



ALL ABOUT ESG SH.P.K.
R-TM - TRADEMARK REGULATION

ref. ISO/IEC 17021-1:2015 §8.3 · IAS AC477 · IAS Rules of Procedure

Document code	R-TM		
Revision	2		
Date	3 September 2026		
Nature	Regulation - public document		
Replaces	R-SM Rv.1 of 04/08/2025		
Applies to	Every organisation certified by ALL ABOUT ESG, and the body itself for the use it makes of its own mark and of the accreditation symbol		
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R-TM - Trademark Regulation

R-TM

Rv. 2 of 03/09/2026

Revision history

Rv.	Date	Description of the change	Chapters	Approved by	Prepared by
0	06/04/2024	First issue, in Italian, under the code R-SM.	all	E. Chiacchio	A. Madeo
1	04/08/2025	Change of company name. Issued in English under the code R-SM.	all	G. Fortino	A. Madeo
2	03/09/2026	Full rewrite under the code R-TM. Annex A reproduces the marks and the permitted combinations.	all	G. Fortino	C. Volpe



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1 - Purpose and scope

This regulation states how the certification mark of ALL ABOUT ESG and the accreditation symbol of IAS may be used, by whom, from when and until when. It is part of the conditions the client accepts on signing the certification agreement.

It applies to every organisation whose management system is certified by ALL ABOUT ESG, and to the body itself for the use it makes of its own mark and of the accreditation symbol.

A mark is a statement made to third parties. What it may be made to say is fixed here, and nothing outside this regulation is authorised.

2 - References

Document	What is applied from it
ISO/IEC 17021-1:2015	§8.3, which requires the body to have a policy governing the use of its marks, to prevent their application to a product or its packaging, and to exercise control over their ownership and use; §8.2, on what the certification document carries; §9.6.5, on the effect of suspension, withdrawal and reduction
IAS AC477 and the IAS Rules of Procedure	The conditions under which the IAS accreditation symbol may be reproduced and combined with the mark of the body
ISO 39001:2012	The accredited scheme, and the designation to be used in any statement referring to it
R-GR	General regulation: the rights and duties of the certified client, of which the use of the mark is one
PRO-18	Certificate issuance: the certification document on which the mark appears
PRO-20	Audit planning and conduct: the control of the use of the mark at surveillance and renewal
M-016	Certification agreement, which carries the client's acceptance of this regulation

3 - Terms and abbreviations

Term	What it means here
Certification mark	The mark of ALL ABOUT ESG, which a certified client may use to state that its management system is certified by this body
Accreditation symbol	The symbol of IAS, which states that the certification is issued under accreditation. It belongs to IAS and is used under its rules
Statement	The wording that accompanies the mark and says what is certified, under which standard and with which certificate number
Certified client	An organisation holding a certification issued by ALL ABOUT ESG and in force

4 - Who may use the marks, and from when

The certification mark may be used by a certified client, from the effective date written on the certificate and for as long as the certification is in force, and only within the scope stated on the certificate.



Use of the mark is optional. A client may use the certification mark of ALL ABOUT ESG alone, or the certification mark together with the accreditation symbol of IAS. The accreditation symbol may never be used alone, and never without a certification in force.

ALL ABOUT ESG uses the accreditation symbol on its certificates, on its stationery and on the material connected with its accredited certification activities, and only for the schemes within its accredited scope.

5 - Where the mark may be used

The mark is placed close to the name of the client, in the same visual field, so that it is clear whose management system is certified. It may appear on:

- ☐ stationery, letterheads and business cards;
- ☐ advertising and promotional material, brochures, catalogues and press releases;
- ☐ the client's website and intranet, and newsletters to clients and personnel;
- ☐ company vehicles, exhibition stands, signage and outdoor or indoor advertising;
- ☐ corporate presentations and videos;
- ☐ the signature block of electronic mail.

A certified client that reproduces the mark on its website may link it to the website of the body, www.allaboutesg.eu.

6 - Where the mark may not be used

This chapter states the prohibitions of §8.3.2, and they admit no exception.

