



A brief
guide to
the use of
our logos

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What we do

Training services have to be certified to ensure that they comply with the RRN Standards. The Bild Association of Certified Training is licensed by the Restraint Reduction Network to certify training services that include a restrictive intervention. Certification is available for in-house training and commercial training providers across:

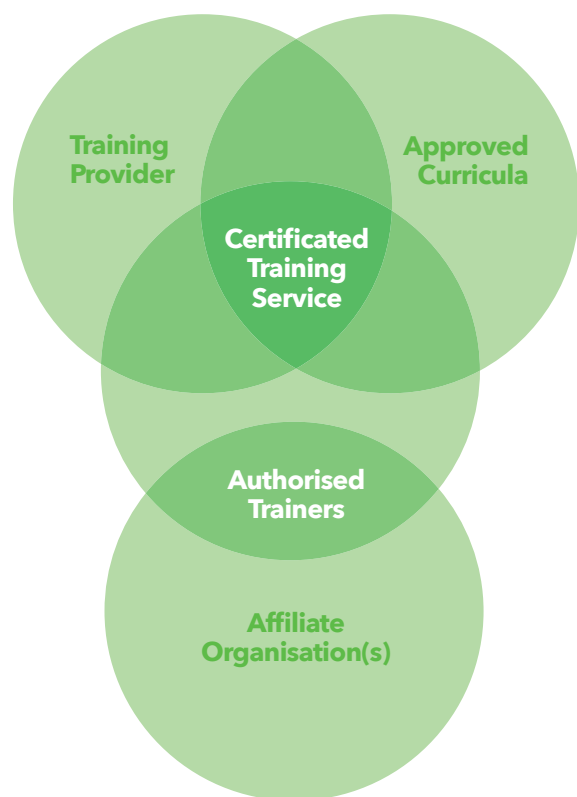
- education, health and social care
- children and adult services
- including people with mental health conditions, dementia, learning disabilities and autistic people
- the United Kingdom and Ireland

Affiliate Organisations deliver certified training services within their own organisations on behalf of a certificated training service. Sometimes they are described as satellite training organisations, or training centres that are authorised or approved to deliver a defined system or model. These organisations are always affiliated to one of the Certificated Training Services.

Find out more about the Bild Association of Certified Training:
<https://bildact.org.uk/>.

Key concepts and terminology

Organisations who achieve certified status are formally known as '**Certificated Training Services**'.



You will see from the diagram that a '**Certificated Training Service**' is made up of:

- a 'Training Provider',
- its 'Approved Curricula' and
- the 'Authorised Trainers'

The process of certification takes 12 months. During this time an organisation is said to be '**Working Towards Certification**'.

In some cases, third party organisations can enter an arrangement with a '**Certificated Training Service**' which permits them to deliver the 'Approved Curricula' to their staff (but not staff in other organisations). Such an organisation is known as an '**Affiliate Organisation**'.



There are three types of logo, that organisations can use to show their status:

- '**Working Towards Certification**',
- '**Certificated Training Service**' or
- '**Affiliate Organisation**'.

Terminology

It is important to use the correct terminology when representing training services to clients and commissioners. Organisations that have achieved Bild ACT certification should follow the guidance below:

Approved terminology:

✓ **'Certified against the RRN Training Standards'**

✓ **'RRN approved'**

'Certified by Bild ACT'

(Although this term is not incorrect, it is not recommended as a preferred term because it doesn't reference the RRN Training Standards).

Incorrect terminology:

✗ **'Bild Accredited'**

(This is an old term)

✗ **'Bild ACT Accredited'**

(Bild ACT do not accredit)

✗ **'RRN Accredited'**

(Bild RRN do not accredit)

✗ **'RRN Authorised'**

(Bild RRN do not authorise)

✗ **'RRN Aligned'**

✗ **'In line with the RRN Training Standards'**

(An attempt to bypass the certification process)

✗ **'RRN Congruent'**

Overview of certification logos



The **'Certified Training Service'** logo can be used by organisations whose training has been certified by Bild ACT.



The **'Working Towards Certification'** logo can be used on screen-based media only, by organisations who have undertaken RRN training, but whose training has not yet been certified by Bild ACT. On print-based materials, please use the alternative text:

'[Organisation name] is working towards certification against the RRN Training Standards'.



The **'Affiliate Organisation'** logo can be used by affiliate organisations whose training has been certified by Bild ACT.



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Training



The **UKAS** logo can be used by approved organisations whose training has been certified by Bild ACT in conjunction with the logo/marque of the certification body (ie Bild ACT) and/or the product certification scheme (ie the RRN Approved logo) and never in isolation.

