



POLICIES | FIRST EDITION

IAF MARK USAGE POLICY

Brand integrity, authorized use
and clear automotive claims

STABLE RELEASE

Document No. IAF-POL-011 | Revision 01

Membership, recognition and programme marks
Authorization, monitoring and correction
Implementation records and references

International Automotive Federation

English master text | 14 September 2026

iaf.com

Publication identity and use

Use IAF names marks and status claims accurately within a written permission.

Control	Publication record
Document	IAF-POL-011 IAF Mark Usage Policy
Edition and revision	First Edition Revision 01 Stable Release
Text issued	14 September 2026 English master text
Policy owner	Communications Lead and relevant Programme Owner
Approving authority	Competent Presidential Council authority under IAF-CON-001
Operational commencement	The actual approval reference and effective date are recorded in the controlled approval notice and IAF-RG-001.
Classification	Public core policy. Completed case records and operational details are classified according to their content.

How to apply this policy

Apply the numbered requirements to the relevant activity and use the annexes with the existing IAF forms. Record the responsible person, authority, evidence and dates for each decision. “Shall” states a requirement; “may” permits a justified choice within the stated authority.

Authority and document control

Mandatory law and the filed corporate instrument prevail, followed by the lawfully adopted Constitution and the applicable policies and programme rules. This policy supplements the IAF quality documentation. It does not amend constitutional offices, grant an external mandate or establish that operational appointments and systems are already in place.

The Constitution identifies 05 May 2025 as its designated effective date. This newly issued policy takes operational effect through its actual competent approval notice. The Secretariat maintains the master text, related instructions and revision history under IAF-PR-001.

Contents

The policy requirements and operating procedures are followed by implementation records and document references. Annex templates support the existing IAF forms and do not replace required competent decisions.

1 Purpose scope and meaning	4
2 Classes of marks and claims	5
3 Authorization and licence procedure	6
4 Artwork placement and digital controls	7
5 Membership and organizational scope	8
6 Programme specific claims	9
7 Monitoring changes and cessation	10
8 Misuse response and enforcement	11
9 Responsibilities records and release	12
Annex A Mark licence and approval schedule	13
Annex B Claims examples and correction record	14
Annex C Document alignment and implementation	15

Related policy series

IAF-POL-009 Whistleblowing Policy
IAF-POL-010 Appeals and Complaints Policy
IAF-POL-012 Data Protection and Privacy Policy
IAF-POL-013 Conflict of Interest Policy

1 Purpose scope and meaning

1.1 IAF shall control the use of its name, logos, membership identifiers, programme marks, certificates, badges, rating labels and verification links. Every public claim shall be accurate, traceable to a current permission and limited to the entity, activity, product, person or result identified in that permission.

1.2 This policy applies to IAF offices, members, recognized organizations, laboratories, conformity assessment bodies, vehicle appraisal firms, repair services, vehicle inspection bodies, training providers, award participants, partners, representatives and other licensees. It covers websites, social media, advertising, premises, reports, packaging, vehicles, certificates, digital credentials and translated material.

1.3 A mark is an approved visual or textual identifier supplied or expressly authorized by IAF. A status claim is any statement implying membership, recognition, authorization, assessment, rating, sponsorship or another IAF relationship. A licence is the written permission specifying the holder, mark, scope, conditions and permitted media.

1.4 Membership, Corporate Recognised status, scheme accreditation, certification, inspection, testing, ratings, identity services, education and awards are distinct. One does not imply another. A person shall not combine marks, words or page layout in a manner that creates a broader assurance than the underlying decision supports.

1.5 This policy implements the Constitution and supplements IAF-POL-008, IAF-POL-007 and IAF-PR-011. The applicable scheme controls technical criteria, scope and status. A mark licence does not create governmental authority, external recognition, exclusivity over a sector or a right to represent an unrelated organization.

1.6 IAF shall authorize only marks for which it holds or may lawfully license the necessary rights. Use of the registered trademark symbol requires verified registration applicable to the sign and jurisdiction and approved artwork. No external accreditation, standards or governmental logo may be added without that owner's permission.