Not permitted	Why
On a product, on its primary packaging, or in any way that may be read as conformity of the product	A management system certification says nothing about a product. A mark on a product invites the reader to believe otherwise
In any way that may be confused with a CE marking or with a product certification	The same reason, and in the case of CE marking it is also unlawful
On a test report, a calibration report or an inspection report	In this context those reports are products
On a certificate of conformity, a certificate of test or a certificate of analysis	The same
Outside the scope written on the certificate	A certification covers what the certificate says it covers, and no activity beyond it
Before the effective date of the certificate, or after a suspension, a withdrawal or a renunciation	There is nothing to state
In a way that brings ALL ABOUT ESG, IAS or the accredited certification system into disrepute	The mark is the bodies, and its reputation with it
Alongside the mark or the name of an accreditation body other than IAS, unless a separate valid entitlement exists	A body states the accreditation it holds, and only that

7 - The statement that accompanies the mark

The mark is accompanied by a statement, and the statement is what makes it truthful. It carries the standard with the year of its edition, the fact that what is certified is a management system, and the certificate number.

Form	Example
Full form	«Organisation with a road traffic safety management system certified to ISO 39001:2012 - ALL ABOUT ESG certificate no. AAE-000-RTSMS»
Short form	«ISO 39001:2012 certified organisation - ALL ABOUT ESG certificate no. AAE-000-RTSMS»
On a site or plant	The statement names the site to which the certification applies, where the certification does not cover every site of the client

The statement is placed as close as possible to the name of the client and is written in characters no larger than those of that name. A word or a phrase alone, without the mark, is no use of the mark, but it is still a statement about the certification and must be equally truthful.

Any wording that suggests a product, a process or a service has been certified is not permitted. A truthful form, where the client wishes to refer to a product, is: «manufactured in a plant whose road traffic safety management system is certified to ISO 39001:2012».

The standard is always named with the year of the edition against which the certification was issued. A statement citing an edition that does not exist is a false statement about the certification, and it was one of the findings of the initial assessment.

8 - Reproduction of the marks

8.1 - The certification mark

The certification mark is reproduced whole and unchanged, in the colours below or, where a single colour is used, in the predominant colour of the document, against a background that contrasts clearly with it. It may be reproduced at any size, provided that its proportions are kept and every element of it stays legible.

Colour	Values	Where
Grey	C 0 · M 0 · Y 0 · K 70 — RGB 112 111 111 — #706F6F	Lettering
Green	C 75 · M 20 · Y 65 · K 0 — RGB 65 152 115 — #419873	Mark
Blue	C 65 · M 20 · Y 0 · K 0 — RGB 83 167 222 — #53A7DE	Mark
Orange	C 0 · M 40 · Y 80 · K 0 — RGB 247 169 64 — #F7A940	Mark

The mark may be reversed out, provided the background is dark enough for every element to stay distinguishable. Annex A reproduces the marks and the permitted combinations, and states the minimum sizes.

8.2 - The accreditation symbol

The accreditation symbol is the registered symbol of IAS: the letters IAS on a green ground, RGB 43 97 74 - #2B614A, followed by the words INTERNATIONAL ACCREDITATION SERVICE and the registered sign. It is reproduced from the artwork IAS supplies. Clause 12.1.3 of the IAS Rules of Procedure allows it to be enlarged or reduced and allows nothing else: it is not redrawn, not retyped, not recoloured, not separated into its parts and not taken from any other source.

Clause 12.1.2 requires that wherever the name or the symbol of IAS appears, the word ACCREDITED appears with it. Clause 12.3 requires that, where a certified client displays the symbol, the mark of ALL ABOUT ESG and the words «ACCREDITED Management System Certification» accompany it. The accreditation number MSCB-393 is written under the symbol. The three lines are part of the composition and are not omitted.

The accreditation symbol is printed immediately beside, above or below the certification mark and always together with it. Its size does not exceed the size of the certification mark. The permitted combinations are reproduced in Annex A, chapter A.3.



