

**RULES FOR THE USE OF THE MARK (LOGO) OF THE
ACCREDITATION BODY OF SERBIA**

Any differences between the Serbian and English versions of this document are not intended, but if in doubt, the Serbian version should be consulted.



1. SCOPE

This document addresses the policy, conditions, and use of the logo of the Accreditation Body of Serbia (hereinafter referred to as ATS) and marks of international organizations for accreditation and reference to ATS status as a signatory to the multilateral agreements promoting equivalence of the accreditation systems.

2. REFERENCE DOCUMENTS, TERMS AND DEFINITIONS, ACRONYMS

Reference documents:

- Law on Accreditation ("Official Gazette of RS", No. 73/2010, 47/2021);
- SRPS ISO/IEC 17011:2018, Conformity assessment - General requirements for accreditation bodies accrediting conformity assessment bodies;
- EA-3/01 M: 2021, EA Conditions for the use of accreditation symbols, text reference to accreditation and reference to EA MLA signatory status;
- ILAC-R7:05/2015, Rules for the Use of the ILAC MRA Mark;
- ILAC R7-F1, Agreement for the use of the ILAC MRA Mark;
- IAF ML 2:2016, General principles on the use of the IAF MLA Mark;
- ATS-PA01, Rules of Accreditation;
- ATS-PK01, Quality Manual.
- ATS UP 35, Appearance and Content of the Accreditation Certificate

For the purpose of this document the following terms and definitions provided in the said reference documents.

Acronyms:

EA: European co-operation for Accreditation

ILAC: International Laboratory Accreditation Cooperation

IAF: International Accreditation Forum

EA MLA: Multilateral agreement on mutual recognition of the equivalence of the accreditation systems within the EA (laboratories, inspection and certification bodies, proficiency testing providers – PT providers, validation and verification bodies, producers of referent materials)

ILAC MRA: Mutual recognition arrangement within ILAC (laboratories, inspection bodies, PT providers and reference materials producers)

IAF MLA: Multilateral recognition arrangement within IAF (certification bodies and validation and verification bodies).

3. ATS LOGO AND ILAC MRA AND IAF MLA MARKS

3.1 General background

3.1.1 Mark (logo) of ATS

Mark (logo) of ATS is a registered mark used only by ATS for the identification thereof. The logo is a protected graphic and textual mark that is the property of ATS and is uniquely designed for instant recognition of the ATS identity and services.



3.1.2 ILAC MRA mark and IAF MLA mark

To promote the ILAC MRA, ATS shall, based on the license agreement with ILAC, use the ILAC MRA mark in combination with its (logo) to indicate its status as a signatory to the ILAC mutual recognition arrangement.

To promote the IAF MLA, ATS shall, based on the license agreement with IAF, use the IAF MLA mark in combination with its (logo) to indicate its status as a signatory to the IAF multilateral recognition arrangement.

3.2 Rights to use

3.2.1 Rights to use the ATS logo

ATS logo can only be used by the ATS permanent employees as part of ATS letterhead, management system documents, accreditation procedure documents, business cards, brochures, web page, social networks and other electronic media for communication (Twitter, LinkedIn, YouTube, etc.) and other documents and marketing/promotional materials (posters, pop-up banners, PowerPoint presentations, reports, press releases, advertisements, e-mails, video material, envelopes, files, cards, flags, labels, badges...) used to promote the accreditation system in the Republic of Serbia. If requested, use of the ATS logo can be approved by ATS for other purposes, in advertisements, articles, publications, fairs, exhibitions, conferences/seminars, and internet portals of other organizations. Organizations/accredited conformity assessment bodies that use a link to ATS website/application on their websites or other applications must obtain prior approval from ATS.

The ATS logo can also be used by members of the assessment team (assessors and technical experts), in documents from the accreditation process and in the assessors' credentials.

3.2.2 Rights to use the ILAC MRA mark and IAF MLA mark by ATS

ATS stands out ILAC MRA and IAF MLA signs next to its mark (logo) on accreditation certificates, for those types of accreditation that are covered by signed ILAC MRA and IAF MLA agreements and for which ATS signed agreements on use of ILAC MRA mark with ILAC, that is, a license agreement with IAF.

The mentioned signs in combination with its sign ATS can also be used on memoranda, brochures, internet portal and advertising/promotional materials (posters, banners, presentations, reports, announcements, advertisements, videos, emails, envelopes, folders,...) in accordance with the accredited conformity assessment activities that are within the scope of the signed agreements.

ATS uses these signs in combination with its mark for promotional purposes and to indicate its status as a signatory under EA MLA, ILAC MRA, or IAF MLA agreement on mutual recognition of the equivalence of the accreditation system so that such use does not mislead clients or the public, not to diminish the reputation of ATS and these international organizations and the recognition of the equivalence of the accreditation system under these agreements.

ATS uses the mentioned signs in combination with its sign in such a way that they are close to each other or one below the other. Approximately the same size was maintained, i.e., the height of the accreditation symbol can be 5% higher or lower than the height of the ILAC MRA sign, and the IAF MLA sign cannot be reproduced in a size less than 20 mm wide for print media and 75 pixels for digital media.

ATS does not use the IAF MLA mark in addition to its mark on products or in any way that would indicate that it indicates product conformity.

ATS may use the logos of international organizations EA, ILAC, and IAF in accordance with the rules for the use of their logos specified in the following procedures: IAF PL 8:2016, Rules for the



Use of the IAF Logo; ILAC-R4:10/2016, Use of the ILAC Logo and Tagline и EA- 1/19 A - AB, Rules for Use of the EA logo.

