



Heads Up

Issue: 3

Date: June 29, 2010

To: All ACLASS Customers, Assessors, and Interested Parties

From: Keith Greenaway, Vice President ACLASS

Re: ACLASS Symbol Use Enforced on New ACLASS Symbol

This is a reminder to our accredited customers still using the old ACLASS symbol that beginning July 1, 2010, ACLASS will begin enforcing correct symbol usage. Please refer below to our original announcement dated January 5, 2009.

The following is from our January 5, 2009, announcement regarding our new symbol:

I am happy to announce the creation of a new look for ACLASS. Since the acquisition of ACLASS in September 2007, we have been working to merge the organization into the ANSI family as the ANSI-ASQ National Accreditation Board. As a result, we have improved the ACLASS logo and the ACLASS accreditation symbol to reflect our new family of services. On page two of this letter, I have included examples.

Beginning in January 2009, you will begin to see the use of our new logo on our website, marketing material, scopes, and certificates of accreditation. We will update each customer's scope and certification of accreditation upon completion of your 2009 assessment at no additional charge. If you would like your scope and certificate of accreditation updated prior to your 2009 assessment, we will be happy to do this at a one-time charge of \$100.

We will also send our accredited customers the new accreditation symbol via e-mail for your use beginning in February 2009. Because this change in our symbol potentially could impose a financial burden, we are allowing 18 months from January 1, 2009, to implement the new ACLASS symbol within your management system. This means both the current ACLASS symbol and the new ACLASS symbol will be acceptable until July 1, 2010. After July 1, 2010, we will begin enforcing our symbol use policy. You will need to replace and update your marketing material, website, test and calibration reports, etc., to include the new symbol.

We believe that by aligning the ACLASS logo and accreditation symbol with the ANSI family, it will only strengthen the confidence and recognition of the ACLASS brand. This confidence and recognition should in turn benefit you, our valued customers. Thank you for your cooperation regarding this change.

If you are still using the old ACLASS symbol please discontinue its use effective July 1, 2010, and begin using the appropriate ACLASS symbol.

Examples of acceptable symbols are the following in color and black and white:



If you need the appropriate symbol, please contact Adam Strachota at astrachota@anab-aclass.org.