KENAS
Delivering Trust

KENYA
ACCREDITATION
SERVICE

ACC-CD-40-02

Guidelines on the Use of KENAS Symbol, Combined Mark and Reference to Accredited Status

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1 Background Information

1.1 Purpose

This document gives guidelines to Conformity Assessment Bodies (CABs) accredited by KENAS on use of the KENAS Symbol or Combined Marks in claiming or promoting their accredited status. It also provides guidance on scenarios to avoid so as not to misuse and/or abuse the KENAS Symbol or Combined Marks.

1.2 Scope

This Guideline applies to Conformity Assessment Bodies (CABs) that have been accredited by KENAS.

2 Legal Basis

Section 13 (5) of the Kenya Accreditation Service Act, 2019 provides that “The Service may impose such conditions, as it considers necessary, on the use of an accreditation certificate, accreditation symbol, and a claim of accredited status by an accredited body”. Furthermore, Section 6 (m) mandates the Service to "promote and protect regional and international mutual recognition arrangements and symbols".

3 Glossary

For this guideline, the following terms and definitions shall apply in addition to those given in ISO/IEC 17011 and the Kenya Accreditation Service Act, 2019.

3.1 Acronyms and Abbreviations

AB	Accrediting Body
CABs	Conformity Assessment Bodies
CEO	Chief Executive Officer
IAF	International Accreditation Forum
ILAC	International Laboratories Accreditation Cooperation
KENAS	Kenya Accreditation Service
MLA	Multi-Lateral Arrangement
MRA	Mutual Recognition Agreement

3.2 Terms and Definitions

3.2.1 Accreditation

A third-party attestation related to a conformity assessment body conveying formal demonstration of its competence to carry out specific conformity assessment tasks.

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3.2.2 KENAS Logo

Means the Logo used by KENAS (the sole accreditation body in Kenya) as a mark of its identity.

3.2.3 ILAC Logo

Means the Logo used by IAF to identify itself.

3.2.4 KENAS Symbol

Formerly called the KENAS Accredited Mark, refers to the symbol(s) issued by KENAS for use by KENAS-accredited CAB to indicate its accredited status.

3.2.5 Combined Mark

The Combined Mark is a combination of the KENAS Symbol with the ILAC MRA Mark or the IAF MLA Mark.

3.2.6 Scope of Accreditation

Refers to the specific conformity assessment activities for which accreditation is sought or has been granted.

3.2.7 Claims of Accreditation

Refers to the declaration by a conformity assessment body on its accredited status.

3.2.8 Certificates and Reports

Refers to calibration certificates, test reports, inspection certificates or reports and/or any other certificate or report generated under the CAB's Schedule of accreditation.

3.2.9 Accredited status

A claim of the scheme or scopes in which a CAB has been granted accreditation by KENAS.

3.2.10 Schedule of Accreditation

A document that is presented to the accredited CAB together with the Accreditation Certificate that states the specific scopes in which the CAB is accredited on.

3.2.11 Promotional materials

Any material used by an Accredited CAB for advertising, publicity or business solicitation of claiming or promoting the CAB's accredited status.

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4 Roles and Responsibilities

Role	Responsibility
All KENAS Technical Staff	Process owner
CMLA/CMCI	Reviewer
Quality Management	Recommender
CEO	Approval
Accredited CABs	Compliance

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5 Guidelines

5.1 General Requirements

5.1.1 It is mandatory for all accredited bodies to use the KENAS Symbol and/or Combined Mark except for those expressly excluded by this guideline.

5.1.2 Accredited CABs must ensure that there is no misrepresentation of their accredited status, and that the accreditation process is not brought into disrepute.

5.1.3 It is the ethical responsibility of accredited CABs to describe their accredited status in a manner that does not imply accreditation in scopes or areas that are outside their accreditation schedule or for other facilities not covered under KENAS accreditation.

5.1.4 The KENAS Symbol and ILAC/IAF marks are trademarks, registered and protected by the respective ABs. They are therefore the property of KENAS, ILAC and IAF. Any use of the marks that contravenes this guideline shall be an infringement of the proprietary rights of the three entities.

5.1.5 Unless otherwise specified, all requirements related to the use of the KENAS Symbol and Combined Mark specified in this document also apply when making any other claims of KENAS accreditation in certificates and reports.