Two things printed on the accreditation certificate are not the accreditation symbol: the round «IAS ACCREDITED» seal, which belongs to that certificate, and the signature of the IAS management. Neither is reproduced. The mark of the International Accreditation Forum that appears beside the IAS symbol on that certificate is the mark IAS holds as a signatory of the multilateral recognition arrangement; the body does not use it. The combined mark of that arrangement with the IAS symbol is governed by a separate IAS policy, requires an agreement with IAS, covers only the schemes the arrangement endorses - and ISO 39001:2012 is not among them - and is never allowed to a certified client. The arrangement itself has changed hands: the operations of IAF ceased on 01/01/2026 and recognition now runs under the multilateral recognition arrangement of Global Accreditation Cooperation Incorporated, whose mark replaces the IAF MLA mark. The replacement is not immediate. A body already authorised keeps the combined mark it holds until the Global ACI MRA mark is registered in its economy and IAS notifies the change; from that notification the old mark is not applied to any certificate issued, reissued or renewed, while the documents already in circulation stay valid. Nothing is changed here before that notification arrives.

8.3 - What the body itself observes when it uses the symbol

Rule	Source
Wherever the name or the symbol of IAS is used - letterhead, general literature, promotional material - the word ACCREDITED appears with it	IAS Rules of Procedure 12.1.2
The symbol is used on accredited certifications, and may be enlarged or reduced but never otherwise changed	12.1.3
Where the symbol or the name is used on a proposal or a quotation, a copy of the accreditation certificate in force is attached to it, so that the disciplines within the scope are clear	12.1.4
Where a document covers disciplines outside the scope of accreditation, the part not covered is identified as such	12.1.5
Where there is any question about an intended use of the name or the symbol, the body obtains the approval of IAS before that use	12.2
Use of the symbol by a certified client is managed, controlled and supervised by the body, and every client so authorised is declared in the IAF CertSearch database, which continues to operate under that name	12.3 · AC477 5.3.1 to 5.3.3
No certificate is issued outside accreditation within a scheme that is within the scope of accreditation	12.4
Where a client misuses the reference to IAS or its symbol, the body corrects the misuse and informs IAS of what it has done	12.5
For the whole of any period in which the accreditation of the body is suspended, and upon its revocation or cancellation, the body discontinues every use of the symbol, removes every reference to IAS accreditation from certificates, reports and promotional material, and returns the accreditation certificate to IAS	15.3

The last rule binds the body before it binds any client: it is the accreditation of the body that is at stake, and no certificate issued and no material published survives it unchanged.

9 - Change of the state of the certification

Event	What the client shall do
Suspension	Cease at once every use of the certification mark and of the accreditation symbol, and cease the distribution of any material that reproduces them, for the whole period of the suspension
Restoration	Resume use only from the date of the decision that restores the certification
Withdrawal or renunciation	Cease every use, return the original certificate, use no copy or reproduction of it, and remove from stationery, technical and advertising material every reference or symbol connected with the certification
Reduction of the scope	Correct every material that refers to the part of the scope no longer certified, within thirty days of the reduction
Change of the name of ALL ABOUT ESG	Use only the mark in its new form from the date the body notifies; the certificates in force are reissued under PRO-18 chapter 8

10 - Control and consequences of misuse

ALL ABOUT ESG owns its certification mark and controls its use. The control is exercised at every surveillance and renewal audit, under PRO-20, and through information reaching the body from third parties, from complaints and from the market.

Where an incorrect reference to the certification or a misuse of a mark is found, the body requires its correction within a stated time and records the matter on M-072. Depending on the gravity and on the response, the body may suspend the certification as a precaution, withdraw it, publish the breach and take legal action to protect its mark.

Where the misuse concerns the accreditation symbol, the body informs IAS.

11 - Records

Record	Kept by	Retention
Acceptance of this regulation by the client, in the certification agreement M-016	UTE	Current certification cycle plus the previous one
Findings on the use of the mark recorded at audit, on M-025	UTE	Current certification cycle plus the previous one
Requests for correction and evidence of the correction made, on M-072	RSQ	Kept open

Annex A - Reproduction of the marks

This annex reproduces the marks named in chapter 8 and the combinations permitted by chapter 8.2. It is the reference for reproduction: where a material differs from what is reproduced here, the material is corrected. The artwork files are supplied by ALL ABOUT ESG on request; they are not redrawn and are not rebuilt from these images.



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A.1 - The certification mark of ALL ABOUT ESG

	Certification mark of ALL ABOUT ESG SH.P.K. Grey - C 0 · M 0 · Y 0 · K 70 - RGB 112 111 111 - #706F6F - lettering Green - C 75 · M 20 · Y 65 · K 0 - RGB 65 152 115 - #419873 Blue - C 65 · M 20 · Y 0 · K 0 - RGB 83 167 222 - #53A7DE Orange - C 0 · M 40 · Y 80 · K 0 - RGB 247 169 64 - #F7A940 The four values above were measured on the artwork file held in section 17 of the archive.
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The body operates one accredited scheme, ISO 39001:2012, and uses one certification mark for it. It does not issue a different mark for each scheme.

