IASCB-POL-005

Use of IASCB Name, Logo & Accreditation Mark

This policy protects the meaning of IASCB’s name, logo and accreditation mark and prevents misleading claims.

Owner	Status	Review
IASCB Governance	Public policy	Annual or as required

Permission

Use of the IASCB name, logo or accreditation mark requires written permission and must follow the approved artwork and placement rules.

Meaning

The mark indicates IASCB accreditation of a defined activity. It does not mean that IASCB certified the product, service, person or management system.

Restrictions

The mark must not be used on products, packaging, laboratory reports, certificates or promotional material in a way that suggests IASCB endorsement beyond the accredited scope.

Digital use

Online references must link to or clearly identify the accredited body’s current scope where practical. Expired or withdrawn status references must be removed promptly.

Enforcement

IASCB may require correction or removal of misleading use and may consider misuse when reviewing an accredited body’s continuing status.

6. Approved presentation

The mark shall remain legible, proportionate and visually distinct from the accredited body logo. It shall be accompanied by wording identifying the body and the activity to which accreditation applies. Non-accredited services shall be clearly separated.

7. Client and digital use

Accredited bodies shall control mark use on client certificates, reports, websites, social media, proposals, translations and electronic outputs. Clients and subcontractors shall not use the mark as if they were accredited.

8. Monitoring and enforcement

IASCB may review public communications and request correction, removal or clarification. The accredited body shall investigate alleged misuse, contain distribution and retain authorisations, sampled materials, complaints and closure evidence.