2 Classes of marks and claims

Class	Permitted meaning and limit
Corporate membership	The named legal entity is admitted as a Corporate member. Documentary admission is not proof of technical conformity.
Corporate Recognised membership	The named member has demonstrated the activity and scope recorded by IAF. This is not authority to accredit, certify or speak for IAF.
Individual membership	The named person is an Individual member. The status does not extend to their employer or establish a professional qualification.
Scheme accreditation or certification	Only the holder, sites, scope and status in the specific independent decision and licence. A membership mark cannot substitute for this mark.
Programme output	A rating, test result, identity record, learning credential or award means only what its own programme defines.
Partnership or sponsorship	A defined relationship under a written agreement. Funding or cooperation does not imply technical endorsement or decision influence.

2.1 Every approved claim shall identify the exact legal entity or person and, where relevant, the programme, scope, unique identifier and verification route. A trading name may accompany the legal name where verified. A parent, subsidiary, franchise or related company shall not inherit a permission without express inclusion.

2.2 Corporate members' commitment to progress to Corporate Recognised within three years is an undertaking, not a present recognition. Application, assessment in progress and candidacy shall not be described as an issued status. An approved statement of application shall clearly disclose that no recognition decision has been issued.

2.3 An organization performing several activities shall separate claims for each. Accreditation for a laboratory scope does not cover inspection, repair, appraisal or certification activities outside that scope. An award or Academy badge shall not be displayed as evidence that an entire management system or vehicle fleet is approved.

3 Authorization and licence procedure

3.1 The applicant shall submit the proposed use, exact holder identity, relevant membership or technical decision, requested mark, scope, media, sample artwork and verification destination. Use IAF-FR-015 with the licence schedule in Annex A. A corporate applicant shall provide current legal-entity evidence and authority of its signatory.

3.2 The Programme Owner shall verify the underlying decision, current scope, sites, conditions and public record. Technical validity shall be confirmed through the independent decision process; the Communications Lead shall review visual presentation and wording. Neither marketing approval nor fee payment can substitute for an independent technical decision.

3.3 Before issue, record the accepted Constitution and Membership Memorandum where membership is involved. Any authority to deliver services under an IAF scheme requires the separate applicable Cooperation and Authorization Memorandum, technical approval and scope schedule. A general memorandum alone does not authorize a mark or service.

3.4 The authorized issuer shall approve a written licence identifying its effective event, status dependencies, permitted media, territory if restricted, artwork version, claims, monitoring duties and termination conditions. Additional marks or external combined marks require separate documented rights. Sublicensing is prohibited unless expressly authorized in writing.

3.5 Supply controlled artwork and approved wording only after all conditions are met and the verification record is active. Record issue in IAF-FR-015 and the relevant programme, membership or claims register. The holder shall approve its final proof against the licence before first publication.

3.6 Changes in name, ownership, site, scope, programme result, status, media or intended meaning require review before the changed use. Pure resizing within approved design rules may use a documented routine approval route. A new product, subsidiary or third-party campaign shall not be treated as routine resizing.

4 Artwork placement and digital controls

4.1 Use only the current artwork supplied with the licence. Preserve proportions, colors, typography, wording, category, identifier and any mandatory qualification. Do not redraw, stretch, crop, add stars, merge with another logo or create a new seal. The approved artwork schedule shall state minimum size, clear space, permitted colors and accessible alternative text.

4.2 The mark shall remain legible and sufficiently associated with its qualification. A limitation hidden in a distant footer or link does not cure a misleading headline. A qualified status statement shall appear adjacent to the mark or in an equally clear position in the same communication.

4.3 Placement on a product, component, vehicle or packaging requires express permission for that placement and result type. A laboratory, certification body or inspection organization shall not place its organizational accreditation mark on a client product in a manner implying that the product itself is accredited.

4.4 On websites and social media, link the mark or adjacent identifier to the approved verification page. A QR code shall resolve to the correct current record, without redirecting through a misleading or uncontrolled intermediary. Test links and codes before release and after a domain, record or status change.

