



Global Accreditation Foundation

## Logo Usage Guidelines

### Global Accreditation Foundation

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# GLOBAL ACCREDITATION FOUNDATION

## LOGO USAGE GUIDELINES

<b>13.1</b>	<b>Purpose:</b>
13.1.1	To ensure that GAF Trade Name, Accreditation Symbols & Logos (Licensed Symbols) are commercially and legally protected and its use is controlled.
<b>13.2</b>	<b>Scope:</b>
13.2.1	The application of this procedure is mandatory and prescribes GAF requirements for all Conformity Assessment Bodies (Licensee) that wish to offer GAF accredited conformity assessment services and Certificated Organizations of the Management System Certification Bodies accredited by GAF.
13.2.2	This procedure covers but not limited to the GAF Trade Name, Accreditation Symbols & Logos listed in this procedure.
<b>13.3</b>	<b>Responsibility &amp; Authority:</b>
13.3.1	GAF is the legal owner and proprietor of GAF Trade Name, Accreditation Symbols & Logos and is responsible to take suitable measures that accredited CABs fully conform to requirements of GAF in this regards.
13.3.2	GAF accredited CABs are responsible to ensure that GAF Trade Name, Accreditation Symbols & Logos are used in a controlled manner.
13.3.3	The Governing Board of GAF reserve the right to vary the conditions set out in this procedure without prior notice.
<b>13.4</b>	<b>Operation:</b>
<b>13.4.1</b>	<b>General:</b>
13.4.1.1	GAF Accreditation Scheme does not imply that any products or services are approved by GAF or GAF accredited CABs, International Organization for Standardization (ISO), any regulatory, statutory, government or quasi government authority.
13.4.1.2	GAF will issue to the accredited CABs together with the Certificate of Accreditation, an electronic files of relevant Symbols & Logos as shown in this procedure for reproduction.
13.4.1.3	Use of GAF accreditation Symbols & Logos is restricted to GAF accreditation only.
13.4.1.4	GAF accredited CABs shall ensure that GAF accreditation Symbols & Logos are not used in such a way as to suggest any products or services are approved by GAF or GAF accredited CABs, International Organization for Standardization (ISO), any regulatory, statutory, government or quasi government authority or in any other misleading way.

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13.4.1.5	GAF accreditation Symbols & Logos shall not be used in any way as to imply directly or indirectly that GAF accepts responsibility for the work carried out by the GAF accredited CABs.
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13.4.1.6	GAF may from time to time develop other requirements related to use of GAF's accreditation Symbols & Logos and such requirements shall be made part of the accreditation agreement and the CABs shall immediately adopt the same.
13.4.1.7	The use of GAF accreditation Symbols & Logos shall be audited during each surveillance and re-accreditation assessment by GAF.
<b>13.4.2</b>	<b>Claiming Accreditation Status:</b>
13.4.2.1	GAF accredited CABs only uses the accreditation Symbols & Logos for premises and the activity/ies of the CAB's that are specifically included in the accreditation.
13.4.2.2	The GAF accredited CABs shall ensure that no misleading or unauthorized statement is made as to extent and limitations of its GAF accreditation, especially , in case of quotations, invoices, work being undertaken, results being reported, the use of subcontractors or in any publicity material used for services or media and communication.
13.4.2.3	GAF accredited CABs shall fully conform to the requirements of GAF for claiming accreditation status, when making reference to its accreditation in any communication media such as the physical, mechanical, digital etc.
13.4.2.4	GAF accredited CABs shall fully conform to the requirements of GAF for claiming accreditation status, when making reference to its accreditation in their stationery, brochures and other publicity material.
13.4.2.5	The GAF accredited CABs shall ensure that all quotations for work that contain GAF accreditation Symbols & Logos clearly indicate those activities that are not GAF accredited.
13.4.2.6	The GAF accredited CABs shall ensure that reports and certificates issued by them containing results and outcomes from accredited activities clearly distinguish the activities that are covered under GAF accredited and those are not including subcontracted activities.
<b>13.4.3</b>	<b>Reproduction:</b>
13.4.3.1	The GAF accredited CABs are restricted from using the GAF accreditation certificate in full or part to generate its own version/representation of a Certificate of Accreditation. Such action would constitute a misuse of the Symbols & Logos.
13.4.3.2	GAF accredited CAB shall ensure that the reproduction of GAF accreditation Symbols & Logos and reference/citation to GAF accreditation is clearly visible, readable, accurate, authentic and without any distortion and/or degradation. In case of any enlargement or reduction the same proportions shall be maintained as detailed in this procedure.
13.4.3.3	GAF accreditation Symbols & Logos shall be reproduced in the specified colors as detailed in this procedure or in the predominant color of the letterhead or printing in a size which makes all features of the Symbols & Logos clearly distinguishable.

