



CERTIFICATION EUROPE™

BRANDING GUIDELINES

CERTIFICATION EUROPE CLIENTS

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About Us

Certification Europe Ltd., founded in 1999, is an international accredited Certification Body based in Dublin with offices Italy and Japan. We work with organisations across the globe to achieve ISO Certification plus provide training on a variety of management systems from Quality Management, Health & Safety to Energy Management and Information Security.

Introduction

Welcome to Certification Europe's branding guidelines document. This document provides a simple, yet robust set of branding guidelines that can be easily understood and communicated while leaving room for creative expression.

The following pages guide you through some of the essential identity elements (such as logo, typography & colours) and provide the general rules for applying these elements across a variety of media types.

For advice on applying the brand identity outside of the guidelines, please contact us.

Terms

By using any of Certification Europe's logos, designs or assets, you accept and agree to comply with the terms outlined in these Branding Guidelines, in the applicable Certification Europe Ltd. Terms & Conditions, incorporated by reference (<https://www.certificationeurope.com/terms-conditions/>).

You further acknowledge that Certification Europe may act against unauthorised or infringing use or use that does not conform to these Branding Guidelines.



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The Symbol

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



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The Logo

Colour Logo-mark



White Colour on a dark background



Black / Single Colour



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Colour Palette & Typography

Primary Colour Palette

The primary colours chosen to represent Certification Europe are Blue and Orange. These colours should be predominately used on print applications, e.g. Brochures, newsletters and stationery.



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, e.g. Brochures, stationery suites, etc.

Gotham Bold

abcdef

Gotham Book

Gotham Light

fg hi jklm

Digital Font

On all digital media, e.g. Websites. Header font is Arial Bold and the body text font is Arial Regular.

Arial Bold

Arial Regular

fg hi jklm



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Logo Sizing & Packaging

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 the image to the right as a guide for the minimum preferred clearance area.



Clearance = Stacked height of the 'T' in identity x 2

Minimum Size

To keep the integrity of the brand-mark, 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 paired with any other organisation's logo that has no association to Certification Europe. Any use of the logos that



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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.

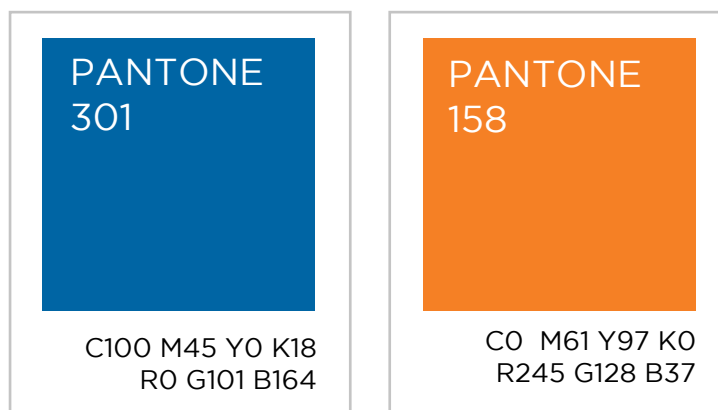
This includes the following:

- Identification (e.g. Brand or name);
- The type of management system (e.g. Quality, environment) and the applicable standard; and
- 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.

Certification Marks

All certification marks follow the corporate brand colour palette:



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ISO 9001 Quality Management System



ISO 14001 Environmental Management System



ISO 2000-1 IT Service Management System



ISO 22301 Business Continuity Management System



ISO 27001 Information Security Management System



ISO 27017 Cloud Data Protection Introduction



ISO 27018 PII Cloud Security Introduction



ISO 27701 Privacy Information Management System



ISO 45001 Occupational Health and Safety Management System



ISO 50001 Energy Management System



End of Waste



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Correct/Incorrect Usage Guide

Correct Usage

The preferred usage for the brand-mark 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.

Colour Version on a white background



Black version on a white background



Colour Version on a light coloured background



White Version on a colour background

Incorrect Usage

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

Don't distort the identity in any way



Don't tilt the identity in any way



Don't alter the colours of the identity



Don't use busy photographic backgrounds





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