

Rules and Guidance for use of
the LPCB Certification Marks
PN103 Rev. 14.0, August 2020



Making the Most of the Mark

Congratulations on gaining your LPCB certification. Now we want to make sure that you make the most of the LPCB Mark(s) you are entitled to use. The marks are visible symbols of your LPCB certification and assure your customers, specifiers, designers, and regulatory authorities of your commitment to the highest standards of fire protection and security for the product/ service that you provide.

On the following pages you will find the rules and guidance for using the LPCB Certification Marks. If you have any questions regarding these or other matters relating to the use of the marks, please do not hesitate to contact the BRE Global marketing team at marketing@bregroup.com.

To accompany this document BRE Global will supply the image files for the marks you are entitled to use. We hope you will be proud to use them and be recognised as part of the LPCB family.

Now that you are entitled to use the LPCB mark, you will no doubt wish to minimise the possibility of others using the mark fraudulently. We therefore suggest that when you use the mark on your websites and in your brochures and other documentation you try to ensure that it cannot be easily copied. One way of doing this is to use secured PDF files. Your co-operation in doing this would be much appreciated.



Dr Martin Ganley
Managing Director
BRE Global Limited.

1 The Fundamentals

The LPCB Certification Marks may only be used by organisations holding a current certificate issued by BRE Global, and those distributors selling LPCB certificated products as defined within Case 1 (Section 7).

The LPCB Certification Marks are the property of BRE Global and their use is subject to the conditions set out below. This document does not confer any right, title or interest in the LPCB Certification Mark, which shall remain the property of BRE Global. BRE Global Limited reserves all licensing and enforcement rights and may update this rules and guidance document from time to time. For the latest version, please consult www.redbooklive.com.

The replication or reproduction of the marks can only be made with the express authorisation of BRE Global and following the guidance as set out by BRE Global in this and other relevant documents.

Certification Marks may be used on letterheads, brochures and any publicity material that is directly related to the products or services that appear on the corresponding certificate.

You may pass copies of the design artwork and this guidance to design companies specifically and solely for the purposes of creation of marketing, publicity and other materials in connection with your business and the certificated product(s) or service(s).

The Certification Mark does not and must not be used to imply certification of products, or services not certificated by BRE Global.

Other specific terms and conditions may apply in relation to the use of the marks - these will be identified in:

- the requirements of the Agreement you have with BRE Global,
- the requirements for a particular LPCB scheme or standard,
- and
- guidance on the use of your specific marks included with this document.

Electronic versions of the LPCB marks shall only be obtained from BRE Global.

Note: The images included in this publication are for illustrative purposes only.

Warrants

BRE Global does not warrant that the use of the LPCB Certification Mark does not infringe the rights of any third party other than those rights derived from BRE Global.

BRE Global warrants that as at the date of this document, it is not aware of any such rights or of the existence of any licences or other similar rights under the Certification Marks in relation to any goods and services in the UK.

Misuse

Unauthorised use and/or misuse of LPCB Certification Marks is not permitted.

BRE Global will investigate if we find, or are notified of, a potential misuse, whether through negligence or fraud, of the LPCB Certification Mark. If proven, such misuse may lead to suspension and withdrawal of certification, publication of the transgression, and/or legal action.

Your responsibility

It is your responsibility to:

- Ensure that the products and/or services supplied under a valid current BRE Global certificate and using the appropriate Certification Mark, always conform with the requirements of the Agreement (see Terms and Conditions);
- In the event of termination of the Agreement howsoever arising, cease using, remove or obliterate the Certification Marks from all relevant materials and products.
- Communicate to any third party (including without limitation a distributor) trading in your certified goods or services that it must never claim or imply that it is the organisation which has received certification unless it has received a cross-listing from BRE Global; where such a claim or implication comes to your attention you must see that it is promptly corrected and notify BRE Global.

2 Certification of Products/Services

LPCB certification of products and/or services is identified by the Certification Marks shown here.

Unless specified otherwise in the scheme document or agreement, all products/ services listed on certificates must be identified with the appropriate Certification Mark, the certificate reference number, (below the Certification Mark as shown) and scheme description (e.g. the relevant standard number and/or scheme name); The standard and/or scheme description must be shown clearly on the product label (the preferred location is adjacent to or immediately below the Certification Mark).

N.B. Product Marking can be achieved through direct marking onto the product, marking on labels attached to the product or primary packaging used specifically for the product, drawings etc; (alternative proposals for identifying the product may be considered by BRE Global in exceptional circumstances where it is impracticable to use the Certification Marks as detailed above). Such exceptions shall only be permitted where accepted as part of the specific certification process.

3 Certification of Management Systems

LPCB certification for management systems is identified by the certification marks shown here:

Certifications relating to management systems certification do not entitle the certificated organisation to use the management systems certification mark on products or packaging.

The appropriate management systems Certification Mark may be used on:

- corporate stationery, and/or product/service sales literature provided that;
- all the products/services featured are within the scope of the Certificated Management System, and
- there is no implication that the products/services themselves are certificated

Rules and Guidance for the reproduction of each of the marks are given on the pages that follow

The mark used for product schemes that are not UKAS accredited is this



LPS XXXX: Issue x
Cert/LPCB ref. YYYY

The mark used for product schemes that are UKAS accredited



LPS XXXX Cert/LPCB ref. YYYY

For special application directly on products where use of the above marks is not practical by reason of space or cost prior written agreement must be obtained from BRE Global



For management system schemes that are not UKAS accredited



Assessed to ISO XXXXX
Cert/LPCB ref. YYYY

For management system schemes that are UKAS accredited



Assessed to ISO XXXXX
Cert/LPCB ref. YYYY

4 Some Do's and Don'ts

Do

Include the applicable mark(s) in your marketing and promotional literature and activities wherever possible - and permitted (e.g. corporate stationery, exhibition stands, marketing materials (excluding press releases – see below) and signs).

Ensure that you have the correct and up-to-date version of the marks. Notifications on any updates to the marks will be provided by email, in RedBookNews and on the Red Book website www.redbooklive.com

Please contact BRE Global Marketing if you wish to include the marks in any press release or press orientated material. Permission to use the mark in this way will not be unreasonably withheld.

Ensure that the technical specification (i.e. colours, sizes etc.) contained in this guidance is adhered to.

Ensure that the entire image is clearly visible against the background on which it is being reproduced.

Contact BRE Global Marketing at marketing@bregroup.com if you are unsure of any aspect of using the LPCB Certification Mark images.

Don't

Make the marks too small to see ('LPCB' should always be legible to the naked eye).

Partially cover the image with other brands or copy. Overprint the image with text.

Stretch or squash the marks to fit a given size.

Use the marks in circumstances that would bring the LPCB brand into disrepute.

Use the marks in connection with products, processes or services that are not certificated and so cannot be associated with LPCB.

Use the marks on certificates of calibration or test, or in association with any other activity not within the scope of your LPCB certification.

Attempt in any way to redraw or re-create the artwork for the marks. Pass on copies of the artwork of the marks to any other parties (other than your own design companies - see 'Fundamentals').

5 Rules and Guidance for Reproduction of the Marks

The LPCB Certification Mark

Certificate/LPCB Reference and Scheme Details

The Certificate/LPCB reference ("the reference") must appear immediately adjacent to the mark. The preferred location is below the mark. If there is insufficient space below, the reference, it may be shown adjacent to the left or right of the Certification Mark.

The schemes details (i.e. standard number and/or name) must be shown either below the mark above the Certificate number (preferred) or proximate to the mark such that it is clearly associated with it.

The description text should be sized in proportion to the mark, (e.g. 6pt for the mark at the recommended minimum size on A4 paper) but it should never be less than less than 4pt.

Colour and font

The preferred colour for the mark is black on light backgrounds or white on dark backgrounds.

