



Our Style Guide

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Introduction

Our Aim

As a Certification Body we want our Certified Customers to proudly display our Logo and Badges. We want our Customers to do so in line with this style guide, to ensure our brand is being displayed correctly and to help create a uniformed image for CertMark International.

Who Can

The CertMark International (CMI) Logo can be used by any organisation that holds a valid certificate with us or has a connection with CMI, though trade shows, conferences or marketing. As a Certificate Holder, you may also use the CMI Badge issued to you, which will contain your Unique Certification License Number.

Who Can't

Any organisation that no longer holds a valid certificate, is no longer authorised to use the CMI Logo or Badges.

Our Logos

We supply a 2 colour logo for use by approved organisations, for print and digital material.

This logo can be used with or without the “*Approve Audit Advise Assess Assure*” slogan.



“*Approve Audit
Advise Assess Assure*”



Our Layout

To achieve a consistent portrayal of the CMI Logo, the logo is to be used in line with the following:

- Visible and not pixelated (Height no smaller than 50px or 13mm).




- Correct spacing




Our Logo Colours

Our colours are what defines our brand.
Below are the colour codes for our graphics and text.

2 Colour Logo




Hex: #ED1C24
RGB: 237/28/36
CMYK: 0/100/100/0




Hex: #000000
RGB: 0/0/0
CMYK: CMYK: 100/100/100/100

Text



Hex: #ED1C24
RGB: 237/28/36
CMYK: 0/100/100/0



Hex: #000000
RGB: 0/0/0
CMYK: CMYK: 100/100/100/100

Our Typeface

Our typeface is made up of two fonts.
Below are the font types and layout of our typeface.

Cert**Mark**

Adobe Font: Nirmala UI
Web Font: Arial

Approve Audit Advise Assess Assure

Adobe Font: Georgia
Web Font: Times New Roman

Note: When typing the word Cert**Mark**, the “**M**” is to be a capital letter and bolded. Where possible the “**Mark**” is to be formatted red.

Our Badges

A CMI badge has 3 layouts in which a certified customers can choose to use in marketing or branding of their product.

Below are the 3 layouts of the Badge.



Our Verification

To help verify your organisation and/or products and build confidence with your customers we recommend using a “Click to Verify” link with your Badge.

This “Click to Verify” method could be a link from your CMI Badge displayed on your site, a simple text link, or you are allowed to add the 'Click to Verify' text to your Badge. Customers clicking on your Badge will open your official CMI Certificate on our register. Verifying your current certificate by a secure SSL connection.

Try below.



The techy part

To add this “Click to Verify” link to your Badge or text on your website the HTML code would be similar to:

```
<a href="https://register.CertMark.org/certificate/CertMark/CMA-CM00000.pdf" target="_blank">  
<br/>Click to Verify</a>
```

Our Do's and Don'ts

- The CMI Logo is not to be placed on an image or busy background.



- The CMI Logo and Badges are not to be modified, distorted, or changed from the format in which they are supplied.

