The Certification Mark for Onsite Sustainable Energy Technologies

Brand Guidelines

Revision 3, August 2009

Welcome

about the MCS

The MCS was devised specifically to help build a rapidly growing microgeneration industry based on quality and reliability. This industry makes a substantial contribution to cutting the UK's dependency on fossil fuels and its carbon dioxide emissions. MCS underpins government policies on low carbon and renewable onsite energy technologies and supports the Low Carbon Buildings Programme grants programme.

To ensure that the consumer is protected and that government money is well spent, grants are only available to applicants whose products and installers satisfy rigorous criteria in three key areas:

- product certification involves type testing of products and an assessment of the manufacturing processes, materials, procedures and staff training
- installer certification entails assessing the supply, design, installation, set-to-work and commissioning of microgeneration technologies
- consumer protection is maintained in that all sellers/ suppliers of microgeneration systems are signed up to a Code of Practice set by the Office of Fair Trading.

misuse of the Mark/ Logo

The MCS Mark/ Logo may only be used by those licensed to do so. Compliance with these guidelines is part of an organisation's licence agreement, misuse may result in withdrawal of permission to use the MCS Mark, and other action including litigation, arbitration or compromise.

about these guidelines

A clear and distinctive identity for the MCS Mark has been established. The purpose of these guidelines is to ensure that it is consistently implemented.

This document provides guidance on where to find key files and how to use them. The aim of the guidelines and supporting materials is to provide you with the necessary information to ensure that all materials carry the correct logo.

To get you started, the key materials are set out in this PDF. Information about the scheme should only ever be taken from these guidelines or the MCS website for factual accuracy and consistency.

on-screen navigation

You'll find links at the foot of every page that will either take you forward or back a page.

logo files

Along with these guidelines you will receieve:

- the MCS Mark with and without strapline
- the MCS Approved Product/ Installer Logo (the Logo)

For large format file requests or more information on how to use the MCS Mark, please see the contact details on page 11.

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the approved product/ installer Logo

The approved product/ installer Logo (the Logo) consists of three elements:

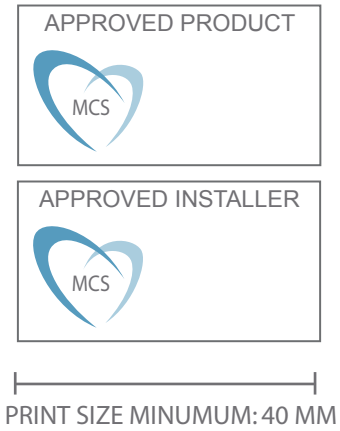
- the MCS Mark;
- the approval statement;
- the Certification Body stamp.

The certification number and technology should be added as an appendage to the Logo on the certificates issued to a company and thereafter where appropriate. Once inserted the Certification Body Logo must not be larger than the MCS heart.

The Logo has been specifically designed and developed and should never be re-drawn, stretched, squeezed or distorted in any way. The Logo is for use on all materials connected with the MCS. Always use the files supplied with this document when reproducing the Logo.

Please note: Manufacturers and others who have successfully passed the assessments under the MCS, and who wish to promote their 'approved installer' or 'approved product' status, should ensure that the correct Logo is used at all times.

approved producer/ installer Logo



correct use

The minimum size for the Logo is 40mm.

