

ACT Logo and Marketing Compliance

A guide to ACT logo usage, certified training terminology and marketing requirements

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Introduction

Purpose of this document

This document outlines how ACT logos and trademarks can be used.

It also provides information on the marketing of certified training and accepted terminology.

The requirements outlined in this document are mandatory and must be followed by all Certified Training Services and Affiliate Organisations, and their trainers.

Failure to comply with the requirements in this document may ultimately lead to suspension of certification.

Why compliance matters

Many organisations need to source training that has been certified against the RRN Training Standards.

Compliance with the requirements outlined in this document is essential to maintain the integrity of the scheme and to ensure that the certified status of training is not misrepresented.

Logo Usage Requirements

Approved logo versions

ACT logo

The ACT logo is a trademark for ACT use only. You will see this on materials created and/or owned by ACT.



Certification logos

There are two certification logos, one for use by Certified Training Services, and one for use by Affiliate Organisations.

These logos are used to show that training providers have been certified against the RRN Training Standards by ACT or are an Approved Affiliate Organisation.

The specific requirements associated with the use of these logos are outlined in this document.



UKAS logo

The UKAS logo is used to indicate that ACT are accredited by the United Kingdom Accreditation Service (UKAS)* to operate the certification scheme.

This logo will appear on certificates of approval issued by ACT.

It is unlikely that a Certified Training Service would need to use this logo unless it is being used alongside information about ACT and ACT's credentials, however, any usage must be in line with [Appendix B of the UKAS guidance](#).

*ACT is proud to be the only Conformity Assessment Body accredited by UKAS against ISO17065, which offers certification against the RRN Training Standards. UKAS is the sole national accreditation body recognised by the British Government to assess organisations that provide certification services. ACT is subject to rigorous quality assurance processes to achieve and maintain our accreditation, undergoing regular internal audits, biannual vertical audits and annual external audit by UKAS.



Specification

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

The ACT team will send you the logo you need in the most appropriate format for your requirements.

Organisations are required to discontinue any use of the scheme logo or any reference to the scheme which is unacceptable to ACT.



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**



For websites	Use JPEG or PNG logo files	Use the Hexidecimal 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)

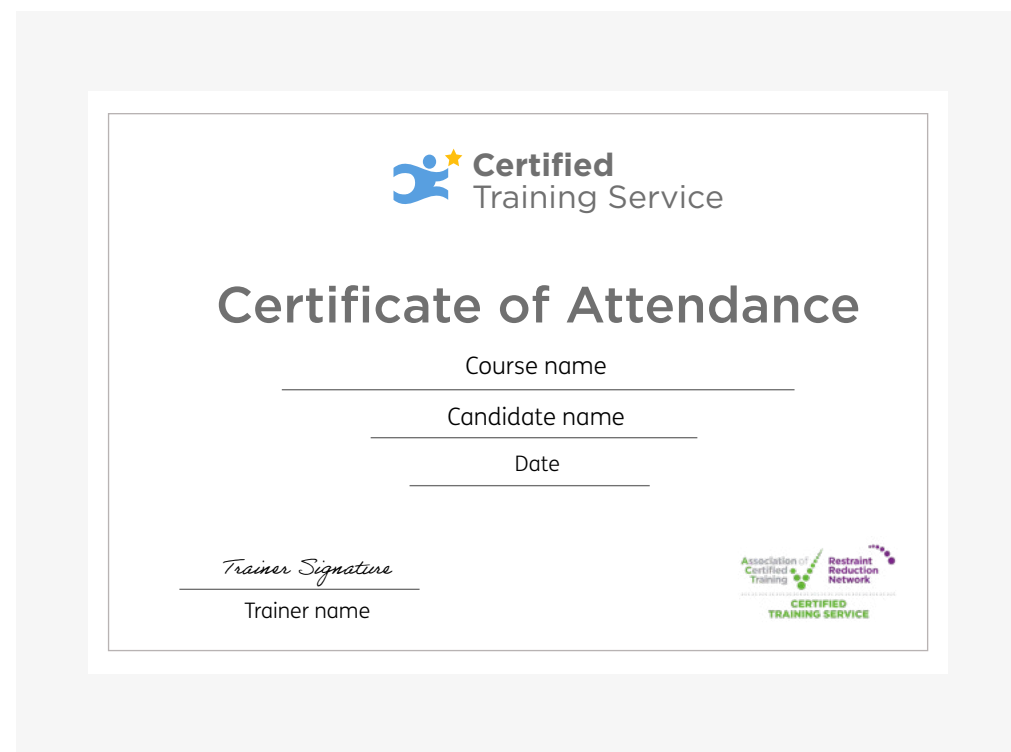
Authorised usage

Certification logos can be used by organisations delivering certified training under specific circumstances as outlined below.

