

## How to promote your CARES certification



CARES (UK Certification Authority for Reinforcing Steels) is an independent, not-for-profit certification body. It operates for the benefit of the construction industry offering certification schemes for companies that produce materials, components or offer services, primarily to the reinforced concrete industry.

Our brand is our primary contact with many people, it helps them recognise who we are and what we do.

**Independent, impartial and trusted**  
**ukcares.com**

# 1. Introduction

The following guide sets out the conditions for use of the CARES logo, Quick Response (QR) code and marks by certified companies.

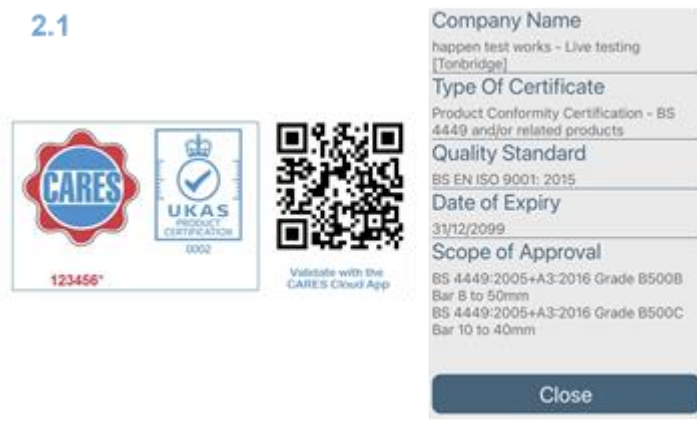
The CARES logo, QR codes and marks are a valuable marketing tool that can be used to promote your certification. All certified companies can benefit from visually displaying their certification status. However, companies shall not mislead anyone, degrade or devalue the logo marks. The CARES logo is the most recognised element of our visual brand. As such it should be protected and used consistently on all occasions. There are rules on its size, colour and position, so please ensure you follow the guidelines set out below.

# 2. QR codes

CARES introduced QR codes in 2020 to improve the security of the certificates of approval and the traceability of product in the supply chain. In addition to this guide, QR codes must be used in accordance with the latest version of the "CARES Cloud QR Code" document. The document is available in English and Chinese from [CARES Cloud](#), or a copy can be provided to certified companies upon request.

An example of a static (2.1) and dynamic (2.2) QR code.

**2.1**



<b>Company Name</b>	happen test works - Live testing [Tonbridge]
<b>Type Of Certificate</b>	Product Conformity Certification - BS 4449 and/or related products
<b>Quality Standard</b>	BS EN ISO 9001: 2015
<b>Date of Expiry</b>	31/12/2099
<b>Scope of Approval</b>	BS 4449:2005+A3:2016 Grade B500B Bar B to 50mm BS 4449:2005+A3:2016 Grade B500C Bar 10 to 40mm

## Static QR code

The static QR code identifies the scope(s) of approval that CARES have certified the business entity for. Static QR codes are provided by CARES and are readable by using the CARES Cloud App which is available from the [App Store](#) for iOS and [Google Play](#) for Android devices.

**2.2**



<b>Digital Record Number</b>	14888948
<b>Company Name</b>	Happen test works 01 [Steelmill 01]
<b>Date of Issue</b>	06/11/2020
<b>Certificate</b>	CERT-001
<b>Cast</b>	2012345
<b>Diam (mm)</b>	12
<b>Standard</b>	BS 4449 2005 + A3:2016 Grade B500B

## Dynamic QR code

Dynamic QR codes are produced and applied to product by a CARES certified firm at source. The dynamic QR code allows the retrieval of testing and certification data for a specific cast of material. For example, the chemical and mechanical tests performed on the material. They are only readable by using the CARES Auditor App or CARES Upstream Cloud App which is available from the [App Store](#) for iOS and [Google Play](#) for Android devices.

