



Brand & web launch Toolkit



Introduction



Welcome to the new UKAS branding for 2021. This brand update is delivered alongside a new website which will provide visitors with a better experience.

This toolkit aims to provide UKAS staff with all they need to know about the new branding and website to answer any questions from customers or outside organisations.

Feedback

Please note this is a working document so if you have any feedback/questions please [contact UKAS' marketing team](#).

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Why a strong brand is important

UKAS is driven by a clear purpose. We are the sole National Accreditation Body recognised by government to assess, against internationally agreed standards, organisations that provide certification, testing, inspection and calibration services.

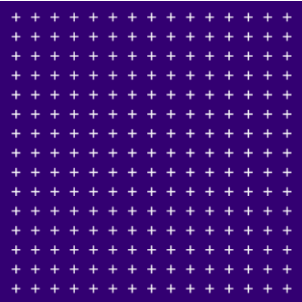
Accreditation by UKAS demonstrates the technical competence, impartiality and performance capability of these evaluators, therefore quality is the uncompromising standard for everything that we do.

Our work colleagues, customers and stakeholders are entitled to expect an exemplary performance from us, that we do indeed get things 'right first time'.

Together we can ensure that the UKAS brand conveys the position we uphold as the UK's National Accreditation Body and an organisation that works closely with its International counterparts to deliver excellent service.



Why rebrand UKAS?



The original UKAS logo has been a mark of confidence and reassurance for businesses and consumers alike for 25 years, but in a constantly changing world, the UKAS brand remained still.

- + Build on our position as world leaders in accreditation
- + Modernise in line with in industry expectations
- + Being competitive in the global marketplace
- + Being fit for purpose in today's digital world

Such a major rebrand and repositioning requires a wholesale review, and no part of the old UKAS brand was left unturned.

From this...



To this...



The UKAS logo

The UKAS logo is our most important brand asset. It combines the crown and name, and is the most recognised element of our visual brand.

The most prominent changes are a modernisation of the crown symbol, which has been approved by BEIS and the Lord Chamberlain's Office. The colour has also updated from blue to purple, showcasing a more modern and vibrant organisation.



The National Accreditation Symbols

Our national accreditation symbols are issued to companies which have met the standard necessary for accreditation.

- + Symbols will be sent to you directly from the UKAS customer team.
- + FAQs are available [here](#)
- + BEIS conditions of use can be found [here](#)



The UKAS symbols: Transition period

We do not expect all UKAS accredited organisations to transition to our new branding with immediate effect.

The transition arrangements have been agreed with our stakeholders via our Policy Advisory Committee (PAC) and the arrangements with regards to the timeframes for customers to make the necessary changes are as follows:

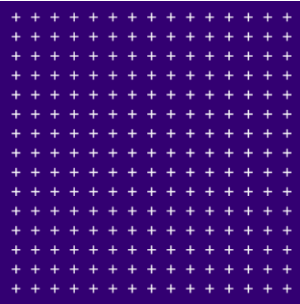
- + Digital Materials – 1 year from launch (1st February 2022)
- + Printed Materials – 2 years from launch (1st February 2023)
- + Certificates – 3 years from launch (1st February 2024)

All customers will be sent information about the transition periods along with their relevant symbols in January 2021.

From 15th January 2021, all certificates and schedules of accreditation that are sent out will be in the new branding.

