

# UKATA

## Brand Guidelines

# Welcome to UKATA

UKATA is a leading authority on asbestos training, a not for profit association established in 2008 with a set purpose in mind: to be recognised as the asbestos industry's most eminent training association.

UKATA is instantly recognised and respected for the exacting standards in asbestos training delivered by its Members in accordance with current HSE legislation.

UKATA is committed to both maintaining and improving higher standards of asbestos training through ongoing quality assurance of UKATA approved training providers.

The success of UKATA has been driven by industry, who acknowledge that the standards delivered by UKATA Members offers assurance that delegates have received quality training from a provider who has proven competency at the highest level.



# Contents

03	<b>Section 1</b>	Introduction	32	<b>Section 8</b>	CPD Certification Service
05	<b>Section 2</b>	Our Identity	34	<b>Section 9</b>	UKATA Certificate of Training
12	<b>Section 3</b>	Training Provider	36	<b>Section 10</b>	Typography
17	<b>Section 4</b>	Industry Associate	40	<b>Section 11</b>	Colour
22	<b>Section 5</b>	Corporate Partner	44	<b>Section 12</b>	Don't Do This
27	<b>Section 6</b>	Trademarks	47	<b>Section 13</b>	Third Party Agents
29	<b>Section 7</b>	Train Safe Campaign	51	<b>Section 14</b>	Misuse

# Definitions

<b>"Approved Training"</b>	the delivery of training by a Tutor who has met the required standards for training
<b>"Certificate Generator"</b>	online software owned by UKATA and used by members to produce certificates of training
<b>"Corporate Partner"</b>	likeminded organisations working in partnership with UKATA to promote best practice
<b>"Industry Associate"</b>	an approved organisation that offers an industry related service
<b>"Member"</b>	an organisation, company, individual that has satisfied the criteria of UKATA membership
<b>"Rules"</b>	the Rules of the Membership which govern UKATA membership
<b>"Syllabi"</b>	documents that communicates course information and defines expectations and responsibilities
<b>"Third Party Agent"</b>	a reselling agent or advertising agent contracted to sell or advertise training on behalf of a Member
<b>"Training Provider"</b>	a UKATA approved Member
<b>"Tutor"</b>	an individual engaged or employed by a Member to deliver Approved Training
<b>"UKATA"</b>	UK Asbestos Training Association Ltd

# Section One: Introduction.

**Our brand toolkit will help us to keep our brand and our message consistent, therefore our brand is built upon credibility, authority and trust.**

**Let's keep it that way.**

# Section Two: Our Identity.

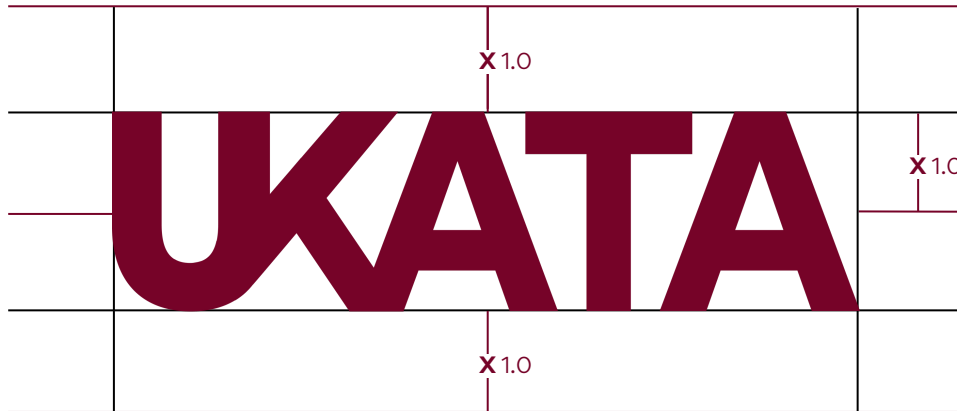
# **This is our master identity and this is how it should be used.**

Our master identity is strictly for use by UKATA only.



