

BASEC
a **kiwa** company



Use of Marks

Making the most of your BASEC marks

Congratulations on gaining your BASEC approval. We now want to help you make the most of the marks that you are entitled to use.

By using the appropriate marks on your products and in your sales and marketing materials, you are showing a clear sign of your BASEC approval.

This will give your customers, specifiers and contractors, as well as regulators, confidence in your products by demonstrating your commitment to the ongoing quality, safety and conformity of your cables.

In this guide you will find guidance for using the BASEC marks.

There are separate marks for product certification and for management systems certification. This helps to differentiate more clearly between the two types of certification and also prevents the misrepresentation of management systems certification as having any bearing on the quality of specific products.



Featuring the BASEC mark demonstrates your commitment to the ongoing quality, safety and conformity of your cables.

For more information

If you are uncertain on how or where to use any of the marks, either generally or in any specific case, please contact the BASEC Marketing Department and we'll be happy to help.

Marketing Department

BASEC Group Limited
Presley House, Presley Way
Crownhill, Milton Keynes
Buckinghamshire
MK8 0ES, UK

 +44 (0)1908 267300

 marketing@basec.org.uk

If you see the BASEC marks being incorrectly used, please let us know.

www.basec.org.uk



Using the BASEC Roundel

- The BASEC roundel demonstrates BASEC approval for a specific product. Take care to ensure it is only used in association with specific products for which the approval has been gained.
- If showing multiple products on a catalogue page, the BASEC roundel should only appear next to those for which you have BASEC approval. If space is limited it can appear just once on the page, as long as you give suitable explanation. Suggested wording would be "Only products marked * are BASEC approved."

Suggested uses

Use your BASEC roundel in product brochures and data sheets to demonstrate the ongoing conformity, quality and safety of your cables.

If only certain cables within a product range have BASEC approval you can still show the roundel on that page, as long as you refer to any limitations. An example of suitable wording would be "Sizes $x\text{mm}^2$ to $x\text{mm}^2$ inclusive in this range are BASEC approved."

Featuring your BASEC marks in introductory sections of your literature can boost confidence and trust in your products. An example of suitable wording would be "ABC cable company has BASEC approval for many of our cables, demonstrating our commitment to ongoing quality, safety and conformity. Sometimes BASEC approval may be limited to certain sizes within a range. If you need independent proof of which cables have BASEC approval you can search for ABC cables on the BASEC website www.basec.org.uk/search"

01.1

Marks you can use in Marketing Literature and Sales Materials.

The BASEC marks are globally recognised. Use them in your sales and marketing materials to give your customers confidence in the ongoing conformity, quality and safety of your products.

- ✓ Company brochures
- ✓ Product brochures
- ✓ Product data sheets
- ✓ Exhibition stands
- ✓ Newsletters
- ✓ Adverts

Please see page 10 for sizing guidelines.



01.2

Marks you can use in Marketing Literature and Sales Materials.

The BASEC marks are globally recognised. Use them in your sales and marketing materials to give your customers confidence in the ongoing conformity, quality and safety of your products.

- ✓ Company brochures
- ✓ Product brochures
- ✓ Product data sheets
- ✓ Exhibition stands
- ✓ Newsletters
- ✓ Adverts

Please see page 10 for sizing guidelines.

Branding updates to the UKAS symbol

UKAS have recently launched new accreditation symbols with the following transition periods for using these new symbols:

- Digital Materials (e.g. website, email signatures):
use of the new style symbol must be in place by 1 February 2022
- Printed Materials (e.g. stationery, brochures, leaflets and all hard copy marketing materials):
use of the new style symbol must be in place by 1 February 2023
- Certificates issued by BASEC:
use of the new UKAS symbol must appear on all Certificates issued by 1 February 2024

Between now and 1 February 2024, BASEC will automatically update customer certificates at the point of re-certification or where a change to the certificate is requested by the customer.

