



BRANDING GUIDELINES


SEPTEMBER 2017

Introduction

The UKATA logos and certificate are the cornerstone of our brand identity. It is our signature; the quality mark of UKATA training offered from its members, services and messages.

The UKATA logos are recognised throughout the industry, carrying very strong levels of credibility, authority and trust.



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- 4 For clarity, the UKATA logo's include the following:
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For clarity, the UKATA logo's include the following:

Official Logos



UKATA Company logo
(for official use only by UKATA)



UKATA Brand logo
(for official use only by UKATA)



UKATA Train Safe logo

Professional Membership Logos



UKATA Professional Member logo
also permitted to use the Category of
Membership logos relevant to their
membership category



Working with the UKATA logo

The UKATA logos are all registered trade-marks owned by the UK Asbestos Training Association Limited.

The UKATA logos are authorised only for the use by Members, at the category of membership held, and Associates approved by UKATA.

It is important that you use the appropriate UKATA logo correctly and consistently across all applications based on the membership category.

Always use the logos in accordance with these branding guidelines, and make sure you do not alter the logos in any way.

When working with the logos you should only use original digital graphic files, which can be requested from the UKATA Office.

Never redraw the logos, change it in any way or attempt to create it yourself. You should also never create shapes around the logo.

The UKATA logos should never be used as a substitute for the letters 'UKATA' in a sentence or phrase.

It should also only appear once on a single sheet. Duplication can dilute the strength and impact of our logo.

Associate Logos



UKATA Corporate Associate logo



UKATA Industry Associate logo

Members are encouraged to utilise this brand to demonstrate quality, professionalism and competency in the delivery of asbestos training.

Members should of course relate their membership to the relevant Category of Membership held. Members may use the terms detailed below to describe their membership of UKATA.

Associates are encouraged to utilise this brand to demonstrate their commitment and support to continued developments within the asbestos, and wider industry.

All Members and Associates are reminded that announcement of membership or Associate status of the UKATA to clients/customers and on promotional material should not be done in a way that misleads or has the potential to mislead the public.

Abuse of announcement of membership or Associate status, misuse of the logo, or unauthorised use of the logo may result in disciplinary action.

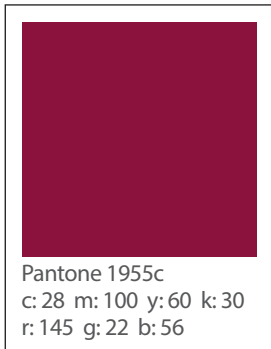
Colour Guide

The colour of the UKATA logo Pantone® Solid Coated 1955 C.

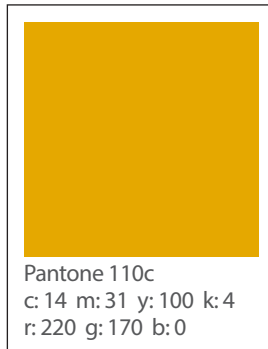
By using this colour you will help to enhance recognition of our logo and reinforce our identity. Wherever possible, you should use the UKATA logo against a white or light-coloured background.

If you are printing in mono, you can reproduce the UKATA logo in black. If you are printing on a dark background, you can reverse the logo out of your background colour. You should never reproduce the logo in a tint of the Pantone® colour or black.

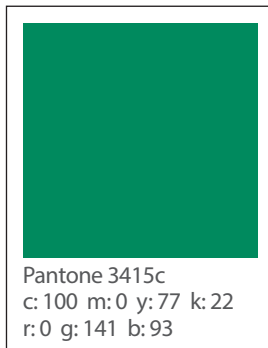
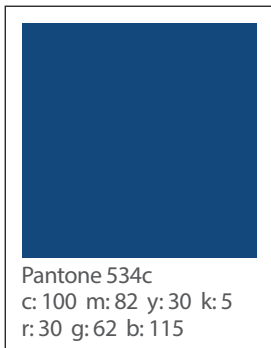
UKATAColour



