



Styleguide BRL 100





Content

1.	Introduction to using the BRL 100 certification mark	3
2.	Basic guidelines	4
3.	Colour composition	5
4.	Minimum size and white space	6
5.	BRL 100 certification mark positioning and surface	7
6.	Specifications of applications	8 t/m 11
	Letterhead	
	E-mail signature	
	Bus and car lettering	
7.	Conditions for use in practice	12



Introduction use of the BRL 100 certification mark

Now that your company is certified, you want to show it. And you may. The certification demonstrates that your company can deliver reproducible quality, and that your organisation is involved and is organised professionally.

It is a clear message that deserves to be visible to your customers and the market. Use the ECH BRL 100 certification mark for this.

In this manual we indicate how to do that correctly. In this way, the use of the BRL 100 certification mark is uniformly regulated, which improves clarity.

In this styleguide we indicate where and how the BRL 100 certification may be applied. If you want to use the BRL 100 certification in a way not described in this styleguide please contact us. We will check the possibilities for you.



Basic guidelines

Formats

We make the BRL 100 certification mark available in a variety of formats. This allows you to apply the BRL 100 certification mark to your letterhead or add it to your e-mail signature and you can have the BRL 100 certification mark printed on your company vehicles.

Colour

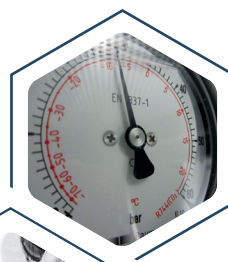
You can use the BRL 100 certification mark as described in the colour specification. Specific wishes are only possible in consultation.

Verification

The BRL 100 certification mark is part and parcel of your company's certification. This means that control audits will verify that the BRL 100 certification mark is properly applied.

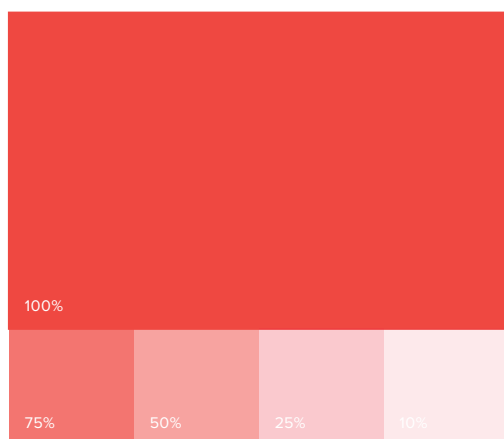
Agreement

The certification agreement entered into between your company and ECH-Groep formally regulates the authorization of the BRL 100 certification mark. It also contains the terms that apply if certification is discontinued, suspended or revoked and the consequences this has on the use of the BRL 100 certification mark.

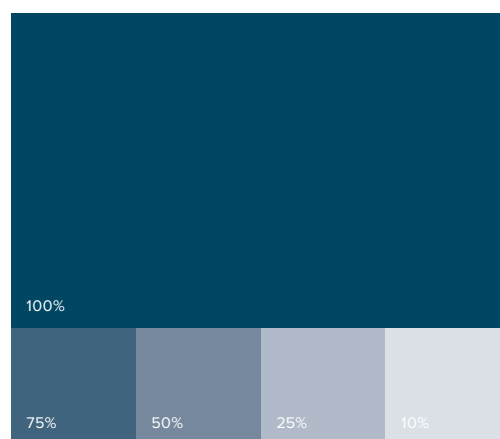


Colour composition

These colours come from the corporate design of ECH-Groep and have formed the basis for the use of color in the BRL 100 certification mark. The colour of the texts and circles are a derivative of this, these are shown in 80% blue.



pms	#	P48 - 15 C	full	C	0
			colour	M	87
				Y	77
digitaal	#	c83e3a		K	0
(HEX)					



pms	#	P108 - 15 C	full	C	100
			colour	M	64
				Y	37
digitaal	#	224662		K	30
(HEX)					

Minimum size and white space



Minimum size

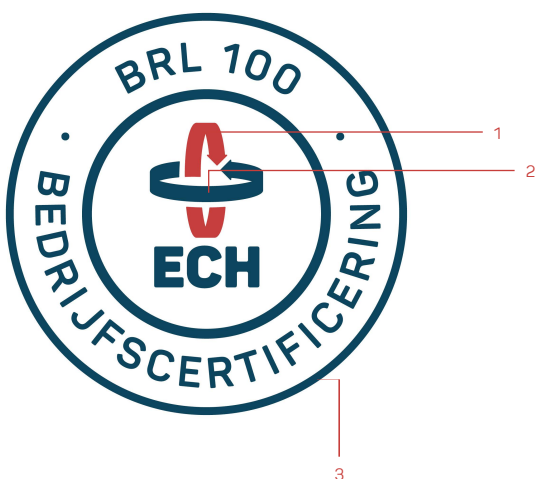
The minimum size of the BRL 100 certification mark is 15 x 15 mm.

For bus and car signage, the minimum size of the the BRL 100 certification mark is 15 x 15 cm.



White space

No text or other image may be displayed in the white space around the BRL 100 certification mark.



