



Use of the ILAC Logo and Tagline

ILAC – International Laboratory Accreditation Cooperation

ILAC is the international authority on laboratory and inspection body accreditation, with a membership consisting of accreditation bodies and stakeholder organisations throughout the world.

ILAC provides the infrastructure that supports the world-wide demonstration of competence and equivalence of testing (including medical) and calibration laboratories, inspection bodies and other types of bodies serving or supporting laboratories and inspection bodies through accreditation. Accreditation of laboratories and inspection bodies supports activities within and between economies including trade, protection of health, safety and the environment for the public benefit. Its fundamental purpose is to provide confidence in the competence of bodies supporting these activities.

The ILAC Arrangement is an international, multilateral mutual recognition arrangement for accreditation bodies. Participating accreditation bodies agree to promote acceptance of the equivalence of calibration, test and inspection reports produced by accredited facilities. Each accreditation body undergoes peer evaluation according to ILAC rules and procedures prior to becoming a signatory to the ILAC Arrangement.

ILAC values the critical complementary and supportive activities of its Regional Cooperation Body members in the realisation of its vision, mission, goals and associated strategies. The Regional Cooperation Body members through the implementation of their multilateral mutual recognition arrangements provide all of the peer evaluation resources and much of the technical inputs to ILAC documents.

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PREAMBLE

On occasions, the ILAC Secretariat receives requests from the membership and others for permission to use the ILAC logo (as opposed to the ILAC MRA Mark) for a variety of purposes. Typical examples include:

- ◆ Use by the ILAC membership, who may or may not be signatories to the Arrangement, for use in their own promotional materials or stationery.
- ◆ Use by the ILAC membership in their promotion of events related to World Accreditation Day or other accreditation related events or seminars. Use by conference organisers for events that involve, or are sponsored by, ILAC.
- ◆ Use by ILAC MoU partners in their work, for example when making a reference to the MoU with ILAC.

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

This document also establishes rules for the use of the ILAC logo when incorporated into the ILAC tagline.

This document does not provide guidance or rules for the use of the ILAC MRA Mark, for which separate rules apply (Refer to ILAC R7).

The ILAC logo is registered as a trademark.

This document was updated in August 2016 to reflect the new ILAC tagline approved by the ILAC Executive Committee and the ILAC Marketing and Communications Committee in April 2016.

1. THE LOGO AND TAGLINE

1.1 The ILAC logo

The ILAC logo is as shown below:



Black version



Blue version

The ILAC logo can be used on its own, as shown above, without the words of the tagline. (See 1.2)

Note: The ILAC logo is not the ILAC MRA Mark.

1.2 The ILAC Tagline

The ILAC logo is incorporated into and is a fundamental part of the design of the ILAC tagline. The ILAC tagline may only be used in conjunction with the ILAC logo. The ILAC logo and tagline are shown below:



*Accreditation:
Delivering Global Confidence*

Black version



*Accreditation:
Delivering Global Confidence*

Blue version

The rules for the use of the ILAC tagline are the same as for the logo alone, as detailed in the following clauses. Therefore, where reference to the ILAC logo is made this also applies to the ILAC tagline.

2. GENERAL RULES

The following may use the ILAC logo in connection with official ILAC business without the need to specifically request permission, or to sign the declaration:

- i) The ILAC Secretariat
- ii) Members of the ILAC Executive Committee
- iii) Chairs and Secretaries of official ILAC committees and working groups (a list of these will be maintained by the ILAC Secretariat)

ILAC Regional Cooperation Bodies, ILAC Full Members, and ILAC Associates may use the ILAC logo subject to the signing of the logo declaration form (see Annex 1), and approval by the ILAC Secretariat.

ILAC Affiliates and Stakeholders must make a request in writing to the ILAC Secretariat, setting out the details of the proposed use, and receive written permission from the ILAC Secretariat before using the ILAC logo.

Any suspension or termination of membership or any official role with ILAC, revokes any prior approval or right to use the ILAC logo or the ILAC logo and tagline.

Accredited conformity assessment bodies (CABs) are not able to use the ILAC logo or tagline.

ILAC, and the membership, will take appropriate action if it considers there is misuse of the logo and / or the logo and tagline that may cause damage to the reputation of ILAC.

2.1 Use by the ILAC Membership

Subject to approval to use the logo being granted by the ILAC Secretariat:

- i) The ILAC logo may only be used for specific promotion of ILAC. When doing so, the ILAC Membership must display their own logo alongside the ILAC logo. The ILAC logo may not be used alone.
- ii) Where an ILAC Full Member, Associate, Affiliate, Regional Cooperation Body or Stakeholder displays the ILAC logo, it shall state the category of ILAC membership to which it belongs (Full Member, Associate, Affiliate, etc).
- iii) Where the ILAC logo is used on an ILAC 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.
- iv) The ILAC tagline itself must remain in English. Refer to Section 2.5.