5.1.6 The KENAS logo shall only be used by KENAS and shall not be a substitute for the KENAS Symbol.

5.1.7 The ILAC/IAF Logo shall only be used by ILAC/IAF and not a substitute for the Combined Mark.

5.1.8 Accredited Conformity Assessment bodies may use the KENAS Symbol and/or Combined Mark with their Logo to make a narrative reference to their accredited status.

5.1.9 The Accredited Conformity Assessment bodies shall take reasonable actions to ensure that there is no misuse of the accreditation mark by itself or by their clients.

5.2 KENAS Symbol and Combined Marks

5.2.1 The KENAS Symbol shall be scheme specific. Accredited CABs shall only use the symbol relevant to the scheme under which they are accredited. The Symbols for each accreditation schemes are as illustrated in **Annex 1.**

5.2.2 The Combined Mark consisting of the KENAS Symbol and the ILAC MRA Mark shall only be used by KENAS accredited Laboratories and Inspection Bodies.

5.2.3 The Combined Mark consisting of the KENAS Symbol and the IAF MLA Mark shall only be used by KENAS accredited Certification, Validation and Verification Bodies.

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5.2.4 The KENAS Symbols or Combined Marks shall be provided for each of the accredited schemes upon accreditation and shall be issued together with the certificate of accreditation and this guidelines (ACC-CD-40).

5.2.5 An illustration of KENAS Symbol is as shown below.

KENAS
CALIBRATION LABORATORY
CL/01

	PRINT		SCREEN / DIGITAL	
	Pantone: 354C	Process: C: 81 M: 1 Y: 100 K: 0	R: 3 G:175 B:75	HTML #03AE4B
	Pantone: 2728C	Process: C: 93 M: 78 Y: 0 K: 0	R: 42 G:81 B:163	HTML #2A51A3
	Pantone: 1375C	Process: C: 0 M: 45 Y: 100 K: 0	R: 249 G:157 B:28	HTML #F89C1B

5.2.6 An illustration of the Combined Mark is as shown below:

a) Combined Mark – IAF

MEMBER OF MULTILATERAL RECOGNITION ARRANGEMENT
IAF
KENAS
MANAGEMENT SYSTEMS CERTIFICATION BODY
MsCB/01

b) Combined Mark – ILAC

ilac-MRA
KENAS
CALIBRATION LABORATORY
CL/01

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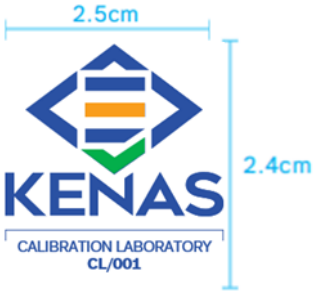
5.3 KENAS Symbol or Combined Mark Reproduction

5.3.1 Where the KENAS name (not to be confused with the KENAS logo, use of which is prohibited per Section 5.1.6 of this guidance) is used by accredited CABs in a narrative reference to accredited status, it shall always be accompanied by at least the word “accredited.”

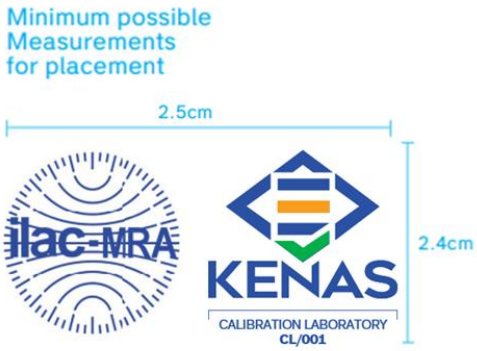
5.3.2 While there are no restrictions on the size and color of the “KENAS Accredited” narrative, the KENAS Symbol and Combined Marks reproduction must maintain its size, pantone color(s) and ratios provided in Clause 4.2.5.

An illustration of the minimum possible measurements for placements is as shown below:

a) KENAS Symbol



b) Combined ILAC Mark



c) Combined IAF Mark



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5.3.3 The KENAS Symbol shall be reproduced using an authorized copy from KENAS and shall be reprinted according to the following specifications:

a) in the colors in the Pantone specified in Clause 4.2.5.
b) on a clearly contrasting background,
c) in a size which makes all the words of the symbol clearly distinguishable, with 75 pixels for digital media.