**UKATA**

**UKATA**



## Logo Vertical Clear Space

The logo should always have a minimum of x1.0 vertical clear spacing above and below at all times. The sizing of the clear space will vary depending on the overall size and format that the logo is being displayed.

x1.0 = 50% of the logos height.

Using this example: The logo is 3.5cm in height and 50% of this is 1.75cm. Therefore the minimum clear space required is 1.75cm.



## Logo Horizontal Clear Space

The logo should always have a minimum of x1.0 horizontal clear spacing to the left and right at all times.

x1.0 = Mirror the 50% vertical clear space to keep the clear space proportions even.

Using this example: The logos vertical clear space is 1.75cm (50% of its overall height). Therefore the minimum horizontal clear space mirrors the vertical clear space at 1.75cm.



**Mobile**  
86 x 22px

**Mobile & App Minimum Size**

The recommended minimum size for mobile is 86 x 22px. The recommended minimum for a mobile app is 172 x 44px.



**Web & Online**  
121 x 31px

**Website & Online Minimum Size**

The recommended minimum size for web and online browsers and social media will be 121 x 31px.



**Printed Media**

**Printed Media Minimum Size**

The recommended minimum size for printed media is 6 x 1.7cm.



**Mobile:** 86 x 86px  
**App:** 172 x 172px

**Mobile & App Minimum Size**

The recommended minimum size for mobile is 86 x 86px. The recommended minimum for a mobile app is 172 x 172px.



**Web & Online**  
121 x 121px

**Website & Online Minimum Size**

The recommended minimum size for web and online browsers and social media will be 121 x 121px.



**Printed Media**

**Printed Media Minimum Size**

The recommended minimum size for printed media is 6 x 6cm.

# Section Three: Training Provider.

**This is the format for our sub-brand training provider logo and should be used by members to highlight their association with us and to promote their approved portfolio of UKATA training.**

**UKATA**  
**TRAINING PROVIDER**

**UKATA**  
**TRAINING PROVIDER**





## Logo Vertical Clear Space

The sub-title should always have x0.25 clearance between the bottom of the UKATA name and the top of the sub-title. The subtitle text height should also be x0.25 of the overall logo vertical clear space.

To find the correct sizing for the subtitle use the following formula:

$$x1.0 \div 2 = 0.5 \div 2 = 0.25$$

Working example:

$$1.75\text{cm} (x1.0) \div 2 = 0.875 (x0.5) \div 2 = 0.4375 (x0.25)$$

The sub-title clear space measurements rely on the measurements from the logo vertical and horizontal clear space to accurately measure the sub-title clear space. Although, this logo template will be provided as a master file with correct spacing provided.



# Sub-Brand Rules

## Training Provider Logo

### Announcement of membership

Members are encouraged to utilise the UKATA brand to demonstrate quality, professionalism and competency in the delivery of asbestos training. Members should of course relate their membership to the relevant category of membership held.

Members may include one of the following statements on marketing material, promotional material, website or other materials: UKATA Training Provider, UKATA Member or Member of UKATA.

The colour logo should always be used on a white background to maintain its original appearance and brand integrity. Conversely, the white logo should be employed exclusively on a colour background, ensuring visibility and contrast for clear representation

All members must include a backlink from the logo on their website to the official UKATA website, [www.ukata.org.uk](http://www.ukata.org.uk).

### Important

Please note that if you are part of a group or group company, the correct logo must only be displayed (in printed, online or other material) alongside the name of the approved Member, and its registered entity who is entitled to use it and in such a manner that it does not imply approval of the entire group or individual group companies.

The same rule applies to any other promotional material. If you have any queries on this matter please contact the Marketing Department at the UKATA office on 01246 824437.