2.2 Criteria for Granting Permission to use the ILAC Logo

The use of the ILAC logo is based upon the following principles:



- i) It must not be used in a situation that is likely to damage or diminish the ILAC reputation.
- ii) It must not be misleading.
- iii) The ILAC logo shall not be used on products, except on promotional materials (Refer to Section 2.4). Use of the ILAC logo shall not imply an endorsement of the content or material on which it is displayed. It shall not in any way imply that a product, service (such as training) or person is covered by accreditation. The logo may only be used in promotional material associated with training when that training is organised by or on behalf of ILAC, or relates to ILAC requirements.
- iv) The use of the logo is restricted to the person or body applying to use it and this permission cannot be assigned to any other person or body.

2.3 Use by other parties

The ILAC logo may only be used by other parties if permission has been specifically granted by the ILAC Secretariat following a submission in writing that includes the details of the intended use.

2.4 General Summary of Permissible Use

ILAC encourages the use of the logo for promotional purposes by those authorised to use it as per Section 2. The following, while not an exhaustive list, provides examples on the potential uses of the logo:

- Communication tools (presentation slides, press releases, brochures, advertisements etc.)
- Corporate Stationary (promotional gifts, calendars, document folders, notebooks, letterheads, compliment slips, business cards, faxes, invoices etc.)
- Event Materials and Displays (pop-up banners and stand displays, signage, posters, etc.)
- Online applications (websites, newsletters, email signatures etc.)

2.5 Reproduction Rules

2.5.1 The following rules apply when the ILAC logo or ILAC logo and tagline is used:

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

- iii) It must only be used in its normal horizontal orientation. It must not be rotated.
- iv) In addition to i) – iii) above, the words of the tagline, if used, must not be translated, and must remain on the right of the logo and in the same proportions as shown in 1.2.

- 2.5.2 ILAC is involved in many jointly sponsored conferences. These meeting announcements and programs may require the names and logos of numerous entities. The ILAC logo or ILAC logo and tagline, when possible, should be of equal size with other logos being used in the same publicity media, but must be clearly separated from the names of commercial organisations or companies.
- 2.5.3 The typeface is custom-designed artwork. As a result, a “similar” typeface must not be substituted for the letters within the logo or the words used in the tagline. Always use the complete logo as shown in this document for all logo application requirements.
- 2.5.4 The ILAC logo or ILAC logo and tagline must always be used on a background that will not impede readability.
- 2.5.5 The ILAC logo or ILAC logo and tagline may be reproduced in black and white or in colour provided the approved colours are used:

MONO COLOUR BREAKDOWN



BLACK (100% black)

PROCESS (CMYK) COLOUR BREAKDOWN



C100 M56 Y0 K0

PANTONE (PMS) COLOUR BREAKDOWN



PANTONE 293C (blue)

WEBSITE (RGB) COLOUR BREAKDOWN



R0 G0 B229

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

- 2.5.6 To ensure high-quality reproduction, it is critical to use print-ready artwork. The ILAC logo and ILAC logo and tagline are available electronically from the ILAC Secretariat and will be provided upon receipt of a written request and a completed Declaration form (refer to Annex 1) to use the ILAC logo and tagline and following confirmation that the purpose of its intended use meets the rules outlined in this document.

Declaration form to use the ILAC Logo and Tagline

ILAC Full Members, ILAC Regional Cooperation Bodies, and ILAC Associates **must sign and return** this declaration to the ILAC Secretariat to use the ILAC logo and tagline. Following approval, the ILAC logo and ILAC logo and tagline can be used according to the rules set out in ILAC R4, without seeking permission on each occasion.

The ILAC logo and ILAC logo and tagline represents a sign of confidence and trust in the market, and so ILAC takes steps to avoid inappropriate use of the ILAC logo and ILAC logo and tagline that could mislead or cause confusion.

ILAC, and the membership, will take appropriate action if it considers there is misuse of the logo and / or logo and tagline that may cause damage to the reputation of ILAC.

Declaration

As a member of ILAC, applying for permission to use the ILAC logo and the ILAC logo and tagline,

_____,
Name of the body

duly represented by the undersigned, accepts to follow and abide by the rules for use of the ILAC logo and the ILAC logo and tagline as set out in ILAC R4.

Contact person's signature:

Name:
Position:
Email:
Date:

ILAC Secretariat approval:

ILAC Secretary
Date: