



Brand Guidelines

BAFE Fire Safety Register

V1 03/08/2022

Please note: These are normative requirements for BAFE Registered Organisations as defined in the BAFE competency scheme documents (with current Scheme Documents being published with updates on 12/08/2022).

Certification Bodies will be able to raise a non-compliance to a BAFE competency scheme referencing these guidelines and the appropriate clauses and/or normative annex of the relevant BAFE competency scheme document.

1. Summary

This document outlines the use of the different formats of the BAFE logo. This is to ensure that BAFE logos are used in the right manner to protect consumers of BAFE, BAFE licensed certification bodies, and BAFE registered organisations.

BAFE owns, operates, and maintains the portfolio of competency schemes made available. BAFE registered organisations must use the correct logo to meet BAFE registration/competency scheme requirements and enable easy verification for consumers.

There are two versions of the BAFE logo:

1. Corporate logo (for BAFE/BAFE Licensed Certification Body use only)
2. BAFE registered organisation logo (featuring a unique organisation ID number)

Examples of these logos can be found in clause 3 (Brand/logo use).

Important: These guidelines supersede any previous agreements made with BAFE regarding logo usage (i.e. prior to 03/08/2022) and updates made should reflect the requirements of this document/receiving the new Registered Organisation ID logo files within 12 months (i.e. by 12/08/2023). This is to lead a more transparent fire safety industry for improved understanding by consumers. **Existing BAFE registered organisations who are currently using the scheme specific logos (with a scheme description box underneath) have twelve months from the date of issue of this document (as above) to update current logo use.** BAFE do not condone waste and understand there will be circumstances where this will not be achievable (e.g. vehicles/workwear). In this instance, this will need to be appropriately disclosed to the Certification Body when they are performing BAFE competency scheme audit/s for consideration.

Any current BAFE Registered Organisations who have not been using the previous scheme specific logos i.e. misusing the BAFE logo without featuring the appropriate scheme description box (without prior written agreement) must update this to the provided BAFE registered organisation logo (featuring their unique organisation ID number) with immediate effect. Using the BAFE corporate logo alone (i.e. without a previous scheme descriptor or the ID number) can be raised as a non-conformance on your audit performed by the Certification Body. Please note for BAFE SP101, logo misuse may also be raised directly by BAFE appointed field assessors upon discovery of issues. For others however, logo misuse complaints must still follow the BAFE Complaint Resolution Process.

This document is not exhaustive and any queries regarding BAFE Intellectual Property can be raised via info@bafe.org.uk or by contacting Head Office.

2. Legal/misuse

2.1 Legal

The BAFE logo and the BAFE Fire Safety Register logo are registered trademarks of British Approvals for Fire Equipment (BAFE), and unauthorised use of these marks (or organisation name), and/or claims to BAFE registration to specific competency schemes may constitute as infringement of BAFE owned Intellectual Property (IP).

The tagline *BAFE – British Approvals for Fire Excellence* is also a registered trademark and is used by BAFE for marketing purposes. Unauthorised use of this may also constitute as infringement of BAFE IP.

The misuse of BAFE owned trademarks is covered by UK/EU Law and Trading Standards. Any infringement will be escalated suitably when deemed necessary.

BAFE registered trademarks can only be used by external parties under written agreement from BAFE.

2.2 Misuse of BAFE Intellectual Property: registered organisations

All BAFE registered organisations must clearly display their BAFE Registered Organisation ID as part of their registered organisation logo (as provided by BAFE) and responsibly promote their BAFE competency scheme registration/s where relevant. **This is a requirement of all BAFE competency schemes available.**

Registered organisations must not mislead public/consumers (e.g. implying their BAFE registration covers all works offered if this is not the case). Any instances of this behaviour should be reported following BAFE's Complaint Resolution Process (available on the BAFE website).

If works have been performed on-site under the presumption of being an organisation holding the appropriate BAFE competency scheme registration (which they do not hold), two actions should be taken at the same time:

1. Report the organisation to trading standards.
2. Report the misuse of BAFE Intellectual Property to BAFE directly (i.e. misleading of consumer).

Misuse of BAFE IP can only be investigated in this instance by BAFE. Depending on the severity of the issue reported however, current BAFE registered organisations, who have misled consumers, may have any other valid BAFE competency scheme registration/s suspended or terminated following review.

2.3 Misuse of BAFE Intellectual Property: non-registered organisations

If non-registered organisations are using the BAFE name or logo this can be reported directly for BAFE for investigation.

As noted in clause 2.2, if works have been performed on-site under the presumption of being an organisation holding the appropriate BAFE competency scheme registration, two actions should be taken at the same time:

1. Report the organisation to trading standards.
2. Report the misuse of BAFE Intellectual Property to BAFE directly.

Misuse of BAFE IP can only be investigated in this instance by BAFE.

2.4 Misuse of BAFE Intellectual Property: other bodies

If you believe BAFE Intellectual Property is being used by another body (e.g. training providers/Trade Associations/Industry, Councils/product manufacturers etc.) to provide the impression of BAFE approval/endorsement this should be reported to BAFE directly for investigation.

3. Brand/logo use

3.1 Corporate Logo

Only BAFE (the organisation) are permitted to use the BAFE logos without additional information required as part of the logo. This includes, but is not exhaustive to, BAFE competency scheme documents, BAFE internal/external facing documentation, and BAFE marketing material/communications.

