



## PROCEDURE FOR USE OF THE ARAC LOGO

This document is classified as an ARAC Procedures Document.

### AUTHORIZATION

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### AVAILABILITY

Copy of this document in English is available from the ARAC Secretariat and ARAC website

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## 1. PURPOSE

The Arab Accreditation Cooperation encourages the use of its logo by its members. This procedure details the correct approved use of the ARAC logo.

## 2. The ARAC Logo

The ARAC logo is as shown below:



## 3. Who can use the ARAC Logo

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

- The ARAC Secretariat
- Members of the ARAC Executive Committee
- ARAC member hosting an ARAC meeting.

3.2. All other potential users of the ARAC logo including ARAC members shall make a request in writing to the ARAC Secretariat, setting out the details of the proposed use of the ARAC logo. The Secretariat, who may consult with the ARAC 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.

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#### 4. Why and where to use the ARAC Logo

- 4.1. The ARAC logo is only available from the ARAC secretariat, in electronic version. ARAC members shall not use any version of the logo except that obtained from the ARAC secretariat.
- 4.2. An ARAC member may state on its web site and in other publicity material that it is a member of ARAC and shall state the type of membership (Full, Associate, Stakeholder, Affiliate). The ARAC logo may be used in association with this statement. **The ARAC member shall not misrepresent its membership as having “recognition” or “international recognition”.**
- 4.3. A signatory to the ARAC Multilateral Recognition Arrangement (MLA) may state on its web site and in other publicity material that it is a signatory to an ARAC MLA. The ARAC MLA signatory shall state the scope of its recognition by ARAC. The ARAC logo may be used in association with this statement.
- 4.4. The ARAC 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 ARAC, such as at the request of the ARAC, Secretariat, ARAC Chair or ARAC Vice Chair.
- 4.5. The ARAC 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 ARAC-authorized training course.
- 4.6. Exceptional use of the ARAC logo, e.g. as part of a publication by a non ARAC entity, may be permitted with the agreement of the ARAC Secretariat or Chair.
- 4.7. The ARAC logo **may not** be used in any way that is misleading or to imply that a product, service or training is endorsed by ARAC. The ARAC logo may not be used by conformity assessment bodies accredited by ARAC members and ARAC MLA signatories.

#### 5. How to use the ARAC Logo

The following rules apply when the ARAC logo is used:

- 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 ARAC name unreadable..
- 5.3. 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
- 5.4. The logo must always be used on a background that will not impede readability.

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

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

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