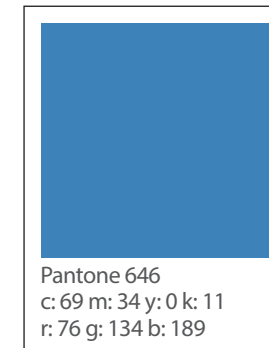
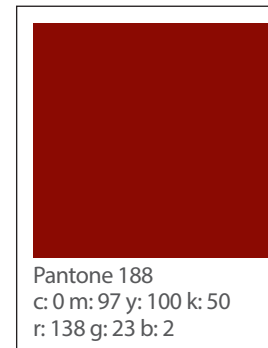
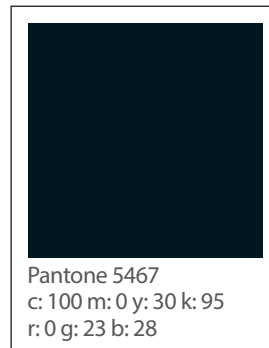
SupportingColour



UKATA Associate Colours



UKATA Member Colours



UKATA Logo Do



UKATA Professional Member Logo



UKATA Corporate Associate Logo



UKATA Industry Associate Logo

DO:

Use the logo consistently and correctly

Keep the original proportions

Use the original logo files provided by UKATA

Use the logo on its own or with the agreed wording

Use the letters "UKATA" as text

Use the logo against a white or light background

The UKATA logos are all registered trade marks owned by UK Asbestos Training Association Ltd. You must always use the logo in accordance with these branding guidelines.

For more information on trade marks, please visit: <https://www.gov.uk/intellectual-property/trade-marks>

UKATA Logo DON'T



Stretch or condense the logo



Redraw the logo or create your own variation



Enclose the logo within another graphic to the logo because it creates a new mark

The typeface of the  is Calibri.

Use the logo as text or embed the logo in a line of text



Use the logo against a dark background



Use the logo more than once on a single sheet, unless on a graphic display

Typography Guide

The typeface of the UKATA is Calibri.

1 Headers

Calibri, Leading set at 90% of the type size. e.g. 20pt / 16pt.

2 Headers Bold

Calibri Bold, Leading set at 90% of the type size. e.g. 40pt / 36pt

3 Sub-headers

Calibri, Leading set at 107% of the type size. e.g. 16pt / 17pt.

4 Sub-headers Bold

Calibri Bold, Leading set at 107% of the type size. e.g. 16pt / 17pt.

5 Body Copy

Calibri, Leading set at 120% of the type size.e.g. 10pt / 12pt

1 Headers

2 Headers Bold

3 Sub-headers

4 Sub-headers Bold

5 Body Copy

CPD Certification Service



CPD Certified Logo



CPD Member Logo

UKATA is a member of The CPD Certification Service and all UKATA syllabi have been accredited by the CPD Certification Service.

Members are not permitted to display the CPD Member logo or the CPD Certified logo, or advertise that they are a member of the CPD Certification Service.

The CPD Certified logo will be displayed on all UKATA certificates produced on the UKATA Certificate Generator.

Members may use the term “CPD accredited training” to describe UKATA approved training courses.

UKATA Official Logos

UKATA Company Logo



This logo is strictly for the use by UKATA only.

This logo must not be used by any Member, Associate, Third Party Agent or any other individual, company, group or entity without the express permission of UKATA.

UKATA Brand Logo



This logo is strictly for the use by UKATA only.

This logo must not be used by any Member (except for certificate generated through the UKATA Certificate Generator), Associate, Third Party Agent or any other individual, company, group or entity without the express permission of UKATA.

This includes the displaying of a UKATA certificate, which contains the UKATA Brand Logo, in any form, on digital media, marketing material, promotional material, website, stationary or other materials.

Members who wish to display a UKATA certificate for marketing purposes should contact UKATA on 01246 824437.

