



APLAC

Asia Pacific Laboratory Accreditation Cooperation

**USE OF THE
APLAC LOGO AND TAGLINE**

Use of the APLAC Logo and Tagline – APLAC SEC 046

PURPOSE

This document details the requirements for the use of the APLAC logo and tagline by APLAC members. It also documents the conditions under which a person may speak on behalf of APLAC.

AUTHORSHIP

This document has been written by a Task Group set up by the APLAC Board of Management.

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FURTHER INFORMATION

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1. INTRODUCTION

Clause 6 of the APLAC *Code of Ethics* (APLAC SEC 042) states that:

APLAC members and accredited laboratories, inspection bodies, Reference Material Producers (RMPs) and Proficiency Testing Providers (PTPs) shall use the APLAC logo and tagline only in the manner approved by APLAC.

These guidelines detail the correct approved use of the APLAC logo and tagline.

2. APLAC LOGO AND TAGLINE

2.1 THE APLAC LOGO

The APLAC logo is as shown below:



The APLAC logo can be used on its own, as shown above, without the words of the tagline (See 2.2).

2.2 APLAC TAGLINE

The APLAC logo is incorporated into and is a fundamental part of the design of the APLAC tagline. The APLAC tagline may only be used in conjunction with the APLAC logo. The APLAC logo and tagline are shown below:



Gateway to Global Acceptance

The rules for the use of the APLAC tagline are the same as for the logo alone, as detailed in the following clauses. Therefore, where references to the APLAC logo are made this also applies to the APLAC tagline.

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3. REPRODUCTION RULES

The following rules apply when the APLAC logo or APLAC logo and tagline is used:

- 3.1 It must always be used in its original, designed proportions. The APLAC logo or APLAC logo and tagline must not be distorted, compressed or stretched in any way.
- 3.2 It must not appear in a size that renders the APLAC name or tagline unreadable.
- 3.3 It must only be used in its normal horizontal orientation. It must not be rotated.
- 3.4 The words of the tagline, if used, must not be translated, and must remain centered directly below the APLAC logo and in the same proportions as shown in 2.2.
- 3.5 The APLAC logo or APLAC logo and tagline must always be used on a background that will not impede readability.
- 3.6 The typeface is custom-designed artwork. As a result, a “similar” typeface must not be substituted for the letters within the logo or the words used in the tagline. Always use the complete logo as shown in this document for all logo application requirements.
- 3.7 The APLAC logo may be reproduced in black and white or in colour versions provided by APLAC secretariat with:
 - Pantone 1797 U
 - Gold foil stamping for countries on globe and arc under "APLAC".
- 3.8 The APLAC logo and tagline may be reproduced in black and white or in colour versions provided by APLAC secretariat with:
 - Pantone 1797 U
 - When the tagline is used, it shall be in conjunction with the logo.
 - The tagline shall be centered directly below the APLAC logo.

4. AVAILABILITY OF THE APLAC LOGO AND TAGLINE

- 4.1 The APLAC logo and tagline will be provided in an electronic format by the APLAC secretariat.
- 4.2 APLAC members shall not use any other versions of the logo and tagline except that obtained from the APLAC secretariat.
- 4.3 Any member wishing to use the APLAC logo and tagline shall make a request in writing to the APLAC secretariat, setting out the details of the proposed use of the APLAC logo and tagline. The secretariat, after consultation with the APLAC Chair and Board of Management, shall reply to the request within seven (7) business days of the receipt.
- 4.4 The APLAC Secretariat shall, upon request, supply an electronic copy of the logo and tagline to the hosts of the APLAC General Assembly and associated meetings, APLAC-authorized training courses and workshop sessions,

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5. PERMITTED USE OF THE APLAC LOGO AND TAGLINE

- 5.1 An APLAC member may state on its website and in other publicity material that it is a member of APLAC and shall state the type of membership (Full, Associate). The APLAC logo and tagline may be used in association with this statement. The APLAC member shall not misrepresent its membership of APLAC as being an APLAC Mutual Recognition Arrangement (MRA) signatory.
- 5.2 A signatory to the MRA may state on its website and in other publicity material that it is a signatory to the APLAC MRA. The APLAC MRA signatory shall state the extent of the recognition (testing; calibration; inspection; ISO 15189; RMP; PTP). The APLAC logo and tagline may be used in association with this statement.
- 5.3 The APLAC logo and tagline 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 APLAC, such as at the request of the APLAC Board of Management, or is presenting the APLAC PowerPoint presentation, APLAC PR 007.
- 5.4 The APLAC logo and tagline shall not be used by laboratories, inspection bodies, RMPs and PTPs accredited by APLAC members and APLAC MRA signatories.
- 5.5 The APLAC logo and tagline shall not be used on material used by presenters of training courses or workshop sessions (e.g. PowerPoint presentations) unless they are presented as an APLAC-authorized training course or workshop session. The APLAC logo and tagline may be used on material for a training course based on APLAC TR 001 with prior authorisation of APLAC.
- 5.6 The APLAC logo and tagline may be used on APLAC business cards. The APLAC Board of Management members, Chair, Vice Chair, Treasurer, Quality Manager and all Committee Chairs may use APLAC business cards at their discretion. The business cards shall indicate which APLAC position the office bearer is holding.

6. AUTHORITY TO SPEAK ON BEHALF OF APLAC

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

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