Using the BASEC Roundel with the UKAS Symbol

- If your product licence includes the UKAS symbol, you can use the BASEC roundel with the UKAS symbol instead of the BASEC roundel on its own
- Use it in the same way and in the same circumstances as highlighted on page 3
- You must include your Product Marking Licence number
- Please refer to the minimum sizing rules for the UKAS symbol on page 10



Marketing Literature & Sales Materials

Using the HAR product mark

- The HAR mark may be used as an additional symbol, alongside the BASEC roundel, where the HAR certification is listed on your Product Certification Schedule.
- The HAR mark must always appear after the BASEC name or roundel, and never on its own.
- For full guidance on using the BASEC roundel, see page 3.

Using the Management Systems logos

- It is important that there is no implication that management systems certification refers in any way to the quality of specific products.
- Management systems logos should be restricted to general literature, introductory sections of product literature and literature that refers specifically to your management systems certification.
- You must include the appropriate Management Systems Certificate number.
- Management systems logos must not be used on product pages or on data sheets, unless the BASEC roundel is present.
- Management systems logos must not be used on laboratory test, calibration or inspection reports or certificates.

Construction Products Regulation (CPR)

- The BASEC Approved Body Number (2661) may be used by entitled customers on their Declaration of Performance, in accordance with regulatory requirements.



CERTIFICATE No.: 000-00



CERTIFICATE No.: 000-00



Using the Management Systems logos with the UKAS symbol

- If your management systems certificate includes the UKAS symbol, you can use the appropriate management systems logo with the UKAS symbol instead of the management systems logo on its own.
- The symbols can only be used alongside your unique BASEC Certificate Number which must appear immediately below the box containing the symbols.
- Use these logos in the same way as outlined above.
- Please refer to the minimum sizing rules for the UKAS symbol on page 10.

Using the Registered Stockist logo

- As a Registered Stockist who has successfully been audited to the scheme you are entitled to use the logo on all business materials. Use of the BASEC roundel, however is not permitted.



01.3

Marks you can use in Marketing Literature and Sales Materials.

The BASEC marks are globally recognised. Use them in your sales and marketing materials to give your customers confidence in the ongoing conformity, quality and safety of your products.

- ✓ Company brochures
- ✓ Exhibition stands
- ✓ Newsletters
- ✓ Adverts

Please see page 10 for sizing guidelines.



Online Marketing

Using the BASEC marks on your company website

Depending on your certification, the marks shown on this page can be used on your company website as appropriate. The rules for using these individual marks on your company website are the same as for using them in Marketing Literature and Sales Materials - see pages 3, 4 and 5 of this guide.

General sections of your website: If you have been awarded them, you can use any of the marks shown on this page in any general sections of your website. You can also use them on pages that refer generally to your product or management services certifications.

Website footers: We recommend that you include your BASEC marks in your website footer, to give added trust and confidence in your brand.

Product pages: On product pages of your website you can use the BASEC roundel (with or without the UKAS symbol) in the same way as explained on page 3.

The most important thing to remember is that the roundel must only be used in association with products for which the approval has been gained. If not all products shown on a web page are BASEC approved, then you will need to make clear any exceptions (see page 3 for suggested wording).

Don't forget, Management Services logos (with or without the UKAS symbol) shall be accompanied by your BASEC Certificate Number(s) and must not be used on specific product pages of your website.



Using the BASEC marks on 3rd party e-commerce sites

- The BASEC roundel may be used on 3rd party e-commerce sites such as eBay, Alibaba and Amazon when it is shown in conjunction with a product that has BASEC approval.
- No other BASEC marks may be used on such sites.

02

Marks you can use on your websites and on 3rd party e-commerce sites.

The BASEC name is synonymous worldwide with quality and safety. Feature your BASEC marks on your company website to give your customers added confidence in your products and brand.

- ✓ Company website
- ✓ 3rd party e-commerce sites *

Please see page 10 for sizing guidelines.

* BASEC roundel only

Display of certificates

Copies of your certificates (available live on the BASEC website) may also be featured on your website, but please remove after their expiry or withdrawal.