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13.4.3.4	GAF accreditation Symbols & Logos may be reproduced in soft version (electronic) and hard version (paper) in normal print, embossed, relief, die-stamped or as watermarks.
<b>13.4.4</b>	<b>Display:</b>
13.4.4.1	GAF accreditation Symbols & Logos shall be displayed only in the appropriate form, size and color as detailed in this procedure.
13.4.4.2	GAF accreditation Symbols & Logos shall not be displayed on flags, buildings and external walls.
13.4.4.3	GAF accreditation Symbols & Logos shall not be displayed on any vehicle, except when it is part of a larger advertisement.
13.4.4.4	GAF accreditation Symbols & Logos may be displayed on internal walls, doors and exhibition walls.
13.4.4.5	GAF accredited CAB shall ensure that GAF accreditation Symbols & Logos and reference/citation to GAF accreditation is displayed on any surface including stationery/certificates/reports in such a manner that sufficient margin is kept from all borders for its clear visibility and readability considering borders are subject to change / reduction due to further treatment i. e. duplication/framing /holding & display arrangements.
<b>13.4.5</b>	<b>Suspension and Termination of GAF Accreditation:</b>
13.4.5.1	In the event of suspension or termination of GAF accreditation (however determined) , the GAF accredited CABs shall immediately discontinue the use of GAF accreditation Symbols & Logos and reference to its accreditation in communication media such as the internet, documents, brochures, or advertising.
13.4.5.2	Upon termination of GAF accreditation for whatever reason, the GAF accredited CABs undertake to immediately discontinue all the usage of the Symbols & Logos appearing on any media and material on which they appear.
13.4.5.3	In the event that accreditation is terminated by GAF in respect of an GAF accreditation scheme whereby the CAB owns and licenses its own Mark/Logo, the CAB shall take all reasonable steps to ensure that its licensees/certificated organizations immediately discontinue the use of stationery, literature, advertisements, WebPages, goods, labeling and packaging bearing the GAF logo.
13.4.5.4	GAF shall take suitable action to deal with incorrect references to accreditation status, or misleading use of accreditation Symbols & Logos found. The suitable actions may include but are not limited to request for corrective action, suspension of accreditation, withdrawal of accreditation, publication of transgression and, if necessary other legal remedies.
13.4.5.5	GAF accreditation Symbols & Logos, Certificates remain the property of GAF and shall be returned to GAF immediately upon request.

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<b>13.4.6</b>	<b>Requirements for Corporate Logos ( GAF Platinum Plus Accredited (Certification Body), (Inspection Body), (Testing Laboratory), (Calibration Laboratory), (Medical Laboratory), (Proficiency Testing Provider), (Reference Material Provider)) issued to the GAF accredited CABs:</b>
13.4.6.1	The purpose of Corporate Logos is to assist GAF accredited CABs to create a distinct brand image and positioning.
13.4.6.2	GAF accredited CABs shall only use the Corporate Logo in conjunction with their relevant accreditation number which is integrated in the Corporate Logo.
13.4.6.3	GAF accredited CABs are permitted to display the Corporate Logos only in connection with their official accreditation business activity and premises which has been accredited by GAF.
13.4.6.4	The Licensees /Franchisees/Subcontractors/Locations of CABs which are not under GAF accreditation assessment are not permitted to use the Corporate Logos.
13.4.6.5	The GAF accredited CABs shall not use or display <b>GAF Platinum Plus Accredited</b> Corporate Logo on the Certificates/Reports/Conformity Assessment Result Documents to be issued to their clients
13.4.6.6	The clients of the GAF accredited CABs are not permitted to use the GAF Corporate Logo.
13.4.6.7	The GAF accredited CABs may display the Corporate Logo on stationery, website, publicity material and advertisements provided: <ul style="list-style-type: none"> <li>a. legal name or logo of the GAF accredited CAB is also displayed;</li> <li>b. equal prominence is given to the legal name or logo of the GAF accredited CAB;</li> <li>c. and the phrase “<b>an GAF Platinum Plus Accredited</b> (Certification Body-QMS/EMS/OHSAS/FSMS/ISMS/EnMs etc.), (Inspection Body), (Testing Laboratory), (Calibration Laboratory), (Medical Laboratory), (Proficiency Testing Provider), (Reference Material Provider) No. XXX shall be used by the GAF accredited CABs when they wish to make reference to its GAF accreditation..</li> </ul>
<b>13.4.6.8</b>	<b>GAF Platinum Plus Accredited Symbols &amp; Logo Artwork:</b>
	Not to be scaled.

