

MCS Certified Brand Guidelines: How to use our Mark.

A guide for certified Installers and Manufacturers

November 2019

Welcome

With energy costs constantly rising and climate change affecting us all, low-carbon technology has a bigger and bigger role to play in the future of UK energy. We're here to ensure it's a positive one.

Working with industry we define, maintain and improve quality – certifying products and installers so people can have confidence in the low-carbon technology they invest in. From solar and wind, to heat pumps, biomass and battery storage, we want to inspire a new generation of home-grown energy, fit for the needs of every UK home and community.

MCS Certified and you

The MCS Certified Mark is a big part of what we do. It is a badge of quality, clearly demonstrating that your business or product has met the exacting criteria we set. So please display it with pride and help consumers and communities across the UK recognise the quality and integrity that MCS certification represents.

The MCS Certified Mark signifies that a business or product has been assessed as meeting the requirements for the scheme. These guidelines will help you use the Mark effectively. Please follow them closely. If you have any queries, please email: communications@msccertified.com

The right to use our Mark

You are entitled to use the MCS Certified Mark if you follow the license agreement issued by your Certification Body on behalf of MCS. Please read this agreement carefully before using the Mark in any form.

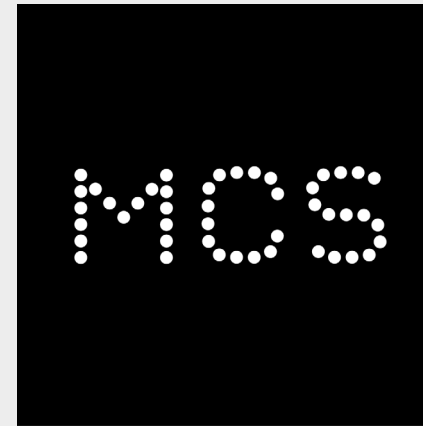
Installers

- You should only use the MCS Certified Mark if you are currently certified as an Installer.
- The Mark should only appear on promotional materials (printed or digital) such as stationery, vehicles or advertising.
- When using the MCS Certified Mark you must follow these guidelines at all times.
- The Mark should only be used in connection with your certified installation services. It shouldn't be used to create the impression that other services have been certified by MCS if this is not the case.

Manufacturers

- You should only use the MCS Certified Mark if you currently have a relevant product certified by MCS.
- When using the MCS Certified Mark you must follow these guidelines at all times.
- The Mark should only be used in connection with specific products that have been certified, whether that's on the product itself or any related promotional material (printed or digital). It should not be used to create the impression that other products have been certified by MCS if this is not the case.

The new MCS Certified Mark



CERTIFIED

Timeline for rollout

The new MCS Certified Mark was introduced for application by certified Installers in December 2019 and going forward, shall now be updated and used wherever practically possible.

There is a transition period to roll out the application of the new Mark. Use of the previous MCS Certified Mark is permitted for use on promotional materials or certified products prior to 31st March 2021.

From 1st January 2020, the new Certification Mark should be used for all first time installers certified under the Scheme.

From 31st March 2021, the new Certification Mark should be used for all newly certified products.

There will be no need to relabel products already in use in the field.

The previous MCS Certified Mark



Reproducing our Mark

To protect our MCS Certified Mark, please follow this guidance on file formats, clear space and sizing.

The MCS Certified Mark (image 1), is made up of a black square and white MCS lettering, with the word 'CERTIFIED' beneath in black.

There is also an alternative, reversed version of the Mark (image 2) for use on dark backgrounds. This is comprised of a white square with black MCS lettering, with the word 'CERTIFIED' beneath in white.

File formats

Please ensure that you reproduce the MCS Certified Mark from approved digital artwork only.

The Mark is available in EPS and PNG file formats. You can obtain these file formats from your Certification Body.

Please do not attempt to create or amend the Mark.

EPS files are suitable for professional design and printing purposes and for materials like display graphics. They are vector files and can be scaled to any size. CMYK and RGB versions are available.