Product Drums, Reels and Packaging

Using the BASEC Roundel

- You can use the BASEC roundel on the labels of reels and the packaging of any products for which you have BASEC approval.
- If only certain cables within a product range have BASEC approval, only use the BASEC roundel on the individual cables that have gained approval.

Using the HAR mark

- The HAR mark may be used on the reels and packaging of products that have been awarded this mark by BASEC (refer to your product certification schedule).
- The HAR mark must always appear after the BASEC name or roundel and not on its own.

Management systems logos and the UKAS symbol **MUST NOT** be used on product reels and packaging.

Using the Registered Stockist logo

- As a Registered Stockist who has successfully been audited to the scheme you are entitled to use the logo adjacent to your own logo, on product drums, reels and packaging. Use of the BASEC roundel, however is not permitted.



03

Marks you can use on Product Reels and Packaging.

We recommend that you use the BASEC roundel on labels for reels and packaging of approved products. Using the BASEC roundel in this way demonstrates that a product has met rigorous quality standards and that it is tested regularly for its ongoing conformity.

- ✓ Product reels
- ✓ Product labels
- ✓ Product packaging

Please see page 10 for sizing guidelines.



Company vehicles, buildings and flags

Using the BASEC roundel

The BASEC roundel (without the UKAS symbol) may be used on vehicles, the exteriors of buildings and on flags.

Using the Management Systems logos

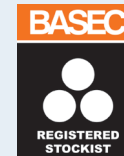
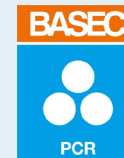
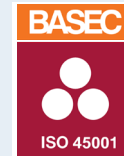
The Management Systems logos (without the UKAS symbol) may be used on vehicles, the exteriors of buildings and on flags.

The UKAS symbol **MUST NOT** be used on company vehicles, on flags or on the exterior of buildings. Therefore, the BASEC roundel and Management systems logos with the UKAS symbol must not be used in these situations.

[More information on the use of UKAS symbols can be found here](#)

Using the Registered Stockist logo

As a Registered Stockist who has successfully been audited to the scheme you are entitled to use the logo on company vehicles, buildings and flags. Use of the BASEC roundel, however is not permitted.



04

Marks you can use on company vehicles, buildings and flags.

Where appropriate, using your BASEC marks on company vehicles helps reinforce the trust and reputation of your brand as you visit clients or contractors on site.

- ✓ Company vehicles
- ✓ Buildings
- ✓ Flags

Please see page 10 for sizing guidelines.



Corporate materials

Using the BASEC marks

Your BASEC marks, accompanied by the relevant Certificate Number, can be used on corporate materials like letterhead, business cards, compliments slips, etc.

Please refer to the minimum sizing on page 10 for each mark, as this may restrict where you can practically use them (for example on business cards).



05

Marks you can use on Corporate Materials.

- ✓ Letterhead
- ✓ Compliments slips
- ✓ Quotations
- ✓ Business cards

Minimum sizing guidelines

8mm

On its own, BASEC roundel to appear no smaller than **8mm** in height on **white background**

10mm

On its own, BASEC roundel to appear no smaller than **10mm** in height when **reversed out**

20mm

BASEC roundel shown with UKAS Symbol:
UKAS symbol to appear no smaller than **20mm** in height

20mm

UKAS symbol to appear no smaller than **20mm** in height

20mm

UKAS symbol to appear no smaller than **20mm** in height

20mm

8.5mm

20mm

HAR logo to appear no smaller than **8.5mm** in height
Management Systems and Registered Stockist logo to appear no smaller than **20mm** in height

“
If you see the BASEC mark on a cable you can rest assured that both cable and manufacturer are, and continue to be, compliant with the world's most rigorous quality testing processes.

Products and services approved by BASEC will always be accompanied by a unique BASEC product license or certificate number.

BASEC
a **kiwa** company



**For more information or any
queries get in touch**

Marketing Department
BASEC Group Limited
Presley House
Presley Way
Crownhill
Milton Keynes
MK8 0ES
UK

+44 (0)1908 267300

marketing@basec.org.uk

www.basec.org.uk