

The new UKAS brand & website: FAQs

1. Why did UKAS rebrand?

As the sole National Accreditation Body for the United Kingdom, UKAS is driven by a clear purpose to assess and accredit organisations such as testing and calibration laboratories and inspection and certification bodies against internationally agreed standards.

To support this work, it is important to have a clear and consistent brand that is representative of the values and objectives of the organisation.

As UKAS works towards a future where everything that should be accredited is accredited, the brand needs to reflect the diversity of what we do in a manner that showcases UKAS as a modern, international and forward-thinking organisation.

The messaging and visuals portray positivity and aim to establish clarity about what accreditation is, its benefits and what it means to people. The new branding has been carefully chosen to support the values and aims of UKAS as a world-leading, globally competitive Accreditation Body.

2. How was the new branding developed?

The need to update the UKAS brand was identified following extensive consultation with UKAS customers groups, stakeholder groups, the Policy Advisory Council, the UKAS Board and associated government departments.

Following this consultation, we worked to identify the best way to position UKAS in light of our Vision, Mission and Values, as well as our need to remain competitive in the global marketplace.

Guided by the findings from the consultation period, the UKAS Board, the Executive and the marketing team worked to develop the branding as it now stands.

3. Have the national accreditation symbols also been changed?

Yes. All the UKAS symbols have also been updated and will be sent to you directly from the customer team.

4. How long do UKAS customers have to change to the new national accreditation symbols?

UKAS appreciates that these changes may take some time for our customers to execute and we are mindful of mitigating any cost that this might incur. In order to help facilitate this in the best way, a transition period has been agreed to allow customers to make the required changes without incurring undue cost or administrative burden. The transition periods are detailed below:

- Digital Materials – 1 year from launch (1st February 2022)
- Printed Materials – 2 years from launch (1st February 2023)
- Certificates – 3 years from launch (1st February 2024)

All future schedules and certificates will display the new logos and symbols.

5. Have the rules around usage of the national accreditation symbols changed?

No. Usage of the national accreditation symbols remains under licence by the Department for Business, Energy and Industrial Strategy (BEIS). Full guidance surrounding usage of these symbols can be found in the “Conditions Publication” which can be found on the [Government website](#).

6. How can the national accreditation symbols be used?

The 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.

For details on the “Condition of use” for the national accreditation symbols please visit <https://www.gov.uk/government/publications/national-accreditation-logo-and-symbols-conditions-for-use>. **Please note BEIS will publish an updated version imminently.*

The colour codes for the new Purple used in the national accreditation symbols are as follows and are also referenced in Appendix I of the “Conditions of use”:

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

7. How can we promote our accredited status through the national accreditation symbols?

As an accredited organisation, you are permitted to display the applicable national accreditation symbol associated with your accreditation(s) on:

- Certificates and reports relating to those activities covered under your UKAS accreditation. Any unaccredited results or information contained in the certificate or report which is not covered by the scope of your UKAS accreditation shall be clearly stated as unaccredited
- Quotations and estimates. These shall, however, clearly indicate those activities or services which are not UKAS accredited.
- Corporate Stationery e.g. letterheads, compliment slips, invoices, provided the "Condition of use" are followed
- Internal Walls and doors.
- Exhibition stands
- Websites - This is provided the extent and limitations of the accreditation held is clearly described. For example, an accredited testing laboratory may use the symbol on all pages of its website provided there is a clear statement/disclaimer alongside the symbol describing the extent/limitation of its accreditation such as; "Our accreditation is limited to those activities described on our UKAS schedule of accreditation which is available here [include link to UKAS schedule]."

The UKAS accreditation symbols may not be used on:

- Vehicles
- Buildings and Flags
- Goods or products unless these have been manufactured under an accredited product conformity scheme.
- Primary packaging e.g. blister packs

In the case of the national accreditation symbols for certification activities the symbols may not be used on:

- Reports and certificates issued by Laboratories, Inspection Bodies, Proficiency Testing Providers, Reference Material Producers and Medical Diagnostic Service Providers.
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The [Customer Area](#) of the new UKAS website also contains other useful resources to help you maximise the benefit of your accreditation through promotion of the national accreditation symbols. This includes information which is sent out in the Welcome Packs to newly accredited organisations and links relating to the use of the IAF MLA and ILAC MRA marks.

The UKAS Marketing Department is always open to suggestions for how we can work with accredited organisations to promote their achievements and the value of accreditation. If you would like to participate in a case study or other activity to promote your accreditation, please do not hesitate to [get in touch](#).

8. How are the National Accreditation Logo and symbols protected?

An important factor taken into consideration when embarking on the rebrand was the need to prevent fraudulent or misleading use of the national accreditation logo and symbols. The new national accreditation logo and symbols have all been trademarked via the IPO (Intellectual Property Office) and UKAS will continue to take robust actions against any organisation or person(s) found to be misusing or using the national accreditation logo and symbols in a fraudulent manner

Further information

If you have additional questions, please contact communications@ukas.com.