

ASL(I)01 - Use of Accreditation Mark and Logos

This document defines the requirements governing the use of ASCB accreditation marks and logos by ASCB-accredited conformity assessment bodies and, where applicable, by their certificated organizations.

Where changes to marks or logos are introduced, ASCB will publish transition arrangements separately.

Definitions and roles

For the purposes of this document:

ASCB-accredited conformity assessment body (CAB)

An organization that has been formally assessed and accredited by ASCB to perform defined conformity assessment activities within a specified scope, as set out in its ASCB schedule of accreditation.

Certificated organization

An organization that has been issued a certificate by an ASCB-accredited conformity assessment body. Certificated organizations are not accredited by ASCB and do not hold any accredited status with ASCB.

Accredited status

A status granted exclusively by ASCB to conformity assessment bodies. Accredited status cannot be transferred, shared, extended, sublicensed, or implied through certification, partnership, ownership, or contractual arrangements.

Certification

An attestation issued by an accredited conformity assessment body confirming conformity with specified requirements. Certification does not confer accreditation.

Use of the ASCB accreditation mark

ASCB-accredited conformity assessment bodies (CABs) can indicate their accredited status on certificates issued to certificated organizations using the ASCB accreditation **mark** (see Appendix A). However, the organization displaying them must ensure that their use does not mislead, devalue, or otherwise undermine the accreditation mark, and is consistent with applicable accreditation standards and associated guidance.

Laws of copyright apply to the use and display of ASCB accreditation marks and logos. Only those variants issued or authorized by ASCB may be used by CABs.

Use by ASCB-accredited conformity assessment bodies

You may use the accreditation **mark** (portrait or landscape version) on certificates and reports relating to those activities covered under your ASCB accreditation. Any unaccredited results or information in the certificate or report must be clearly identified and excluded from the scope of accreditation.

References to accredited status with the accreditation logos

CABs can also display accreditation **logos** specific to the accreditation activities (see Appendix C) on the following:

- Quotations and estimates. These shall indicate any activities that are not ASCB-accredited.
- Corporate Stationery, e.g., letterheads, compliment slips, invoices
- Internal walls and doors
- Exhibition stands
- Websites – provided that the scope and limitations of the accreditation are clearly and prominently described. For example, accredited certification bodies may use the accreditation mark on all pages of their website, provided they have a clear statement/disclaimer alongside the accreditation mark describing the scope /limitation of its accreditation, i.e., “Our accreditation is limited to those activities described on our ASCB schedule of accreditation found here.”

The ASCB accreditation mark and accreditation logo may not be used on:

- Vehicles
- Buildings and Flags
- Goods or products unless these have been manufactured under an accredited product conformity scheme.
- Primary packaging, e.g., blister packs

And, in the case of the accreditation mark for certification activities, they may not be used on:

- Laboratories, Inspection Bodies, Proficiency Testing Providers, Reference Material Producers and Medical Diagnostic Service Providers issued reports and certificates.

Further requirements

1. The accreditation logos and any accreditation mark may only be used to indicate an accredited status by the organizations named on the ASCB accreditation certificate. Associate companies of the accredited organization must not display, imply, or otherwise reference the organization’s accredited status.

2. The accreditation mark must be displayed on certificates issued to certificated organizations in a manner that is the least dominant mark and in a style that does not give rise to any reasonable inference that the certificate or report is issued by ASCB.
3. The ASCB mark or logos may not be used on a product or packaging in a manner that implies or could be interpreted as denoting product conformity.
4. The ASCB accreditation mark and logos must not be adapted, i.e., change of shape, colors etc. (see Appendix B).

Use of marks and logos following suspension, withdrawal, or scope change

5. Where an accredited organization is subject to suspension, withdrawal, or amendment of its accreditation or scope, it must immediately amend or cease the use of certificates, marks, logos, and references to accredited status as applicable, and must take reasonable steps to inform affected stakeholders where relevant.

Providing ASCB logos to certificated organization and students

6. The certificated organizations of CABs must not use the ASCB accreditation mark and may only use combined logos where expressly permitted under this document.
7. The accreditation logo may be supplied to certificated organizations only as a combined logo with the ASCB-accredited conformity assessment body clearly identified, and must not be presented in a manner that could reasonably be interpreted as indicating that the certificated organization is accredited by ASCB (see example in Appendix D).
8. Individual students of ASCB-accredited training providers or accredited courses must not use the accreditation mark or logo.

Responsibility for control of third-party representations

ASCB-accredited conformity assessment bodies are responsible for ensuring that their certificated organizations, partners, agents, franchisees, associated entities, and any third parties acting on their behalf do not make false, misleading, or unauthorized claims regarding ASCB accreditation.

In particular:

- a) Accreditation by ASCB must not be claimed, implied, or represented by certificated organizations, partners, or third parties.
- b) References to ASCB accreditation must be limited to factual statements describing the accredited status of the conformity assessment body itself, and must not suggest that ASCB accredits, approves, endorses, or recognizes the certificated organization or any third party.

- c) Where ASCB accreditation marks or logos are made available to certificated organizations, the accredited conformity assessment body must ensure their correct use and must actively prevent misuse, including by withdrawal of permission where necessary.
- d) Failure by an accredited conformity assessment body to take effective action to prevent or correct misuse of ASCB marks, logos, or accreditation claims by third parties may be treated as misuse by the accredited conformity assessment body itself.
- e) Persistent or unresolved misuse of ASCB accreditation marks, logos, or accreditation claims by certificated organizations or third parties may be treated as a failure of the accredited conformity assessment body to maintain effective control over its certification activities.

Further guidance

CABs with questions regarding the application of this document should seek clarification from ASCB prior to use.

Certificated organizations or students should contact their certificate-issuing body.

Appendix A: The current ASCB accreditation mark for certificates

The current accreditation mark in use by ASCB is displayed below. High-resolution versions are available to accredited conformity bodies:



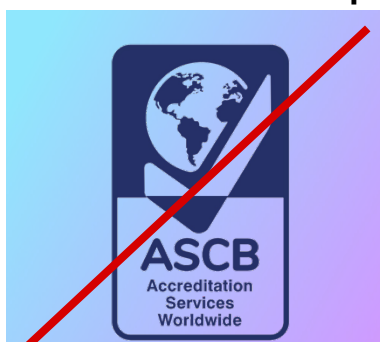
Appendix B: Restrictions on modifications or changes of the ASCB mark or logos



Do not resize the mark and logos.



Do not edit the transparency.



Appendix C: The ASCB accreditation logos

CABs will be supplied with high-resolution versions of the logos as per their accreditation schedule.



Appendix D: Example of a combined logo supplied to certificated organizations or students



Ends