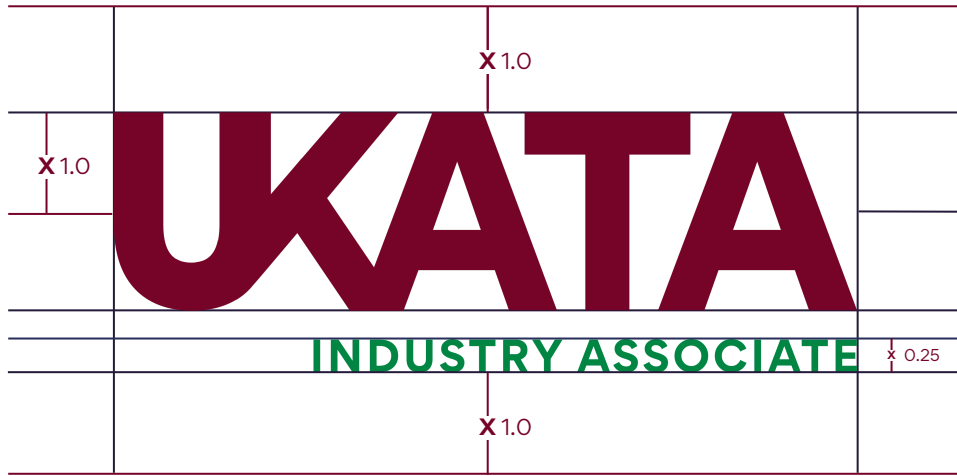
The use of these terms is of course subject to on-going conformance with the Articles of Association, Rules of Membership and any other relevant Policies, Guidance, Specification Documents and bye laws.

# Section Four: Industry Associate.

**This is the format for our sub-brand industry associate logo and should be used by associates to highlight their association with us and to promote their approved industry related services.**

**UKATA**  
**INDUSTRY ASSOCIATE**

**UKATA**  
**INDUSTRY ASSOCIATE**



## Logo Vertical Clear Space

The sub-title should always have x0.25 clearance between the bottom of the UKATA name and the top of the sub-title. The subtitle text height should also be x0.25 of the overall logo vertical clear space.

To find the correct sizing for the subtitle use the following formula:

$$x1.0 \div 2 = 0.5 \div 2 = 0.25$$

Working example:

$$1.75\text{cm} (x1.0) \div 2 = 0.875 (x0.5) \div 2 = 0.4375 (x0.25)$$

The sub-title clear space measurements rely on the measurements from the logo vertical and horizontal clear space to accurately measure the sub-title clear space. Although, this logo template will be provided as a master file with correct spacing provided.



# Sub-Brand Rules

## Industry Associate Logo

### Announcement of industry associate status

Industry Associates are encouraged to utilise the UKATA brand to highlight their association with us and to promote the approved industry related services offered. Industry Associates should of course relate their approval status to the relevant category or categories held.

Industry Associates may include one of the following statements on marketing material, promotional material, website or other materials: UKATA Industry Associate or Industry Associate of UKATA.

The colour logo should always be used on a white background to maintain its original appearance and brand integrity. Conversely, the white logo should be employed exclusively on a colour background, ensuring visibility and contrast for clear representation

All associates must include a backlink from the logo on their website to the official UKATA website, [www.ukata.org.uk](http://www.ukata.org.uk).

### Important

Please note that if you are part of a group or group company, the correct logo must only be displayed (in printed, online or other material) alongside the name of the approved Industry Associate, and its registered entity who is entitled to use it and in such a manner that it does not imply approval of the entire group or individual group companies.

The same rule applies to any other promotional material. If you have any queries on this matter please contact the Marketing Department at the UKATA office on 01246 824437.

The use of these terms is of course subject to on-going conformance with the Articles of Association, Industry Associate Agreement and any relevant Policies, Guidance, Specification Documents and bye laws.

