



WRAS APPROVAL SCHEMES CERTIFICATION MARK - BRAND GUIDELINES AND CONDITIONS OF USE



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Table of Contents

TABLE OF CONTENTS	2
WRAS CERTIFICATION MARKS, TRADEMARK AND LOGOS (APPLIES TO ALL END USERS)	3
UK NATIONAL ACCREDITATION SYMBOL	3
PROMOTING WRAS PRODUCT APPROVAL	4
PROMOTIONAL GUIDELINES	4
WHO IS PERMITTED TO USE THE WRAS APPROVED PRODUCT / MATERIALS CERTIFICATION MARKS?	5
CONDITIONS FOR USE OF THE MARK	6
HOW THE MARK MAY BE USED	6
LOGO & CERTIFICATION MARK STRUCTURE.....	7
COLOURWAYS.....	8
COLOUR PALETTE	8
INCORRECT USE OF THE WRAS APPROVED PRODUCT & WRAS APPROVED MATERIALS CERTIFICATION MARKS	9
LIMITATIONS ON USE OF THE MARK.....	9
APPENDIX A – DECLARATION FOR USE BY NON—APPROVAL HOLDERS	10

Brand Guidance (WRAS.Appr-403)

Version Control

Version	Issue Date	Summary of change(s)
Ver 1.0	10/12/2019	Conversion of <i>existing WRAS /WIAPS Brand Guidelines 2017</i> to the Water Regulations Advisory Scheme: Approvals Scheme document format: WRAS.Cust-403
Ver 2.0	01/04/2021	Document re-issued in the name of the new WRAS legal entity
Ver 2.1	21/04/2021	Correction of Water Regulations Approvals Scheme to Water Regulations Approval Scheme
Ver 3.0	30/07/2021	Requirements for the use of the UK national accreditation symbol (UKAS symbol) inserted on page 3
Ver 4.0	28/03/2023	Ownership of WRAS Logo & marks Use of logo by water undertakers New Recognised laboratory mark

WRAS CERTIFICATION MARKS, TRADEMARK AND LOGOS (APPLIES TO ALL END USERS)

- 1 The WRAS logo is a registered trademark, under registration number: 012734893. Water Regulations Approval Scheme Limited (WRAS) owns the WRAS trademarks set out below and reserves all rights to it. Product or Material approval holders are not entitled to use the WRAS logo.
- 2 The WRAS Approved Product Certification Mark, is registered under the Trademarks Acts 1994, under certification mark number UK0000304931. Water Regulations Approval Scheme Limited (WRAS), a subsidiary of Water Regs UK Limited.
- 3 The WRAS Approved Material Certification Mark, is registered under the Trademarks Acts 1994, under certification mark number UK00003049306. Water Regulations Approval Scheme Limited (WRAS), a subsidiary of Water Regs UK Limited, owns the WRAS Approved Product Certification Mark set out below and reserves all rights to it.
- 4 Water Regulations Approval Scheme Limited (WRAS) own the WRAS Approved Product and Approved Material Certifications Marks and the WRAS logo trademarks set out above and reserves all rights to them.
- 5 Water Regulations Approval Scheme Limited (WRAS) reserves the right to monitor any use made of its certification marks, trademarks and logos.
- 6 The WRAS Approved Product Certification Mark indicates that a product has been granted WRAS approval as detailed in the WRAS Approvals Directory and as described in the current Standard Terms and Conditions of WRAS Approvals Schemes.
- 7 The WRAS Approved Materials Certification Mark indicates that a material has been granted WRAS approval as detailed in the WRAS Approvals Directory and as described in the current Standard Terms and Conditions of WRAS Approvals Schemes.

UK NATIONAL ACCREDITATION SYMBOL

- 8 As an UKAS accredited Certification Body, WRAS will use the National Accreditation Symbol alongside the WRAS logo to indicate the accreditation status of the scheme. This will appear as:



- 9 This will be incorporated into the approval certificate in accordance with the requirements of the BEIS publication: ["The National Accreditation Logo & Symbols: Conditions for use by UKAS and UKAS accredited organisations"](#).
- 10 Holders of certificates issued by the accredited WRAS Approvals Scheme may not use the UKAS accreditation symbol in publicity materials, notices, labels, documents or written announcements affixed to or otherwise appearing on goods or products. This restriction shall also apply to packaging and promotional products. Holders of accredited certificates must only use the WRAS Approvals certification mark without the accreditation symbol.
- 11 The use of the accreditation symbol must not be used in any way that might mislead the reader or imply that UKAS assumes any responsibility for the approved product.