4.5 Domains, social handles, application names, email signatures and paid search advertisements shall not imply that a member or partner is an IAF office. Registration of a confusing name or use of the mark as a dominant business identity requires express permission and shall not obstruct IAF's own rights.

4.6 Translations shall preserve the exact status and limitations and receive competent review. Artificial intelligence or design tools may assist preparation only within approved information controls; generated variations shall not replace official artwork. Digital credentials shall retain the issuer, credential identifier, scope and live status verification.

5 Membership and organizational scope

5.1 A Corporate member may use the approved Corporate membership identifier while its membership and licence are active. Its claim shall communicate membership only. “IAF approved company”, “IAF certified” or an equivalent technical claim is prohibited unless a separate decision and permission specifically support it.

5.2 A Corporate Recognised member may state its exact recognized activity and scope as recorded by IAF. It shall not imply recognition for all locations, all standards, future activities or affiliated entities. Only the approved Corporate Recognised wording and artwork may be used.

5.3 An Individual member may describe their own membership using approved wording. They shall not transfer that status to a business, imply appointment as an IAF expert or arbitrator, or issue a credential on IAF’s behalf without a separate competent appointment and authorization.

5.4 Membership status and technical status shall be maintained separately. Resignation or lapse of membership ends the applicable membership claim according to the Membership Guide and licence, but does not by itself invalidate a separately issued technical result. The relevant scheme determines any effect on that result.

5.5 A scheme-accredited laboratory, certification body, appraisal firm, repair service or vehicle inspection body shall use the exact scope and sites approved under IAF-GUI-ACC-001. Reports containing both covered and uncovered work shall distinguish them clearly; the mark shall not imply that all reported results fall within accreditation.

5.6 Accreditation or authorization status shall not be inferred from a cooperation discussion, signed membership memorandum, committee seat, inspection visit, provisional finding or fee receipt. Approved public directories shall identify current status and scope and provide sufficient information to avoid confusion with similarly named entities.

6 Programme specific claims

6.1 AutoSafe uses the published A to F classification and the Vehicle Test and Rating Certificate for the defined released production configuration or family. An approved claim shall state the actual category, configuration or family, programme reference and verification identifier. Stars, invented grades and comparisons unsupported by the programme are prohibited.

6.2 An AutoSafe result has no calendar expiry under the supplied First Edition. Continued use depends on the configuration, evidence and current status. A material design or safety change, evidence concern or another programme trigger requires review. Sale, resale or end of production does not by itself expire an unchanged configuration's result.

6.3 An AutoSafe mark shall not imply that every model, optional configuration, component or later software version has the same result. A revised claim requires review of the relevant configuration and evidence. No periodic renewal claim or artificial three-year validity shall be added unless a future lawfully adopted programme rule expressly introduces it.

6.4 AutoID identifies the subject and scope described in its record. It does not establish roadworthiness, safety performance, type approval, ownership or absence of fraud beyond the programme's actual checks. Identity evidence, lifecycle changes and public status follow IAF-PR-026 and IAF-RG-015.

6.5 Academy communications shall distinguish attendance, completion, assessed learning achievement and any separately authorized professional competence. A learning badge shall identify the learner, programme and achieved outcome; it shall not authorize the holder to certify, accredit or act as an IAF representative. Apply IAF-PR-027 and IAF-RG-016.

6.6 Awards and Car of the Year claims shall state the exact award, year or season, category and result. Entrants, nominees, shortlisted candidates and winners shall use only the wording permitted for their stage. Sponsorship does not confer an award. Event participation, exhibitions and research pilots shall not be represented as technical product approval.

7 Monitoring changes and cessation

7.1 The licence holder shall assign a responsible person and maintain a list of significant public uses, distributors and service providers that reproduce the mark. It shall check approved wording, links and scope before publication and at least annually, with an immediate review following any relevant status change.

7.2 IAF shall perform risk-based monitoring of websites, certificates, advertising, reports and verification records. The Programme Owner and Communications Lead shall investigate inconsistent claims and record evidence such as dated screenshots and document versions. Sampling shall not be presented as confirmation that every public use is compliant.

