RULES FOR THE USE OF THE GLOBAL ACI LOGO

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FURTHER INFORMATION

For further information on this document or other Global Accreditation Cooperation Incorporated (Global ACI) documents, contact the Global ACI Secretariat.

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1. INTRODUCTION

1.1 **Purpose:** This document provides rules for use of the Global Accreditation Cooperation Incorporated (Global ACI) logo. It should be read in conjunction with the Global ACI Brand Guidelines.

1.2 **Scope:** This document applies to all uses of the Global ACI logo.

2. USE OF THE GLOBAL ACI LOGO

2.1 The Global ACI Secretariat may receive requests from members and others for permission to use the logo for a variety of purposes. Typical examples include:

- Use by Global ACI members in their own promotional materials or stationery.
- Use by Global ACI members in their promotion of accreditation-related events such as World Accreditation Day.
- Use by conference organisers for events that involve or are sponsored by Global ACI.
- Use by Global ACI MoU partners in their work, for example when making a reference to their MoU with Global ACI.

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

2.3 This document **does not** provide guidance or rules for the use of the Global ACI MRA mark, for which separate rules apply (refer to Global ACI-MRA-006).

2.4 The logo is registered as a trademark.

3. THE GLOBAL ACI LOGO

3.1 The Global ACI logo is as shown below:

4. GENERAL RULES

4.1 The following may use the Global ACI logo in connection with official Global ACI business without the need to specifically request permission to do so, or to sign the declaration:

i) The Global ACI Secretariat

ii) Members of the Global ACI Executive Committee

4.2 Global ACI members may use the logo subject to the signing of the logo declaration form (refer to Annex A), and approval by the Global ACI Secretariat. Any suspension or termination of membership or an official role with Global ACI revokes any prior approval or right to use the logo.

4.3 All other potential users of the Global ACI logo must make a request in writing to the Global ACI Secretariat, setting out the details of the proposed use, and receive permission from the Secretariat before using the logo.

4.4 Global ACI, and its membership, will take appropriate action if it considers there is misuse of the logo and that may cause damage to the reputation of Global ACI.

4.5 Use by Global ACI Members

4.5.1 Subject to permission to use the logo being gained from the Global ACI Secretariat:

i) Members may use the Global ACI logo only for specific promotion of Global ACI. When doing so, they must also exhibit their own logo and not use the Global ACI logo alone.

ii) Where a member displays the Global ACI logo, it shall state the category of Global ACI membership to which it belongs (Full Member, Associate Member, Stakeholder Member, Regional Cooperation Body Member).

iii) Where the Global ACI logo is used on a Global ACI 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.

4.6 Use by Non-Global ACI Members

4.6.1 The Global ACI logo may only be used by non-Global ACI members, e.g. MoU partners, if permission has been specifically granted by the Global ACI Secretariat following a submission in writing that includes the details of the intended use.

4.7 Criteria for Granting Permission to Use the Global ACI Logo

4.7.1 The Global ACI Secretariat will consider applications to use the Global ACI logo based upon the following principles:

i) It must not be used in a situation that is likely to damage or diminish the reputation of Global ACI.

ii) It must not be misleading.

iii) The logo shall not be used on products, except on promotional materials (refer to Section 4.8). Use of the logo shall not imply an endorsement of the content or material on which it is displayed. The use of the logo must not in any way imply that a product, service (such as training) or person is covered by accreditation. The logo may be used in training material by Global ACI members for the purpose of providing information about Global ACI and the MRA. The logo may only be used in promotional material associated with training when that training is organised by or on behalf of Global ACI, or relates to Global ACI 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.

4.8 General Summary of Permissible Use Within Global ACI

4.8.1 Subject to permission from the Secretariat, Global ACI encourages the use of the Global ACI logo for promotional purposes. The following table, while not an exhaustive list, provides guidance on the potential uses of the logo:

	Global ACI Secretariat	**Global ACI Executive Committee members in connection with official Global ACI business**	**Global ACI Members**	**Non-Global ACI Members**
Communications tools (such as presentation slides, press releases, brochures, advertisements etc)	Yes	Yes	Yes	Ask for specific permission
Corporate stationery (such as promotional gifts, calendars, letterheads, with compliments slips, business cards, faxes, etc)	Yes	Yes	Yes	No
Event materials (such as pop-up banners, stand displays, signage, posters etc)	Yes	Yes	Yes	Ask for specific permission
Online applications (websites, newsletters, etc)	Yes	Yes	Yes	Ask for specific permission
Global ACI draft documents	Yes	Yes	Yes	Not applicable
Global ACI publications	Yes	Not applicable	Not applicable	Not applicable

4.9 Reproduction Rules

4.9.1 To ensure high-quality reproduction, the official digital or print-ready artwork must be used. The logo is available electronically from the Global ACI Secretariat. It will be provided upon receipt of a written request and a completed declaration form from members (refer to Annex A) to use the Global ACI logo, and following confirmation that the purpose of its intended use meets the rules outlined in this document. Photocopies of the Global ACI logo from other documents shall not be used.

4.9.2 Use of the logo must comply with the Global ACI Brand Guidelines, noting that:

i) The logo must always be used in its original, designed proportions. It must not be distorted, compressed or stretched in any way.

ii) The logo must not appear in a size that renders the Global ACI name unreadable.

iii) The logo must only be used in its normal horizontal orientation. It must not be rotated.

iv) In a situation where Global ACI is involved in jointly sponsored conferences, the meeting announcements and programs may require the names and logos of numerous entities. The Global ACI logo should be of equal size with other logos being used in the same publicity media, but clearly separated. The Global ACI logo must be clearly separated from the names of commercial organisations or companies.

v) The Global ACI logo must always be used on a background that will not impede readability.

vi) The blue version of the logo should be used under normal circumstances. The white version may be used on dark or colourful backgrounds, or the black version when colour printing is unavailable or restricted.

4.9.3 If the Global ACI logo is to be incorporated into any documents which are to be circulated electronically, consideration should be given to ensure that the format of the logo cannot be altered, such as circulating in Portable Document Format (PDF).

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

5. AMENDMENT TABLE

Section	Previous Version	Summary Of Changes
All	-	Initial issue of document.

ANNEX A

Declaration Form to Use the Global ACI Logo

Global ACI members must sign and return this declaration to the Global ACI Secretariat to use the logo. Following approval, the logo can be used according to the rules set out in Global ACI-MS-006, without seeking permission on each occasion.

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

Global ACI, and the membership, will take appropriate action if it considers there is misuse of the logo that may cause damage to the reputation of Global ACI.

Declaration

As a member of Global ACI, applying for permission to use the Global ACI logo,

_____,
Name of the body

duly represented by the undersigned, accepts to follow and abide by the rules for use of the Global ACI logo as set out in Global ACI-MS-006.

Contact person's signature:

_____

Name:

Position:

Email:
Date:

Global ACI Secretariat approval:

_____
Global ACI Secretary

Date: