

	<h1>INSTRUCTIONS</h1>	Doc.No.	ASB.TL.05
		Publication Date	September 24, 2025
		Rev. No	01
		Rev. Date	21.11.2025
		Page Number	1/ 4
<b>ASB.TL.05.US LOGO USAGE INSTRUCTION</b>			

## 1. PURPOSE

This instruction has been prepared to explain the rules and methods for the use of the UAF (United Accreditation Foundation) accreditation mark along with the **ASB America system certification logos** of organizations certified by **ASB America** .

## 2. DEFINITIONS

**ASB Logo:** It is the system certification logo of ASB, protected by the Turkish Patent Institute with the application number 2008/74760 dated 31.12.2008.

**UAF Accreditation Logo:** It is the accreditation mark given to organizations accredited by UAF and is allowed to be used only in documents within the scope of accreditation. **Certified Organization:** It is the legal entity that is audited by ASB America and is entitled to receive the certificate.

## 3. RELATED DOCUMENTS

UAF Accreditation Symbol Usage Policy

## 4. APPLICATION

### 4.1 General Principles

**ASB America** are required to use the logo in accordance with the relevant accreditation rules. Organizations that qualify for certification are required to comply with the UAF logo usage guidelines, along with the ASB Logo Usage Guidelines. The UAF accreditation mark cannot be used alone without the ASB logo.

Organizations that are eligible to receive the certificate will be sent the ASB Logo Usage Instructions and logos via e-mail or will be able to download them from the ASB website.

**The ASB** logo and certificate cannot be used by organizations that have earned the right to receive the certificate in departments, affiliates or subsidiaries that are not within the scope of the certificate.

### 4.2 Place and Method of Use

PREPARER	APPROVED BY
	

	<h1>INSTRUCTIONS</h1>	Doc.No.	ASB.TL.05
		Publication Date	September 24, 2025
		Rev. No	01
		Rev. Date	21.11.2025
		Page Number	2/ 4
<b>ASB.TL.05.US LOGO USAGE INSTRUCTION</b>			

- The ASB and UAF logos may only be used on management system certification documents, stationery, promotional materials, and web pages.
- They may not be used on products, product packaging, or product labels.
- The logo may not be used on the product, product packaging, or anywhere that suggests product conformity, in a manner that suggests certification of a product, service, or process.
- Logos must be used in accordance with their original colors, proportions, and size.
- The certification mark can only be used for management systems certified by ASB.
- Use must ensure traceability back to the ASB in all cases.
- The logo or accompanying text should not be ambiguous about what is being certified and which organization is performing the certification.

#### 4.3 Prohibited Use Areas

- The ASB logo and/or certification statements cannot be used in laboratory test reports , calibration/inspection reports and certificates related to these activities .
- The logo must never be used in places that are an integral part of **the product** , such as type labels or fixed identification plates placed on the product .
- Management system logos or certification statements (ISO 9001, ISO 14001, ISO 22000) cannot be used on any packaging of the product (including primary or secondary packaging ) , as this would create the impression that the product is certified .

#### 4.4 Action in Case of Improper Use

ASB America reserves the right to apply the following sanctions in case the logo and certification statement are used contrary to these instructions:

- Written warning and request for correction
- Suspension or withdrawal of certification
- Initiating legal action

*The ASB* logo may be used as published on the website.

*ASB* Organizations receiving certification **from the United States** may use *the UAF* Accreditation Mark on stationery, advertising, promotional materials, or similar materials if

PREPARER	APPROVED BY
	

	<h1>INSTRUCTIONS</h1>	Doc.No.	ASB.TL.05
		Publication Date	September 24, 2025
		Rev. No	01
		Rev. Date	21.11.2025
		Page Number	3/ 4
<b>ASB.TL.05.US LOGO USAGE INSTRUCTION</b>			

the certification is within the scope of accreditation . *The UAF Accreditation Mark cannot be used alone without the **ASB logo**.*

The term "Promotional Materials" includes any notices, labels, documentation, or written notices affixed to products or materials other than products or goods manufactured under an accredited product certification activity. This restriction also applies to packaging and promotional materials.

*The UAF Accreditation Mark should not be used on vehicles.*

*UAF Accreditation Marks must not be used on buildings or flags.*

*The UAF Accreditation Mark must not be used in a way that implies that UAF assumes responsibility for certification, testing, calibration and inspection activities within the scope of accreditation .*

*The UAF Accreditation Mark may not be used on business cards printed for the organization's personnel. No reference to **the UAF Accreditation Mark may be made on business cards**.*

When the document expires, is suspended or the contract is terminated, the organization is obliged to immediately stop using the logo.

After receiving their certificate, certified organizations are obligated to comply with the provisions of this guideline for as long as the certificate remains valid. If any logo use is detected outside of this guideline, the certificate will be suspended or terminated in accordance with the agreement between the organization **and the ASB** .

#### 4.5 Use of IAF MLA Mark

The IAF MLA Mark is owned by the International Accreditation Forum (IAF) and may only be used in accordance with the requirements of IAF ML 2 – General Principles on the Use of the IAF MLA Mark.

ASB may use the IAF MLA Mark only in conjunction with the accreditation symbol of the Accreditation Body and within the scope of the IAF MLA.

The following conditions apply to the use of the IAF MLA Mark:

- The IAF MLA Mark shall **not be used alone under any circumstances**.

PREPARER	APPROVED BY
	

	<h1>INSTRUCTIONS</h1>	Doc.No.	ASB.TL.05
		Publication Date	September 24, 2025
		Rev. No	01
		Rev. Date	21.11.2025
		Page Number	4/ 4
<b>ASB.TL.05.US LOGO USAGE INSTRUCTION</b>			

- The mark shall only be used **together with the Accreditation Body accreditation symbol** as a combined mark.
- The use of the IAF MLA Mark shall be limited to activities **within the scope of accreditation.**
- The mark may be used on:
  - accredited certificates
  - validation / verification statements
  - letterheads
  - quotations
  - promotional materials
  - websites

Certified organizations **shall not use the IAF MLA Mark** under any circumstances.

The IAF MLA Mark must not be used in a way that may create a misleading impression regarding the scope of accreditation or responsibility of IAF.

ASB reserves the right to monitor and control the use of the IAF MLA Mark and to take corrective actions in case of misuse.

REVISION INFORMATION		
Rev. No	Revision Date	Revision Description
01	21.11.2025	Clause 4.5 “Use of IAF MLA Mark” added in accordance with IAF ML2 requirements.

PREPARER	APPROVED BY
	