Alternatively, the mark may be printed or displayed in a single colour, which is the predominant ink colour used on the product, permanently fixed label or plate, document or pre-printed letterhead.

Requests for the use of another single colour may be considered but shall not be used without the prior written consent of BRE Global.

If in doubt contact the BRE Global marketing team at marketing@bregroup.com.

The font for the scheme and certificate number description text used below the mark is Arial.

Clear space

An area of clear space is to be maintained around the Certification Mark to protect the integrity of the mark.

The clear space is defined by the width between the two strokes of the horse shoe mark. Its width determines the exclusion area to be maintained around the mark.

Size

The size of the mark varies according to the size of the artwork it is used on. A general guide is shown on this page. The 'LPCB' at the centre of the mark must remain legible. The scheme and certificate number description text below the mark, must also remain legible.

The description text should be sized in proportion to the mark, (e.g. 6pt for the mark at the recommended minimum size on A4 paper) but it should never be less than less than 4pt.



LPS XXXX: Issue x
Cert/LPCB ref. YYYY



LPS XXXX: Issue x
Cert/LPCB ref. YYYY



LPS XXXX: Issue x
Cert/LPCB ref. YYYY



22mm

LPS XXXX: Issue x
Cert/LPCB ref. YYYY
22mm/6pt Text
A4 Literature



15mm

LPS XXXX: Issue x
Cert/LPCB ref. YYYY

15mm/4pt Text
A5 Literature



12mm

LPS XXXX: Issue x
Cert/LPCB ref. YYYY

12mm/4pt Text
A6 Literature/
Minimum Size

LPCB Certification Mark with the UKAS accreditation symbol

If you are certificated against the requirements of a LPCB standard or scheme for which BRE Global is UKAS accredited, the LPCB Certification Mark is shown alongside the appropriate UKAS accreditation symbol. This is displayed inside a rectangular box as illustrated here.

The UKAS accreditation symbol must always be used in conjunction with the Certification Mark as shown. Holders of UKAS accredited certificates may use the LPCB Certification Mark without the UKAS accreditation symbol if they prefer.

The UKAS accreditation symbol must not be displayed on vehicles, flags, or externally on buildings. In these circumstances, you can use the LPCB Certification Mark on its own (which must include reference to the standard or scheme, and the certificate number).

The LPCB Certification Mark with the UKAS accreditation symbol may be used on 'publicity material'. In this context, the term 'publicity material' shall not include notices, labels, documents or written announcements affixed to or otherwise appearing in respect of goods, products or services unless these are LPCB related and have been certificated under a UKAS accredited scheme. This restriction shall also apply to primary packaging (e.g. blister packs) and promotional products.

If using the mark in publicity material the guidance on reproduction given here must be followed.

Certificate Number and Scheme Details

The Certificate number/Reference number must appear immediately adjacent to the mark. The preferred location is below the mark. If there is insufficient space below, the Certificate/Ref number it may be shown adjacent to the left or right of the Certification Mark.

The schemes details (i.e. standard number and/or name) must be shown either below the mark above the Certificate number (preferred) or proximate to the mark such that it is clearly associated with it.

The description text should be sized in proportion to the mark, (e.g. 6pt for the mark at the recommended minimum size on A4 paper) but it should never be less than less than 4pt.

Colour and Font

The preferred colour for the mark is black on light backgrounds or white on dark backgrounds.

Alternatively, the mark may be printed or displayed in a single colour, which is the predominant ink colour used on the product, permanently fixed label or plate, document or pre-printed letterhead.

Requests for the use of another single colour may be considered but shall not be used without the prior written consent of BRE Global.

The font for the scheme and certificate number description text used below the mark is Arial.

Clear space

An area of clear space is to be maintained around the Certification Mark to protect the integrity of the mark.



LPCB Certification Mark with the UKAS accreditation symbol cont.

Size

The size of the combined mark (on any material) is governed by the size of the UKAS accreditation symbol. The following guidance is based on “*The National Accreditation Logo & Symbols: Conditions for use by UKAS and UKAS accredited organisations*” published by BEIS.