7.3 The holder shall notify IAF promptly of suspected misuse, counterfeit credentials, compromised digital credentials or a material change affecting its permission. Scheme-specific notification periods remain applicable, including the Accreditation Scheme Guide's material-change and integrity-incident controls. An urgent safety or data event shall be escalated immediately.

7.4 On suspension, withdrawal, expiry where applicable, scope reduction or licence termination, the notice shall identify the affected mark and uses, effective time, required correction and verification status. The holder shall cease new affected use immediately at the effective time and act on the specified removal or correction deadlines.

7.5 A suspension shall be displayed accurately in the register. Existing issued records shall retain an auditable history, including the status at issue and subsequent change where needed. Do not silently erase a withdrawn result or describe all historic work as invalid without an independent affected-output decision.

7.6 Archived publicity may remain only where clearly dated, contextually accurate and unlikely to imply current status. Physical stock and distributed materials require a risk-based correction plan with the issuing authority; no automatic sell-through right exists. Safety-critical or materially misleading claims require the faster action specified in the notice.

8 Misuse response and enforcement

8.1 Any person may report suspected misuse through the verified complaint route. The recipient shall record the claim, holder, channel, date and evidence, then assess urgency and IAF authority. Reports alleging fraud, retaliation or concealed wrongdoing also follow IAF-POL-009.

8.2 The responsible unconflicted officer shall classify the issue as a correctable presentation error, scope overstatement, invalid status claim, unauthorized reproduction, counterfeit output or other material misuse. The classification shall consider actual meaning, audience, reach, safety risk, repetition and intent supported by evidence.

8.3 IAF shall notify the person concerned of the facts, applicable permission and proposed action and provide a fair response opportunity. An immediate proportionate protective instruction may be issued within lawful delegated authority where needed to prevent ongoing harm. Member discipline and interim membership restrictions retain the Constitution's separate protections.

8.4 Measures may include correction, withdrawal of a publication, a clarification to recipients, enhanced monitoring, licence restriction, referral for scheme or membership action, or lawful action to protect intellectual property. Only the competent authority may change the underlying technical or membership status.

8.5 Record the decision, reasons, affected uses, deadlines, responsible person and appeal route under IAF-POL-010. A licence or status appeal shall not automatically permit continued misleading use. Any interim arrangement shall be expressly recorded by the competent unconflicted authority.

8.6 Verify correction through evidence proportionate to the original exposure, including revised pages, withdrawal notices, corrected reports or distributor confirmation. Repeated or deliberate misuse shall trigger a root-cause review and may affect future permission. Closure shall retain the history and open corrective actions.

9 Responsibilities records and release

9.1 The Communications Lead owns the visual identity, approved wording and publication review. Programme Owners verify the scope and status supporting a mark. Independent technical decision-makers control technical conclusions. The Secretariat maintains licence and register records; licensees remain responsible for their own and their authorized providers' uses.

9.2 Maintain the request, identity and authority evidence, underlying decision, signed licence, artwork version, approved proof, public record, monitoring evidence, changes and enforcement history. Use IAF-FR-015, IAF-FR-027, IAF-FR-039 and the relevant membership, outcome and public-claims registers.

9.3 Retention shall follow IAF-RG-012 and IAF-POL-012 according to record purpose. Technical outcome records may require a longer period than routine marketing proofs. Preserve necessary evidence of licensed use and reliance, while deleting unnecessary personal contact information when the purpose ends.

9.4 Staff and licensees responsible for claims shall receive instructions covering their permitted mark, scope, artwork, verification and status changes. A periodic check shall review misleading combinations, counterfeit risks, broken links, unapproved translations and programme changes.

9.5 The competent Presidential Council authority approves this policy through document control. The Secretariat shall record actual approval and effective date, ensure that licences and artwork schedules are available, and update affected public guidance. This policy does not retroactively invent a licence or external recognition arrangement.

