

**VRA**®  
**CERTIFICATION**

## **UK Vehicle Recycler Certification Scheme**

### **Terms and Conditions for the Use of the VRAC Certified Vehicle Recycler Logo**

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VRA CERTIFICATION LTD

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## 1 PURPOSE

- 1.1.1 This document sets out VRAC's conditions for using the 'VRAC Certified Vehicle Recycler' logo (the Logo) by certified vehicle recyclers.

## 2 RELEVANT SCENARIOS

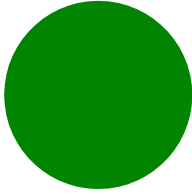
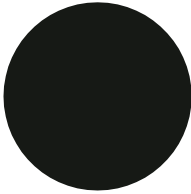
- 2.1.1 Only certified vehicle recyclers may use the Logo.
- 2.1.2 The Logo may be used to promote certification on stationery and publicity material, including websites, emails, vehicles, flags, product packaging and other marketing goods.

## 3 TERMS AND CONDITIONS OF USE

- 3.1.1 The Logo remains the property of VRA Certification Ltd and shall only be used in accordance with these terms and conditions.
- 3.1.2 The Logo shall only be used by a vehicle recycler that holds current, valid certification to the VRA UK Standard for Reclaimed Parts from End-of-Life Vehicles (the Standard).
- 3.1.3 The Logo shall only be used in accordance with the brand guidelines specified in Section 4.
- 3.1.4 The Logo shall not be used in a misleading manner regarding certification status.
- 3.1.5 The Logo shall be removed from all stationery and publicity material should a vehicle recycler have their certification either suspended or revoked by a certification body, or the vehicle recycler withdraws from the scheme at their own request.
- 3.1.6 The Logo shall not be used to imply or claim that certification applies to activities that are outside of the scope of the Standard.
- 3.1.7 The Logo shall not be used in a manner that would bring VRA Certification Ltd, the Vehicle Recyclers' Association and/or an appointed certification body into disrepute and lose public trust.

## 4 BRAND GUIDELINES

### 4.1 Colour guide

		
<b>Hex</b>	#018501	#161915
<b>RGB</b>	R1, G133, B1	R 22, G 25, B 21
<b>HSL</b>	H120, S0.99, L0.26	H 105, S 0.09, L 0.09
<b>CMYK</b>	C 52% M 0% Y 52% K 48%	C 1% M 0% Y 2% K 90%

### 4.2 Typography

#### 4.2.1 The font is Turnpike

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**

4.3 Primary logo

4.3.1 The logo's exclusion zone should be equal to half (½) of its height (marked as x below)



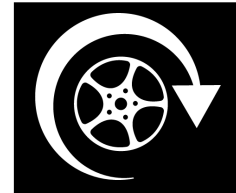
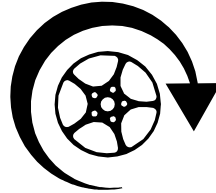
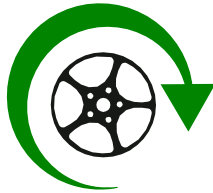
4.4 Mono logo – black



4.5 Mono logo – white



#### 4.6 Icon/thumbnail



#### 4.7 Stacked logos

4.7.1 The logo's exclusion zone should be equal to one quarter (1/4) of its height (marked as x below)



#### 4.8 Obtaining copies of the Logo

4.8.1 Certified vehicle recyclers wishing to use the Logo should email the VRAC and include in the message the ATF's unique certification number, the logo(s) and format(s) required. Logos are available in PDF, JPEG, PNG and vector (AI, SVG and EPS) formats, and in RGB for web applications and CMYK for print.

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