### 3. CARES certification logo & UKAS symbol

The CARES' accredited certification logo for use by certified companies contains the UKAS symbol with the crown and tick bearing CARES' accreditation number 0002 (previously 002). It is an important part of CARES' certificate logo as promotes CARES' accreditation status and the high standards of assurance that CARES certification services provide. There are rules on its size, colour and position on communications, so please ensure you follow the guidelines set out below and the UKAS guidelines set out in [BEIS Accreditation Logo & Symbols – The National Accreditation and Symbols: Conditions for Use by UKAS and UKAS accredited organisations](#), with respect to using/displaying your CARES certification logo incorporating the UKAS symbol.

As part of a brand refresh UKAS have updated their national accreditation symbol as shown below. Guidance on the usage of symbols has not changed.

#### New symbol



0002



0002

#### Old symbol



002



002

#### 3.1 Transition periods

UKAS accredited certification bodies and certified companies are required to transition to the new symbol only by the dates detailed below.

- Digital Materials by 01 February 2022
- Printed Materials by 01 February 2023
- Certificates by 01 February 2024

CARES certification logos displaying the 'old' UKAS symbol are acceptable for use up until those dates detailed above.

To ensure a smooth transition CARES has taken the following steps.

#### CARES certificates of approval

Certificates of approval displaying the revised UKAS symbol are available on [www.ukcares.com](http://www.ukcares.com).

#### CARES certificate logos

Certificate logos displaying the revised UKAS symbol are available and have been emailed to companies. They are also upon request by contacting CARES at [general@ukcares.com](mailto:general@ukcares.com).

Companies are encouraged to use the updated CARES logo displaying the new UKAS symbol at the earliest opportunity to ensure compliance with the transition period detailed above. Compliance will be assessed during annual surveillance and reassessment.

### 3.2 Promoting your CARES certification correctly

CARES shall provide companies with the appropriate logo(s) and static QR code(s) for their scope of certification. The following applies to CARES certification logos displaying either the 'new' or 'old' UKAS symbol.

Logos shall not be edited, and CARES reserves the right to replace the certification logo(s) and static QR code(s) at any time. CARES approved companies may only reproduce the logo in full colour as provided or in black and white.

#### For product certification only:



\*Unique number provided by CARES

#### For product certification sub-brands:



\*Unique number provided by CARES

#### For management systems only (ISO 9001/ISO 14001/ISO 45001):



\*Unique number provided by CARES

## 4. CARES certification logo & SAC symbol

The CARES' accredited certification logo contains the SAC accreditation mark bearing CARES' accreditation number PD-2018-17. It is an important part of CARES' certificate logo as it promotes CARES' accreditation status and the high standards of assurance that CARES certification services provide. There are rules on its size, colour and position on communications, so please ensure you follow the guidelines set out below and the SAC guidelines set out in [SAC 02 – Rules for Use of SAC Accreditation Marks and Mutual Recognition Arrangement \(MRA\)](#), with respect to using/displaying the SAC accreditation mark.

### 4.1 Promoting your CARES certification correctly

For product certification only:



\*Unique number supplied by CARES

## 5. UKCA and UKNI marks

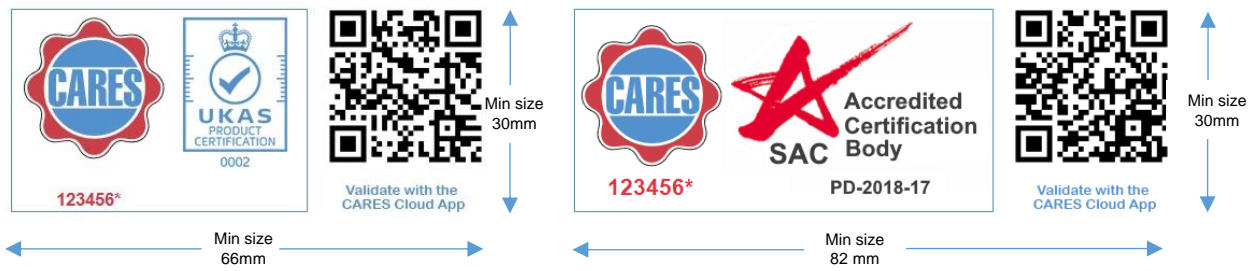
The UKCA and UKNI marking demonstrates that the product conforms with the provisions of the Construction Products Regulation, as defined by the relevant standard, for placing construction products on the UK and Northern Ireland market respectively. Information on using the UKCA and UKNI markings can be found on the UK government website, [www.gov.uk](http://www.gov.uk).

