

Use of the APAC Logo and Representation of APAC

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**AUTHORSHIP**

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1. INTRODUCTION

1.1 In accordance with Clause 4.1j) of APAC GOV-002 *APAC Regulations and Codes*, this document details the approved way the APAC logo may be used.

1.2 The document also provides rules on how APAC MRA signatory status may be indicated and on authority to speak on behalf of APAC.

1. APAC LOGO

The APAC logo is as shown below:



1. REPRODUCTION RULES

The following rules apply when the APAC logo is used:

1. It must always be used in its original, designed proportions. The APAC logo must not be distorted, compressed or stretched in any way.
2. It must not appear in a size that renders the APAC name unreadable.
3. It must only be used in its normal horizontal orientation. It must not be rotated.
4. The APAC logo must always be used on a background that will not impede readability.
5. The logo and its typeface are custom-designed artwork with a colour gradient across the face of the logo. As a result, a “similar” typeface must not be substituted for the letters of the logo. Always use the complete logo as shown in this document for all logo application requirements.
6. The APAC logo may be reproduced in black and white or in colour versions provided by APAC Secretariat.
7. Use of the logo by APAC Associate Members must be accompanied by the text “APAC Associate Member”.
8. Use of the logo by APAC Affiliates shall be accompanied by the text “APAC Affiliate”.
9. AVAILABILITY OF THE APAC LOGO

4.1 The APAC logo will be provided in an electronic format by the APAC Secretariat.

4.2 APAC members shall not use any other versions of the logo except that obtained from the APAC Secretariat.

4.3 Any member wishing to use the APAC logo shall make a request in writing to the APAC Secretariat, setting out the details of the proposed use of the APAC logo. The APAC Secretariat, after consultation with the APAC Chair, shall reply to the request within seven (7) business days of the receipt.

4.4 The APAC Secretariat shall, upon request, supply an electronic copy of the logo to the hosts of the APAC General Assembly and associated meetings, and APAC-authorised training courses and workshop sessions.

1. PERMITTED USE OF THE APAC LOGO

5.1 An APAC member may state on its website and in other publicity material that it is a member of APAC and shall state the type of membership (Full or Associate). The APAC logo may be used in association with this statement.

5.2 An APAC Full Member may state on its website and in other publicity material that it is a signatory to the APAC MRA (see Section 6 below). The APAC logo may be used in association with this statement.

5.3 The APAC logo shall not be used by conformity assessment bodies accredited by APAC Members, or clients of those conformity assessment bodies.

5.4 The APAC 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 authorised by APAC (such as at the request of the APAC Executive Committee) or is presenting the APAC PowerPoint presentation.

5.5 The APAC logo shall not be used on material used by presenters of training courses or workshop sessions (e.g. PowerPoint presentations) unless they are being presented as an APAC-authorised training course or workshop session and have prior authorisation from APAC.

5.6 The APAC logo may be used on APAC business cards. The APAC Executive Committee members, Treasurer, Quality Manager and all APAC Committee Chairs may use APAC business cards at their discretion. The business cards shall indicate which APAC position the office bearer is holding.

1. INDICATING MRA SIGNATORY STATUS

6.1 An APAC Full Member may state on its website, on accreditation certificates issued to accredited conformity assessment bodies, letterheads, and in other publicity material that it is a signatory to the APAC MRA. The statement shall indicate the extent of the recognition (e.g. testing; calibration; clinical/medical testing; inspection; RMP; PTP; biobanks; management systems certification; product certification; persons certification; greenhouse gas verification and validation). For management systems certification, the level shall also be clearly stated. The APAC logo may be used in association with this statement together with the accreditation body’s own logos / marks.

6.2 An APAC Full Member may choose to make separate statements on each area of recognition or include all in the same statement.

6.3 An APAC Associate Member shall not use the APAC logo in any way to misrepresent its membership of APAC as being an APAC MRA signatory.

6.4 An APAC Full Member may authorize a conformity assessment body that it accredits to include reference in the conformity assessment body’s documents and materials to the APAC Membership and MRA signatory status of the Full Member, along with the conformity assessment body’s own mark. The APAC Full Member shall be responsible to prevent any unauthorised or misleading use of such marks by conformity assessment bodies accredited by them.

6.5 Clients of conformity assessment bodies shall not be allowed by the conformity assessment body to issue statements on the APAC MRA signatory status of the accreditation body, to prevent potential market place confusion about who / what is accredited.

1. AUTHORITY TO SPEAK ON BEHALF OF APAC

7.1 In general, only the APAC Chair and the APAC Secretary are authorised to speak on behalf of APAC on relevant matters. The APAC Chair may delegate this responsibility to another person for specific tasks, e.g. representing APAC on the IAF or ILAC Executive Committees, representing APAC at APEC Telecommunications and Information Working Group (APEC TEL) meetings, or representing APAC at meetings of other APEC Specialist Regional Bodies (SRBs). The APAC representative shall be fully briefed for the task by the APAC Chair and/or Secretary and shall be provided with any necessary supporting information by the APAC Secretariat.

7.2 An APAC member shall not claim to represent APAC or present APAC’s position on any matter in any public forum unless having prior authorisation to do so.

1. AMENDMENT TABLE

This table provides a summary of the changes to the document with this issue.

|  |  |  |
| --- | --- | --- |
| **Date** | **Section(s)** | **Amendment(s)** |
|  |  |  |
| 2022-11-01 | 3 | Clarification on use of logo by APAC Associate Members and Affiliates. |
| 2021-01-13 | 6.1 | Inclusion of reference to biobanks. |
| 2019-01-01 | All | New issue on establishment of APAC. Document based upon APLAC SEC 046 Issue 5 and PAC-EXEC-002 Issue 2. |