



RULES ON USE OF DAAS ACCREDITATION
SYMBOLS & LOGOS

Ver – 1.0

ABSTRACT

**DIRECTORATE OF ACCREDITATION FOR
ASSESSMENT SERVICES**

973, Elizabeth, St. Strathmore, Alberta,
Canada

E-Mail: info@daasaccreditation.org, Website:
www.daasaccreditation.org

DIRECTORATE OF ACCREDITATION FOR ASSESSMENT SERVICES**RULES ON USE OF DAAS ACCREDITATION SYMBOLS & LOGOS**

13.1	Purpose:
13.1.1	To ensure that DAAS Trade Name, Accreditation Symbols & Logos (Licensed Symbols) are commercially and legally protected and its use is controlled.
13.2	Scope:
13.2.1	The application of this procedure is mandatory and prescribes DAAS requirements for all Conformity Assessment Bodies (Licensee) that wish to offer DAAS accredited conformity assessment services and Certificated Organizations of the Management System Certification Bodies accredited by DAAS.
13.2.2	This procedure covers but not limited to the DAAS Trade Name, Accreditation Symbols & Logos listed in this procedure.
13.3	Responsibility & Authority:
13.3.1	DAAS is the legal owner and proprietor of DAAS Trade Name, Accreditation Symbols & Logos and is responsible to take suitable measures that accredited CABs fully conform to requirements of DAAS in this regards.
13.3.2	DAAS accredited CABs are responsible to ensure that DAAS Trade Name, Accreditation Symbols & Logos are used in a controlled manner.
13.3.3	The Governing Board of DAAS reserve the right to vary the conditions set out in this procedure without prior notice.
13.4	Operation:
13.4.1	General:
13.4.1.1	DAAS Accreditation Scheme does not imply that any products or services are approved by DAAS or DAAS accredited CABs, International Organization for Standardization (ISO), any regulatory, statutory, government or quasi government authority.
13.4.1.2	DAAS will issue to the accredited CABs together with the Certificate of Accreditation, an electronic files of relevant Symbols & Logos as shown in this procedure for reproduction.
13.4.1.3	Use of DAAS accreditation Symbols & Logos is restricted to DAAS accreditation only.
13.4.1.4	DAAS accredited CABs shall ensure that DAAS accreditation Symbols & Logos are not used in such a way as to suggest any products or services are approved by DAAS or DAAS accredited CABs, International Organization for Standardization (ISO), any regulatory, statutory, government or quasi government authority or in any other misleading way.

Issue No.: 01	Date: 01/09/2017	Doc. No.:	DAAS-DSM-13.0
Revision: 00	Date: 01/09/2017	Effective Date: 01/09/2017	Page 1 of 1

DIRECTORATE OF ACCREDITATION FOR ASSESSMENT SERVICES

RULES ON USE OF DAAS ACCREDITATION SYMBOLS & LOGOS

13.4.1.5

DAAS accreditation Symbols & Logos shall not be used in any way as to imply directly or indirectly that DAAS accepts responsibility for the work carried out by the DAAS accredited CABs.

Issue No.: 01	Date: 01/09/2017	Doc. No.:	DAAS-DSM-13.0
Revision: 00	Date: 01/09/2017	Effective Date: 01/09/2017	Page 1 of 1