The Bild ACT team will send you the required logo in the most appropriate format for your requirements. If you have any questions, please email: enquiries@bildact.org.uk.



Bild
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Training

Organisations certified against the RRN Training Standards



Only training organisations/services that have successfully completed Bild ACT Certification are eligible to use the Bild ACT '**Certified Training Service**' logo on published materials.

With certification from the Bild Association of Certified Training, an organisation can demonstrate that their training services comply with the Restraint Reduction Network Training Standards.

Certified Training Services will receive a Bild ACT certification certificate. They are also entitled to display the Bild ACT '**Certified Training Service**' logo on the organisation's website or printed materials **but only when it exclusively relates to certified training services.**

The logo should not be used as the main logo on certificates, or on an organisation's web homepage. The logo may only be used in communication media, including advertising, promotional material and only in connection with the training curriculums that have been agreed and certified.

The logo should not be used in any way to mislead the public about the status of a certified organisation/service.



Organisations that have completed the Bild ACT Certification Scheme are eligible to use the Bild ACT '**Certified Training Service**' logo on published materials. They are NOT permitted to use Bild ACT's own logo.

Websites and presentations

The Bild ACT 'Certified Training Service' logo must NOT appear on screens/pages that are unrelated to Bild ACT certified training.



The Bild ACT 'Certified Training Service' logo can ONLY appear on screens/pages that specifically relate to Bild ACT certified training.

Training certificates



Where training providers issue certificates to successful delegates, they should contain the following information:

A Example of a training certificate that might be issued by a training provider

- 1 Certified curricula name* (the name listed on the Bild ACT website)
- 2 The delegate's name
- 3 The date of the course
- 4 An indication that the certificate is valid for one year

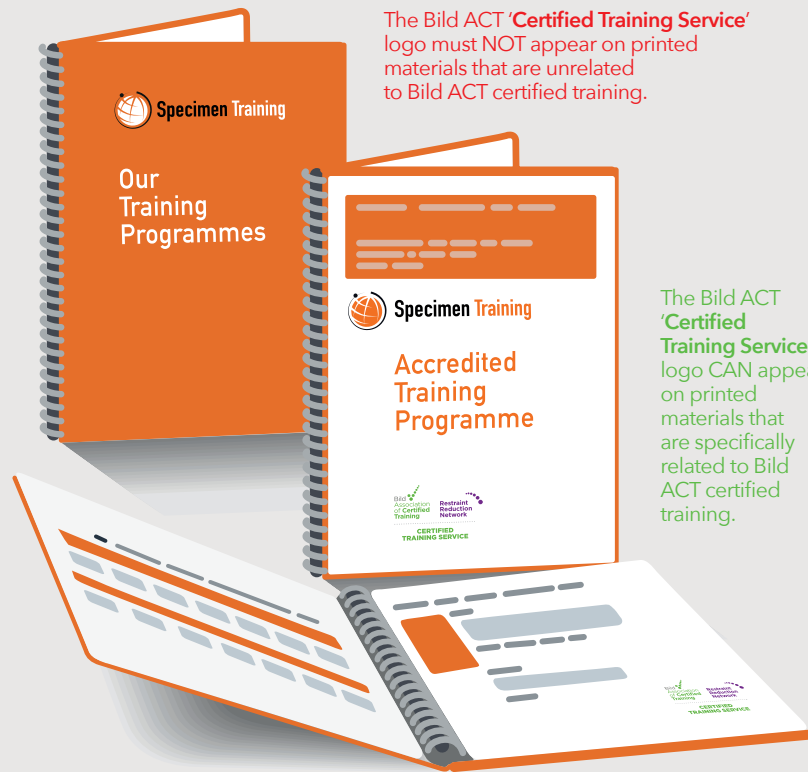
On certificates created by a training service/organisation, the 'Certified Training Service' logo must always be smaller and less prominent than the organisation's own logo.

- 1 The name of the programme on the organisation's own certificate must match the title of the programme on the Bild ACT awarding certificate.

* There may be occasions when the certified curricula is part of a larger programme of learning. In such instances, the certificate issued may reflect this fact. In such instances, the names of the the certificated curricula should be present on the certificate somewhere in parenthesis:

'The overarching programme' [including 'The Certificated Curricula'].

Printed materials



The Bild ACT 'Certified Training Service' logo must NOT appear on printed materials that are unrelated to Bild ACT certified training.