Certified Training Services and approved Affiliate organisations can use the relevant certification logo on training-related materials (presentations, handouts, certificates, etc) for approved curricula only.

Certified Training Services and approved Affiliate Organisations can use the relevant certification logo on the organisation's website, social media, and on marketing materials only when it exclusively relates to the provision of certified training.

The logo must not be used on websites, social media, marketing materials, training resources, certificates, merchandise, clothing, or in email signatures in such a way that might give the impression that any other training products offered by the training service are also certified.



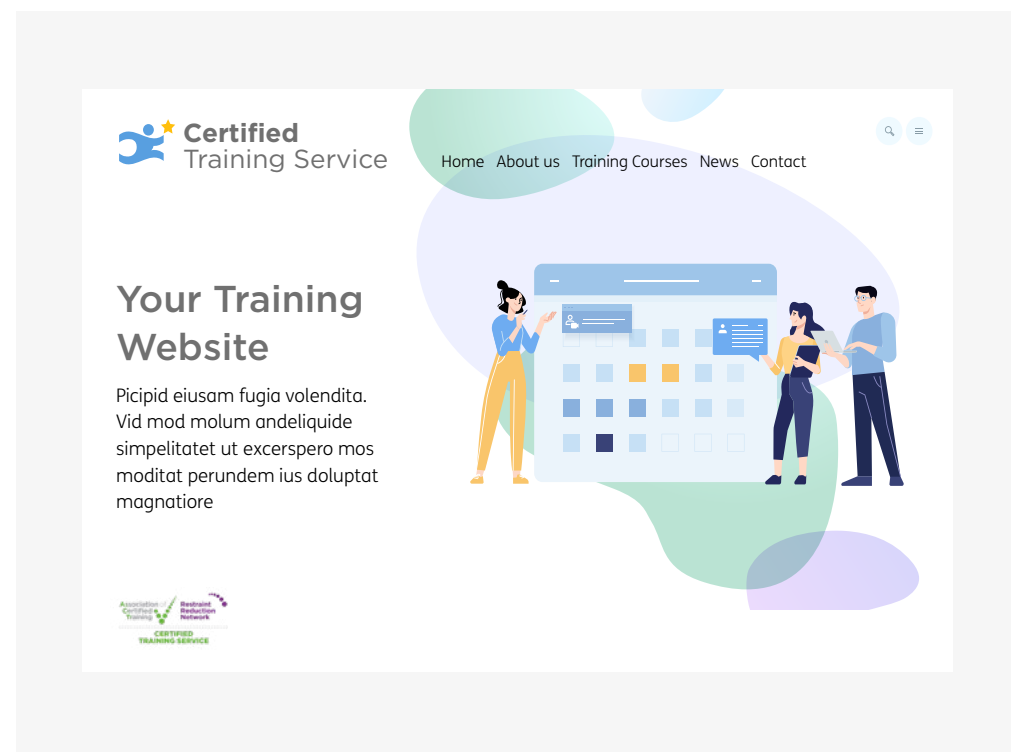
Authorised usage

The certification logo must not be used on any webpages, marketing or other materials that are not exclusively concerned with certified training.

The logo must not be used as the main logo on a certificate or on an organisation's website.

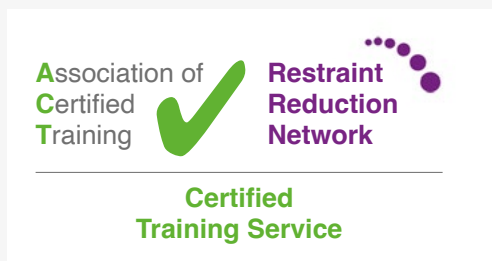
Third party organisations (such as training intermediaries/ brokers, sales reps, or marketing specialists) may market certified training but must not create the impression that they are a Certified Training Service.

Where a third party website or correspondence carries the name of an official Certified Training Service, their own logo may be used, but the certification logo can only be used in such a way as that there is no doubt the logos relate only to that specific Certified Training Service.



Prohibited modifications | 1

Please do not:



X Attempt to redraw or recreate the logo yourself.



X Stretch, squash or distort the logo.



X Place the logo at an angle.