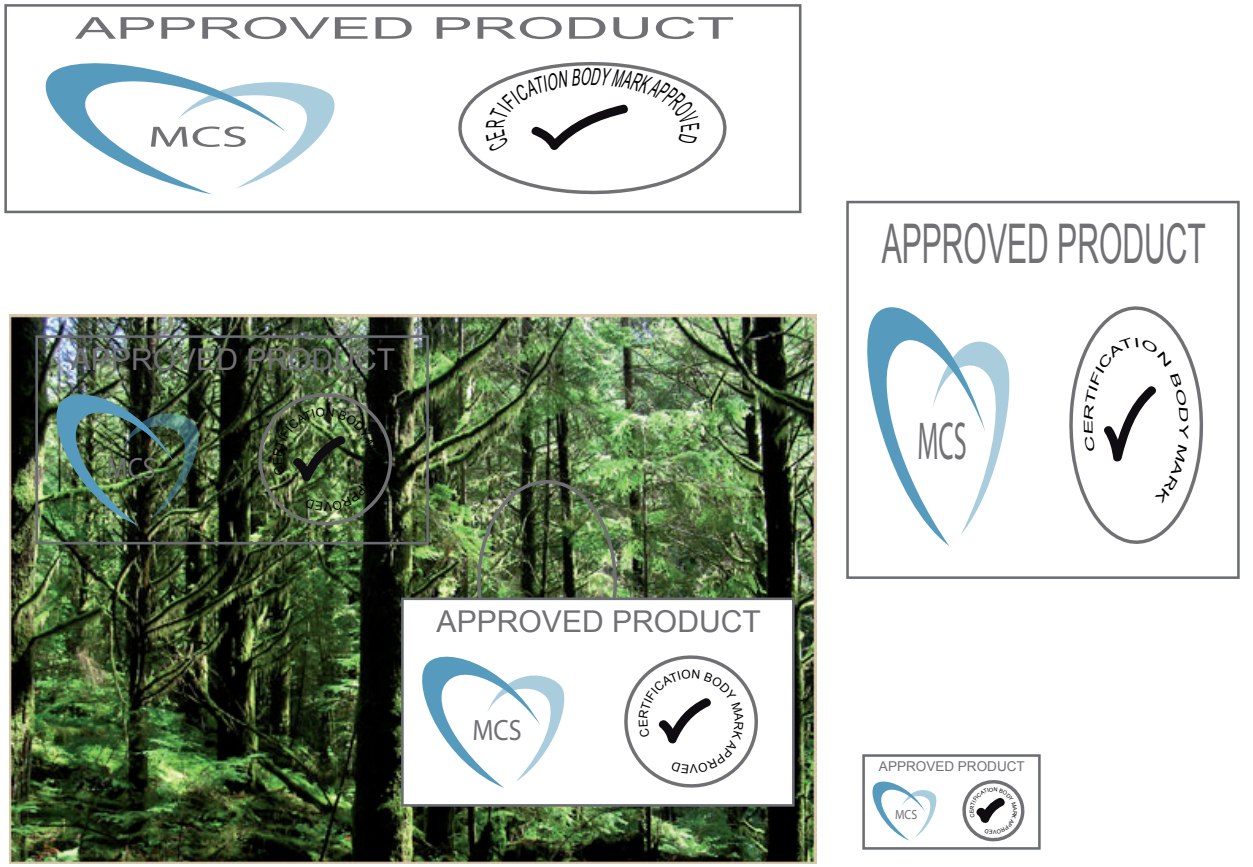
Whilst we recognise that you will use the Logo flexibly as a secondary device within your organisation's communication materials, our guidelines should be adhered to.

large/ unusual format usage

If you are planning to use a large scale version of the Logo, on company vehicles for example, please contact us at mcs@gemserv.com detailing the requirements. Whilst we endeavour to respond to any requests as quickly as possible, as much notice as is available should be given and any deadlines specified.

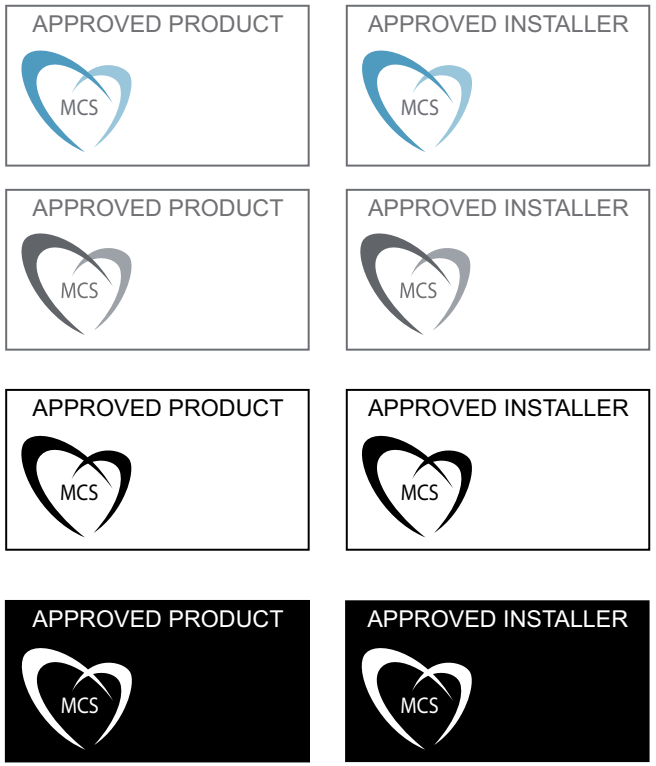
incorrect use

Do not stretch, squeeze, distort or redraw the Logo.
Do not position the Logo over an image.



colours

The MCS Logo is available in colour, black on white, white on black and greyscale. In some circumstances the MCS Logo can be used in the predominant colour of the background. All such requests must be submitted to mcs@gemserv.com.



