



Rules for the Use of the ILAC MRA Mark

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PURPOSE

The purpose of this document is to provide rules for the use of the ILAC MRA Mark. They supplement and should be read in conjunction with the legal framework and contractual rules for the use of the ILAC MRA Mark that are set out in the following documents:

- ◆ ILAC MRA Mark License agreement (*for use by Accreditation Bodies that are signatory to the ILAC MRA. The license agreement is between ILAC and an accreditation body. The licensee is granted the use of the ILAC MRA Mark in combination with its own logo, called the Combined MRA Mark, to demonstrate signatory status of the ILAC Arrangement.*)
- ◆ ILAC Laboratory Combined MRA Mark Sub License agreement (*for use by laboratories that are accredited by accreditation bodies that are signatories to the ILAC MRA and who have signed a license agreement with ILAC. The sub license agreement is between an accreditation body and an accredited laboratory. The sub licensee is granted the use of the ILAC MRA Mark together with the mark which the accredited laboratories are entitled to use and the registration number of the sub licensee's accreditation, to demonstrate accreditation by a signatory of the ILAC Arrangement.*)

Notes:

1. *The ILAC MRA Mark should not be confused with the ILAC Logo. Rules of use of the ILAC Logo can be found in ILAC R4:09/2009.*
2. *Due to legal considerations, the ILAC MRA Mark will continue to be known as a “mark” and not a “symbol” even though the terminology of ISO/IEC 17011:2004 refers to accreditation symbols. The ILAC MRA Mark is a registered trademark.*

GENERAL RULES

The ILAC MRA Mark may be used by:

- 1) Accreditation Bodies that are signatories to the ILAC MRA and who have signed a license agreement;
- 2) Organisations accredited by signatories to the ILAC MRA and who have signed a sub-license agreement;
- 3) Recognised Regional Co-operations.

Associates, Affiliates and non-recognised Regional Co-operations shall not use the ILAC MRA Mark.

The ILAC MRA Mark may be used for any purpose relating to promotion of the ILAC MRA or recognition of accredited services covered by the ILAC MRA provided that such use will not give an incorrect or misleading impression as to the purpose, extent or limitation of the MRA. However, its use is restricted to uses directly related to accredited services recognised under the ILAC MRA.

Before use, ILAC MRA signatories shall present an example of the Combined MRA Mark to the ILAC Secretariat, and shall not use it until written approval is received.

The Combined MRA Mark shall only be used in relation to those activities covered by the scope of the Accreditation Body's signatory status, i.e. testing and/or calibration.

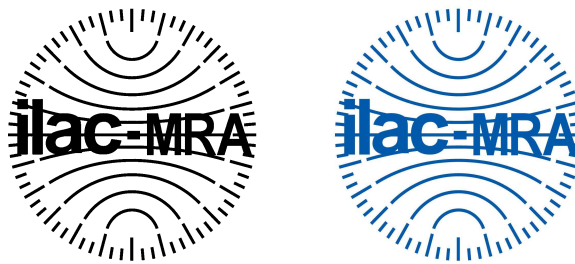
Accredited organisations are required to present the Laboratory Combined MRA Mark to the Accreditation Body with whom the sub license agreement was signed, and shall not use it until written approval is received from the Accreditation Body.

Accredited organisations are not permitted to use the ILAC MRA Mark on business cards, either alone or as part of the Laboratory Combined MRA Mark, in order to avoid any possible confusion with accredited certification of persons.

Recognised Regional Co-operations are entitled to use the ILAC MRA Mark on its own but are required to provide information on the proposed use of the Mark in advance to the ILAC Secretariat, and shall not use it until written approval is received. Previous approval received from the ILAC Secretariat shall continue to apply.

THE MARK

The ILAC MRA Mark is shown below. The Mark may be reproduced in black and white or in colour provided the approved colours are used. Embossed, relief, or die-stamped versions are allowable.



MONO COLOUR BREAKDOWN



BLACK (100% black)

PROCESS (CMYK) COLOUR BREAKDOWN



C100 M56 Y0 K0

PANTONE (PMS) COLOUR BREAKDOWN



PANTONE 293C (blue)

WEBSITE (RGB) COLOUR BREAKDOWN



R0 G0 B229

REPRODUCTION RULES

The ILAC MRA Mark shall:

- i) Always be used in its original, designed proportions. The Mark shall not be distorted, compressed or stretched in any way.
- ii) Not appear in a size that renders the ILAC name unreadable.
- iii) Not be reproduced smaller than 20mm across, except on business cards (where permissible), without the express permission from the ILAC Secretariat. In all cases, the ILAC MRA Mark shall be legible.
- iv) Maintain similar proportions to the Accreditation Body's Logo (within the Combined MRA Mark) or the accreditation symbol (within the Laboratory Combined MRA Mark). As a general guideline, one dimension of the accreditation body logo/symbol, preferably the height, should be within + or - approximately 5% of the size of the ILAC-MRA Mark.
- v) Only be used in its normal horizontal orientation and not be rotated.
- vi) Not have a "similar" typeface substituted for the letters within the Mark, as the typeface is custom-designed artwork. The Mark shall always be used as a complete Mark as shown in this document for all application requirements.
- vii) Not be used on a background that will impede readability.
- viii) Be based upon the original artwork to ensure high-quality reproduction. Photocopies of logos from other documents shall not be used.
- ix) Be positioned such that the Accreditation Body's Logo (within the Combined MRA Mark) or the accreditation symbol (within the Laboratory Combined MRA Mark) may be either above, below or on either side of the ILAC MRA Mark, but shall appear in close proximity to each other.
(Note: This Rule clarifies the intent of the examples contained in the License/Sub License Agreement.)

EXAMPLES OF USE OF THE MARK

A non-exclusive list of permissible use of the ILAC MRA Mark, both by ILAC MRA signatories (who have signed a License Agreement) and accredited organisations (who have signed a Sub License agreement), in accordance with the rules stated above is given below as examples to help Accreditation Bodies see the opportunities for promoting the ILAC Arrangement through the use of the ILAC MRA Mark:

Business cards (staff of Accreditation Bodies that are signatories to the ILAC MRA only; not permitted for staff of accredited organisations)
Letterhead
Fax cover sheet
Envelopes
Brochures



Pop-up banners
Posters
Newsletters and annual reports
PowerPoint presentations
Press releases
Advertisements
Websites
Reports and certificates
Quotations
Emails (Template Signature)
Compliments slips

ILAC encourages the use of the ILAC MRA Mark. However, please contact the ILAC Secretariat should you have any queries or require further clarification.