5.3.4 During reproduction, the ILAC MRA Mark shall

a) Always be used in its original, designed proportions.
b) Not to be distorted, compressed or stretched in any way.
c) Not appear in a size that renders the ILAC MRA words unreadable.
d) Maintain similar proportions to the accreditation symbol (within the Accredited CAB Combined ILAC MRA Mark). As a general guideline, one dimension of the accreditation body symbol, preferably the height, should be within approximately 5% of the size of the ILAC MRA Mark.
e) Only be used in its normal horizontal orientation and not be rotated.
f) Not have a “similar” typeface substituted for the letters within the ILAC MRA Mark, as the typeface is custom-designed artwork. The ILAC MRA Mark shall always be used as a complete ILAC MRA Mark as shown in this document for all application requirements.

5.3.5 The IAF MLA Mark shall be reproduced using an authorized copy from IAF and shall be reprinted according to the following specifications:

a) in black and white or in the colors Pantone 2747 (dark blue) and Pantone 299 (light blue),
b) on a clearly contrasting background,
c) in a size which makes all the words of the IAF MLA Mark clearly distinguishable, with 75 pixels for digital media.

5.3.6 The Combined Mark shall:

a) Always be used in its original colors and in designed proportions. The Mark shall not be distorted in any way on compression or expansion.
b) Not appear in a size that renders the KENAS and ILAC MRA or IAF MLA words unreadable.
c) Not to be reproduced smaller than 20mm (about 0.79 in) across, except on business cards (where permissible), without the express permission from KENAS. In all cases, the KENAS Symbol shall be legible.
d) Maintain similar proportions to the ILAC or IAF Marks with no domineering effect.
e) Only be used in its normal horizontal orientation and not be rotated.
f) Not have a “similar” typeface substituted for the letters within the Mark, as the typeface is custom-designed artwork.

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g) The Mark shall always be used as a complete Mark as shown in this document for all application requirements.
h) Not be used on a background that will impede readability.
i) Be based upon the original artwork to ensure high-quality reproduction. Photocopies of logos from other documents shall not be used.
j) The Combined Mark shall be reproduced and used according to the latest versions of IAF MLA Mark document (IAF ML 2) and ILAC MRA Mark document (ILAC R7) respectively and the stipulations in the agreement signed with KENAS and this guideline.

5.3.7 A non-exclusive list of permissible use of the KENAS Symbol, in accordance with the rules stated above is given below as examples to help accredited CABs see the opportunities for promoting the KENAS accreditation using the KENAS Symbols and/or combined marks:

a) Business cards
b) Letterhead
c) Fax cover sheet
d) Envelopes
e) Brochures
f) Pop-up banners
g) Posters
h) Newsletters and annual reports
i) PowerPoint presentations
j) Press releases
k) Advertisements
l) Websites
m) Reports and certificates
n) Quotations
o) Emails (Template Signature)
p) Compliments slips

5.4 Use of the KENAS Symbol and Combined Mark

5.4.1 General Use

5.4.1.1 KENAS Accredited CABs shall only use KENAS Symbol or Combined mark issued by KENAS.

5.4.1.2 The KENAS Symbol shall only be issued to CABs domiciled in countries that are signatories to the Madrid Protocol and/or Banjul Protocol.

5.4.1.3 KENAS Accredited CABs in countries that have not signed the Madrid Protocol and/or Banjul Protocol but have a National Level Trademark registration and protection regime, shall be issued the KENAS Symbol only for use.

5.4.1.4 The Combined Mark shall only be used by KENAS Accredited CABs domiciled in countries that have signed the Madrid Protocol.

5.4.1.5 A CAB shall not allow its customers to use the KENAS Symbol and/or the Combined Mark.

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5.4.1.6 For more information, see Annex 2 for Examples of Appropriate and Inappropriate References to KENAS Accredited status.

5.4.2 Use by Accredited Certification Bodies

5.4.2.1 An accredited certification body shall use the KENAS/IAF MLA Mark to demonstrate that it is accredited by a signatory of the International Accreditation Forum (IAF) Multilateral Recognition Arrangement.

5.4.2.2 The Combined Mark in conjunction with the certification body's mark, can be used on letterheads, accredited certificates, and quotations for work, advertisements, websites and other documents.

5.4.2.3 The KENAS Symbols shall be printed according to the requirement of clause 4.3.3

5.4.2.4 Please refer to IAF ML-2 General Principles on the use of the IAF MLA Mark for more information.

5.4.2.5 The certification body's mark shall maintain similar proportions to the KENAS accreditation mark. The difference in the height of the certification body's mark and KENAS accreditation mark shall not be more than 5%.

5.4.3 Use by Accredited Laboratories and Inspection Bodies

5.4.3.1 An accredited laboratory or inspection body shall use the KENAS/ILAC MRA Combined Mark to demonstrate that the laboratory or inspection body is accredited by a signatory of the International Laboratory Accreditation Cooperation (ILAC) Mutual Recognition Arrangement.

5.4.3.2 The Combined Mark shall be used on reports that deal solely with calibrations or tests/inspections or Medical Test covered under the terms of accreditation, business cards, communication tools, corporate stationery, event materials and displays and online applications such as websites.

5.4.4 Use of KENAS Symbol and Combined Mark on Calibration Labels

5.4.4.1 Calibration labels containing the KENAS Symbol or Combined Mark may be affixed only to equipment that has been calibrated by the accredited calibration laboratory under their Schedule of Accreditation. If only a portion of the calibration (e.g., one parameter out of several associated with the equipment) falls within the laboratory's Schedule of Accreditation, then the KENAS Symbol or Combined Mark shall not be affixed to the equipment calibrated unless the label clearly delineates the accredited parameters vs. non-accredited parameters calibrated and that the ration of the accredited Parameters is more than 50%.

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5.4.4.2 Calibration labels containing the KENAS Symbol or Combined Mark shall include at least the following information:

a) The name of the accredited calibration laboratory or its KENAS Certificate number.
b) Instrument identification.
c) The date of the current calibration.
d) Cross-reference to the accredited calibration certificate issued with respect to this calibration.

5.4.5 Use on Inspection Labels

5.4.5.1 This section shall only apply to the ISO/IEC 17020 Inspection Body Accreditation Scheme Only.

5.4.5.2 Inspection labels containing the KENAS Symbol or the CAB Mark and Combined Mark may be affixed only to the specific items that have been inspected by the accredited inspection body under their Accreditation Schedule.

5.4.5.3 Inspection labels containing the KENAS Accredited symbol/Combined CAB/KENAS/ILAC Marks shall include at least the following Information;

a) The name of the accredited inspection body and/or its KENAS Certificate number.
b) The product identification.
c) The date of the current inspection.
d) Cross-reference to the accredited inspection certificate issued with respect to the accredited inspection.

5.4.6 Use on Proficiency Testing Provider Labels

5.4.6.1 This section shall only apply to ISO/IEC 17043 Proficiency Testing Provider Accreditation Scheme Only.

5.4.6.2 KENAS does not permit the use of the KENAS Accreditation symbol on proficiency testing item labels because of the potential for misrepresentation as product certification.

5.5 Misuse of the KENAS Symbol, Combined Mark or Accredited Status Reference

5.5.1 This guideline cannot anticipate or address every situation in which the principle of correct representation applies; it is the obligation of accredited CAB representatives not to misrepresent their accredited status under all circumstances.

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5.5.2 If there are questions, the accredited CAB should submit intended uses of the KENAS Symbol or Combined Mark, draft advertisements, and/or any other accreditation claims to CMCIV/CMLAB - for advance review.

5.6 Promotional Materials

5.6.1 Accredited CABs may incorporate statements concerning their accreditation in publicity and/or advertising materials, including brochures and organization publications, technical literature, business reports, websites and quotations or proposals for work.

5.6.2 When statements concerning accredited status or the KENAS Symbol or Combined Mark are to be used on promotional materials that are not easily recalled or corrected in the event of error (i.e., mass distributed catalogues & brochures, advertisements in periodicals and other literature), it's the CABs obligation to take extra care to ensure there is no misuse and/or misrepresentation. Where there is uncertainty, the CAB shall seek KENAS approval in advance in writing prior to distribution or publication.

5.6.3 Accredited CABs shall use the KENAS Accreditation Badge illustrated below for use in various mediums such as digital mediums including client social media profile pages, websites, signs, advertising, and branding.

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5.6.4 CMLA/CMCI shall provide the Accreditation Badge to the CAB on issuance of accreditation.

5.6.5 Proposals or Quotations: In proposals or quotations, the accredited organization shall distinguish activities that are covered under the KENAS Schedule of Accreditation from those that are not covered.

5.6.6 Letterhead or Stationery: Where the KENAS Symbol or Combined Mark is printed on letterhead or other corporate stationery, such stationery shall not be used for work proposals, quotes, or reporting of results exclusively outside the KENAS scope of Accreditation or for certifying a product or other item.

5.6.7

5.7 Products or Product Literature

5.7.1 The KENAS Symbol or Combined Mark or accreditation claim shall not be affixed to a material, item or product (or related part, including packaging), or used to imply that an item or product has been certified.

5.7.2 If the KENAS Symbol or Combined Mark is included in literature relating to a product, the symbol must appear directly adjacent to the reference to accreditation, and it must be clearly stated that inclusion of the symbol does not imply certification/approval of the products.

5.7.3 **Business Cards**: The KENAS Symbol or Combined Mark shall not be displayed on business cards in a manner that might imply personnel certification.

5.7.4 **Clothing**: KENAS Symbol or Combined Mark may be displayed on clothing (e.g., lab coats, uniforms, etc.) as per the guideline.

5.8 Accredited Certificates or Reports as Marketing Materials

5.8.1 KENAS encourages the use of an accredited organization's actual Schedule of accreditation for marketing purposes, whenever practical. In such cases, the accredited organization may wish to include their own company logo on their reports or certificates for branding and identification purposes in the marketplace. The foregoing is acceptable, provided the following minimum requirements are met. Failure to do so may result in an adverse accreditation action.

5.8.2 The accredited CAB's logo shall not be larger than the KENAS Symbol or Combined Mark on the document's letterhead and shall not be placed to imply a partnership or agreement.

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5.8.3 Where a Schedule of Accreditation is used for marketing the textual content of the Schedule of Accreditation itself (in its entirety) must remain the same as the official version published by KENAS as presented in the searchable directory on the KENAS website. While changes to font, color and other aesthetics of the Schedule of Accreditation (excluding the KENAS logo) are permitted. Reorganizing, restructuring and otherwise modifying the textual content of the Schedule of Accreditation is prohibited. A note/footer must be added to the document, identifying it as a "marketing version" of the KENAS Schedule of Accreditation. The exact language to be used for this note/footer is as follows:

"This is a marketing version of the official KENAS Schedule of Accreditation. It has been modified from the official version to contain the logo of the accredited CAB and this modification has been approved by KENAS. The content of the Schedule of Accreditation itself has not been altered. The official version of the Schedule of Accreditation can be found at: https://www.kenas.go.ke."

5.8.4 Proposed drafts of the Schedule of Accreditation displaying the accredited CAB's logo must be submitted CMCI/CMLA to KENAS, in advance for review and written approval.

5.8.5 If the official KENAS Scope of Accreditation is changed during the accreditation process, the CAB must promptly act to modify the marketing version of the Schedule of Accreditation accordingly. This includes extensions or renewals of the anniversary date and additions to or removals from the Accreditation Schedule. The modified document must again be submitted to KENAS for review and written approval before the modification is utilized.

5.9 General Certificates and Reports

5.9.1 The KENAS Symbol or Combined Mark shall only be used on test, calibration and inspection reports or certificates where more than 50% of the test or inspection or calibration fields and parameters/range in the report or certificate are covered within the Scope of Accreditation.

5.9.2 Where both accredited and non-accredited activities are included on an endorsed report or certificate, non-accredited results shall be clearly and unambiguously identified as such. This can be done by placing an asterisk after each such result along with a footnote stating, for example:

"The test/calibration/inspection results are not covered by our current KENAS accreditation."

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This only applies in the case where test/inspection fields/ranges within the accredited scope are more than 50%.

5.9.3 On reports where results are reported within the field where accreditation exists but in a technology that is not included in the scope of accreditation, they must be so indicated. (For example, if an CAB is accredited in the Environmental Field for only wet chemistry and metals, any gas chromatographic data reported would need to be identified as non-accredited.)

5.10 Opinions and Interpretations

It is preferable, however, to express opinions and interpretations outside the scope of accreditation in a separate letter not part of the endorsed certificate or report and not carrying the KENAS Symbol or Combined Mark.

Note: Statements of compliance with a specification are not considered "opinions and interpretations."

5.11 Outsourced Activities

5.11.1 If the final report or certificate contains only results of an outsourced activity, a KENAS accredited CAB may include the results in its endorsed reports or certificates (i.e., containing the KENAS Symbol or Combined Mark) and may portray the results as being "accredited" only if:

a) The outsourced entity is accredited for the work in question by KENAS or an ILAC/IAF recognized MRA/MLA signatory and submitted their results on an endorsed report or certificate to the contracting CAB; and
b) The accredited CAB has informed the client in writing of the proposed outsourcing and has obtained prior approval as required by the accredited status; and
c) The outsourced work appears on the CAB's own Schedule of Accreditation; and
d) The accredited CAB has obtained approval from their outsourced entity to report excerpts from the outsourced entity's report or certificate (where relevant); and
e) The outsourced activity results are clearly and unambiguously identified as such on the final certificate or report issued to the customer.

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5.11.2 If the final report or certificate contains only results of the outsourced work and this activity is not covered by the KENAS accredited CAB's Schedule of Accreditation, the final report shall not include the KENAS Symbol or Combined Mark and shall not imply KENAS accreditation for the work done.

5.11.3 If the final report or certificate contains only results of the outsourced work and the outsourced entity is not accredited by KENAS (or an ILAC / IAF recognized MRA / MLA signatory for the work performed, the final report shall not include the KENAS Symbol or Combined Mark and shall not imply KENAS accreditation for the work done.

6 Associated Documents

Ref	Document Identifier	Document Title
1.	AG-01	Accreditation Agreement
2.	ILAC P8	ILAC MRA – Supplementary requirements and Guidelines for the use of Accreditation Symbols and for Claims of Accreditation Status by Accredited Laboratories and Inspection Bodies
3.	ILAC R7	Rules for the use of the ILAC MRA Mark
4.	ILAC R4	Use of the ILAC Logo and Tagline
5.	IAF ML2	General Principles on the use of the IAF MLA Mark
6.	PL-54	Policy on the Use of KENAS Symbols, Combined Marks and Reference to Accredited Status
7.	QMM-PR-01	Control of documents
8.	QMM-PR-02	Records management

7 Revision/Amendment Records

Date	Version	Revised by	Reason for Revision
31/10/2024	01	LCS	Newly developed document
30/06/2025	02	QRM	Amendment of KENAS Symbols to the revised format. Inclusion of issuance of Accreditation Badge in Promotional Materials Inclusion of issuance of symbols upon accreditation by CMCI/CMLA.

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Annex 1: KENAS Symbols by Accreditation Scheme