UKATA Train Safe Logo



This logo is strictly for the use by UKATA only.

This logo must not be used by any Member (except for certificate generated through the UKATA Certificate Generator), Associate, Third Party Agent or any other individual, company, group or entity without the express permission of UKATA.

Members who are participating in the Train Safe, Work Safe, Keep Safe Campaign are permitted to use this logo upon receipt of express permission of UKATA and must cease displaying the logo once the campaign has ended.

Associates who are promoting the Train Safe, Work Safe, Keep Safe Campaign are permitted to use this logo upon receipt of express permission from UKATA and must cease displaying the logo once the campaign has ended.

If you have any queries on this matter please contact the Marketing Department at the UKATA office on 01246 824437.



UKATA Professional Member Logo

Professional Members may include one of the below statements on marketing material, promotional material, website or other materials:



UKATA Professional Member;

- Professional Member of UKATA;
- UKATA approved training provider.
- The term “Accredited” is not officially recognised by UKATA and its usage is not permitted.

Any member may use the ‘UKATA Professional Member’ logo provided that they are not subject to Sanctions, and that they include a link from the logo on their website to the UKATA website (link to www.ukata.org.uk commonly referred to as a “backlink”).

Category of Membership logos

Members may use the below logos to highlight their category of Membership.



Asbestos Awareness
Members Only



Non-Licensable
Members Only



Licensable
Members Only

UKATA Corporate Associate Logo

Corporate Associates may include one of the below statements on marketing material, promotional material, website, stationary or other materials:



- UKATA Corporate Associate
- Corporate Associate of UKATA

Corporate Associates may use the 'UKATA Corporate Associate' logo provided that they include a link from the logo on their website to the UKATA website (link to www.ukata.org.uk commonly referred to as a "backlink").

UKATA Industry Associate Logo

Industry Associates may include one of the below statements on marketing material, promotional material, website, stationary or other materials:



- UKATA Industry Associate
- Industry Associate of UKATA

Industry Associates may use the 'UKATA Industry Associate' logo provided that they include a link from the logo on their website to the UKATA website (link to www.ukata.org.uk commonly referred to as a "backlink").

Note to all Members and Associates who are entitled to use a logo

Please note that if you are part of a group or group company, the logo must only be displayed (in printed, online or other material) alongside the name of the approved Member, and its registered entity or Associate who is entitled to use it and in such a manner that it does not imply approval of the entire group or individual group companies. The same rule applies to any other promotional material. If you have any queries on this matter please contact the Marketing Department at the UKATA office on 01246 824437.

The use of these terms is of course subject to on-going conformance with the Articles of Association, Rules of Membership and any other relevant Policies, Guidance, Specification Documents and bye laws.

UKATA

UK ASBESTOS TRAINING ASSOCIATION

**TRAIN
WORK
KEEP**
TRAIN SAFE. WORK ON.

CPD
MEMBER

CPD
CERTIFIED

- Training Courses available from UKATA Members
- Asbestos Awareness
 - Non-Licensed Work With Asbestos
 - Licensed Work With Asbestos
 - Duty to Manage
 - Duty to Manage - Appointed
 - RPE Competent Person
 - Asbestos in Soils Awareness
 - Asbestos in Soils
 - Bespoke Training

UKATA

Third Party Agents

In accordance with the Rules of Membership, UKATA shall permit Members to utilise the services of Third Party Agents who are not Members. There are two categories of Third Party Agents:

- Reselling Agent;
- Advertising Agent.

Third Party Agents are not permitted to use ANY UKATA logo, they are also not permitted to purport that they are a UKATA Member or Associate.

Reselling Agent

A Reselling Agent will market the Member's portfolio of UKATA Approved Training courses and will act as point of sale for the purchase. The Reselling Agent must have a competent person that meets the criteria set by UKATA and be available by prospective purchasers of the course to provide guidance and information on the correct type of training required by the prospective purchaser. The employee of the Reselling Agent that is defined as a competent person must not be an employee, director or tutor of the UKATA Member as they would not be available at all times to provide such advice.

