

December 2018

INTERNATIONAL ACCREDITATION SERVICE

Transition to New Corporate Logo and Accreditation Symbols

The International Accreditation Service (IAS) has updated its corporate logo and the accreditation symbols used by conformity assessment bodies (CABs) to demonstrate their IAS accreditation status.

We believe these changes will enhance the visibility and recognition of IAS-accredited CABs at both the domestic and international levels. The drive to initiate the change was undertaken by the IAS parent company, International Code Council (ICC), to ensure that all the corporate logos were matched with regards to color and script while sharing a common brand identity and logo recognition to encourage a cohesive strategy. We understand that these changes have ramifications to your certified reports and organizations so IAS has set a 3-year transition period to help ease the burden on migration. Customers providing reports and certificates bearing the IAS accreditation symbols fully benefit from the recognition that IAS enjoys under the Mutual Recognition Arrangements (MRA) of the International Laboratory Accreditation Cooperation, the International Accreditation Forum and their regional counterparts. These MRA organizations have been informed of the changes.

Logos and Marks

CABs must be aware of the differences between the IAS corporate logo and accreditation symbols. The IAS corporate logo is for exclusive use by IAS. The accreditation symbols listed on the following page are for use by any IAS-accredited CAB within their approved scopes. To ensure that all CABs are familiar with the international terminology used in conformity assessment, the following definitions based on the updated international standard, ISO/IEC 17011 are included to further explain the differences:

ISO/IEC17011(2017), *Conformity assessment—Requirements for accreditation bodies accrediting conformity assessment bodies.*

- **Accreditation body logo:** logo used by an accreditation body to identify itself

- **Accreditation symbols:** symbols issued by an accreditation body to be used by accredited conformity assessment bodies to indicate they are accredited

The key changes made to the IAS logo include the addition of all upper case IAS letters inside the square background, and removal of the globe and italicized IAS. The color will remain the solid green (color code PMS 7729C). The accreditation symbol must be accompanied with a clear indication as to which activity (e.g., testing, calibration, inspection, product certification etc.) the CAB is accredited.

Transition to New Accreditation Symbols by accredited CABs

IAS-accredited CABs can begin using the updated accreditation symbols effective immediately. We realize that many of our customers may have the older IAS symbols on existing brochures, letterhead, reports, certificates, etc. or on websites that will take time to be used-up or changed. Therefore, IAS has established a three-year transition period for all accredited CABs (deadline January 1, 2022) to update their corporate materials, reports and certificate templates, etc. with the new IAS accreditation symbols. Until this date, all IAS assessments will identify these gaps as “Comments” on assessment reports. Further, the use of the new accreditation symbols will be monitored during your regularly scheduled IAS assessments.

Use of the IAS symbols is strongly encouraged by all CABs for conformity assessment activities that are within the IAS-approved scope of accreditation. For your information, the new IAS logo and symbols are listed on the following page.

Communication

The relevant symbols related to your IAS accreditation(s) will be forwarded to you soon. Existing accredited CABs interested in receiving the new IAS accreditation symbols may email your request to RequestaMark@iasonline.org.

New IAS Accreditation Symbols

(used by accredited CABs - program specific)



New IAS Accreditation Symbols

(used by accredited CABs - program specific)



New IAS Corporate Logo

(used by IAS only)

