



## **PROCEDURE FOR USE OF THE IAAC LOGO AND AUTHORITY TO SPEAK ON BEHALF OF IAAC**

### **CLASSIFICATION**

This document is classified as an IAAC Procedures Document.

### **AUTHORIZATION**

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Document number: IAAC PR 023/21  
Inquiries: IAAC Secretariat  
Telephone: +52 (55) 9148-4300  
E-mail: [secretariat@iaac.org.mx](mailto:secretariat@iaac.org.mx)

### **AVAILABILITY**

Copies of this document in English and Spanish are available at the IAAC Secretariat and on the IAAC web site.

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Original: English



## **PROCEDURE FOR USE OF THE IAAC LOGO AND AUTHORITY TO SPEAK ON BEHALF OF IAAC**

### **1. Purpose**

The Inter American Accreditation Cooperation encourages the use of its logo by its members. This procedure details the correct approved use of the IAAC logo, and who has the authority to speak on behalf of IAAC.

### **2. The IAAC Logo**

The IAAC logo is as shown below:



### **3. Who Can Use the IAAC Logo**

3.1. The following may use the IAAC logo in connection with official IAAC activities without the need to specifically request permission to do so:

- The IAAC Secretariat
- Members of the IAAC Executive Committee
- IAAC member hosting an IAAC sponsored meeting

3.2. All other potential users of the IAAC logo including IAAC members shall make a request in writing to the IAAC Secretariat, setting out the details of the proposed use of the IAAC logo. The Secretariat, who may consult with the IAAC Chair or the Executive Committee, shall reply to the request within seven (7) days of receipt or within a reasonable period of time, taking into consideration any deadlines or other constraints of the requester.

### **4. Why and Where to Use the IAAC Logo**

4.1. The IAAC logo is only available from the IAAC secretariat, in electronic version. IAAC members shall not use any version of the logo except that obtained from the IAAC secretariat.

4.2. An IAAC member may state on its web site and in other publicity material that it is a member of IAAC and shall state the type of membership (Full,



Associate, Stakeholder). The IAAC logo may be used in association with this statement. **The IAAC member shall not misrepresent its membership as having “recognition” or “international recognition”.**

- 4.3. A signatory to the IAAC Multilateral Recognition Arrangement (MLA) may state on its web site and in other publicity material that it is a signatory to an IAAC MLA. The IAAC MLA signatory shall state the scope of its recognition by IAAC. The IAAC logo may be used in association with this statement.
- 4.4. The IAAC logo may be used on material used by speakers at conferences (e.g. PowerPoint presentations) when they are presenting papers for which the speaker is authorized by IAAC, such as at the request of the IAAC Chair or Executive Committee.
- 4.5. The IAAC logo **may not** be used on material used by presenters of training courses (e.g. PowerPoint presentations) unless the training course is presented as an IAAC-authorized training course.
- 4.6. Exceptional use of the IAAC logo, e.g. as part of a publication by a non IAAC entity, may be permitted with the agreement of the IAAC Chair or Executive Committee.
- 4.7. The IAAC logo **may not** be used in any way that is misleading or to imply that a product, service or training is endorsed by IAAC. The IAAC logo **may not be** used by conformity assessment bodies accredited by IAAC members and IAAC MLA signatories.

## 5. How to Use the IAAC Logo

- 5.1. The logo must always be used in its original, designed proportions.
- 5.2. The logo must not appear in a size that renders the IAAC name unreadable.
- 5.3. The logo must not be reproduced smaller than 2 cm x 4.95 cm (see below).



- 5.4. Conferences, events, meeting announcements and programs for which IAAC is a sponsor with other entities may require the names and logos of numerous entities. When IAAC is an official partner/sponsor, the IAAC logo should be of equal size with the logos of other official partners being used in the same publicity media.



5.5. The typeface is custom-designed artwork. As a result, a “similar” typeface must not be substituted for the letters within the logo. Always use the complete logo as shown in this document for all logo application requirements.

5.6. The logo must always be used on a background that will not impede readability.

5.7. The logo may be reproduced in full color, black and white, or grayscale only.

Full Color



Grayscale [RGB 158,158,158 Darker 25%; CMYK 0,0,0,38 Darker 25%; Pantone 4276c Darker 25%]



Black and White [RGB 0,0,0; CMYK 0,0,0,100; Pantone 6c]



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

To ensure high-quality reproduction, it is critical to use camera-ready artwork. Do not use photocopies of logos from other documents.



Electronic versions of the artwork are available to users authorized by these rules from the IAAC Secretariat.

## **6. Misuse of the IAAC Logo**

In case of misuse detected either by the IAAC Secretariat, Executive Committee, or IAAC members, IAAC is entitled to and will take appropriate action.

## **7. Authority to speak on behalf of IAAC**

- 7.1. In general the IAAC Chair and the IAAC Secretary are authorized to speak on behalf of IAAC on relevant matters. The IAAC Chair may delegate the responsibility to another person for specific tasks, e.g. representing IAAC at events, conferences, and other meetings.
- 7.2. The IAAC representative shall be fully briefed for the task by the IAAC Chair and/or Secretary and shall be provided with any necessary IAAC discussion paper or report by the IAAC Secretary.
- 7.3. An IAAC member may not claim to present “the IAAC view” in any public forum unless having prior authorization by the IAAC Chair or Executive Committee to do so.

## **8. Invitations to speak on behalf of IAAC**

- 8.1 An organization that invites the IAAC Chair, IAAC Secretary, or the designated IAAC representative to speak at an event, is expected to cover the speaker’s travel expenses, unless agreed otherwise.