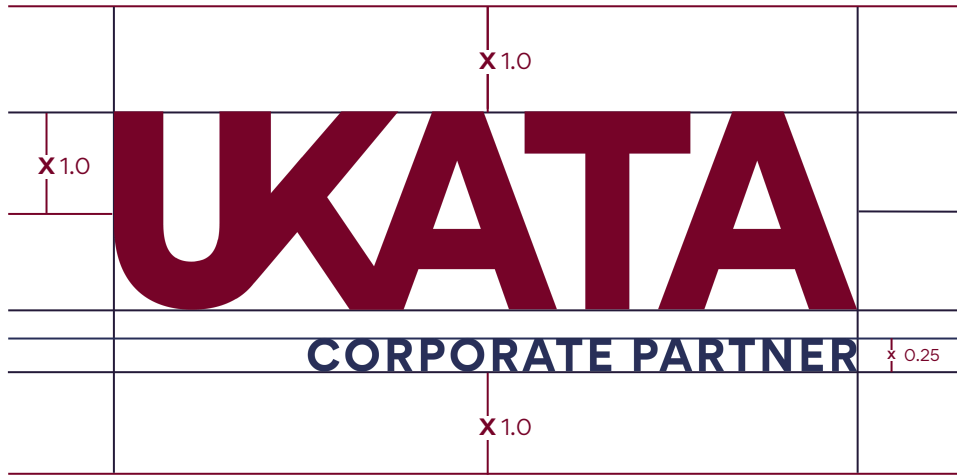
# Section Five: Corporate Partner.



**This is the format for our sub-brand corporate partner logo and should be used by partners to highlight their association with us and to promote collaborative working.**

**UKATA**  
**CORPORATE PARTNER**

**UKATA**  
**CORPORATE PARTNER**



### Logo Vertical Clear Space

The sub-title should always have x0.25 clearance between the bottom of the UKATA name and the top of the sub-title. The subtitle text height should also be x0.25 of the overall logo vertical clear space.

To find the correct sizing for the subtitle use the following formula:

$$x1.0 \div 2 = 0.5 \div 2 = 0.25$$

Working example:

$$1.75\text{cm} (x1.0) \div 2 = 0.875 (x0.5) \div 2 = 0.4375 (x0.25)$$

The sub-title clear space measurements rely on the measurements from the logo vertical and horizontal clear space to accurately measure the sub-title clear space. Although, this logo template will be provided as a master file with correct spacing provided.



# Sub-Brand Rules

## Corporate Partner Logo

### Announcement of corporate partnership status

Corporate Partners are encouraged to utilise the UKATA brand to highlight their partnership with us and to promote collaborative working.

Corporate Partners may include one of the following statements on marketing material, promotional material, website or other materials: UKATA Corporate Partner or In Partnership with UKATA.

The colour logo should always be used on a white background to maintain its original appearance and brand integrity. Conversely, the white logo should be employed exclusively on a colour background, ensuring visibility and contrast for clear representation

All partners must include a backlink from the logo on their website to the official UKATA website, [www.ukata.org.uk](http://www.ukata.org.uk).

### Important

Please note that if you are part of a group or group company, the correct logo must only be displayed (in printed, online or other material) alongside the name of the approved Corporate Partner, and its registered entity who is entitled to use it and in such a manner that it does not imply approval of the entire group or individual group companies.

The same rule applies to any other promotional material. If you have any queries on this matter please contact the Marketing Department at the UKATA office on 01246 824437.

The use of these terms is of course subject to on-going conformance with the Articles of Association, Corporate Partner Agreement and any relevant Policies, Guidance, Specification Documents and bye laws.

# Section Six: Trademarks.

# Trademarks

## Working with our logos

All logos are registered trademarks owned by the UK Asbestos Training Association Ltd (UKATA).

UKATA logos are authorised only for the use by Members, Industry Associates and Corporate Partners, approved by UKATA.

It is important that you use the appropriate logo correctly, consistently across all applications and always in accordance with these brand guidelines.

When working with the logos you should only use original digital graphic files, which can be requested from the UKATA office or downloaded from the Members Hub within [myUKATA](#).

## Trademarks

the word 'UKATA'  
[UK00003079160](#)

UKATA Master Identity logo  
[UK00003673194](#)

UKATA Training Provider logo  
[UK00003673197](#)

UKATA Industry Associate logo  
[UK00003687086](#)

UKATA Corporate Partner logo  
[UK00003687090](#)

