



# **IAF Policy Document**



## **RULES FOR THE USE OF THE IAF LOGO**

**Issue 1, Version 2**

**(IAF PL 8:2016)**

The International Accreditation Forum, Inc. (IAF) facilitates trade and supports regulators by operating a worldwide mutual recognition arrangement among Accreditation Bodies (ABs) in order that the results issued by Conformity Assessment Bodies (CABs) accredited by IAF Accreditation Body Members are accepted globally.

Accreditation reduces risk for business and its customers by assuring that accredited CABs are competent to carry out the work they undertake within their scope of accreditation. ABs that are members of IAF and the CABs they accredit are required to comply with appropriate international standards and the applicable IAF application documents for the consistent application of those standards.

ABs that are signatories to the IAF Multilateral Recognition Arrangement (MLA) are evaluated regularly by an appointed team of peers to provide confidence in the operation of their accreditation schemes. The structure and scope of the IAF MLA is detailed in IAF PR 4 - Structure of IAF MLA and Endorsed Normative Documents.

The IAF MLA is structured in five levels: Level 1 specifies mandatory criteria that apply to all ABs, ISO/IEC 17011. The combination of Level 2 activity(ies) and the corresponding Level 3 normative document(s) is called the main scope of the MLA, and the combination of Level 4 (if applicable) and Level 5 relevant normative documents is called a sub-scope of the MLA.

- The main scope of the MLA includes activities e.g. product certification and associated mandatory documents e.g. ISO/IEC 17065. The attestations made by CABs at the main scope level are considered to be equally reliable.
- The sub scope of the MLA includes conformity assessment requirements e.g. ISO 9001 and scheme specific requirements, where applicable, e.g. ISO TS 22003. The attestations made by CABs at the sub scope level are considered to be equivalent.

The IAF MLA delivers the confidence needed for market acceptance of conformity assessment outcomes. An attestation issued, within the scope of the IAF MLA, by a body that is accredited by an IAF MLA signatory AB can be recognized worldwide, thereby facilitating international trade.

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## 1 PREAMBLE

In order to promote the IAF, whilst ensuring that the brand is protected, the IAF Communications and Marketing Committee has drafted this document to set out the rules for the use of the IAF Logo (as opposed to the IAF MLA Mark).

The IAF Secretariat receives regular requests from the membership and others for permission to use the IAF Logo for a variety of purposes. Typical examples include:

- ◆ Use by IAF members for use in their own promotional materials or stationery.
- ◆ Use by IAF members in their promotion of events related to World Accreditation Day
- ◆ Use by conference organisers for events that involve IAF.
- ◆ Use by IAF MoU partners in their work, for example when making a reference to the MoU with IAF.

IAF encourages the use and reproduction of its logo, however, in recognition of the concern that misuse of the IAF Logo might, among other things, incorrectly imply achievement and recognition of IAF MLA signatory status and undermine the value of the IAF MLA Mark, this document establishes rules for the use of the IAF Logo.

## 2 THE IAF LOGO

The IAF Logo is as shown below:



Black version



Blue version

This document does not provide guidance or rules for the use of the IAF MLA Mark, for which separate rules apply. Refer to IAF ML 2.

The IAF Logo is registered as a trademark.

### **3 GENERAL RULES**

The following may use the IAF Logo in connection with official IAF business without the need to specifically request permission to do so:

- i) The IAF Secretariat.
- ii) Members of the IAF Executive Committee.
- iii) Secretaries of IAF permanent Committees (a list of these appears in IAF PL5: Structure of IAF).

All other potential users of the IAF Logo must make a request in writing to the IAF Secretariat, setting out the details of the proposed use, and receive permission from the IAF Secretariat before using the IAF Logo.

#### **3.1 Use by IAF Members**

Subject to permission to use the IAF Logo being gained from the IAF Secretariat:

- i) IAF members may use the IAF Logo only for specific promotion of IAF. When doing so, they must also exhibit their own logo and not use the IAF Logo alone.
- ii) Where an IAF Member states on its website or in its publications that it is a member of IAF, it shall state the type of membership (Accreditation Body, Association, Regional etc).
- iii) Where the IAF Logo is used on an IAF document translated from English into another language, the document must contain a statement to acknowledge that the English version of the document shall be the definitive version.

#### **3.2 Use by Non-IAF Members**

The IAF Logo may only be used by non-IAF members e.g. MoU partners if permission has been specifically granted by the IAF Secretary following a submission in writing that includes the details of the intended use.