The Bild ACT 'Certified Training Service' logo CAN appear on printed materials that are specifically related to Bild ACT certified training.

The Bild ACT 'Certified Training Service' logo can only be used on printed materials that exclusively relate to certified training services.

On printed materials such as workbooks and promotional materials) created by a training service/ organisation, the Bild ACT 'Certified Training Service' logo can be used. However, it must always be smaller and less prominent than the organisation's own logo.

Organisations that are working towards certification against the RRN training standards



An organisation might want to demonstrate to clients and commissioners that they are working towards certification from the Bild Association of Certified Training. Training and certification processes (to exhibit compliance with the Restraint Reduction Network Training Standards) take time to complete because the process is rigorous and standards are high.

Bild ACT therefore provide a custom **'Working Towards Certification'** logo for organisations to use during this interim process. Organisations are entitled to display this logo on the organisation's website and screen based materials **only when it exclusively relates to certified training services.**

The **'Working Towards Certification'** logo should **only be used on screen-based media and NOT on printed materials.**

On printed materials, please state:

"[Organisation name] is working towards certification against the RRN Training Standards".



Organisations that have begun the process of certification, but have not yet completed it should use the logo with the qualification **'Working Towards Certification'**.



Organisations are **NOT** eligible to use Bild ACT's own logo on any published materials.

Websites and presentations

The 'Working Towards Certification' logo must NOT appear on screens/pages that are unrelated to Bild ACT certified training.



The 'Working Towards Certification' logo can ONLY appear on screens/pages that specifically relate to Bild ACT certified training.



Printed materials



The 'Working Towards Certification' Bild ACT logo can NOT be used on any training materials such as slides, certificates and workbooks.



On promotional materials, you may make written reference to your current status, and in one introductory slide or workbook page you may use the following statement:

"[Organisation name] is working towards certification against the RRN Training Standards".



WORKING TOWARDS CERTIFICATION

The Bild ACT team will send you the required logo in the most appropriate format for your requirements. If you have any questions, please email: enquiries@bildact.org.uk.



Affiliate Organisations and Associated Trainers



Affiliates are service provider organisations that deliver certified training within their own organisations on behalf of a certificated training service. Sometimes described as satellite training organisations, or training centres that are authorised or approved to deliver a defined system or model. **The Affiliated Organisation is NOT certificated.**

Associate Trainers are authorised by the training provider to deliver approved curricula only within their own service or organisation. They are not authorised to deliver any approved 'Train the Trainer' programmes.

Affiliate Organisations and Associate Trainers are authorised to use the Bild ACT 'Affiliate Organisation' logo. However, they must always be clear that they are affiliating.

"[Organisation name] is in the process of affiliating against the RRN Training Standards".



Affiliate Organisations should use the 'Affiliate Organisation' logo on the organisation's website or printed materials **but only when it exclusively relates to certified training services.**



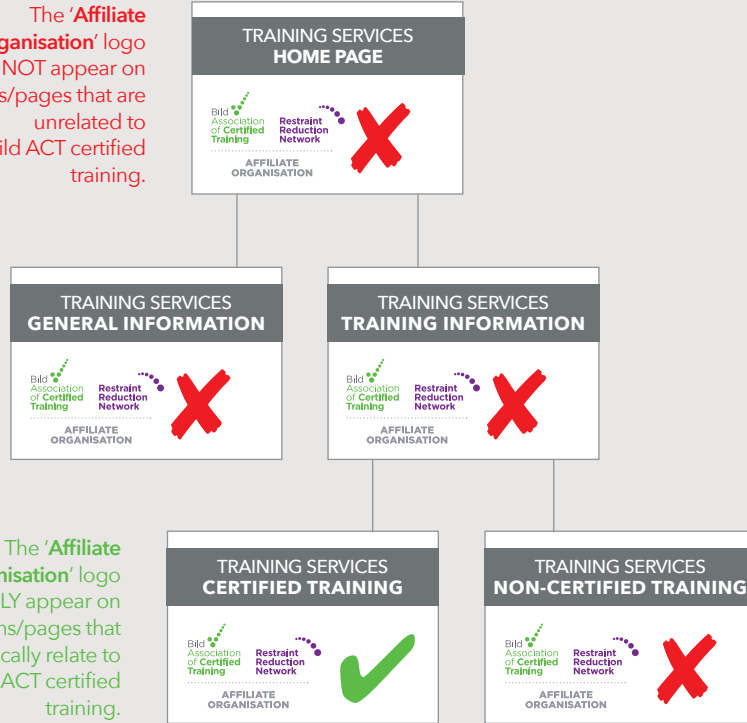
Organisations are NOT eligible to use Bild ACT's own logo on any published materials.