X Change the colour of the logo.



X Place the logo on a conflicting patterned, coloured or photographic background.

X 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.

X Allow it to be used by a third party as a feature item.

X Allow the logo to be used in any way to mislead the public about the status of a Certified Organisation or Training Service.

Prohibited modifications | 2

Please do not:

Training Manual



X Use as the primary logo on any items.



Training Manual

Tem et voluptistia quiatum ratem quiaspe liquiscias et everum vellige nderese veles estiuntius.

Xeriam num a dolor ma ium volla verrorioria di debitib uscitos aboribeatiis dis dolest volupis eaqi doluptatque velitia spelianditae sequate pratur, nosae sin nonserum eserion re nonem rae. Aspe ventem fuga. Imi, sinvel moluptatist assit laciur molessin re, nobis evel mincit qui aut is quias accum acipid essequid moloratet et min cus.

Rumquid quodis nimodit ped quati dolendus untem. Et ese valoris simpor si officte et ullabor emolupt atemquatus

X Show at the head of a document.



Training Manual

X Enlarge to give it visual prominence.

Marketing and Training Promotion Requirements

How to reference training programmes – what is certified training?

A Certified Training Service is made up of four component parts:

- Approved training provider
- Approved curricula
- Approved trainers, or affiliate organisations
- Approved sectors

Individual trainers or curricula are not certified in their own right/in isolation.

Training can only be considered and marketed as ‘certified’ when all four component parts are present, i.e. an approved curriculum is delivered to an approved sector, by an approved trainer, working for an approved training provider.

Training delivered within Affiliate Organisations can only be considered ‘certified’ when the approved curriculum is delivered by trainers that the Certified Training Service has approved and quality assured.

If there is any deviation from the above, then training is not certified.




Approved terminology, taglines and phrases

It is essential to use the correct terminology when representing training to clients and commissioners. Organisations delivering certified training should follow the guidance below.

- Organisations who achieve certified status are formally known as **'Certified Training Services'**.
- Where a service provider organisation enters into an arrangement with a Certified Training Service and is permitted to deliver the approved curriculum in-house to their own staff, such an organisation is known as an **'Affiliate Organisation'**.
- Training can be described as **'certified against the RRN Training Standards'** or **'RRN approved'**.
- Training services are either certified or not, there is no other status.

The following are examples of **incorrect terminology** and **must not be used**:

- Bild accredited
 - Bild ACT accredited
 - RRN accredited
 - RRN authorised
 - RRN aligned
 - RRN congruent
 - In line with, or aligned to, the RRN Training Standards
- 

To describe training as being 'certified by ACT' or 'certified by Bild ACT' is incorrect because it does not reference the RRN Training Standards.

Commercial marketing requirements

Commercial Certified Training Services may advertise and market their training through a range of different communication channels, including but not limited to:

- the organisation's own website
- social media and digital marketing platforms
- TV, radio and press
- trade shows and conferences
- by word-of-mouth
- e-shots
- through advertising on specialist training portals, price comparison sites or in specialist directories.

They may also use the services of freelance sales reps and intermediaries, such as brokers and social media specialists.

In some instances, Certified Training Services work in partnership with other training companies, who mutually support each other or have some form of reciprocal working relationship, e.g. a First Aid training provider signposts certified training, whilst the Certified Training Service signposts First Aid training.

This is especially true for some senior trainers in Certified Training Services, including consortia, who may also have their own training companies or provide other types of training.

It is essential that individuals or organisations signposting or brokering certified training do not pass themselves off as Certified Training Services, therefore the following principles must be followed:

1. A non-certified organisation or individual may market certified training provided by a certified training service but must NOT create the impression that they themselves are a Certified Training Service.

The following would be acceptable – in correspondence, marketing literature and other public information, e.g. on a website, they state that they “represent a Certified Training Service, and through them can provide access to training that is certified against the RRN Training Standards.”

Training Broker Home About us Training Courses News Contact

Training Broker Website

Picipid eiusam fugia volendita. Vid mod molum andeliquide simpelitatem ut excerspero mos moditat perudem ius doluptat magnatiore

Certified Training Service Association of Certified Training Restraint Reduction Network
CERTIFIED TRAINING SERVICE

We represent a Certified Training Service and through them can provide access to training that is certified against the RRN Training Standards

Certified Training Service Association of Certified Training Restraint Reduction Network
CERTIFIED TRAINING SERVICE

We represent a Certified Training Service and through them can provide access to training that is certified against the RRN Training Standards

2. In any correspondence with prospective clients, it must be explicitly stated that the individual or organisation is representing a named Certified Training Service.