A.2 - The accreditation symbol of IAS

	IAS accreditation symbol - the registered symbol of clause 12.1.2 of the IAS Rules of Procedure Green - RGB 43 97 74 - #2B614A, measured on the artwork. The registered sign after the word SERVICE belongs to the symbol and is never removed. Clause 12.1.3: the symbol may be enlarged or reduced, and may not be changed in any other way. It is not redrawn, not retyped, not recoloured and not separated into its parts. The symbol is never used alone, and never in a way that suggests that IAS certifies the client. The artwork in force and the conditions attached to it are those IAS supplies. The IAS Rules of Procedure and AC477 govern them and prevail over this annex.
	The words that accompany the symbol Clause 12.1.2: wherever the name or the symbol of IAS appears, the word ACCREDITED appears with it. Clause 12.3: where a certified client displays the symbol, the mark of ALL ABOUT ESG and the words «ACCREDITED Management System Certification» accompany it. The accreditation number MSCB-393 is written under the symbol.

Two elements printed on the accreditation certificate are not the accreditation symbol and are never reproduced: the round «IAS ACCREDITED» seal, which belongs to that certificate, and the signature of the IAS management under it. The mark of the International Accreditation Forum printed beside the IAS symbol on that certificate is the mark IAS holds as a signatory of the multilateral recognition arrangement - which passed, on 01/01/2026, from IAF to Global Accreditation Cooperation Incorporated - and it is not the bodies to use. The IAF/IAS combined mark is a separate matter: it requires an agreement with IAS; it covers only the schemes the IAF MLA endorses - ISO 39001:2012 is not one of them - and a certified client is never allowed to use it.

Before a client is authorised to reproduce the accreditation symbol, the body obtains from IAS the artwork in force and the conditions attached to it and passes both to the client with the authorisation. Every client so authorised is declared in the IAF CertSearch database, which AC477 chapter 5.3 requires and whose omission IAS answers with suspension or cancellation of the accreditation.

A.3 - The permitted combinations

The accreditation symbol appears only besides, above or below the certification mark, never alone. Its height never exceeds the height of the certification mark.

	Side by side Height of the certification mark - 25 mm minimum Height of the accreditation symbol - never greater than that of the certification mark Distance between the two - 5 mm minimum The three lines under the symbol are part of the composition and are not omitted
	One below the other Same heights, same minimum distance and the same three lines as above Used where the width available does not allow the side-by-side composition

No other composition is permitted. The two marks are not overlapped, not enclosed in a common frame, not joined by a line or by a word, and neither is altered in its proportions.

A.4 - What may not be done to the marks

Not permitted	Why
Redrawing, retyping or rebuilding a mark	The reproduction has to come from the artwork file, or a detail is lost at every generation
Changing the proportions, the colours or the elements of a mark	The mark ceases to be the mark
Reproducing the accreditation symbol alone, or larger than the certification mark	§8.3 and the IAS Rules of Procedure: the symbol never stands on its own and never predominates
Reproducing the accreditation symbol without the word ACCREDITED, without the name of the programme or without the accreditation number	IAS Rules of Procedure 12.1.2 and 12.3: those words are what make the symbol truthful
Reproducing the round «IAS ACCREDITED» seal or the signature printed on the accreditation certificate	Neither is the accreditation symbol. They belong to that certificate
Reproducing the mark of the International Accreditation Forum or of Global ACI, or a combined mark of either with the IAS symbol	Those marks are IAS's as a signatory of the multilateral recognition arrangement. A combined mark needs an agreement with IAS and does not cover ISO 39001:2012
Using the accreditation symbol while the accreditation of the body is suspended, revoked or cancelled	IAS Rules of Procedure 15.3
Placing either mark on a product, on its packaging or on a laboratory or inspection report	§8.3.1 and §8.3.2: the certification of a management system says nothing about a product
Reproducing a mark in a size at which any element ceases to be legible	A mark that cannot be read cannot be verified



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