## 6. How to promote your CARES certification

	<b>PRODUCT CERTIFICATION LOGO and QR CODE</b>	<b>MANAGEMENT SYSTEM CERTIFICATION LOGO and QR CODE</b>
<b>LETTERS</b>	<b>YES</b>	<b>YES</b>
<b>PRESENTATIONS</b>	<b>ONLY IF IT DIRECTLY REFERS TO CERTIFIED PRODUCT</b>	<b>MUST NOT INFER PRODUCTS ARE APPROVED WHEN THEY ARE NOT</b>
<b>WEBSITE / SOCIAL MEDIA</b>	<b>YES</b>	<b>YES</b>
<b>EMAILS</b>	<b>YES</b>	<b>YES</b>
<b>BUSINESS CARDS</b>	<b>YES</b>	<b>YES</b>
<b>INVOICES</b>	<b>YES</b>	<b>YES</b>
<b>PURCHASE ORDERS</b>	<b>YES</b>	<b>YES</b>
<b>DELIVERY NOTES</b>	<b>ONLY IF IT DIRECTLY REFERS TO CERTIFIED PRODUCT</b>	<b>NO</b>
<b>TEST CERTIFICATES</b>	<b>ONLY IF IT DIRECTLY REFERS TO CERTIFIED PRODUCT</b>	<b>NO</b>
<b>VEHICLES</b>	<b>NO</b>	<b>NO</b>
<b>BUILDINGS (EXTERNAL)</b>	<b>NO</b>	<b>NO</b>
<b>FLAGS</b>	<b>NO</b>	<b>NO</b>
<b>MARKETING LITERATURE</b>	<b>ONLY IF IT DIRECTLY REFERS TO CERTIFIED PRODUCT</b>	<b>MUST NOT INFER PRODUCTS ARE APPROVED WHEN THEY ARE NOT</b>
<b>ON PRODUCT</b>	<b>ONLY IF PRODUCT IS ACCREDITED UNDER PRODUCT CERTIFICATION SCHEME</b>	<b>NO</b>
<b>PRIMARY PACKAGING</b>	<b>ONLY IF PRODUCT IS ACCREDITED AND IT IS IMPRACTICAL TO AFFIX TO PRODUCT ITSELF</b>	<b>NO</b>
<b>SECONDARY PACKAGING</b>	<b>NO</b>	<b>NO</b>
<b>PROMOTIONAL</b>	<b>NO</b>	<b>NO</b>



## 7. How to use the CARES logo



**PLEASE:**

- DO use the most recent logo and static QR code provided by CARES in compliance with this guide and the “CARES Cloud QR Code” document.
- DO use in accordance with the conditions defined in the regulations of the relevant scheme manual.
- DO use in colours provided or black and white only.
- DO use the logo with the certificate number underneath it.
- DO use the logo with the accreditation symbol to which you are certified.
- DO be clear as to what the CARES logo, UKAS logo and SAC logo relates to. If there is any possibility of confusion due to supply of products outside of the scope of certification, the following expression should be used: *“The use of CARES logo indicates certification in respect of those products listed on the Certificate of Approval (and any annexes) number...”*
- DO use the logo at the correct size. It may be reduced in size due to space requirements but MUST maintain its aspect ratio, (2.2:1 for logos bearing the UKAS symbol and 2.75:1 for logos bearing the SAC symbol) and be deemed legible with no infilling.

- DON'T use the logo outside of the scope of certification. The logo is not transferable and shall be used in conjunction with the company and works shown on the certificate of approval.
- DON'T alter the logo by changing the colours or text.
- DON'T crop the logo provided. The logos must be enclosed in a box and contain the correct certification number allocated to the company by CARES.
- DON'T change the proportions of the logo when resizing.
- DON'T enlarge the logo to a height greater than 40mm on A4 paper. On larger sized stationery it may be proportionately increased.
- DON'T remove the QR code or corresponding text “Validate with the CARES Cloud App”

