials. They must never be used to suggest certification applies to anything other than the defined scope.

There is a set of defined formats for the use of each of the marks in the table on page 9.

The appropriate mark shall only be used by clients on:

- Product and packaging (for certified products only)
- Letterhead, envelopes, compliments slips, business cards, invoices, advertising, display, marketing material, documentation and manuals
- Vehicles, buildings and flags
- Shipping boxes/packaging - Format A2 ONLY

The mark shall only be used in its entirety and without amendment.

USE ON PRODUCTS

Formats A1 and A4 may be used on products, but only when used in conjunction with the user's own mark/logo. When used on these items, the area (w x h) of the mark shall not exceed 75% of the area (w x h) of the user's mark/logo. The minimum size requirements still apply.

USE ON PRODUCT LITERATURE

Formats A2 and A4 may be used on: brochures, but only when used in conjunction with the user's own mark/logo. When used on these items, the area (w x h) of the mark shall not exceed 75% of the area (w x h) of the user's mark/logo. The minimum size requirements still apply.

USE ON LETTERHEADS, DISPLAY OR PROMOTIONAL MATERIAL

Formats A3 and A4 may be used on: letterhead, envelopes, business cards, compliment slips, invoices, buildings signage, flags, vehicles, advertisements, articles, websites, exhibition display panels provided full product range is certificated, but only when used in conjunction with the user's own mark/logo. When used on these items, the area (w x h) of the mark shall not exceed 75% of the area (w x h) of the user's mark/logo. The minimum size requirements still apply.

USE ON PACKAGING

Format A2 may be used for packaging boxes, i.e. those that can be reasonably considered as not reaching end consumers, providing that a clear statement is included alongside the certification mark.

This statement should read:

'this product was manufactured in a plant that is certified as meeting the requirements of xxxxx (Certifire, Certisecure, EWLC5)'.

SIZE

The size of the certification mark can be adjusted as appropriate for the use required.

It must always retain its correct proportions and should never be produced below the minimum size (15 mm high).

In addition to the usual minimum size requirements, users must also comply with the restrictions on size relative to their own company mark/logo as outlined above.

MODIFICATION

No modification or addition to the design of certification marks is permitted.

USE OF UKAS SYMBOLS

When certification marks are used in conjunction with UKAS symbols, [UKAS rules](#) must be followed. (UKAS the National Accreditation Logo and Symbols: Conditions for Use by UKAS and UKAS Accredited Organizations).

USES

MARK

A1

Products



A2

Packaging and Product Literature



A3

Letterheads, Display or Promotional Materials
(When full product range certificated)



A4

Products, Packaging, Product Literature, Letterheads, Display or Promotional Materials
(UKAS accredited schemes only)



A5

Literature, Letterheads, Display or Promotional Materials
(UKAS accredited schemes only)



A6

Products, Packaging, Product Literature, Letterheads, Display or Promotional Materials
(When full product range not certified)



USING THE WARRINGTONFIRE CERTIFICATION SYMBOLS

Our certification symbols are illustrative examples of our certification marks which contain no scheme details.

Where a product has been certified and, due to the size or nature of the product, it is not possible to reproduce the **certification mark** clearly and legibly on the product, you may use **certification symbols**. Clients will be bound by the rules in the section **certification marks on products and packaging** and must comply with the rules below.

This is the only instance when a client may use the certification symbols. In these circumstances the **certification symbol** must always be accompanied by a valid and applicable Warringtonfire certificate number.

SIZE

The size of the certification symbol can be adjusted as appropriate for the use required. It must always retain its correct proportions and, unless impossible due to the physical restraints of the product, should never be produced below the minimum size (15 mm wide).

COLOR

For on-product stamps the certification symbol and certificate number must always be clearly legible. They can be embossed, de-bossed, etched or printed in Warringtonfire colors or single color (black preferred).

MODIFICATION

No modification or addition to the design of certification symbols is permitted.

PROMOTING YOUR CERTIFICATION - CORRECT USE OF TERMINOLOGY

When promoting your certification it is important that you use the correct terminology. You must only refer to 'Certification' and not 'Accreditation'. The two terms are different as explained below.

In order for accredited Certification Bodies such as Warringtonfire to be able to perform the certification audits and issue certifications to standards such as EN 14351-1, they need to obtain a 'license' – and this license is called accreditation. Certification bodies achieve **Accreditation** against standards such as ISO/IEC 17065, while companies achieve **Certification** against standards such as EN 14351, EN 1935 etc.

Accreditation entails the endorsement of a Certification Body's competence, credibility, independence and integrity in carrying out its certification activities. This enhances the authority of Certification Bodies in conducting conformity assessment activities in certification and inspection. Accreditation is provided by Accreditation Bodies such as United Kingdom Accreditation Service (UKAS) <https://www.ukas.com/>.

Certification is sought from Certification Bodies, such as Warringtonfire to demonstrate an organization's compliance with specified standards and is defined by ISO as 'third party attestation related to products, processes, systems or persons'.

In essence, certifications are third-party endorsements of an organisation's systems or products, while accreditation is a third party endorsement of the certification.

CONDITIONS OF USE

- The marks and symbols shall only be used by organizations holding valid Warringtonfire certification.
- The marks and symbols must be used in accordance with these guidelines and any related additions or appendices.
- The marks can only be used once a certificate has been issued by Warringtonfire for the certified product, practice or system.
- The marks must not be used in a misleading manner or to imply that they apply to anything other than the scheme and scope which has been certified. For example, if you are placing the certification marks on the corporate website of a group of companies where only one company in the group is certified, the certification mark must be accompanied by a statement that makes it clear which company holds certification.
- The user of the marks and symbols shall at the request of Warringtonfire cease to use the marks or symbols if Warringtonfire deems the application inappropriate.
- The user of the marks shall, upon suspension or termination of certification, immediately cease distribution of all items on which the marks are displayed and shall remove them from any form of display or promotional application.
- In using the marks and symbols, the user agrees to be bound by the above conditions. Failure to comply with the above conditions for use of the marks may result in withdrawal of certification and legal action.
- When certification applies to an accredited scheme the certification mark can be used in conjunction with the accreditation body's symbol or trademark provided the accreditation body's own rules are followed.



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FOR FURTHER INQUIRIES, PLEASE CONTACT US.

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