9.6 Review at least annually and after a new programme, material misuse, legal change or visual identity revision. Give licensees a clear transition notice and deadline; shorter action may be required for immediate misleading or unsafe use. Superseded artwork shall be withdrawn from routine distribution and retained only as a controlled historical record.

Annex A Mark licence and approval schedule

Complete this schedule with IAF-FR-015. The signed licence and independent programme decision determine the permission; this template alone grants no rights.

Licence field	Required entry
Holder and authority	Exact legal entity or person; registration reference where applicable; authorized signatory; responsible contact.
Basis of permission	Membership, recognition or programme decision reference; scope; sites; configuration or person; current status.
Mark and artwork	Approved name and artwork identifier; version; colors; minimum size; clear space; approved translations and alternative text.
Use and claim	Permitted media, placement and territory; exact wording; mandatory adjacent qualification; excluded uses.
Verification	Unique identifier; controlled public record; approved URL or QR destination; test evidence.
Duration and changes	Effective event; expiry only where the programme provides one; status dependencies; review triggers; notification duties.
Third parties	Authorized reproduction providers; any expressly permitted sublicense; controls and responsible holder.
Approval and record	Programme scope confirmation; communications review; authorized issuer; licence acceptance; date; register reference.

Release check

Before first use, confirm that the public record is active, the artwork matches the approved version, the claim cannot be confused with another assurance type, and the named holder has accepted the licence. Retain a dated copy of the final proof and its approval.

Annex B Claims examples and correction record

Examples illustrate the permitted meaning. Bracketed fields shall be replaced only with verified information and approved programme wording; they are not a ready-issued licence.

Accurate qualified wording	Misleading wording to reject
"Corporate member of IAF" for the admitted entity.	"IAF certified manufacturer" based only on membership.
"Corporate Recognised member for [recorded activity and scope]".	"Approved for all automotive standards" without those decisions.
"IAF scheme accredited for [scope and sites], record [ID]".	An accreditation logo placed to imply an uncovered product is accredited.
"AutoSafe category [A to F] for [defined configuration], record [ID]".	Invented star ratings or a result claimed for every vehicle of the brand.
"AutoID record [ID] for [identity scope]".	"AutoID guarantees vehicle safety and legal ownership".
"Completed [Academy course]" or the exact assessed outcome.	"IAF authorized certifier" based on course attendance.
"Winner of [award and category], [season]".	"IAF approved vehicle" based on nomination or sponsorship.

Misuse and closure record

Record the case reference, dated evidence, permission checked, classification, affected audience and risk. State the correction required, response received, competent decision, appeal information and deadline. Verify the corrected claim and public record, retain evidence of removal where necessary, and link any technical or membership action separately.

Annex C Document alignment and implementation

Reference	Application
IAF-CON-001 and Membership Guide	Keep membership, recognition and service authority distinct; use signed accession and competent corporate authority.
IAF-GUI-ACC-001	Apply category, scope, site, status and licence requirements for the five organization types.
AutoSafe First Edition	Preserve A to F categories, configuration-based reliance and event-triggered review; no invented calendar expiry.
IAF-POL-007 / 008	This policy details intellectual property, public claims, marks and registry controls without replacing the general policies.
IAF-PR-010 / 011 / 012 / 021	Independent decision, issue, monitoring, status changes and communications approval remain separate functions.
IAF-PR-025 / 026 / 027 / 029 / 033	Apply award, AutoID, Academy, sponsorship and website alignment procedures.
IAF-POL-010 / 012 / 013	Apply fair appeals, privacy and impartial approval to every licence and misuse case.

Operational release record

New controlled entry: IAF-POL-011, Revision 01. Record approval, actual effective date, current artwork catalogue, licence schedule, responsible issuers and verification system in IAF-RG-001 and the relevant programme registers. Any licence fee shall refer to the applicable controlled fee document; this policy states no fee amount.

Rights and external recognition

The licence shall identify the actual rights IAF may grant. References to international cooperation or conformity assessment do not establish governmental approval or recognition by another organization. Any combined mark or external recognition claim requires a current agreement and the other rights holder's authorization.