

IMAAB Logo & Mark Usage Guidelines

1. Purpose

This document establishes the rules for proper use of the IMAAB accreditation logo and marks by accredited certification bodies and recognized professionals. It ensures consistency, credibility, and prevents misuse that could damage IMAAB's integrity.

2. Scope

These guidelines apply to:

- Organizations accredited by IMAAB under ISO/IEC 17021-1
 - Individuals recognized under ISO/IEC 17024
 - Any marketing, communication, or certification-related materials using the IMAAB name or symbol
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3. General Conditions

- The IMAAB logo may only be used by validly accredited entities or recognized professionals.
 - Use of the logo must **cease immediately** upon suspension, withdrawal, or expiration of status.
 - The logo must be used **exactly as provided** – no alterations in color, shape, text, or proportions are allowed.
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4. Allowed Usage

Accredited organizations may use the IMAAB logo:

- On valid certificates of conformity (with scope and standard clearly stated)
- On websites, brochures, or reports clearly linked to accredited services
- In presentations or proposals that reference accredited activities only

Recognized individuals may use the logo:

- In CVs or biographies (with recognition ID and validity period)
 - On business cards, where applicable and not misleading
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5. Prohibited Usage

- Placing the IMAAB logo directly on a product or product packaging
 - Implying that IMAAB certifies products, services, or training courses
 - Using the logo in a misleading way (e.g., on non-accredited activities)
 - Combining the logo with other marks to create a hybrid or derived symbol
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6. Request for Usage Authorization

Entities must obtain written authorization before:

- Printing the logo on large-scale promotional materials
- Translating the logo into other languages
- Using the logo in media campaigns or third-party channels

Requests must be sent to: **info@imaab.org**

7. Violations and Consequences

Misuse of the IMAAB logo or mark may lead to:

- Written warning or request for correction
 - Public notice of misuse
 - Suspension or withdrawal of accreditation or recognition
 - Legal action where necessary
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8. Contact

For further clarification or visual files of approved logo formats:

 info@imaab.org

 Additional info: www.imaab.org/resources