# Section Seven: Train Safe Campaign.

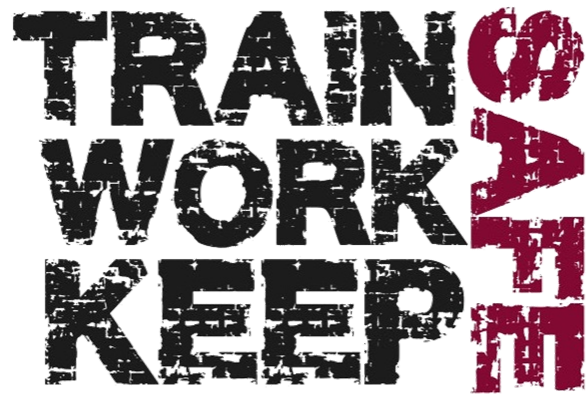
**This is our Train Safe Campaign logo and this is how it should be used for marketing activities.**



# Train Safe Campaign

The UKATA Train Safe, Work Safe, Keep Safe Campaign has now been running since 2015 with the support of many UKATA Members past and present.

The campaign has proved a huge success with in excess of 4,000 hours per annum donated by Members, free of charge, to offer Asbestos Awareness training to those who need it most.



TRAIN SAFE, WORK SAFE, KEEP SAFE!

OFFICIAL UKATA CAMPAIGN

The Train Safe Campaign logo is strictly for use by UKATA, campaign registered members and authorised partners only.

The Train Safe Campaign logo will be displayed on UKATA certificates of training where that training was delivered to a delegate as part of an active Train Safe Campaign.

Campaign registered Members are permitted to use this logo to promote their association and participation in an active Train Safe Campaign. Members must cease displaying the logo once the campaign has ended.

Partners of the campaign may include PR, media, Industry Associates, Corporate Partners and industry stakeholders. Partners will be permitted to display the Train Safe Campaign logo upon receipt of express written permission from UKATA. Partners must cease displaying the logo once the campaign has ended.

For further details on the UKATA Train Safe Campaign or for details on how to get involved, please contact the UKATA Marketing Department on 01246 824437.

# Section Eight: CPD Certification.

# CPD Certification

UKATA is a member of The CPD Certification Service and all UKATA Syllabi have been accredited.

This means the learning activity has reached the required Continuing Professional Development standards and benchmarks. The learning value has been scrutinised to ensure integrity and quality.

The CPD logos are strictly for use by UKATA only.

- The CPD Member logo will be displayed on the UKATA website to promote membership of The CPD Certification Service.
- The CPD Certified logo will be displayed on all UKATA certificates of training produced on the UKATA Certificate Generator.

Members may use the term “CPD accredited training” to describe UKATA Approved Training courses.



# Section Nine: Certificate of Training.

# UKATA Certificate of Training

Each UKATA certificate of training is produced by a Member via the online Certificate Generator.

The Certificate Generator is an online system, developed and owned by UKATA, and is for use by Members only to issue UKATA branded certification for their approved portfolio of UKATA training.

Each UKATA certificate of training contains a unique certificate number and security features, preventing fraud and protecting the brand and Members.

All UKATA certificates of training are traceable via the Certificate Generator and can be validated online using the [certificate validation tool](#), or by scanning the QR code with a mobile device.

In September 2022 the UKATA certificate of training was redesigned as shown on the image to the right.



**If you have any concerns about a certificate of training you have been presented with, please report this to UKATA immediately by calling 01246 824437 or email [info@ukata.org.uk](mailto:info@ukata.org.uk).**

# Section Ten: Typography.

**This is our suggested typeface  
for use in all print and digital  
marketing and communications.**

# Gordita Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
 Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9 0 ? ! \* £ \$ @ % . ,



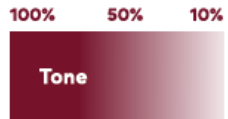
# Gordita Regular

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

**0 1 2 3 4 5 6 7 8 9 0 ? ! \* £ \$ @ % . ,**

# Section Eleven: Colour.

**These are our primary and secondary colour palettes, which should always be used with our brand identity and subsequent branded materials.**