PROMOTING WRAS PRODUCT APPROVAL

- 12 For a WRAS approval to be granted, products must be vigorously tested to ensure they are of a suitable quality and standard as defined by the Water Fittings Regulations and Scottish Byelaws¹. These regulations have a specific purpose to prevent misuse, waste, undue consumption or erroneous measurement of water and, most importantly, to prevent contamination of drinking water.
- 13 WRAS approval is the most recognised water fittings approval brand in the UK, although other approval schemes are available. Research by WRAS found that 48% of consumers and 79% of non-household customers would pay more for a WRAS approved product. 71% of consumers and 87% of non-household respondents said they would trust a product displaying the WRAS logo. Approval holders may wish to consider informing their customers that a product is WRAS approved.
- 14 To promote an approved product, WRAS suggests the following channels:
- **Press releases** - Industry trade media are always interested in hearing about the latest news from manufacturers. A press release announcing recently approved products and the benefits of WRAS approval can be sent to announce this.
 - **Social Media** – X (formerly Twitter) is a good way to engage with larger audiences, for free. By tweeting details about approved products only, you may also tag the @WRASApprovals account and using the #WRAS approval hashtag.
 - **Packaging** - Update product packaging with the WRAS Approved Product Certification Mark. Information about product compliance should be clearly visible on product packaging as well as in catalogues and online descriptions.
 - **Website** - Update product descriptions and information to include the WRAS approved Certification Mark, informing customers of its benefits. See usage details and brand guidelines below.

PROMOTIONAL GUIDELINES

- 15 For those seeking to use the WRAS certification mark to provide information as part of a marketing function WRAS suggests the use of the following sentences:
- **Press release:** <<PRODUCT>> is WRAS approved. WRAS approval indicates that <<PRODUCT>> has been thoroughly tested to demonstrate it is of a suitable quality and standard against the requirements of the Water Fittings Regulations and Scottish Byelaws.
 - **Social Media:** Our <<PRODUCT>> has been granted a #WRAS approval which shows it has been tested to demonstrate it is of a suitable quality and standard against the requirements of the UK the Water Fittings Regulations and Scottish Byelaws.
 - **Packaging:** WRAS approved to demonstrate it is of a suitable quality and standard against the requirements of the UK Water Fittings Regulations and Scottish Byelaws, when installed and used correctly. (Use the correct WRAS Approved Product logo)
 - **Installation instructions:** <<This product>> is WRAS approved. This approval demonstrates it is of a suitable quality and standard against the requirements of the UK

¹ The UK Water Supply (Water Fittings) Regulations and Water Supply (Water Fittings) Scottish Byelaws

Water Supply (Water Fittings) Regulations and Water Supply (Water Fittings) (Scotland) Byelaws, provided it is installed and used in accordance with the installation and requirement notes and any other restrictions within the approval. These are available on the WRAS approval directory <https://www.wras.co.uk/search/products/>

- **Website:** <<This product>> is WRAS approved. WRAS approval demonstrates it is of a suitable quality and standard against the Water Supply (Water Fittings) Regulations and Water Supply (Water Fittings) (Scotland) Byelaws, provided it is installed and used in accordance with the installation and requirement notes and any other restrictions within the approval. Any water fitting, which when installed, will carry or receive water from the public mains water supply in the UK, must comply with these regulations. They require that a water fitting should not cause waste, misuse, undue consumption or contamination of the water supply and must be 'of an appropriate quality and standard'. To learn more about compliance, visit: www.wrasapprovals.co.uk

- 12 Ensure you are referring to approved products only. For example, in the event a new 'range' of products is being announced, but only one has received WRAS approval, this must be explicitly clear in all communications
- 13 Check the WRAS approvals directory on the [WRAS Approvals website](http://www.wrasapprovals.co.uk) to confirm the approval is current.

WHO IS PERMITTED TO USE THE WRAS APPROVED PRODUCT / MATERIALS CERTIFICATION MARKS?

- 14 All manufacturers and factors named in a valid product approval by WRAS may use the WRAS Approved Product Certification Mark.
- 15 All manufacturers and factors named in a valid material approval by WRAS may use the WRAS Approved Material Certification Mark.
- 16 Water fittings suppliers and retail outlets (licensee) may seek permission to use the WRAS Approved Product Certification Mark and describe a product as a WRAS approved product, provided the approval is, and remains valid. See conditions of use below.
- 17 Before using a WRAS Approved Product Certification Mark, licensees must have submitted a signed declaration (Appendix A) to agree to these conditions and received permission in writing from WRAS to use the WRAS Approved Product Certification Mark.