DIRECTORATE OF ACCREDITATION FOR ASSESSMENT SERVICES**RULES ON USE OF DAAS ACCREDITATION SYMBOLS & LOGOS**

13.4.1.6	DAAS may from time to time develop other requirements related to use of DAAS's accreditation Symbols & Logos and such requirements shall be made part of the accreditation agreement and the CABs shall immediately adopt the same.
13.4.1.7	The use of DAAS accreditation Symbols & Logos shall be audited during each surveillance and re-accreditation assessment by DAAS.
13.4.2	Claiming Accreditation Status:
13.4.2.1	DAAS accredited CABs only uses the accreditation Symbols & Logos for premises and the activity/ies of the CAB's that are specifically included in the accreditation.
13.4.2.2	The DAAS accredited CABs shall ensure that no misleading or unauthorized statement is made as to extent and limitations of its DAAS accreditation, especially , in case of quotations, invoices, work being undertaken, results being reported, the use of subcontractors or in any publicity material used for services or media and communication.
13.4.2.3	DAAS accredited CABs shall fully conform to the requirements of DAAS for claiming accreditation status, when making reference to its accreditation in any communication media such as the physical, mechanical, digital etc.
13.4.2.4	DAAS accredited CABs shall fully conform to the requirements of DAAS for claiming accreditation status, when making reference to its accreditation in their stationery, brochures and other publicity material.
13.4.2.5	The DAAS accredited CABs shall ensure that all quotations for work that contain DAAS accreditation Symbols & Logos clearly indicate those activities that are not DAAS accredited.
13.4.2.6	The DAAS accredited CABs shall ensure that reports and certificates issued by them containing results and outcomes from accredited activities clearly distinguish the activities that are covered under DAAS accredited and those are not including subcontracted activities.
13.4.3	Reproduction:
13.4.3.1	The DAAS accredited CABs are restricted from using the DAAS accreditation certificate in full or part to generate its own version/representation of a Certificate of Accreditation. Such action would constitute a misuse of the Symbols & Logos.
13.4.3.2	DAAS accredited CAB shall ensure that the reproduction of DAAS accreditation Symbols & Logos and reference/citation to DAAS accreditation is clearly visible, readable, accurate, authentic and without any distortion and/or degradation. In case of any enlargement or reduction the same proportions shall be maintained as detailed in this procedure.
13.4.3.3	DAAS accreditation Symbols & Logos shall be reproduced in the specified colors as detailed in this procedure or in the predominant color of the letterhead or printing in a size which makes all features of the Symbols & Logos clearly distinguishable.

DIRECTORATE OF ACCREDITATION FOR ASSESSMENT SERVICES**RULES ON USE OF DAAS ACCREDITATION SYMBOLS & LOGOS**

13.4.3.4	DAAS accreditation Symbols & Logos may be reproduced in soft version (electronic) and hard version (paper) in normal print, embossed, relief, die-stamped or as watermarks.
13.4.4	Display:
13.4.4.1	DAAS accreditation Symbols & Logos shall be displayed only in the appropriate form, size and color as detailed in this procedure.
13.4.4.2	DAAS accreditation Symbols & Logos shall not be displayed on flags, buildings and external walls.
13.4.4.3	DAAS accreditation Symbols & Logos shall not be displayed on any vehicle, except when it is part of a larger advertisement.
13.4.4.4	DAAS accreditation Symbols & Logos may be displayed on internal walls, doors and exhibition walls.
13.4.4.5	DAAS accredited CAB shall ensure that DAAS accreditation Symbols & Logos and reference/citation to DAAS accreditation is displayed on any surface including stationery/certificates/reports in such a manner that sufficient margin is kept from all borders for its clear visibility and readability considering borders are subject to change / reduction due to further treatment i. e. duplication/framing /holding & display arrangements.
13.4.5	Suspension and Termination of DAAS Accreditation:
13.4.5.1	In the event of suspension or termination of DAAS accreditation (however determined) , the DAAS accredited CABs shall immediately discontinue the use of DAAS accreditation Symbols & Logos and reference to its accreditation in communication media such as the internet, documents, brochures, or advertising.
13.4.5.2	Upon termination of DAAS accreditation for whatever reason, the DAAS accredited CABs undertake to immediately discontinue all the usage of the Symbols & Logos appearing on any media and material on which they appear.
13.4.5.3	In the event that accreditation is terminated by DAAS in respect of an DAAS accreditation scheme whereby the CAB owns and licenses its own Mark/Logo, the CAB shall take all reasonable steps to ensure that its licensees/certificated organizations immediately discontinue the use of stationery, literature, advertisements, WebPages, goods, labeling and packaging bearing the DAAS logo.
13.4.5.4	DAAS shall take suitable action to deal with incorrect references to accreditation status, or misleading use of accreditation Symbols & Logos found. The suitable actions may include but are not limited to request for corrective action, suspension of accreditation, withdrawal of accreditation, publication of transgression and, if necessary other legal remedies.
13.4.5.5	DAAS accreditation Symbols & Logos, Certificates remain the property of DAAS and shall be returned to DAAS immediately upon request.

