

ASL(G)78 Transition timeframe for the new ASCB accreditation mark and logos

We are pleased to announce that ASCB has recently introduced a new accreditation mark highlighting our status as a modern, innovative, and truly global organization and better representing our various services.

Accreditation mark

The following mark can be applied to client certificates where conformity assessment bodies are approved and accredited to display the ASCB accreditation mark. A portrait or landscape variation of the mark can be applied to best suit its placement.



The instructions and requirements for the use of the mark and logos (ASL(I)01) are published on the ASCB website's general requirements section here: <https://www.ascb.com/view/resource/1>

Accreditation logos

New logo variations have been introduced to clarify to the public in marketing materials, and publications the type of accreditation services each ASCB-accredited body has been assessed against.





Transition timelines

To ensure a seamless and cost-effective transition for our customers, we have set a transition period with specific deadlines for updating digital and printed materials and certificates.

The specific deadlines are as follows:

- Digital Materials (websites, email signatures, validation tools, etc.): 1 year from the date of launch (June 1, 2024)
- Printed Materials (brochures, displays, signs, etc.): 2 years from the date of launch (June 1, 2025)
- Certificates: 3 years from the date of launch (June 1, 2026)

The old and new marks/logos will be accepted during this transition period.

However, we strongly encourage ASCB-accredited certification bodies to work towards meeting the deadlines for transitioning to the new mark and logos. We understand that this may pose a challenge for some, and we are willing to make allowances for those with a well-planned action plan to complete the transition. Ultimately, we expect all certificates to have been successfully transitioned within six months of the specified deadline.

Ends