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<b>13.4.7</b>	<b>GAF Accreditation Symbols for GAF accredited Management System Certificates and Bonafide Holders of these certificates:</b>
13.4.7.1	GAF accredited Management System Certification Bodies shall apply GAF accredited Management System logo with their relevant accreditation number to the Management System Certificates, offering Customers of these Bonafide Certificate Holders assurance regarding the reliability and technical validity of the certification audit findings and result. The GAF accredited Management System Logo shall always be twinned with Certification Body's own Mark/Logo.
13.4.7.2	GAF accredited Management System Certification Bodies are permitted to apply GAF accredited Management System logo to their Management System Certificates in connection with their accredited scope.
13.4.7.3	GAF accredited Certification Bodies are permitted to issue to their certificated client applicable GAF accredited Management System Logo with their relevant accreditation number in connection with the certification body's award of GAF accredited certificate to be used on their stationery and publicity material.
13.4.7.4	GAF accredited Certification Bodies shall ensure their certificated client shall always use applicable GAF accredited Management System Logo with their relevant accreditation number in conjunction with the Logo/Mark Certification Body in connection with their accredited certification scope. However, holders of the accredited certificate issued by the GAF accredited Certification Body may use the Logo/Mark of the certification body without the GAF accredited Management System Logo.
13.4.7.5	GAF accredited Certification Bodies shall ensure that GAF accredited Management System Logo shall not be used by their certificated clients on their products, services, inspection/test report / packaging to imply product certification or approval.
13.4.7.6	When using the GAF accreditation Symbols & Logos mark by the certificated organization, its size must not differ from the Certification Body's logo.
13.4.7.7	The GAF accredited Certification Bodies shall audit the use of GAF Symbols & Logos used by their certificated clients during every surveillance and re-certification audit. Any non-conformances associated with the use of GAF accreditation Symbols & Logos requires the issuance of Corrective Action Request by the Certification Body, requiring remedial action to correct the use of Symbols & Logos on issued documents as well as corrective action for future use.
<b>13.4.7.8</b>	<b>GAF Accreditation Symbols for GAF accredited Management System Certificates and Bonafide Holders of these certificates Artwork:</b>

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<b>13.4.7.9</b>	<b>GAF Accreditation Symbols for GAF accredited Personnel and Product Certification Certificates and Bonafide Holders of these certificates Artwork:</b>
13.4.7.9.1	Additionally, the clients of GAF accredited Product Certification Bodies are permitted to use GAF accredited product certification logo in combination with the Certification Body on the label in connection with their accredited certification scope i. e. with a product or service certified under an GAF accredited product certification scheme. This label may be affixed to the primary packaging but not to the secondary packaging. However, holders of the accredited certificate issued by the GAF accredited Certification Body may use the Logo/Mark of the certification body without the GAF accredited product certification Logo.



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<b>13.4.8</b>	<b>GAF Accreditation Symbols for Inspection Bodies - Reports &amp; Certificates :</b>
13.4.8.1	GAF accredited Inspection Bodies are exclusively permitted to apply GAF accredited inspection logo with their relevant accreditation number to their inspection reports and certificates, offering their customers assurance regarding the reliability and technical validity of the inspection data and result.
13.4.8.2	GAF accredited Inspection Bodies are permitted to apply GAF accredited inspection logo to their inspection reports and certificates in connection with their accredited inspection scope.
13.4.8.3	GAF accredited Inspection Bodies shall ensure that GAF accredited inspection logo shall not be displayed on an item or an attachment that has been inspected or a product or packaging to imply product certification or approval.
13.4.8.4	GAF accredited Inspection Bodies shall have policy to ensure that GAF accredited inspection logo shall not be used, reproduced or displayed by the client of the GAF accredited inspection body in any manner to imply product certification or approval of their activities by GAF.
<b>13.4.8.5</b>	<b>GAF Accreditation Symbols for Inspection Bodies Reports &amp; Certificates Artwork:</b>
	Not to be scaled.
<b>13.4.9</b>	<b>GAF Accreditation Symbols for Testing &amp; Calibration Laboratories including Medical</b>

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	<b>Laboratories, Proficiency Testing Providers , Reference Material Producers (Laboratories) :</b>
13.4.9.1	GAF accredited Laboratories are exclusively permitted to apply GAF accredited laboratory logo with their relevant accreditation number to their Test/Calibration reports and certificates, offering their customers assurance regarding the reliability and technical validity of the test /calibration data and result.
13.4.9.2	GAF accredited Laboratories are permitted to apply GAF accredited laboratory logo to their Test/Calibration reports and certificates in connection with their accredited scope.
13.4.9.3	GAF accredited Laboratories shall ensure that GAF accredited laboratory logo shall not be displayed on an item or an attachment/artifact/product that has been tested/calibrated to imply product certification or approval.
13.4.9.4	GAF accredited Laboratories shall have policy to ensure that GAF accredited laboratory logo shall not be used, reproduced or displayed by the client of the GAF accredited laboratories in any manner to imply product certification or approval of their activities by GAF.
<b>13.4.9.5</b>	<b>GAF Accreditation Symbols for Laboratories - Reports &amp; Certificates Artwork:</b>
	Not to be scaled.

<b>13.4.10</b>	<b>GAF Accreditation Symbols in Color, Black &amp; White and Wire form Artwork:</b>
	Not to be scaled.

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