There should not be any suggestion that the training originates from any organisation other than the official Certified Training Service who is listed on the ACT website.

In any correspondence, it must state that the individual or organisation “represent a Certified Training Service, and through them can provide access to training that is certified against the RRN Training Standards.”

3. The individual or organisation who is marketing certified training must not use the official certification logos on their websites, or in their correspondence in such a way as to create the impression they are a Certified Training Service.

Where the website or correspondence carries the name of an official Certified Training Service, their own logo may be used, but the certification logo can only be used in such a way as that there is no doubt the logos relate only to that specific Certified Training Service.

4. In the event a sales agent or intermediary is procuring certified training for a client, a training contract or agreement must exist between the end recipient of training and the Certified Training Service.

Sales agents or intermediaries may gain some financial benefit from selling or placing training contracts, but the fundamental responsibility for training must be held by the Certified Training Service, with a documented agreement to this effect.

Non-certified training

Where Certified Training Services also offer non-certified training, they must make it **explicitly clear** which training programmes are certified, and which are not.

This must be made clear in marketing materials, on websites, social media posts, training proposals and all communications pertaining to the delivery of such training.

Certificates for non-certified training must not contain any written or visual reference to ACT or the RRN.



Use of testimonies and quotes

Certified Training Services and Affiliate Organisations may want to share feedback they have received either as a form of self-promotion and advertising, or in recognition and celebration of good performance.

Where feedback from course delegates is shared publicly, this should always be with the full, explicit and informed consent of the individual who provided the feedback.


In the event a Certified Training Service or Affiliate Organisation wishes to use ACT feedback for marketing purposes, excerpts must not be used in such a way as to create a misleading impression.

Organisations may use excerpts from official reports (e.g. annual reviews, trainer observations, panel meetings) however these must be attributed to 'ACT'. No reference should be made to any individual assessor or panel member. E.g. *“trainers were very professional”* – ACT Assessor, *“the positive impact of training was clearly measured and identified”* – ACT Panel.

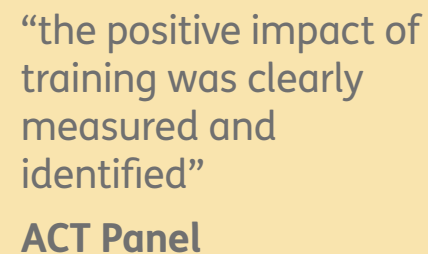
Excerpts from official reports must be used in such a way as to remain congruent with the original sentiment. Affirmative words or phrases cannot be used without context or to convey something beyond which was originally intended.

Excerpts from emails cannot be used. Each message ACT representatives send must be treated as confidential, and not for sharing or publication.

Comments given as verbal feedback must not be used.



“trainers were very professional”
ACT Assessor



“the positive impact of training was clearly measured and identified”
ACT Panel

Compliance and Enforcement

Monitoring and review process

As part of ACT's ongoing quality assurance of Certified Training Services, website and certificate checks will be made to ensure organisations are adhering to the requirements outlined in this document.

ACT may also review any social media or other marketing materials produced by the Certified Training Service.

Certified Training Services are responsible for ensuring that their Affiliate Organisations adhere to the requirements set out within this document.



Consequences of non-compliance

For organisations within the scheme:

If an organisation or individual is found to be in breach of these requirements, ACT will initially attempt to resolve the issue informally.

If the issue remains unresolved, the Certified Training Service will be issued with a Non-Conformity Action Plan and a date will be agreed by which the issue must be resolved.

Failure to remedy the issue to ACT's satisfaction will result in termination of certified status.

For organisations not part of the scheme:

If any individual or organisation that is not linked to a Certified Training Service is found to be using certification logos incorrectly or misrepresenting the certified status of training, they will be sent a Cease and Desist letter from the Certification Director and their details will be logged internally.

In the event that reasonable attempts are made by ACT to contact any organisation that is misrepresenting the training that they are providing to the effect that it is certified against the RRN Training Standards when it is not, ACT retain the right to notify parties who have vested interests in knowing the provenance of training.

Such parties may include the CQC, agency frameworks, auditors or other inspectorates.

ACT reserves the right to protect its intellectual property and trademarks and may pursue legal action where necessary.

Contact for clarification

Please direct any enquiries to our team

Email certifications@bildact.org.uk

Telephone 0121 415 6960 Option 3