#### **3.3 Criteria for Granting Permission to use the IAF Logo**

Permission to use the IAF logo will be given to members of IAF to promote their membership of IAF with the objective to market the global accreditation system. The

IAF Secretariat will consider applications to use the IAF Logo based upon the following principles:

- i) It must not be used in a situation that is likely to damage or diminish the reputation of IAF.
- ii) It must not be misleading.
- iii) The use of the IAF Logo must not in any way imply that a product, service (such as training) or person is covered by accreditation. The IAF Logo may be used in training material by IAF members for the purpose of providing information about IAF and the MLA. The IAF Logo may only be used in promotional material associated with training when that training is organised by or on behalf of IAF.
- iv) The use of the IAF Logo is restricted to the person or body applying to use it and this permission cannot be assigned to any other person or body.

### 3.4 General Summary of Permissible Use Within IAF

3.4.1 Subject to permission from the Secretariat, IAF encourages the use of the IAF logo for promotional purposes. The following table, while not an exhaustive list, provides guidance on the potential uses of the logo:

	<b>IAF Secretariat</b>	<b>IAF Executive Members in connection with official IAF business</b>	<b>IAF permanent Committee Secretaries</b>	<b>IAF Members</b>	<b>IAF Observers<sup>1</sup></b>
Communications tools (such as presentation slides, press releases, brochures, advertisements etc)	Yes	Yes	Yes	Yes	Ask for specific permission

<sup>1</sup> As defined in IAF PL2: 2015, para 3.10

	<b>IAF Secretariat</b>	<b>IAF Executive Members in connection with official IAF business</b>	<b>IAF permanent Committee Secretaries</b>	<b>IAF Members</b>	<b>IAF Observers<sup>1</sup></b>
Corporate Stationary (such as promotional gifts, calendars, letterheads, compliments slips, business cards, faxes, etc)	Yes	Yes	Yes	Yes	No
Event Materials (such as pop-up banners, stand displays, signage, posters etc)	Yes	Yes	Yes	Yes	Ask for specific permission
Online applications (websites, newsletters, etc)	Yes	Yes	Yes	Yes	Ask for specific permission
IAF draft documents	Yes	Yes	Yes	Not applicable	Not applicable
IAF publications	Yes	Not applicable	Not applicable	Not applicable	Not applicable

3.4.2 Any suspension or termination of Membership revokes any prior approval or right to use the IAF logo.

3.4.3 Any instances of misuse will be referred to the IAF Executive Committee for appropriate action.

### 3.5 **Reproduction Rules**

3.5.1 The following rules apply when the IAF Logo is used:

- i) The IAF Logo must always be used in its original, designed proportions. The IAF Logo must not be distorted, compressed or stretched in any way.
- ii) The IAF Logo must not appear in a size that renders the IAF name unreadable.

- iii) The IAF Logo must not normally be reproduced smaller than 25mm across without the express permission from the IAF Secretariat.
- iv) The IAF Logo must only be used in its normal horizontal orientation. It must not be rotated.

If the IAF Logo is to be incorporated into any documents, which are to be circulated electronically, consideration should be given to ensure that the format of the logo cannot be altered, such as circulating in Portable Document Format (pdf).

3.5.2 In a situation where IAF is involved in jointly sponsored conferences, the meeting announcements and programs may require the names and logos of numerous entities. The IAF Logo should be of equal size with other logos being used in the same publicity media, but clearly separated. The IAF Logo must be clearly separated from the names of commercial organisations or companies.

3.5.3 The typeface is custom-designed artwork. As a result, a “similar” typeface must not be substituted for the letters within the IAF Logo. The complete IAF Logo as shown in this document shall be used for all IAF Logo application requirements.

3.5.4 The IAF Logo must always be used on a background that will not impede readability.

3.5.5 The IAF Logo may be reproduced in black and white or in colour provided the approved colours are used:

<b>Mono:</b>	100% Black	
<b>Colour:</b>	PMS 2747	100C; 90M; 16K
		0R; 37G; 123B
	PMS 299	84C; 17M; 0Y; 0K
		0R; 160G; 223B

Embossed, relief, or die-stamped versions are allowable.

3.5.6 To ensure high-quality reproduction, it is critical to use print-ready artwork. The IAF Logo is available electronically from the IAF Secretariat and will be provided upon receipt of a written request and following confirmation that the purpose of its intended use meets the rules outlined in this document. Photocopies of the IAF Logo from other documents shall not be used.



End of Rules for the use of the IAF Logo.

**Further Information:**

For further Information on this document or other IAF documents, contact any member of IAF or the IAF Secretariat.

For contact details of members of IAF see the IAF website: <http://www.iaf.nu>

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