



Policies for the use of the MRC logo (Issued August 17, 2016):

The MRC's copyrighted "double checkmarks" logo is available for display in reports and other materials produced by MRC-accredited vendors. In fact, we encourage its use in appropriate contexts by MRC accredited services.

For guidance on "appropriate contexts," consider the following:

- The MRC logo may only be used by a service once it has successfully attained MRC accreditation and has been authorized to use the logo by the MRC Board of Directors.
 - In general, the MRC logo should not be used in any context by any service that is not currently accredited by MRC (including services that are only at the "in process" stage of an accreditation consideration), and should be used only in the specific context of currently accredited products/metrics by those services that are accredited by MRC.
 - Non-U.S. measurement services should not use the MRC logo unless they have been accredited by MRC, and are subject to the same rules as noted herein.
 - Any MRC accredited service must immediately cease all use of the MRC logo upon revocation or suspension of its accredited status, and may not resume the use of the logo unless MRC accreditation has been formally reinstated.
- The MRC logo should be used only in situations where the logo directly references to an accredited aspect of the service's product.
 - For example, using the logo as a means to designate specific accredited metrics within a service's reporting interface is a wholly appropriate use.
- Use of the MRC logo in accredited services' marketing and promotional materials should be done only with prior written approval by MRC. Again, it should directly reference accredited aspects of the service's products.
- More general representations of a service's MRC accreditation that visually employ the use of the MRC logo should include a clear and easily discernable reference to precisely what the service is accredited for by MRC (and, in certain situations, what it is not).
- The MRC logo image should not be altered in any way without MRC's prior written consent.
- Likewise, the MRC logo, or any aspects or derivations of it, generally should never be presented outside of their original context (for example, by the logo's wholesale incorporation into another logo, or into another visual brand or other image). In no case should the MRC logo ever be altered in any way without MRC's express written approval and permission.

Measurement organizations other than MRC-accredited services are generally restricted from any use of the MRC logo. Uses of the MRC logo by MRC accredited services, as well as other representations related to accredited services' MRC accreditation status, are subject to review by their MRC auditors.

Please contact the MRC Staff with any questions or to discuss any uncertainties you may have about specific situations.

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