Colour specifications

Red
1. 100%

Blue
2. 100%
3. 100%

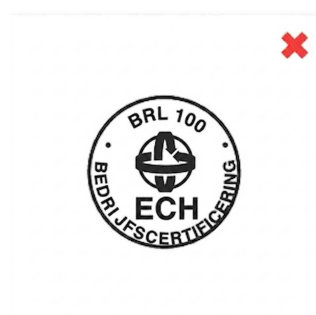
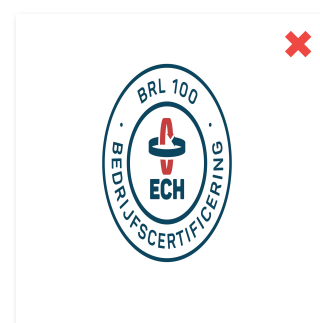
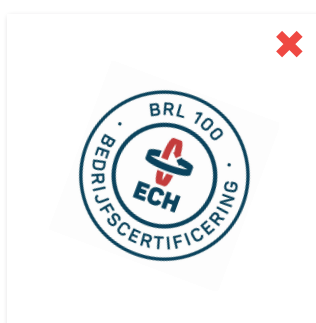
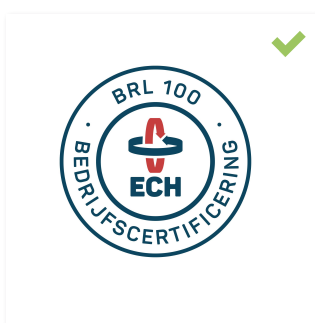
Placement of the BRL 100 certification mark and substrate

The BRL 100 certification mark can be placed on any surface. Preference is given to placing the BRL 100 certification mark on a white background. The BRL 100 certification mark has a white background and can therefore be placed on a coloured background.

The BRL 100 certification mark may only be placed in color, both full-color and PMS. See the colour specifications for detailed information.

It is not allowed:

- to rotate the BRL 100 certification mark right or left
- to stretch or deform the BRL 100 certification mark vertically or horizontally
- to shift independently parts of the BRL 100 certification mark
- to modify colors other than described



Specifications of applications

Letterhead

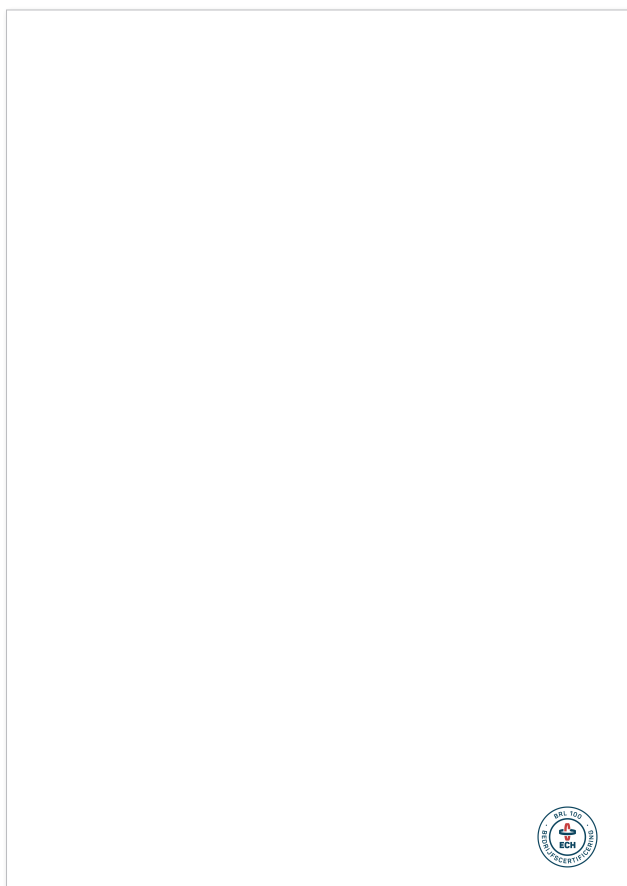
E-mail signature

Bus and car lettering



Letterhead

As a certificate holder, you may display the BRL 100 certification mark on the letterhead; the BRL 100 certification mark may not be displayed at the top of the letterhead. The same requirements apply to the use of the BRL 100 certification mark on invoices.



E-mail signature

Take into account the minimum dimensions mentioned previously and the surface of the BRL 100 certification mark.

Nieuw bericht

Aan

Cc Bcc

Onderwerp

Met vriendelijke groet, Kind regards,

Naam Achternaam

Bedrijfsnaam B.V.
Adres 1, 1234 AA Plaats

M +31 (0)123-456789
T +31 (0)6-12345678



Verzenden





Bus and car lettering

In case this is agreed upon, you will receive the BRL 100 certification mark stickers belonging to the lettering after successful completion of the test and obtaining the certificate.



Conditions for use in practice

Certification agreement

The agreements in the certification agreement related to the use of the BRL 100 certification mark apply.

Ownership rights

The BRL 100 certification mark is owned by ECH-Groep. You bear full responsibility for the use of the BRL 100 certification mark.

Integrity and credibility

The use of the BRL 100 certification mark may not affect the integrity and credibility of ECH-Groep.

Misleading information

No misleading information shall be provided. The BRL 100 certification mark may only be used after successful completion of the assessment and obtaining the certificate.

Sublicensing of rights

It is not permitted to pass on the rights for the use of the BRL 100 certification mark to other natural persons or legal entities, unless an agreement has been concluded to this end with ECH-Groep.

Adjusting the BRL 100 certification mark

The BRL 100 certification mark provided by ECH-Groep may not be changed in form, font, colour or information.

Website

The website address of ECH-Groep may be displayed as optional information (ech-groep.nl).

Should there be any doubt or should this manual not answer all your questions please contact us.

Authorised Committed Flexible

ECH makes a social merit by professionally providing high-quality certification services in the areas of energy, environment and safety.

Would you like to request more information, or make an appointment?

Contact us by phone at 0318 - 55 11 06 or visit www.ech-groep.nl



ECH-Groep | Energie Consult Holland B.V.
Hertzstraat 14
6716 BT EDE

T +31 (0)318 55 11 06

info@ech-groep.nl
www.ech-groep.nl

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