The UKAS accreditation symbol shall normally have a minimum height (excluding the accreditation number) of 20 mm. Any enlargement or reduction shall retain the same proportions as reproduced in this publication.

The whole Certification Mark (i.e. the LPCB Certification Mark and UKAS accreditation symbol within the rectangle) shall be considered as a single entity for purposes of enlargement or reduction.

In exceptional circumstances, which are usually dictated by reason of space limitation or cost, the UKAS accreditation symbol may be reproduced at a reduced height provided it remains legible, with no infilling.

Degradation and/or distortion of the UKAS accreditation symbol graphic is to be avoided.

The ‘LPCB’ at the centre of the horseshoe element of the mark must remain legible as must the standard number/scheme description text, and certificate number below the mark.

The description text below the outer rectangle should be sized in proportion to the mark, (e.g. Arial 6pt for the mark at the recommended minimum size on A4 paper) but it should never be less than less than Arial 4pt.



LPS XXXX Cert/LPCB ref. YYYY

Height of crown and tick element
A4 Literature Maximum Size



LPS XXXX Cert/LPCB ref. YYYY

Height of crown and tick element
A4 Literature Minimum Size

The LPCB 'Lozenge' Mark

The LPCB 'Lozenge' Mark is only to be used where it is impractical to use the full LPCB mark, (i.e. by reason of limited space or other physical limitation) and with prior written agreement of BRE Global.

The above notwithstanding, the text relating to the scheme and certificate number should be shown legibly either alongside or below the mark whenever it is practical and possible to do so.

This mark is only to be applied directly to the product itself or on a label/plate that is intended to be permanently affixed to the product. The relevant full Certification Mark together with its accompanying text must be shown on the primary packaging, (e.g. blister packs) of the product. This mark must not be used as a substitute for the full LPCB mark on corporate stationery or printed marketing materials associated with the product on which its use is permitted.

Embossed, relief, or die-stamped versions may be used.

Colour and Font

The preferred colour for the mark is black on light backgrounds or white on dark backgrounds.

Alternatively, it may be printed or displayed in a single colour, which is the predominant ink colour used on the product or permanently fixed label or plate. Requests for the use of another single colour may be considered but shall not be used without the prior written consent of BRE Global.

The preferred font for the scheme and certificate number.

Clear space

An area of clear space is to be maintained around the lozenge mark to protect the integrity of the mark.

A clear space equivalent to the width of the letter 'B' in 'LPCB' should be maintained as an exclusion zone around the rectangular box as shown.

Size

The size of the mark will depend on the space available. The only restrictions are that the proportions of the image must be maintained and the lettering 'LPCB' must be legible without any infilling.

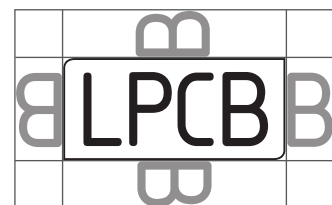
Where space permits the inclusion of the certificate number, the font size of the certificate number should be such that it is clear and legible without infilling.



Option 1: Certificate number below the mark



Option 2: Certificate number beside the mark



A5 Literature
9pt Text



2.5mm

Minimum
4pt Text

6 LPCB Badge of Recognition

The LPCB Badge of Recognition (BoR) is designed for use by LPCB Certificated services providers (e.g. Certificated Installer Companies) under circumstances where use of the LPCB Certification Mark is not practical (e.g. on workwear where a company is certificated to multiple schemes requiring more than one certificate number and/or scheme details to be included below the LPCB Mark*.)

Rules and Guidance for the use of LPCB Marks and the LPCB Badge of Recognition on workwear

The general "Rules and Guidance for the use of the LPCB Certification Marks" (PN103) must be followed. In addition, the following requirements for the use of LPCB Certification Mark and the LPCB BoR (referred to collectively below as LPCB insignia) on workwear must be followed†.