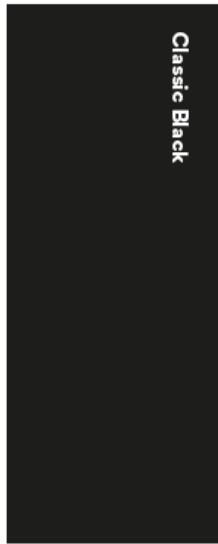
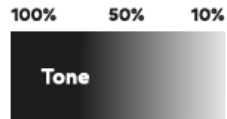
**Pantone:** 1955 C  
**HEX:** 760328  
**RGB:** 118/19/43  
**CMYK:** 31/100/63/46



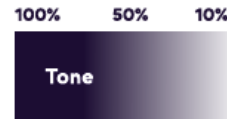
**Pantone:** 7406 CP  
**HEX:** f4c300  
**RGB:** 245/195/0  
**CMYK:** 5/23/99/0



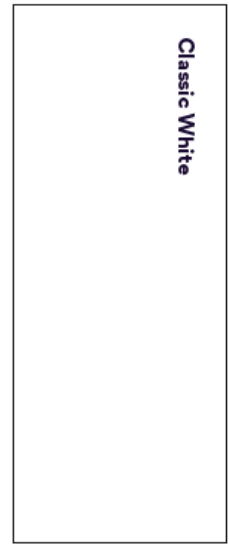
**Pantone:** P 103-16 C  
**HEX:** 272e57  
**RGB:** 40/47/88  
**CMYK:** 100/93/44/16



**Pantone:** Black 6 C  
**HEX:** 000000  
**RGB:** 0/0/0  
**CMYK:** 0/0/0/100



**Pantone:** 4146 C  
**HEX:** 241a39  
**RGB:** 36/26/58  
**CMYK:** 97/100/45/50



**Pantone:** N/A  
**HEX:** ffffff  
**RGB:** 255/255/255  
**CMYK:** 0/0/0/0



**Pantone:** 348 CP  
**HEX:** 008443  
**RGB:** 0/133/67  
**CMYK:** 88/0/87/24



**Pantone:** 7621 C  
**HEX:** a71521  
**RGB:** 167/21/34  
**CMYK:** 16/100/85/24



**Pantone:** 2925 XGC  
**HEX:** 2b9ad0  
**RGB:** 44/155/209  
**CMYK:** 72/18/0/8

# Section Twelve: Don't Do This.

**Consistency is key to our brand and communications, don't do any of the following...**

# Logo & Sub-Brand Do Not:

**Stretch the logo**

**Twist or warp the logo**

**Use unbranded colours**

**Use unbranded typography**

**Mix logo colours**

**Obstruct the logo**

**Replicate the logo**

**Redraw or trace the logo**

**Outline the logo**

**Separate the logo**

**Add elements to the logo**

**Add gradients**

**Add drop shadows**

**Condense the logo**

**Shrink below minimum size**

**Use more than two colours**

**Use tints or overlays**



# Section Thirteen: Third Party Agents.

# Third Party Agents

UKATA permits Members to utilise the services of Third Party Agents who are not Members in their own right, to resell or advertise a Members portfolio of UKATA Approved Training courses.

Third Party Agents are not permitted to use ANY UKATA logo, they are also not permitted to purport that they are a UKATA Member.

Members must register each Third Party Agent with UKATA and pay the relevant registration fee and annual registration fee as outlined in the Fee Schedule.

There are two categories of Third Party Agents:

- Reselling Agent
- Advertising Agent

Members agree that by utilising the services of a Third Party Agent they will be responsible for:

- the conduct of the Third-Party Agent in respect of any UKATA training advertised or sold on their behalf;
- ensuring that the Third Party Agent is a fully operational trading company (i.e. not a dormant company) and not acting as a “front” for another company or organisation;
- notifying UKATA of any dissolution or winding up of the Third Party Agent business;
- ensuring that Third Party Agents, once successfully registered, include the relevant statement outlined on pages 49 & 50 with immediate effect; and
- enforcing the requirements of the Rules of Membership, in particular but not limited to, Brand Guidelines.

Members must successfully register the Third Party Agent with UKATA prior to allowing the Third Party Agent to advertise or resell their portfolio of training courses.

If any Third Party Agent should not meet these requirements, then the Member will be held accountable for any breach and may be subject to further action in accordance with the Rules.