To ensure integrity and protection of the UKATA brand, the following statement must appear on the Third Party Agents website at the point of sale:

"This UKATA course that we are offering for sale, is sold under license from {Insert Professional Member Company Name} who is the UKATA approved Professional Member {Insert UKATA Membership Number}, and this company {Insert Third Party Agent Name} are not a UKATA Professional Member for this classification of training, {Insert Training Course Title}"

If any Third Party Agent should not meet these requirements, then that Professional Member will be held accountable for any breach and may be subject to Sanctions.

Advertising Agent

An Advertising Agent will market the Member's portfolio of UKATA approved training course but will not act as point of sale for the purchase. The Advertising Agent will act as conduit and the Member will be the point of contact for the sale.

To ensure integrity and protection of the UKATA brand, the following statement must appear on the Third Party Agents website at the point of advertising:

"This UKATA course that we are advertising, is sold under license from {Insert Professional Member Company Name} who is the UKATA approved Professional Member {Insert UKATA Membership Number}, and this company {Insert Third Party Agent Name} is not a UKATA Professional Member for this classification of training, {Insert Training Course Title}"

UKATA

UK ASBESTOS TRAINING ASSOCIATION



Misuse

Should UKATA receive information and/or evidence that the trademarks or logo's are not being used in accordance with the Branding Guidelines, UKATA will contact the business concerned and take appropriate action to ensure the trademarks or logo's are used in accordance with current guidelines. Failure to comply with the Branding Guidelines will be considered as a breach of the Rules of Membership and appropriate Sanctions will be applied. Enforcement of the Branding Guidelines is not limited to UKATA members and enforcement action will be taken by UKATA against any third parties using or suspected of using advertising material without the appropriate authority or using the Brand/trademarks inappropriately.

Where a business/organisation persists in using the incorrect trademark or using the trademarks without the appropriate authority, or where the business/organisation has not complied with UKATA's requests regarding the correct or proper use of the trademarks and/or where UKATA believe that a business/organisation is confusing the public through the use of the trademarks, legal action may be taken against that business/organisation and details will in certain circumstances be forwarded to the appropriate enforcement authority for possible action under the Consumer Protection from Unfair Trading Regulations 2008. This legislation is designed to protect consumers by prohibiting the use of unfair commercial practices.

This legislation contains a list of practices which are considered unfair in all circumstances and are therefore prohibited, these include:

- Displaying a trust mark, quality mark, or equivalent without having obtained the necessary authorisation.
- Claiming that you have been approved, endorsed or authorised by a public or private body when you have not. Failure to comply with this legislation is a criminal offence and can result in an unlimited fine and/or two years imprisonment.

However, regardless of the approach taken by the enforcement authorities, UKATA will take legal action where necessary, to stop any such infringement and/or Incorrect Brand Usage.

KNOW KEEP SAFE

TRAIN SAFE, WORK SAFE, KEEP SAFE!

OFFICIAL UKATA CAMPAIGN

- FREE UKATA asbestos awareness training available
- Around 20 tradespeople die each week as a result of past exposure to asbestos
- Many tradespeople are unaware of the dangers of being exposed to asbestos
- The campaign is targeted towards DIY enthusiasts, small businesses and sole traders

UKATA
ASSOCIATION

UKATA
UK ASBESTOS TRAINING ASSOCIATION

UKATA

Taking asbestos training to the heart of industry

DID YOU KNOW...

- Take our asbestos quiz for a chance to win a bottle of champagne



UKATA

UKATA

CPD

Report misuse of the UKATA brand

Email info@ukata.org.uk or contact the UKATA office on 01246 824 437

01246 824 437 | info@ukata.org.uk | www.ukata.org.uk

Markham Vale Environment Centre, Markham Lane,
Markham Vale, Chesterfield, Derbyshire, S44 5HY

