BRANDING GUIDELINES
CERTIFICATION EUROPE CLIENTS

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CERTIFICATION EUROPE™
The Symbol

The Certification Europe Symbol “Mark of Excellence” consists of 3 parts: The Circular Crest symbolising the Achievement and the 2 supporting tiers representing the Client and Certification Europe working in conjunction to support the “Mark of Excellence”
BRAND GUIDELINES

Colour Logomark

CERTIFICATION EUROPE™

Black / Single Colour

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Reverse on a dark background

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Primary Colour Palette
The primary colours chosen to represent Certification Europe are Blue and Orange. These colours should be predominately used on print applications, eg. brochures, newsletters and stationery.

Specific Colour Palette
An additional colour has been chosen for Inspection services and products. This colour should only be used for Inspection services and products related materials.

Primary Font
The primary font chosen to represent the Certification Europe is Gotham. This is the font to be used on all printed literature as headings, eg. brochures, stationery suites, etc.

Digital Font
On all digital media, eg. websites, header font is Muli and the body text font is Arial
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Clearance Zone
All logos need ‘breathing space’ between them and other elements. This ensures that the logo stands out and is not visually compromised by any other elements that may be placed within the same field of vision. Please use below as a guide for the minimum preferred clearance area.

Minimum Size
To keep the integrity of the brandmark, there is a suggested minimum size. The suggested minimum size is 45mm wide.

Logo with Tagline
In certain instances the logo may be used with the corporate tagline as shown.

Packaging
Certification Europe does not permit the use of branded logos of Certification Europe and specific logos that illustrate the management system you have been certified, including accreditation body logos, on any product or product packaging as this may be interpreted as denoting product conformity. This also applies to vehicles, buildings and flags. Certification Europe provides Management System certification, we do not provide Product Certification services.

The logo cannot be altered or paired with any other organisations logo that has no association to Certification Europe. Any use of the logos that illustrate the certified management system you have with Certification Europe will be a breach of our branding guidelines.

Your organisation is allowed to reference your certified management system in text form with no use of Certification Europe branding on product packaging or accompanying information.

This includes the following:
• Identification (e.g. brand or name);
• The type of management system (e.g. quality, environment) and the applicable standard;
• The certification body issuing the certificate

Certification Europe shall not permit its marks to be applied by clients to laboratory test, calibration or inspections reports or certificates.
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CERTIFICATION MARKS

All certification marks follow the corporate brand colour palette.

[Images of certification marks with color swatches and Pantone codes]
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Correct Usage
The preferred usage for the brandmark is in positive full colour format which should be used on all applications, including brochures, web, newsletters and stationery, however there will be other instances that may require you to use it differently. Please use below as a guide.

![Correct Usage Examples](image)

Incorrect Usage
The identity should never be distorted or altered in any way. Please see below for samples of non-usage.

![Incorrect Usage Examples](image)