PNG files are suitable for use across applications like Microsoft Word and Powerpoint, and for digital applications like website and email templates. Only RGB versions are available.

Primary Mark (image 1)



Alternative Mark (image 2)



Reproducing our Mark

Clear space

The clear space around our Mark ensures that it will be legible across all communications.

Use the character height of the 'M' as a guide to ensure this space is kept consistent. If the Mark is used over imagery, ensure that it is placed over areas of light or dark, flat colour, and avoid objects entering the clear space area.

Minimum size

To maintain legibility the MCS Certified Mark should not be reproduced smaller than 10mm width.

Clear space



Minimum size



Incorrect uses

The MCS Certified Mark should always be reproduced in the format provided.

It should never be redrawn, recoloured, stretched, squeezed or distorted in any way.

Please ensure that the Mark appears on a clear background so it is legible at all times.

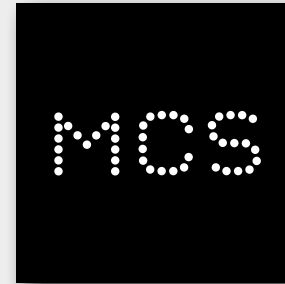
This page shows incorrect uses of the MCS Certified Mark.



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Incorrect colour

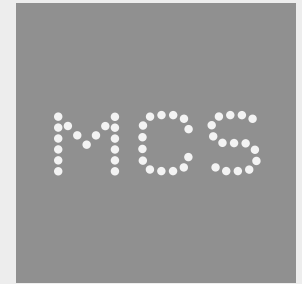
Do not change the colour of the Mark



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Added effects

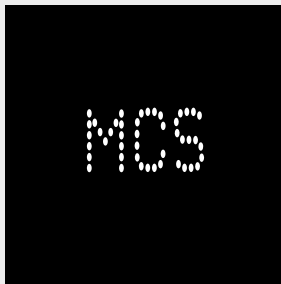
Do not apply any graphic effects to the Mark



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Opacity

Do not alter the opacity of the Mark



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Warp/Stretch

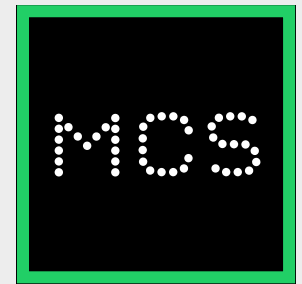
Do not warp or stretch the Mark



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Use at an angle

Do not show the Mark at an angle



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Graphic container

Do not place a graphic container around the Mark

Use on promotional materials

This guidance shows how the MCS Certified Mark can appear on different promotional items.



Use on products

This guidance shows how the MCS Certified Mark can appear on a product.



Use on certificates

This guidance shows how the MCS Certified Mark appears on MCS certificates.



MCS INSTALLATION CERTIFICATE NO. [MCS-Certificate-A]

CERTIFICATE VERSION [Certificate Version]

[Certificate Generation Date]

INSTALLER DETAILS

MCS Certified Installer Company Name and MCS Number
[Installer Name] ([Installer Number])

INSURANCE BACKED WORKMANSHIP WARRANTY

Insurance Warranty Provider: [Provider]
Insurance Policy/Certificate Number: [Policy Number]
Insurance Policy/Certificate Start Date: [Start Date]

The end user (owner of the installation) is advised to contact the insurance provider mentioned above to confirm the validity of their insurance backed warranty policy or certificate.

SITE DETAILS

Address: Installation Address & Post Code

INSTALLATION DETAILS

Total Installed Capacity (kW): [Total Installed Capacity]
Estimated Annual Generation (kWh): [Estimated Annual Generation]
Green Deal Installation: [Green Deal Installation]
Planning Regulations Compliance: [Planning Regulations]
Building Regulations Notification: [Building Regulations Notification]

PRODUCT DETAILS

MCS PRODUCT NUMBER	PRODUCT MANUFACTURER	MCS CERTIFIED PRODUCT NAME	FLOW TEMP	SCOP

Contact

communications@msccertified.com