BRAND GUIDELINES

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About ABCB

ABCB is the UK Trade Association for nationally accredited certification bodies. Membership is open to UK based certification bodies holding UKAS accreditation.

Overseas membership is open to non-UK based certification bodies that hold accreditation from UKAS or from another national accreditation body that is a signatory of either the IAF multilateral mutual recognition agreement or of a regional mutual recognition agreement recognized by IAF. Certification bodies seeking national accreditation can join as associate members.

https://www.abcb.org.uk/

PO Box 7357, Kidderminster, Worcestershire, DY11 9GP

email: enquiries@abcb.org.uk

Master Logo

Logo Variations

With Lettering

Without Lettering

Logo Use

Exclusion Zones
Always allow a minimum space of 5mm around the logo.

Minimum Height
The logo minimum height is 10mm

Maximum Height
There is no maximum size defined for this logo.

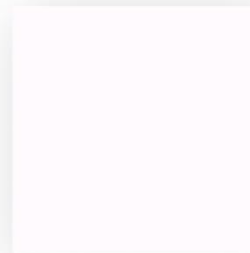# Colour Palette

HEX 00237D

R: 0 G: 35 B: 125

C100 M94 Y20 K12

HEX CE142B

R: 206 G: 20 B: 43

C13 M100 Y94 K3

HEX FFFBFD

R: 255 G: 251 B: 253

C0 M1 Y0 K0

Brand Application

The logo may be used on:

- **Business Cards**
- **Accredited Certificates***
- **Websites**
- **Email Signatures**
- **Brochures**
- **Marketing Materials**

*Only full members of ABCB may use the logo on certificates that are within their UKAS Accredited scope.

The ABCB logo must not be the largest or the most predominant logo on the certificate.

Prior to commencement of use of the logo on certificates a draft must be submitted to ABCB for approval.

All other logo requirements from other bodies, such as UKAS, must be considered during design.

Example Business Card

Brand Application

Example Certificate

Lock Ratios When Scaling

Glossary

RGB
(Red, Green, Blue) colour mode is for anything that is computer-based design. This includes websites, apps, banner add and any other design created for electronic use.

CMYK
(Cyan, Magenta, Yellow, Black) colour mode is used for print design. This includes logos, business cards, stationary, illustration, packaging and any other designs used for print.

Raster
Raster images are made up of dots called pixels, where each pixel is assigned a colour value. Unlike a vector image, raster images are resolution dependent. When you change the size of a raster image, you shrink or stretch the pixels themselves, which can result in a significant loss of clarity and product very blurry images.

Vector
Vector images are made up of points, lines and curves that can be infinitely scaled without any loss in image quality.

Lossless
Lossless image formats capture all of the date of your original file. Nothing from the original file, photo, or piece of art is lost – hence the term 'lossless'. The file may still be compressed, but all lossless formats will be able to reconstruct your image to its original state.

Lossy
Lossy image formats approximate what your original image looks like. For example, a lossy image might reduce the amount of colours in your image or analyze the image for any unncessary data. These clever technical tricks will typically reduce the file size, though they may reduce the quality of your image.

JPEG/JPG
JPEG is a lossy raster format that stands for Joint Photographic Experts Group, the technical team that developed it. This is one of the most widely used formats online, typically for photos, email graohics and large web images like banner ads. JPEG images have a sliding scale of compression that decreases file size tremedously, but increases artifcats or pixelation the more the image is compressed.

AI
AI is a proprietary vector image that stands for Adobe Illustrator. This format is based on both the EPS and PDF standards developed by Adobe. Like those formats, AI files are primarly a vector-based format, though they can also include embedded or linked raster images. AI files can be exported to both PDF and EPS files (for easy reviewing and printing) and also JPEG, PNG, GIF, TIFF and PSD (for web use and further editing).

EPS

EPS is an image format that stands for Encapsulated PostScript. Although it is used primarily as a vector format, an EPS file can include both vector and raster image data. Typically, an EPS file includes a single design element that can be used in a larger design.

PDF

PDF stands for Portable Document Format and is an image format used to display documents and graphics correctly, no matter the device, application, operating system of web browser. At its core, PDF files have a powerful vector graphics foundation, but can also display everything from raster graphics to form fields to spreadsheets. Because it is a near universal standard, PDF files are often the file format requested by printers to send a final design into production. Both Adobe Photoshop and Illustrator can export straight to PDF.

PNG

PNG is a lossless raster format that stands for Portable Network Graphics. Think of PNGs as the next-generation GIF. This format has built-in transparency, but can also display higher colour depths, which translates into millions of colours. PNGs are a web standard and are quickly becoming on of the most used formats online.

TIFF/ TIF

TIFF is a lossless raster format that stands for Tagged Image File Format. Because of its extremely high quality, the format is primarily used in photography and desktop publishing. You'll likely encounter TIFF files when you scan a document or take a photo with a professional digital camera. Do note that TIFF files are also be used as a 'container' for JPEG images. These files will be much smaller than traditional TIFF files, which are typically very large.