1. The LPCB insignia must be accompanied by the name of the Certificated Company and/or its Logo;
2. the web address for Red Book (www.redbooklive.com) must appear below the LPCB insignia;
3. workwear carrying the LPCB insignia must only be issued to members of the Certificated Company for use while at work on official Company business;
4. if a member of staff that has been issued with workwear bearing the LPCB insignia leaves the Certificated Company, the Certificated Company must take all reasonable measures to recover the workwear for reuse or disposal;
5. workwear bearing the LPCB insignia that is worn out must be recovered for disposal;
6. in disposing of workwear that bears the LPCB Insignia all reasonable steps shall be taken to prevent the workwear being reused†.

* The LPCB Certification Mark may be used on workwear provided all requirements associated with the use of the LPCB certification mark are met, as detailed above.

NB The LPCB Certification Mark if used on workwear must not include the UKAS Crown and Tick mark.

† 'LPCB', "LPCB Horseshoe" and "LPCB Certification marks" are registered trademarks and/or certification marks owned by the BRE group of companies. The authorised use of these marks is monitored and audited by BRE Global to actively seek to prevent their misuse, noting that using a trademark or certification mark in a misleading way can be a criminal offence.

The LPCB Badge of Recognition



Example of the LPCB BoR for Certificated Installer Companies



7 Guidance for Distributors

For the purposes of this section Distributor means “a company, other than the certification client*, that is distributing one or more LPCB certificated products”, for which there is no contractual relationship with BRE Global. BRE Global has no relationship with Distributors in their capacity as Distributors.

* i.e. a manufacturer or cross-listed client. A cross-listed client is a certification client and has the same ‘use of mark’ rights as the original certificated client. A cross-listed client is not a Distributor in this context.

It is possible that BRE Global may have a certification or other relationship with a company that is also acting as a Distributor, i.e. a manufacturer of certificated products that also distributes certificated products from other manufacturers.

Case 1. For references to specific LPCB certificated products and/or use of the LPCB mark:

Distributors shall:

- Identify and describe the LPCB certificated product in accordance with the original certification, standard or scheme number and corresponding LPCB reference number as detailed on the LPCB certificate on RedBooklive (www.redbooklive.com), ensuring that the correct product name and brand remains unchanged.
- Ensure that any use of the LPCB certification mark fully satisfies the requirements of this document.

Any deviation from the conditions stipulated within PN103 must be formally agreed to in writing with BRE.

Distributors shall not:

- Market LPCB certificated products under their own brand.
- Disguise or obscure the original brand and/or certificate reference number of the LPCB certificated product.
- Imply that LPCB certification applies to a broader scope than is detailed on the LPCB certificate, e.g. that it applies to a range rather than one specific product in a range.
- Imply that the LPCB certification applies to themselves or their distribution activities, or their brands, or that they design/manufacture the products, etc.
- Modify the product or its associated instructions, packaging or labelling.

Case 2. For general references to the supply of LPCB certificated products:

This applies to distributors supplying multiple ranges of LPCB certificated products. Such companies may promote this by use of the preferred phrase:

“we can supply LPCB certificated products”.

(smoke detectors/fire extinguishers/scaffold sheeting etc.)

Note: Other phrasing is permitted on the condition that it does not mislead or imply certification where none exists.

Distributors shall not:

- Use the LPCB certification mark.
- Imply that the LPCB certification applies to themselves or their distribution activities, their brands, or that they design/manufacture the products.

For avoidance of doubt, only the manufacturer or cross-listed client shall affix the certification mark on their product and be responsible for the associated use of the LPCB certification mark with that product.

BRE Global

Watford
United Kingdom
WD25 9XX

T +44 (0) 333 321 8811
E marketing@bregroup.com
www.redbooklive.com

Part of the BRE Trust

The BRE Trust uses profits made by BRE Group to fund new research and education programmes, that will help it meet its goal of 'building a better world together'.

The BRE Trust is a registered charity in England & Wales:
No. 1092193, and Scotland: No. SC039320.