



# **BRAND GUIDELINES**

## BRAND GUIDELINES:

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### 1. HOW TO USE THIS BOOKLET

This booklet provides guidelines on how to position the BESCA Logo wherever it is used. These guidelines are mandatory in complying with terms of certification and accreditation. This booklet also defines the exact colour and typeface that should be used for the BESCA Logo and Strapline, and the typeface that should be used in office-generated documents such as typed letters. These guidelines should be followed precisely. They are laid out on the following pages in a way that's easy to follow. The guidelines for the use of the BESCA Logos and the internal use of the UKAS Mark are in keeping with the UKAS standards of 17065, ISO/IEC Guide 23 and ISO/IEC Guide 27.

### 2. WHY CORPORATE IDENTITY IS IMPORTANT

'Corporate identity' or 'brand identity' is the way in which a company or organisation presents itself to the outside world, making a statement about its values and its personality.

If logos and typefaces are designed well and used consistently, they can make a positive contribution to brand identity. A positive brand image takes time to build and a negative brand image can be difficult to shake off.

The first essential step in corporate identity is to look professional consistently. By following these guidelines, you will be doing your bit to help protect the BESCA brand.

### 3. BESCA SCHEMES LOGO

#### 3.1. The BESCA Certification Mark for BESCA Schemes

Competent Persons Scheme

Ventilation Hygiene Elite Scheme

Can only be used in relation to the services assessed and certified by BESCA.

**3.2.** Subject to prior approval from BESCA, a client may print or otherwise reproduce the Scheme Logo, upon the business material and advertising materials, provided that all business papers and advertising material relates directly to the associated scheme and that the client holds an up-to-date certification with the Scheme.

**3.3.** The Scheme Logo may be used on letterheads, advertising literature, stationery, promotional material and vehicles etc but not directly onto products, their packaging or other associated documentation or certificates issued by the client. The BESCA Competent Persons Certification Mark must not be used except in connection to the services listed in the conditions of authorisation.

**3.4.** The Scheme Logo must not be used on products for advertising purposes e.g. pencils, pens, mouse mats, diaries etc.

**3.5.** When making use of the Scheme Logo, a client is not permitted to alter it in any respect whatsoever or make any additions.

**3.5.1.** The Scheme Logo can be used in isolation.

**3.5.2.** The Scheme Logo may be used on vehicles.

**3.5.3.** Judgement must be exercised in determining the ideal size of the logo, if it becomes necessary to use a small logo this should not be reproduced to a size smaller than 20mm, as anything smaller will result in poor and possibly illegible reproduction.

## PRIMARY COLOURS

The BESCA mark and VHE brand should include two colours:

### INDIGO



Pantone: 2695

CMYK: 91/100/0/49

RGB: 38/8/89

HEX code: #260859

### GREEN



Pantone: 583

CMYK: 23/0/100/17

RGB: 176/188/34

HEX code: #B0BC22

## SECONDARY COLOURS

The Competent Person Scheme and Welding Marks use 2 additional colours in combination with the indigo:

### TURQUOISE



Pantone: 5483

CMYK: 62/0/21/31

RGB: 56/147/155

HEX code: #38939B

### RED



Pantone: 216

CMYK: 0/95/40/49

RGB: 142/12/58

HEX code: #8E0C3A

## FONTS

The font used in the logo and throughout the BESCA brand is Effra-Bold.

### EFFRA

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890/\?@£%&()+=

### EFFRA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890/\?@£%&()+=

### EFFRA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890/\?@£%&()+=

### EFFRA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890/\?@£%&()+=

## LOGO



## CLEAR SPACE, ALIGNMENT & SIZING:

### EXCLUSION ZONE

This is the clear area around the logo in which nothing else should appear. It helps to ensure clarity and improve the impact of the logo.

The minimum area of clear space for the BESCA logo is to be no less than 20% of the logos height.



### ALIGNMENT

The manner in which secondary elements are placed in related position is critical. These elements include type, rules lines, colour panels, photographs, charts etc.