Recognised Laboratories

- 18 Recognised Laboratories may use the form of mark below when referring to the recognition on their website and publicity material.
- 19 Recognised laboratories listed on the WRAS website are entitled to use the WRAS recognised laboratory mark on promotional literature and advertising for their services as long as the testing service falls under the scope of the WRAS recognition, the requirements of this document are met, and conditions are not breached.



CONDITIONS FOR USE OF WRAS MARKS

- 20 When using the WRAS Marks only the WRAS approved artwork may be used.
- 21 Approval Holders are entitled to use the WRAS Approved Certification Mark on the packaging, promotional literature and point-of-sale advertising for Approved Products as long as the requirements of this document are met, and conditions are not breached.
- 22 Approval holders may use the WRAS Approved Product Certification Mark and make reference to any approval issued by WRAS in respect of a particular product or range of products or describe a product as a WRAS approved product provided the approval is and remains valid.
- 23 In order to use the WRAS Approved Product Certification Mark, the product being advertised must match the product described in the WRAS Approval. It must be possible for someone viewing the advertisement to find the specific approval within the WRAS Water Fittings Directory, without seeking further information. If this is not the case (if the product is rebranded in any way) then the use of the Certification Mark is not permitted.
- 24 All references to the WRAS Approved Product Certification Mark and WRAS Approved Material Certification Mark must be truthful, fair and not misleading.
- 25 The Certification Mark may be used by non-approval holders (e.g. water undertakers and retailers) to describe the WRAS approval scheme and/or to describe how to check if a product is approved but only if the declaration in Appendix A is completed and authorised by WRAS and as long as the requirements of this document are met and conditions are not breached.

HOW THE MARK MAY BE USED

- 26 Authorised users must use the original WRAS Approved Product Certification Mark files or WRAS Approved Material Certification Mark as appropriate.
- 27 All certification marks must appear with 'CERTIFICATION MARK' wording to indicate the classification of the mark.
- 28 Authorised users of the WRAS Approved Product Certification Mark must acknowledge that the Certification Mark is owned by WRAS as a footer or alongside the WRAS Approved Product certification mark.

- 29 Copies of the 'Mark' are available on request for the purposes of producing artwork.
- 30 Users who intend to the WRAS Approved Product Certification Mark or WRAS Approved Material Certification Mark on a web page, must make sure that there is a minimum spacing of 25 pixels between each side of the certification mark and other graphic or textual elements on the web page.
- 31 Where the WRAS Approved Product Certification Mark is used it must be replicated without adaptation or alteration, (including without limitation any resizing, stretching, or cropping).
- 32 The full colour version of the Certification Mark should be used wherever possible. However, in cases of technical or budgetary constraints, black and white versions may be used (these versions may be requested).
- 33 If a Certification Mark is used on a coloured background, the text is to be reversed to white.
- 34 The clear zone around the Certification Marks must always be preserved to protect the logo's integrity.
- 35 Where there are any legal and/or regulatory requirements about the WRAS Approved Product Certification Mark, you must present the WRAS Approved Product Certification Mark in a way, which meets those requirements.
- 36 It is a condition of use that any mark shall not be used in any printed advertisement or printed publicity matter without indicating that it is a certification mark.

LOGO & CERTIFICATION MARK STRUCTURE

The logos must be arranged as shown below. None of the information is to be rearranged in any way.



✗ The logo must not be used by Approval Holders

The Certification mark is the appropriate logo with the additional text "CERTIFICATION MARK" as shown in the image below.



CERTIFICATION MARK

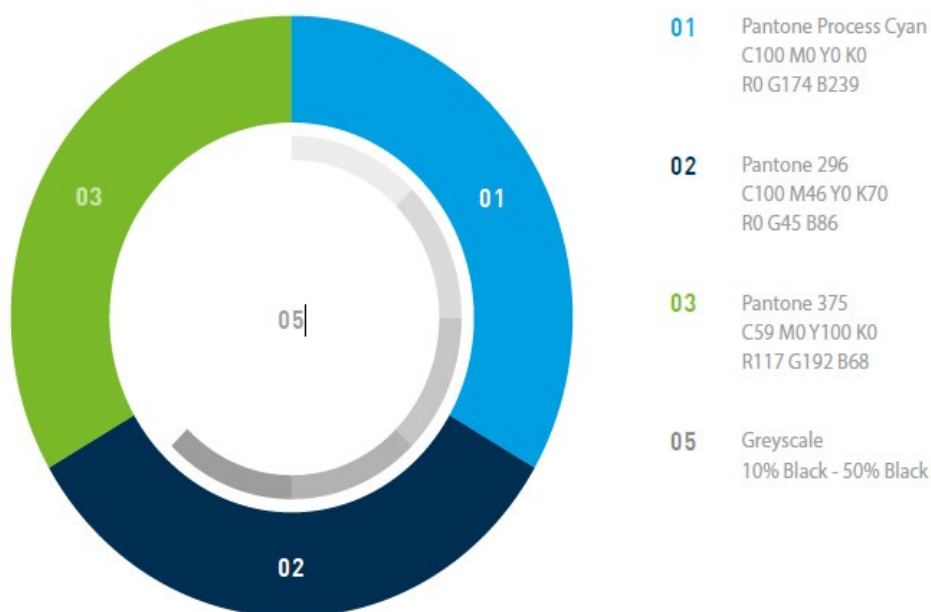
✓ Only the appropriate Certification Mark is to be used by Approval Holders in this format