Logo available colours

the Mark

The MCS Mark, consisting of the letters "MCS" and the heart, is for use when the Logo is too large to apply to certain materials, such as stationery.

Whenever the MCS Mark is used it must be referenced as a "certification mark." This can be done either by using the Mark with the strapline or mentioning it elsewhere in supporting text. For occasions where the Mark will be between 20mm and 30mm, such as document footers the strapline would not be legible therefore the Mark should be used alone and reference must be made elsewhere.

Companies that have successfully completed MCS assessments should incorporate the Mark wherever possible.

The Mark should never be smaller than 20mm.

30mm or bigger (colour)

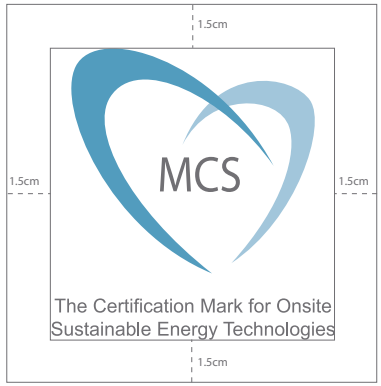
for 20mm - 30mm colour

correct use

To make the Mark stand out, please give it as much clear space as possible. Don't crowd it with other graphic elements or include it in text in place of 'MCS'.

The minimum clear space around the Mark will depend on the overall size, as a general rule approximately a 6th of the overall width should be left as white space. For a 10cm logo this would be 1.5cm.

The absolute minimum size for the Mark is 20 mm (or 90 pixels for web use).



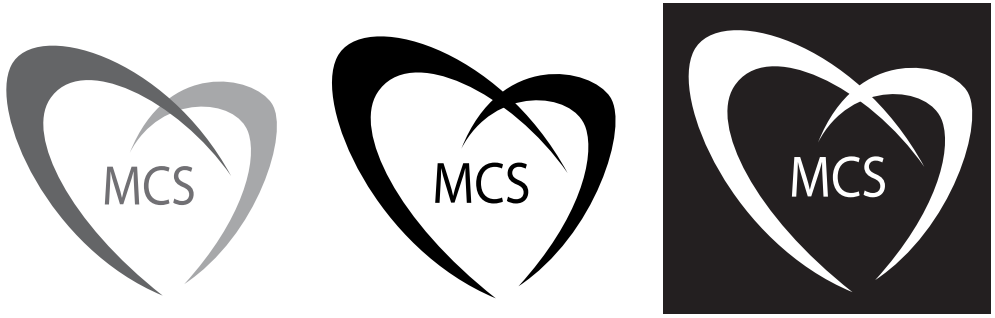
incorrect use

Do not stretch, squeeze, distort or redraw the Mark. Do not use a smaller Mark than 20mm.

Do not position the Mark over an image. Do not repeat the Mark accross the background of a page.

colours

The MCS Mark is available in colour (as shown on page 7), greyscale, black and white on black.



Mark available colours

the MCS brand

For the purposes of MCS promotion Gemserv has the sole right to use the MCS brand, which utilises watermark elements from the Mark and cloud imagery. Other sub-licensees should not seek to incorporate the Gemserv cloud and watermark imagery, since permission granted to companies allows for sub-licensing of the Mark and Logo only. Except when reproduced by Gemserv, the MCS Mark and Logo should not overlay other images, colours or marks.

Certification Bodies and certified companies are encouraged to use the MCS as a marketing tool and to promote their business' capabilities. In order for the MCS to be successful, the structure and roles of each player within it must be clear. Therefore the following references are prohibited except by the MCS licensee on the scheme's own website/ literature:

"Welcome to the MCS/ Microgeneration Certification Scheme" ("welcome to John Smith Consulting's MCS certification area/ services" or similar is allowable).

"John Smith's MCS/ Microgeneration Certification Scheme was set up to promote..." ("The MCS was set up to promote..." or similar is allowable).

Any referencing which suggests ownership of the MCS lies with an individual company rather than the industry will be considered a breach of these guidelines, therefore licence.

pantones

Our primary colours are MCS blue and MCS grey.

Where possible use Pantone® inks (single colour) for print work. When using a four-colour process (CMYK), use the colour breakdowns shown. Use RGB colours for on-screen and web work.

Pantone 549
C60 **M**8 **Y**9 **K**21 - print work
R94 **G**156 **B**174 - web/ on screen
MCS blue

Pantone Cool Gray 11
C0 **M**0 **Y**0 **K**75 - print work
R77 **G**79 **B**83 - web/ on screen
MCS grey