DIRECTORATE OF ACCREDITATION FOR ASSESSMENT SERVICES**RULES ON USE OF DAAS ACCREDITATION SYMBOLS & LOGOS**

13.4.6	Requirements for Corporate Logos (DAAS Platinum Plus Accredited (Certification Body), (Inspection Body), (Testing Laboratory), (Calibration Laboratory), (Medical Laboratory), (Proficiency Testing Provider), (Reference Material Provider)) issued to the DAAS accredited CABs:
13.4.6.1	The purpose of Corporate Logos is to assist DAAS accredited CABs to create a distinct brand image and positioning.
13.4.6.2	DAAS accredited CABs shall only use the Corporate Logo in conjunction with their relevant accreditation number which is integrated in the Corporate Logo.
13.4.6.3	DAAS accredited CABs are permitted to display the Corporate Logos only in connection with their official accreditation business activity and premises which has been accredited by DAAS.
13.4.6.4	The Licensees /Franchisees/Subcontractors/Locations of CABs which are not under DAAS accreditation assessment are not permitted to use the Corporate Logos.
13.4.6.5	The DAAS accredited CABs shall not use or display DAAS Platinum Plus Accredited Corporate Logo on the Certificates/Reports/Conformity Assessment Result Documents to be issued to their clients
13.4.6.6	The clients of the DAAS accredited CABs are not permitted to use the DAAS Corporate Logo.
13.4.6.7	The DAAS accredited CABs may display the Corporate Logo on stationery, website, publicity material and advertisements provided: a. legal name or logo of the DAAS accredited CAB is also displayed; b. equal prominence is given to the legal name or logo of the DAAS accredited CAB; c. and the phrase “ an DAAS Platinum Plus Accredited (Certification Body-QMS/EMS/OHSAS/FSMS/ISMS/EnMs etc.), (Inspection Body), (Testing Laboratory), (Calibration Laboratory), (Medical Laboratory), (Proficiency Testing Provider), (Reference Material Provider) No. XXX shall be used by the DAAS accredited CABs when they wish to make reference to its DAAS accreditation..
13.4.6.8	DAAS Platinum Plus Accredited Symbols & Logo Artwork:
	Not to be scaled.

DIRECTORATE OF ACCREDITATION FOR ASSESSMENT SERVICES**RULES ON USE OF DAAS ACCREDITATION SYMBOLS & LOGOS**

13.4.7	DAAS Accreditation Symbols for DAAS accredited Management System Certificates and Bonafide Holders of these certificates:
13.4.7.1	DAAS accredited Management System Certification Bodies shall apply DAAS accredited Management System logo with their relevant accreditation number to the Management System Certificates, offering Customers of these Bonafide Certificate Holders assurance regarding the reliability and technical validity of the certification audit findings and result. The DAAS accredited Management System Logo shall always be twinned with Certification Body's own Mark/Logo.
13.4.7.2	DAAS accredited Management System Certification Bodies are permitted to apply DAAS accredited Management System logo to their Management System Certificates in connection with their accredited scope.
13.4.7.3	DAAS accredited Certification Bodies are permitted to issue to their certificated client applicable DAAS accredited Management System Logo with their relevant accreditation number in connection with the certification body's award of DAAS accredited certificate to be used on their stationery and publicity material.
13.4.7.4	DAAS accredited Certification Bodies shall ensure their certificated client shall always use applicable DAAS accredited Management System Logo with their relevant accreditation number in conjunction with the Logo/Mark Certification Body in connection with their accredited certification scope. However, holders of the accredited certificate issued by the DAAS accredited Certification Body may use the Logo/Mark of the certification body without the DAAS accredited Management System Logo.
13.4.7.5	DAAS accredited Certification Bodies shall ensure that DAAS accredited Management System Logo shall not be used by their certificated clients on their products, services, inspection/test report / packaging to imply product certification or approval.
13.4.7.6	When using the DAAS accreditation Symbols & Logos mark by the certificated organization, its size must not differ from the Certification Body's logo.
13.4.7.7	The DAAS accredited Certification Bodies shall audit the use of DAAS Symbols & Logos used by their certificated clients during every surveillance and re-certification audit. Any non-conformances associated with the use of DAAS accreditation Symbols & Logos requires the issuance of Corrective Action Request by the Certification Body, requiring remedial action to correct the use of Symbols & Logos on issued documents as well as corrective action for future use.
13.4.7.8	DAAS Accreditation Symbols for DAAS accredited Management System Certificates and Bonafide Holders of these certificates Artwork:

DIRECTORATE OF ACCREDITATION FOR ASSESSMENT SERVICES

RULES ON USE OF DAAS ACCREDITATION SYMBOLS & LOGOS

13.4.7.9	DAAS Accreditation Symbols for DAAS accredited Personnel and Product Certification Certificates and Bonafide Holders of these certificates Artwork:
13.4.7.9.1	Additionally, the clients of DAAS accredited Product Certification Bodies are permitted to use DAAS accredited product certification logo in combination with the Certification Body on the label in connection with their accredited certification scope i. e. with a product or service certified under an DAAS accredited product certification scheme. This label may be affixed to the primary packaging but not to the secondary packaging. However, holders of the accredited certificate issued by the DAAS accredited Certification Body may use the Logo/Mark of the certification body without the DAAS accredited product certification Logo.