### MINIMUM SIZE

Judgement must be exercised in determining the ideal size of the logo for each particular application. If it becomes necessary to use a very small logo, do not reproduce a logo size smaller than 20mm wide. Any smaller will result in poor and possibly illegible reproduction.



BESCA primary logo set is available by contacting [info@besca.org.uk](mailto:info@besca.org.uk)

## ALTERNATIVE LOGOS:

The primary BESCA CPS logo is to be used in all but exceptional circumstances.

### MONO

On the rare occasion when only a mono logo is available it must only be used in solid black including tints made from solid black.



### SINGLE COLOUR REVERSAL

For single colour reversals all components of the corporate logo will become white. The logo must only be placed on BESCA's corporate colour palette



### COLOUR REVERSAL

The logo may be used on colour backgrounds but in all instances 'BESCA' and the scheme name must always be in white. The colour behind the logo must be from Indigo or Black



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## COMPETENT PERSON SCHEME LOGO



## CLEAR SPACE, ALIGNMENT & SIZING:

### EXCLUSION ZONE

This is the clear area around the logo in which nothing else should appear. It helps to ensure clarity and improve the impact of the logo.

The minimum area of clear space for the BESCA logo is defined as the height shown as X.



### ALIGNMENT

The manner in which secondary elements are placed in related position is critical. These elements include type, rules lines, colour panels, photographs, charts etc.

Align copy here



Align copy here

### MINIMUM SIZE

Judgement must be exercised in determining the ideal size of the logo for each particular application. If it becomes necessary to use a very small logo, do not reproduce a logo size smaller than 30mm wide. Any smaller will result in poor and possibly illegible reproduction.



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## ALTERNATIVE LOGOS:

The primary BESCA CPS logo is to be used in all but exceptional circumstances.

### MONO

On the rare occasion when only a mono logo is available it must only be used in solid black including tints made from solid black.



### SINGLE COLOUR REVERSAL

For single colour reversals all components of the corporate logo will become white. The logo must only be placed on BESCA's corporate colour palette



### COLOUR REVERSAL

The logo may be used on colour backgrounds but in all instances 'BESCA' and the scheme name must always be in white. The colour behind the logo must be from Indigo or Black



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## WORK TYPES

The Certification Mark can be used in isolation or with the correct work type strapline capitalised in **Effra-Bold** in turquoise as in the example:



**WORK TYPES CURRENTLY AVAILABLE UNDER  
THE BESCA COMPETENT PERSONS SCHEME ARE:**

PLUMBING  
OIL  
SOLID FUEL  
HEATING & HOT WATER  
VENTILATION & AIR CONDITIONING  
RENEWABLES  
GAS

For members wishing to list all of the up-to-date work types relevant to their certification they should display them in list form underneath the main logo as in this example:



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## VENTILATION HYGIENE ELITE (VHE) LOGO



### CLEAR SPACE, ALIGNMENT & SIZING:

#### EXCLUSION ZONE

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The minimum area of clear space for the BESCA logo is defined as the height shown as X.



#### ALIGNMENT

The manner in which secondary elements are placed in related position is critical. These elements include type, rules lines, colour panels, photographs, charts etc.

Align copy here



Align copy here

#### MINIMUM SIZE

Judgement must be exercised in determining the ideal size of the logo for each particular application. If it becomes necessary to use a very small logo, do not reproduce a logo size smaller than 65mm wide. Any smaller will result in poor and possibly illegible reproduction.



BESCA VHE primary logo set is available by contacting [info@besca.org.uk](mailto:info@besca.org.uk)

## VHE ALTERNATIVE LOGOS:

The primary BESCA VHE logo is to be used in all but exceptional circumstances.

### MONO

On the rare occasion when only a mono logo is available it must only be used in solid black including tints made from solid black.



### SINGLE COLOUR REVERSAL

For single colour reversals all components of the corporate logo will become white. The logo must only be placed on BESCA's corporate colour palette



### COLOUR REVERSAL

The logo may be used on colour backgrounds but in all instances 'BESCA' and the scheme name must always be in white. The colour behind the logo must be from Indigo or Black



BESCA VHE primary logo set is available by contacting [info@besca.org.uk](mailto:info@besca.org.uk)