BAFE licensed certification bodies (i.e. the UKAS accredited certification bodies that deliver BAFE competency scheme assessment) must use the BAFE Fire Safety Register version of the BAFE corporate logo (example shown below). This includes, but is not exhaustive to, any certification issued (where applicable/BAFE logo features), and marketing materials/communications.

BAFE may also permit external organisations (such as Trade Associations/Professional Bodies/other) to use the corporate logo to discuss BAFE/third-party certification and/or support initiatives applicable to BAFE activity.

Corporate logo example:



Logo must have a white background as provided by BAFE.

3.2 BAFE registered organisations

BAFE registered organisations must display the appropriate BAFE registered organisation logo (with organisation ID as issued by BAFE) as part of BAFE registration/competency scheme requirements. This unique reference number can be used on the BAFE website from 17/08/2022 (or by contacting BAFE Head Office) to verify all the third-party certification held to the appropriate BAFE competency scheme scope/s.

Registered organisations can add further information underneath the appropriate BAFE registered organisation logo (with organisation ID) as desired however to promote third-party certification/BAFE registration/s held (e.g. BAFE competency scheme codes/descriptors/scheme registration certificate numbers etc).

BAFE registered organisations must responsibly promote their third-party certification/BAFE registration appropriately. Misleading information can bring the BAFE brand into disrepute and can be raised as non-conformance to BAFE competency schemes leading to suspension and/or loss of BAFE registration.

There will be specific instances where the BAFE registered organisation logo should only be used where appropriate for BAFE competency scheme/s they are third-party certificated and BAFE registered towards (e.g. Fire extinguisher service labels should only feature a BAFE registered organisation logo if they hold third-party certification and BAFE registration to the BAFE SP101 competency scheme; Fire Risk Assessment documentation should only feature a BAFE registered organisation logo if they hold third-

party certification and BAFE registration to the BAFE SP205 competency scheme). This example logic applies to all areas covered by BAFE competency schemes.

BAFE registered organisation logo example:



Logo must have a white background as provided by BAFE.

Organisations/individuals misusing registered organisation IDs (e.g. using another organisation's ID to claim BAFE registration) should be reported to BAFE. Dependent on circumstances, this may fall under fraudulent behaviour and further action may be required between the affected organisations.

3.3 BAFE registered organisations with multiple sites/branches

BAFE registered organisation logos will be issued to each site with any active registrations. This means that a unique organisation ID will be issued for each site/branch. These should be used appropriately to clearly identify which site/branch holds appropriate BAFE registration/s.

3.4 Organisations awaiting assessment/assessed by a certification body

Organisations who have booked an assessment to the scope of a BAFE competency scheme are not permitted to use the BAFE logo or claim BAFE organisation registration until this process is fully completed. BAFE will issue Scheme Registration Certification and appropriate logos for use once BAFE have been made aware of a successful assessment via the appropriate certification body who performed the assessment. Only after receiving confirmation from BAFE can you begin to promote BAFE registration for a specific scheme (not immediately after the certification body assessment or on receiving certification body issued certification only).

Additional note for the BAFE SP101 competency scheme: Organisations who have achieved third-party certification to the scope of BAFE SP101 management systems must complete the second stage of this process directly with BAFE prior to using the BAFE logo and/or promoting BAFE SP101 scheme registration. A BAFE Registered Organisation ID number/logo cannot be issued until this has been completed. Please contact BAFE Head Office for further details if this affects your organisation.

3.5 BS 5306 Exam

Passing the BS 5306 Exam does not permit use of the BAFE logos.

The BAFE corporate logo features on the BS 5306 Exam certificate as the organisation issuing this. Whilst this alone does not permit you to claim you are "BAFE approved", "BAFE registered" (or any similar style of wording), you may use the following wording:

Fire extinguisher technicians have passed the BS 5306 exam: 'Theory and practice of servicing portable fire extinguishers in accordance with the requirements of BS 5306' (invigilated by BAFE).

Organisations/technicians are not permitted to claim to have been “BAFE trained” as BAFE only perform invigilation of the examination (since 2009). **Passing the BS 5306 Exam (invigilated by BAFE) alone does not permit organisations or technicians to claim/imply BAFE registration to the BAFE SP101 competency scheme (or other BAFE competency schemes in general).**

Specific amendments to BAFE logo

If you would like to amend the logo for a specific purpose (e.g. colour changes/vehicles/embroidery) these will need to be approved under written agreement from BAFE prior to implementation. With these guidelines and the sole registered organisation logo now in use these exceptions will require a strong case to permit amendments.

As stated earlier in this document, **these guidelines supersede any previous agreements made with BAFE regarding logo usage (i.e. prior to 03/08/2022/issue of this document) and updates made should reflect the requirements of this document.**

4. Version Control

The below table displays information relating to when changes were made to this document and what changes have been made.

Please refer to BAFE to ensure you are accessing the most recent version.

Date of Update	Name/s	Description of Update
03/08/2022	Justin Maltby-Smith Chris Auger Yvonne Williams Frazer Wisniewski	Publication of V1 new Brand Guidelines document (superseding all previous specific scheme logo guideline documentation available).