# Third Party Agent "Reselling Agent"

A Reselling Agent will market the Member's portfolio of UKATA Approved Training courses and will act as point of sale for the purchase. The Reselling Agent must have a competent person that meets the criteria set by UKATA and be available by prospective purchasers of the course to provide guidance and information on the correct type of training required by the prospective purchaser. The employee of the Reselling Agent that is defined as a competent person must not be an employee, director or Tutor of the UKATA Member as they would not be available at all times to provide such advice.

To ensure integrity and protection of the UKATA brand, the following statement must appear on the Third Party Agents website at the point of sale and any other marketing platforms, including social media channels:

## Statement

*"This UKATA course that we are offering for sale, is sold under licence from {Insert UKATA Member Company Name} who is the UKATA approved Member {Insert UKATA Membership Number}, and this company {Insert Third Party Agent Name} are not a UKATA Member for this classification of training, {Insert Training Course Title}"*

**Please note that if the Third Party Agent is part of a group or group company, the statement above and any reference to UKATA training must only be displayed (in printed, online or other material) alongside the name of the registered Third Party Agent.**

# Third Party Agent "Advertising Agent"

An Advertising Agent will market the Member's portfolio of UKATA Approved Training course but will not act as point of sale for the purchase. The Advertising Agent will act as conduit and the Member will be the point of contact for the sale.

To ensure integrity and protection of the UKATA brand, the following statement must appear on the Third Party Agents website at the point of advertising and any other marketing platforms, including social media channels:

## Statement

*"This UKATA course that we are advertising, is sold under licence from {Insert UKATA Member Company Name} who is the UKATA approved Member {Insert UKATA Membership Number}, and this company {Insert Third Party Agent Name} are not a UKATA Member for this classification of training, {Insert Training Course Title}"*

**Please note that if the Third Party Agent is part of a group or group company, the statement above and any reference to UKATA training must only be displayed (in printed, online or other material) alongside the name of the registered Third Party Agent.**

# Section Fourteen: Misuse.

# Misuse

Should UKATA receive information and/or evidence that the trademarks or logo's are not being used in accordance with the Brand Guidelines, UKATA will contact the business concerned and take appropriate action to ensure the trademarks or logo's are used in accordance with current guidelines.

Failure to comply with the Brand Guidelines will be considered as a breach of the Rules of Membership and appropriate Sanctions will be applied. Enforcement of the Brand Guidelines is not limited to UKATA members and enforcement action will be taken by UKATA against any third parties using or suspected of using advertising material without the appropriate authority or using the Brand/trademarks inappropriately.

Where a business/organisation persists in using the incorrect trademark or using the trademarks without the appropriate authority, or where the business/organisation has not complied with UKATA's

requests regarding the correct or proper use of the trademarks and/or where UKATA believe that a business/organisation is confusing the public through the use of the trademarks, legal action may be taken against that business/organisation and details will in certain circumstances be forwarded to the appropriate enforcement authority for possible action under the Consumer Protection from Unfair Trading Regulations 2008.

This legislation is designed to protect consumers by prohibiting the use of unfair commercial practices. This legislation contains a list of practices which are considered unfair in all circumstances and are therefore prohibited, these include:

- Displaying a trust mark, quality mark, or equivalent without having obtained the necessary authorisation.
- Claiming that you have been approved, endorsed or authorised by a public or private body when you have not. Failure to comply with this legislation is a criminal offence and can result in an unlimited fine and/or two years imprisonment.

However, regardless of the approach taken by the enforcement authorities, UKATA will take legal action where necessary, to stop any such infringement and/or Incorrect Brand Usage.

**If you have any queries about our brand guidelines or for further information, please contact our Marketing Department at the UKATA office on 01246 824437.**

[info@ukata.org.uk](mailto:info@ukata.org.uk) | [www.ukata.org.uk](http://www.ukata.org.uk)

Markham Vale Environment Centre, Markham Lane,  
Markham Vale, Chesterfield, Derbyshire, S44 5HY

# UKATA

## Brand Guidelines