Affiliate Organisations cannot use the UKAS logo. (The exemption to this is if the Certificated Training Service issues the Certificates).

Websites and presentations

The 'Affiliate Organisation' logo must NOT appear on screens/pages that are unrelated to Bild ACT certified training.



The 'Affiliate Organisation' logo can ONLY appear on screens/pages that specifically relate to Bild ACT certified training.

Training certificates



Where approved training providers issue certificates to successful delegates, they should contain the following information:

- 1 Certified curricula name* (the name listed on the Bild ACT website)
- 2 The delegate's name
- 3 The date of the course
- 4 An indication that the certificate is valid for one year

* There may be occasions when the certified curricula is part of a larger programme of learning. In such instances, the certificate issued may reflect this fact. In such instances, the names of the the certificated curricula should be present on the certificate somewhere in parenthesis:

'The overarching programme' [including 'The Certificated Curricula'].

A Example of a training certificate that might be issued by a training provider

On certificates created by a training service/organisation, the 'Affiliate Organisation' logo must always be smaller and less prominent than the organisation's own logo.

- 1 The name of the programme on the organisation's own certificate must match the title of the programme on the Bild ACT awarding certificate.

Printed materials



The 'Affiliate Organisation' logo must NOT appear on printed materials that are unrelated to Bild ACT certified training

The 'Affiliate Organisation' logo CAN appear on printed materials that are specifically related to Bild ACT certified training

The 'Affiliate Organisation' logo can only be used on printed materials that exclusively relate to certified training services.

On printed materials such as workbooks and promotional materials) created by an approved training service/organisation, the 'Affiliate organisation' logo can be used. However, it must always be smaller and less prominent than the organisation's own logo.

Organisations that have applied for certification but have not yet started the process

Organisations are not entitled to use any Bild ACT logos on any organisational materials until the process of certification has formally started.

Once the process of certification has started, organisations are entitled to use the Bild ACT 'Working Towards Certification' logo.

Organisations that have failed certification or had certification withdrawn

Upon suspension, withdrawal or termination of certification for any reason whatsoever, the organisation will discontinue all use of the scheme logo and any reference to Restraint Reduction Network Training Standards and the Bild Association of Certified Training Certification Scheme within five working days of termination. Failure to discontinue may result in Bild Association of Certified Training taking legal advice and action.

The Bild ACT logos

The Bild Association of Certified Training identity features the Bild logo in grey and the Association of Certified Training in green.

It is important to use the correct version of the logo and colour system to maintain consistency and high standards:

For websites	Use JPEG or PNG logo files	Use the Hexadecimal and RGB colour systems for specifying colours for complementary elements	Screens usually have a low resolution (72ppi or 96ppi) and use the RGB colour system
For screen based media		Use the RGB colour system	
For printed materials	Use TIFF or EPS logo files	Use the CMYK colour system for specifying colours for complementary elements If you need an exact colour match, if screenprinting, or if printing in two colours, use the Pantone Matching System (PMS)	Printed materials need high resolution files (300dpi)

The Bild ACT team will send you the required logo in the most appropriate format for your requirements. If you have any questions, please email: enquiries@bildact.org.uk.

Organisations are required to discontinue any use of the scheme logo or any reference to scheme which is unacceptable to the Bild Association of Certified Training.



PMS: #423
 CMYK: C66 M55 Y55 K0
 Black only: 66%
 RGB: R112 G112 B106
 Hex: #70706A



PMS: #376
 CMYK: C66 M0 Y99 K0
 RGB: R102 G175 B39
 Hex: #66AF27



PMS: #2592
 CMYK: C66 M99 Y0 K0
 RGB: R121 G51 B132
 Hex: #793384

Please do not:



Don't attempt to redraw or recreate the logo yourself. It has been carefully designed and the lettering spaced for optimum clarity and harmonious balance.