3.3 Form, shape, content, size, color, and rules for reproduction

The ATS logo and ILAC MRA and IAF MLA marks shall have an adequate form, content, size, and color as explained herein.

The form, layout and content of the ATS (logo), and ILAC MRA and IAF MLA marks in combination with the ATS logo are provided in Annex 1 attached hereto.

If the ATS logo is reproduced in documents that shall not have a format larger than A4, it shall not be reproduced smaller than 20mm across and it shall not exceed 30mm in height, while its width shall not alter its shape.

If the ATS logo is reproduced to be smaller or bigger than the aforementioned one, its shape must remain the same when compared with the original version (proportional reduction in height and width), including its legibility and clarity.

The ATS logo can be reproduced in black and white or in colour. ATS shall reproduce its logo according to the following spot colours:

- o **blue:** Pantone 299 C,
- o **black:** 100% Black,
- o **red:** Pantone 185 C,

or colour shades:

- o **blue:** C = 95%, M = 25%, Y = 0%, K = 0%,
- o **black:** 100% Black,
- o **red:** C = 0%, M = 95%, Y = 80%, K = 0%,
- o **grey (in black & white version):** 60% Black.

The ATS logo is available in electronic format (.jpg, .pdf and .eps).

The ILAC MRA and IAF MLA marks can be reproduced to have combinations and shades as defined in the following documents: ILAC-R7:05/2015, Rules for the Use of the ILAC MRA Mark, IAF ML 2:2016, General principles on the use of the IAF MLA mark or the following agreements on the use of the said marks that ATS signed with these international organisations: IAF Mark Agreement – Agreement for Use of the IAF Mark between IAF Inc. and an IAF Multilateral Recognition Arrangement (MLA) Member (ATS) и ILAC R7-F1 Agreement for the use of the ILAC MRA Mark.

4. REFERENCE TO ATS STATUS AS A SIGNATORY TO THE EA MLA; ILAC MRA AND IAF MLA

Pursuant to the ATS policy to promote the EA MLA, ILAC MRA and IAF MLA, ATS shall make refer to the status as a signatory to the said agreements in the following manner:

- By quoting the text "Accreditation Body of Serbia is a signatory to the Multilateral Agreement on the Recognition of the Equivalence of the Accreditation System of the European co-operation for accreditation (EA MLA) and ILAC MRA Agreement in the scope “ or “ATS is a signatory of the EA MLA and ILAC MRA in this field” and by displaying ILAC MRA sign on the right side next to the ATS sign (logo), on accreditation certificates, issued by accredited laboratories and accredited inspection bodies for performing conformity assessment activities covered by agreements;
- By quoting the text ”The Accreditation Body of Serbia is a signatory of the Multilateral Agreement on the Recognition of the Equivalence of the Accreditation System of the European

Accreditation Organization (EA MLA) and IAF MLA Agreement in this field”, i.e. ”ATS is a signatory of EA MLA and IAF MLA in this field” and by highlighting IAF MLA sign on the right side next to ATS sign (logo), on accreditation certificates, issued by accredited certification bodies for product certification, certification of persons and certification bodies for management system certification (depending on the signed IAF MLA agreement, IAF MLA mark, as well as some of the management systems may be excluded from the reference on the accreditation certificates issued by accredited certification bodies for the certification of management systems in accordance with ATS-UP35);

- By quoting the text ”Signatory of EA MLA, ILAC MRA and IAF MLA agreement” or “EA MLA, ILAC MRA and IAF MLA Signatory”, below the ATS logo, on the ATS memorandum, when the content refers to conformity assessment activities covered by the agreements.
- By quoting the text "The Accreditation Body of Serbia is a signatory of the Multilateral Agreement on Recognition of Equivalence of Accreditation Systems within EA (EA MLA), ILAC (ILAC MRA) or Multilateral Agreement on Recognition of Equivalence of Accreditation Systems within IAF (IAF MLA)“ or ”Signatory of the EA MLA, ILAC MRA and IAF MLA Agreement ”or“ ATS is a Signatory of the EA MLA, ILAC MRA, and IAF MLA Agreement ”or“ EA MLA, ILAC MRA and IAF MLA Signatory ”, as the case may be of what is applicable, in brochures, the ATS internet portal and advertising / promotional materials and publications issued by ATS.

5. NONOBSERVANCE OF RULES AND MISUSE

In case of illegal and unauthorized use of the ATS accreditation logo or reference to ATS status as a signatory to the EA MLA, ILAC MRA и IAF MLA or unauthorized use of the combined ILAC MRA and IAF MLA marks by any legal entity or natural person, including CABs, ATS shall instigate a procedure to protect its rights in accordance with the relevant law.

In order to address misleading (false) or unauthorized claims regarding the accreditation and mark (logo) of ATS by accredited conformity assessment bodies, ATS will take measures such as requests for corrective action, suspension, withdrawal of accreditation, public announcement of violations, and if necessary by law.

6. ANNEXES

Annex 1: Versions of the ATS logo, ILAC MRA and IAF MRA marks and their combinations



ANNEX 1: Versions of the ATS logo, ILAC MRA and IAF MRA marks and their combinations

Figure 1: Mark (logo) of the Accreditation Body of Serbia



Figure 2: ATS logo (Cyrillic) in combination with the ILAC MRA and IAF MLA marks

