

1.0 Purpose

AdSkills Certification Ltd (AdSkills) seeks to certificate under the Accredited Certification Scheme for Individual Gas Fitting Operative (ACS).

This document outlines the general approach taken by AdSkills to ensure that all trademarks are used correctly to protect candidates and the reputation of the certification scheme. This document is not intended to be exhaustive regarding the certification scheme and if you have any queries relating to this please contact us directly.

In the context of this Policy the 'Brands' are considered to include any trademark and/or logo relating to or connected with the certification scheme including the trademark terms 'AdSkills Certification Limited' or 'AdSkills' (whether used by registered or unregistered businesses, organisations or candidates) used either together or separately.

The brand may be used in a number of ways by third parties providing such use by the third party has been expressly authorised by AdSkills through the granting of a licence before it is used. An example (which are non-exhaustive) of appropriate brand use by authorised third parties is as follows:



AdSkills is committed to ensuring the integrity of the certification process ultimately to support Gas Safe in protecting the public from unsafe gas work.

AdSkills are therefore committed to protecting its trademarks and intellectual property to ensure that they are correctly and legally used.

2.0 Brand use

Approved Centres

Approved centres with a valid certificate are permitted to display the AdSkills trademarks.

If the contract has been terminated or the centres certificate has expired the use of all AdSkills trademarks must cease.

New applicant Centres

Businesses will not be permitted to sign a contract with AdSkills with trading names or logos that include or are very similar to the trademark terms.

Prior to applicant centres becoming approved the use of our trade permits where it is visible to the public is not permitted.

Use by applicants / candidates / certificate holders

Above individuals may not use any of our trademarks unless they have obtained a written and signed non-exclusive brand licence agreement setting out how the brand may be used between the individual and AdSkills.

If we are not happy with the information you provide, or if you do not provide all the information we ask for, we reserve the right not to grant you a brand licence.

Terms of use of all logos marks can be found on the reverse of the certificate, AdSkills website and in the scheme rules under “brand guidelines”. By signing the application form and subsequently the certificate individuals agree to the terms of use.

Use by other businesses

Any business that is not one of our approved centres, but who wishes to use the brand, is required to obtain a written and signed non-exclusive brand licence agreement setting out how the brand may be used between that business and AdSkills.

If we are not happy with the information you provide, or if you do not provide all the information we ask for, we reserve the right not to grant you a brand licence.

2.0 Use of allied brands

A contract with, or a licence from AdSkills does not permit or infer the right of a business, organisation or any individuals to use another company’s / organisation’s trademark, for example Gas Safe Register or UKAS.

The use of UKAS symbols shall be in accordance with the conditions detailed in current version of “The National Accreditation Logo and Symbols: Conditions for Use by UKAS and UKAS Accredited Organisations” document.

3.0 Brand misuse and enforcement

If AdSkills receives information and/or evidence that the trademarks are not being used in accordance with the current Brand Policy, AdSkills will contact the business/individuals concerned and take appropriate action. Failure to comply with the Brand Policy, by a registered business could lead to the termination of the contract with an approved centre or the withdrawal of an individual’s certificate.

Enforcement action will also be taken by AdSkills against any third parties using or suspected of using the trademarks in any advertising material without an appropriate licence or using the brand/trademarks inappropriately.

Note: *Marketing/advertising material is a form of communication used to promote or sell a business’ services or product e.g. websites, adverts, vehicle signage, business stationery, social media, online website directories, flyers, advertising hoards etc.*

Where a business/individual’s persists in using the incorrect trademark or using the trademarks unlicensed, or where the business/ individual’s has not complied with AdSkills requests regarding the correct or proper use of the trademarks, legal action may be taken against that business / individual.