

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

The ASCB accreditation mark and logos

The ASCB accreditation mark and logos were updated on June 1, 2023. Please refer to ASL(G)78 *Transition timeframe for the new ASCB Accreditation mark and logos* for the transition arrangements for ASCB-accredited organizations and their certificated clients.

Use of the ASCB accreditation mark

ASCB-accredited organizations can indicate their accredited status on client certificates using the ASCB accreditation **mark** (see Appendix A). However, the organization displaying them shall not mislead anyone; devalue or degrade the accreditation mark; use them illegally; or use them contrary to the recognized accreditation standards and associated guides.

Laws of copyright cover the use and display of the mark and logos, and the ASCB accreditation mark and logos are the only variants organizations accredited by ASCB are permitted to display.

If you are an ASCB-accredited organization

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 excluded.

References to accredited status with the accreditation logos

ASCB-accredited organizations 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 – This is provided the accreditation's scope and limits are clearly 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 or 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 may not display or reference the organization's accredited status.
2. The accreditation mark should be shown on the client certificate in a manner that is the least dominant mark on it and in a style where it will not cause any reasonable person to infer or otherwise believe that the certificate or test report is issued directly 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 accredited organization shall cease using certificates, mark, logos or referring to its accredited status if it is (i) not in good financial standing with ASCB and (ii) if it has received a notice of change of accredited status for withdrawal of accreditation certificate. The accredited organization shall make immediate provision for deleting references to accredited status and logos in all stationary, advertisements, websites and other mediums.
5. Where relevant, an accredited organization receiving a notice of change of accredited status for withdrawal of accreditation certificate shall advise those of its stakeholders and others who would have a reasonable interest, such as trading partners, customers and registration agencies, that their accredited status has been withdrawn.
6. The accredited organization shall not make future provisions (i.e., placing advertisements, ordering stationary, etc.) for the use of client certificates, logos or from referring to its accredited status if it is (i) not in good financial standing with ASCB and (ii) if it has received a notice of change of accredited status for suspension of certificate.
7. The accredited organization shall amend its use of certificates, mark, logos and references to its accredited status if it has been advised via a notice of change of accredited status that its scope of certification has been reduced or amended.
8. The ASCB accreditation mark and logos must not be adapted, i.e., change of shape, colors etc. (see Appendix B).

Providing ASCB logos to certificated clients and students

9. ASCB-accredited organizations must ensure that where their clients use the accreditation logo, they comply with the correct use. The accreditation logo should be supplied to clients as a combined logo with the ASCB-accredited organizations on the left and the relevant ASCB logo on the right (see example in Appendix D). The clients of the ASCB-accredited organizations must not use the accreditation mark.
10. Individual students of ASCB-accredited training providers or accredited courses must not use the accreditation mark or logo.

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

ASCB-accredited organizations 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 clients or students



Further guidance

ASCB-accredited organizations with questions regarding using the ASCB accreditation mark or logos should contact ASCB corporate office via ascb.com or their local representative. Certificated clients or students should contact their certificate issuing body.

Ends