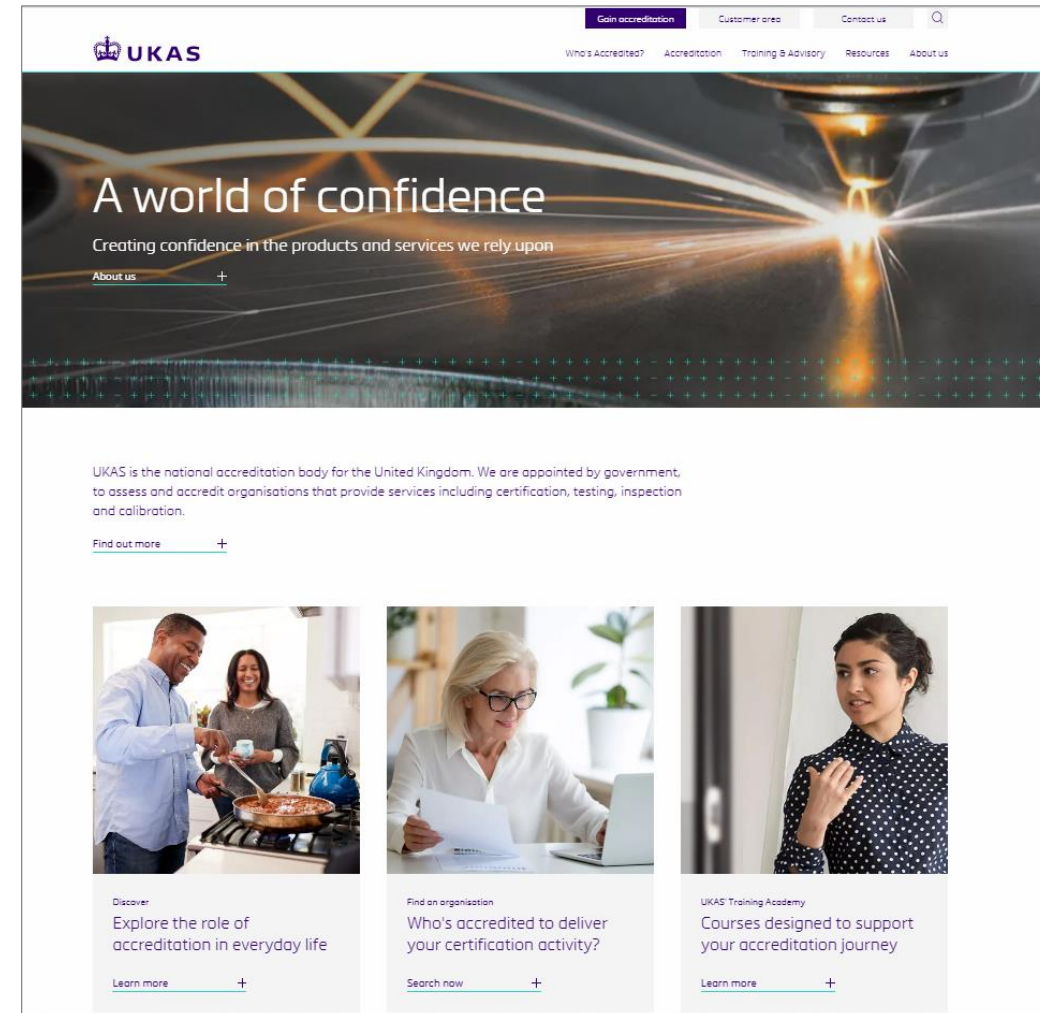


Explore our new site www.ukas.com



Key features

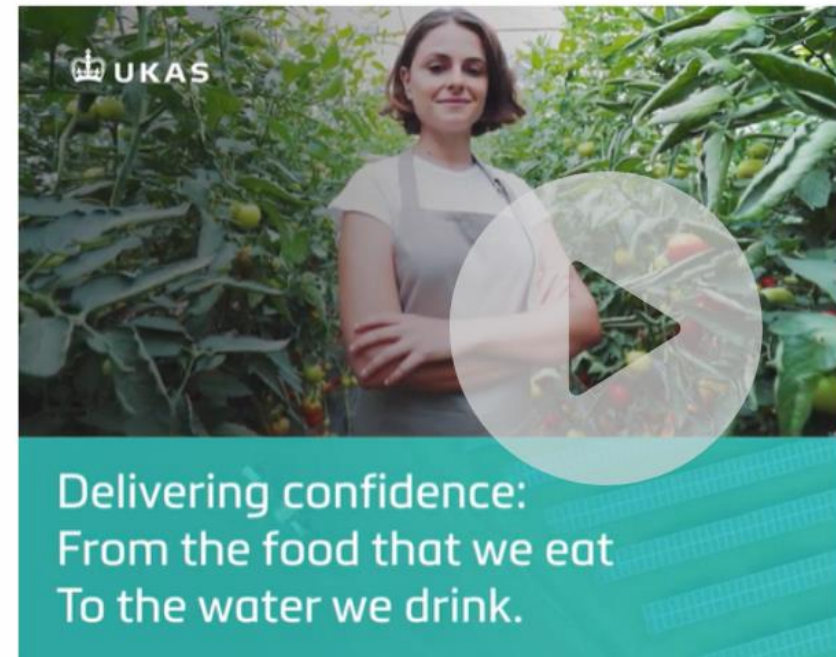
- + Who's accredited?
- + Accreditation
 - + About
 - + Sectors
 - + Standards
- + Training & Advisory
- + Resources
 - + News
 - + Webinars & Events
 - + Publications
 - + Bulletins
 - + Case Studies, videos & articles
- + About us
- + Customer area



New UKAS videos

UKAS has developed a suite of new videos to help customers understand what we do as the National Accreditation Body, explaining the value of accreditation, the route to accreditation and what to expect from the UKAS Training Academy.

- + [About UKAS](#)
- + [What is Accreditation?](#)
- + [The Route to Accreditation](#)
- + [UKAS Training Academy](#)





Contact the team
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A world of confidence