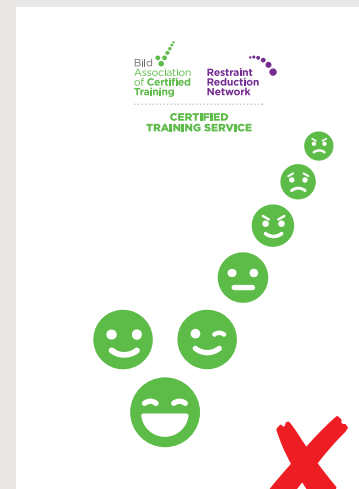
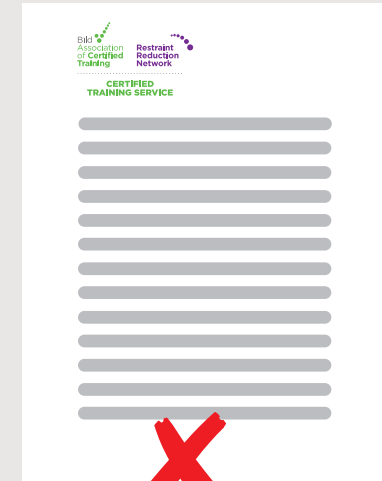
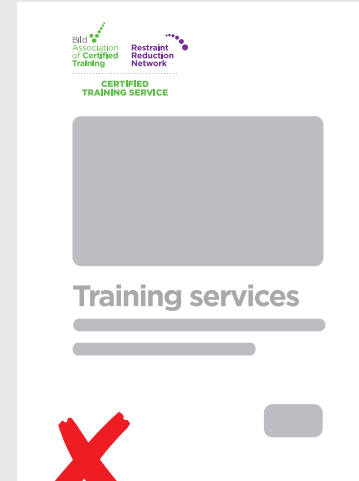
Don't change the colour of the logo.
Do not use JPEG or PNG files (which use the RGB colour system) for print (which uses the CMYK colour system) as this will cause colour distortion.



Don't place the logo on a conflicting patterned, coloured or photographic background.



Don't stretch, squash or distort the logo.
Don't place the logo at an angle.



Don't use as the primary logo on any items.
Don't show at the head of a document.
Don't enlarge to give it visual prominence.
Don't allow it to be used by a third party as a feature item.
Don't allow the logo to be used in any way to mislead the public about the status of a certified organisation or service.

Use of the UKAS logo

The UKAS Product Certification logo must always be used in conjunction with the logo/marque of the certification body (ie Bild ACT) and/or the product certification scheme (ie the RRN Approved logo) and never in isolation.

The UKAS logo should only be used on pages that directly feature Bild ACT certified training.

Requirements and National Accreditation Symbols for Certification Bodies and their certified clients

- B1.1 The appropriate national accreditation symbol may only be used by the client of a certification body in connection with the certification body's award of UKAS accredited certification. The national accreditation symbol must be relevant to the certificate.
- B1.2 Holders of certificates issued by UKAS accredited certification bodies may use the appropriate national accreditation symbol in accordance with the requirements of this publication on stationery and publicity material or other items relevant to their certificate. The national accreditation symbol(s) shall always be used in conjunction with the logo/mark of the certification body and/or product certification scheme. Holders of accredited certificates may use the logo/mark of the certification body or certification scheme without the accreditation symbol.
- B1.3 Certification bodies shall ensure that they audit the use of national accreditation symbols by their certificate holders.
- B1.4 The Product Certification national accreditation symbol may only be used in connection with a product, process or service certified under an accredited product certification scheme.

The national accreditation symbol (UKAS symbol) and the certification body mark (Bild ACT logo) must be enclosed together in a box.

For more information about the use of UKAS logos please visit:

<https://www.ukas.com/customer-area/rules-for-the-use-of-the-ukas-logo-and-symbol/>

<https://www.ukas.com/services/technical-services/how-to-use-the-ukas-symbol/>



PMS: #2685
CMYK: C97 M100 Y0 K19
RGB: R51 G0 B114
Hex: #321371



The certification body mark (Bild ACT logo) and the national accreditation symbol (UKAS symbol) must be enclosed together in a box.

The use of UKAS logos is available only to Certified Training Services and not Affiliate Organisations.

Affiliate Organisations cannot use the UKAS logo.

(The exemption to this is if the Certificated Training Service issues the Certificates)

Use of the UKAS logo on training certificates



- 1 The certification body mark (Bild ACT logo) and the national accreditation symbol (UKAS symbol) must be enclosed together in a box.

The UKAS logo should **ONLY** be used on certificates of **attendance**.



The UKAS logo should **NOT** be used on certificates of **competence**.

The UKAS logo should never be used in isolation. It must always be used in conjunction with the logo/marque of the certification body (ie Bild ACT) and/or the product certification scheme.

The Bild Association of Certified Training (ACT) team are here to help with any questions you may have about Bild ACT logo compliance. This could be access to logos or templates, guidance on colours or advice on imagery.

Contact us on 0121 415 6960 or email enquiries@bildact.org.uk