DIRECTORATE OF ACCREDITATION FOR ASSESSMENT SERVICES**RULES ON USE OF DAAS ACCREDITATION SYMBOLS & LOGOS**

13.4.8	DAAS Accreditation Symbols for Inspection Bodies - Reports & Certificates :
13.4.8.1	DAAS accredited Inspection Bodies are exclusively permitted to apply DAAS accredited inspection logo with their relevant accreditation number to their inspection reports and certificates, offering their customers assurance regarding the reliability and technical validity of the inspection data and result.
13.4.8.2	DAAS accredited Inspection Bodies are permitted to apply DAAS accredited inspection logo to their inspection reports and certificates in connection with their accredited inspection scope.
13.4.8.3	DAAS accredited Inspection Bodies shall ensure that DAAS accredited inspection logo shall not be displayed on an item or an attachment that has been inspected or a product or packaging to imply product certification or approval.
13.4.8.4	DAAS accredited Inspection Bodies shall have policy to ensure that DAAS accredited inspection logo shall not be used, reproduced or displayed by the client of the DAAS accredited inspection body in any manner to imply product certification or approval of their activities by DAAS.
13.4.8.5	DAAS Accreditation Symbols for Inspection Bodies Reports & Certificates Artwork:
	Not to be scaled.
13.4.9	DAAS Accreditation Symbols for Testing & Calibration Laboratories including Medical

DIRECTORATE OF ACCREDITATION FOR ASSESSMENT SERVICES**RULES ON USE OF DAAS ACCREDITATION SYMBOLS & LOGOS**

Laboratories, Proficiency Testing Providers , Reference Material Producers (Laboratories) :	
13.4.9.1	DAAS accredited Laboratories are exclusively permitted to apply DAAS accredited laboratory logo with their relevant accreditation number to their Test/Calibration reports and certificates, offering their customers assurance regarding the reliability and technical validity of the test /calibration data and result.
13.4.9.2	DAAS accredited Laboratories are permitted to apply DAAS accredited laboratory logo to their Test/Calibration reports and certificates in connection with their accredited scope.
13.4.9.3	DAAS accredited Laboratories shall ensure that DAAS accredited laboratory logo shall not be displayed on an item or an attachment/artifact/product that has been tested/calibrated to imply product certification or approval.
13.4.9.4	DAAS accredited Laboratories shall have policy to ensure that DAAS accredited laboratory logo shall not be used, reproduced or displayed by the client of the DAAS accredited laboratories in any manner to imply product certification or approval of their activities by DAAS.
13.4.9.5	DAAS Accreditation Symbols for Laboratories - Reports & Certificates Artwork:
	Not to be scaled.

13.4.10	DAAS Accreditation Symbols in Color, Black & White and Wire form Artwork:
	Not to be scaled.

DIRECTORATE OF ACCREDITATION FOR ASSESSMENT SERVICES

RULES ON USE OF DAAS ACCREDITATION SYMBOLS & LOGOS

Issue No.: 01	Date: 01/09/2017	Doc. No.:	DAAS-DSM-13.0
Revision: 00	Date: 01/09/2017	Effective Date: 01/09/2017	Page 1 of 1

DIRECTORATE OF ACCREDITATION FOR ASSESSMENT SERVICES

RULES ON USE OF DAAS ACCREDITATION SYMBOLS & LOGOS

Issue No.: 01	Date: 01/09/2017	Doc. No.:	DAAS-DSM-13.0
Revision: 00	Date: 01/09/2017	Effective Date: 01/09/2017	Page 1 of 1

DIRECTORATE OF ACCREDITATION FOR ASSESSMENT SERVICES

RULES ON USE OF DAAS ACCREDITATION SYMBOLS & LOGOS

Issue No.: 01	Date: 01/09/2017	Doc. No.:	DAAS-DSM-13.0
Revision: 00	Date: 01/09/2017	Effective Date: 01/09/2017	Page 1 of 1

DIRECTORATE OF ACCREDITATION FOR ASSESSMENT SERVICES

RULES ON USE OF DAAS ACCREDITATION SYMBOLS & LOGOS

Issue No.: 01	Date: 01/09/2017	Doc. No.:	DAAS-DSM-13.0
Revision: 00	Date: 01/09/2017	Effective Date: 01/09/2017	Page 1 of 1