COLOURWAYS

Where possible, the logos must always appear in the following colours:



COLOUR PALETTE



INCORRECT USE OF THE WRAS APPROVED PRODUCT & WRAS APPROVED MATERIALS CERTIFICATION MARKS

- 37 Incorporation of the WRAS Approved Product or Material Certification Mark, or WRAS Trademarks, in any other organisations' product name, service name, trademarks, logos or company names is not permitted.
- 38 Users must not adopt trademarks or logos that are confusingly similar to the WRAS Approved Product Certification Mark, WRAS Approved Material Certification Mark, or WRAS Trademark.
- 39 It is not acceptable for any party to use the WRAS Approved Product Certification Mark, WRAS Approved Material Certification Mark, or WRAS Trademark in a way that would affect the goodwill of WRAS, or its products or services.
- 40 It is a condition of use that the mark shall not be used in any printed advertisement or printed publicity matter without indicating that it is a certification mark.
- 41 It is not permitted to use screen prints to extract the WRAS Approved Product Certification Mark.
- 42 Approval holders must not refer to 'WRAS Regulations' as there is no such thing: the regulations are legal requirements, not issued by WRAS. WRAS approves products and materials that comply with the Water Fittings Regulations and Scottish Byelaws.
- 43 The WRAS Approved Product Certification Mark or WRAS Trade Mark cannot be used to link to specific content, such as PDFs, except with prior written consent from WRAS.

LIMITATIONS ON USE OF THE PRODUCT CERTIFICATION MARK

- 44 A product that has not been approved must not be promoted as WRAS approved, no matter how close in description it is to another product that has been approved.
- 45 Once a product approval expires, the WRAS Approved Product Certification Mark can no longer appear on the approval holders' packaging, promotional literature and point of sale advertising for Approved Products or websites.
- 46 Prior to an Approval being granted Applicants shall not use the WRAS name or WRAS Approved Product Certification Mark in any publication or suggest or imply any endorsement of a particular product or range of products by the Scheme either verbally, in writing or by any other means.
- 47 Where the WRAS Approved Product Certification Mark is used in connection with a WRAS Approved Product or Product range, it is not permitted to suggest or imply by use or display of the WRAS Approved Product Certification Mark or reference to WRAS Approval that other non-approved products are included or covered by the WRAS Approval. This includes but is not limited to:
- The WRAS Approved Product Certification Mark should not be displayed next to any product which does not hold a current WRAS approval and can be displayed ONLY next to products that hold a valid WRAS Approval.
 - The WRAS Approved Product Certification Mark should not be used on the front of a brochure that may suggest all products in that brochure are WRAS Approved unless all products within the brochure are WRAS approved.
 - The WRAS Approved Product Certification Mark or description should not be used in a website in a way that may suggest all products on the website or within a section are WRAS Approved where at least one product is not approved.

APPENDIX A – DECLARATION FOR USE OF WRAS MARK BY NON—APPROVAL HOLDERS

DECLARATION I have read and fully understand the above conditions for the use of the Water Regulations Approval Scheme (WRAS) Limited Certification Mark under this agreement and agree to abide by the terms. I understand that permission to use the WRAS Certification Mark is at the discretion of the Water Regulations Approval Scheme Limited and that they reserve the right not to grant or to withdraw permission at any time.

Signature on behalf of the Licensee:

Name (PLEASE PRINT):

Date:

COMPANY NAME:

ADDRESS 1:

ADDRESS 2:

ADDRESS 3:

ADDRESS 4:

ADDRESS 5:

POSTCODE:

Company No.:

Which logo(s) do you wish to use?

How do you intend to use logo?

.....

Please sign and return to the Water Regulations Approval Scheme Limited at the address below:

Approvals Manager,
Water Regulations Approval Scheme Limited,
Unit 13, Willow Road,
Pen y Fan Industrial Estate,
Crumlin, Gwent,
NP11 4EG.

If you require further information about using the WRAS Approved Product Certification Mark, please contact the address above.