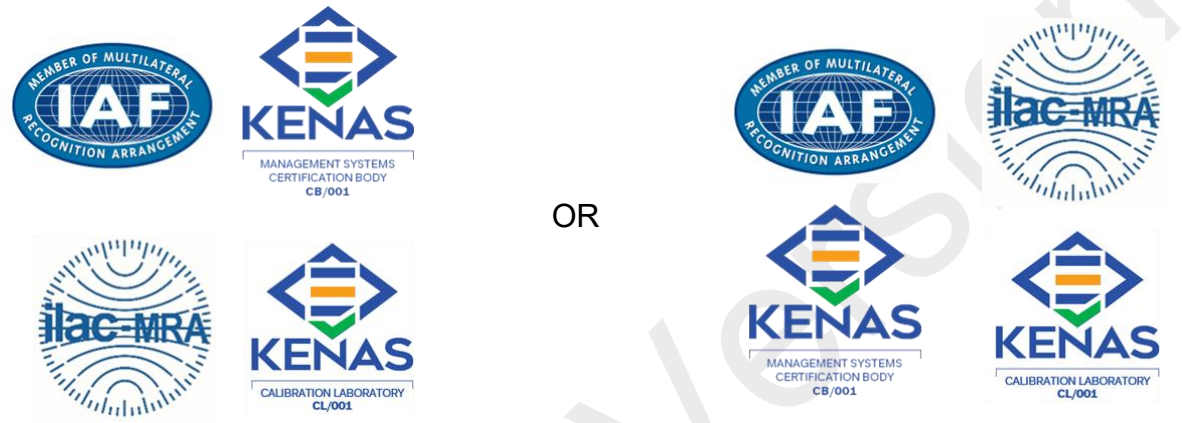


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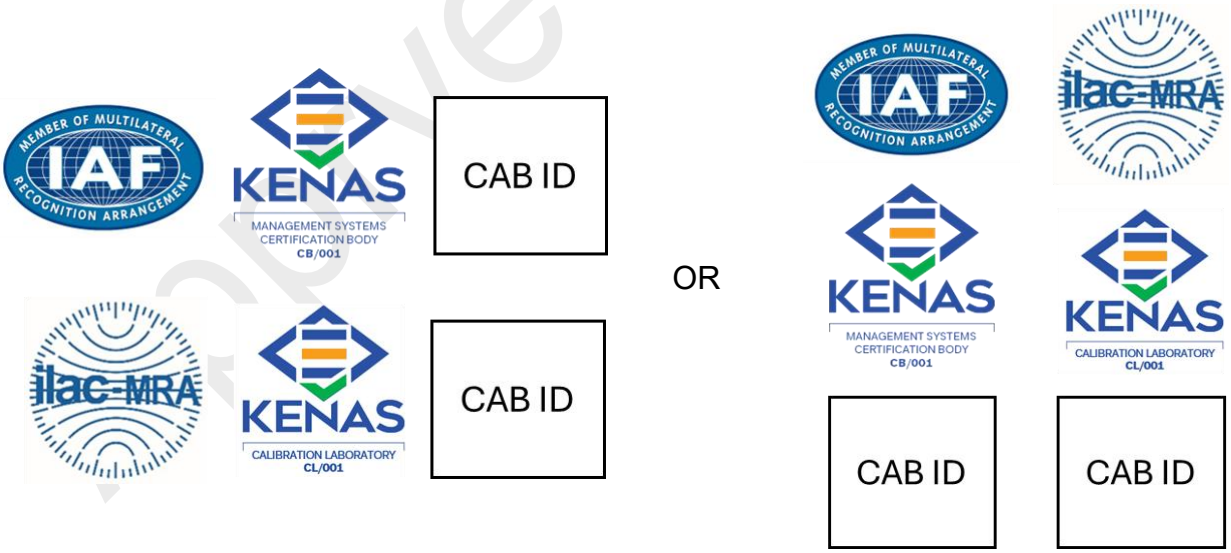
Annex 2: Examples of Appropriate and Inappropriate References to KENAS Accredited status

KENAS Symbol

A. Combined Mark

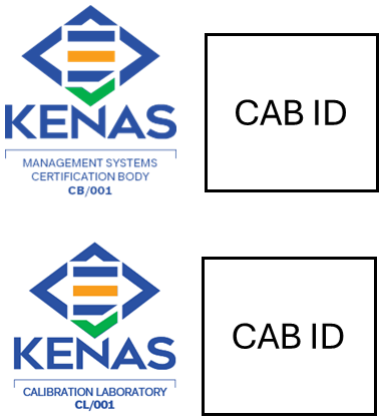


B. CAB Mark and Combined Mark

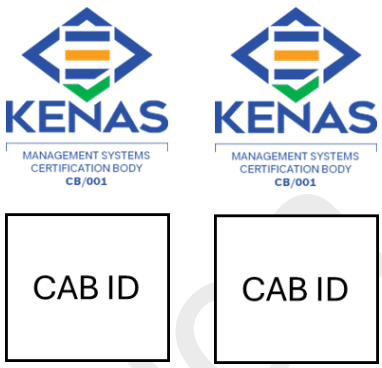


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C. CAB Mark and KENAS Symbol



OR



Inappropriate Reference on a Calibration Certificate

A. Inappropriate Reference

"Accredited to ISO/IEC 17025"

REASON: Because it does not mention the specific accreditation body, certificate number and type of entity. This calibration certificate would not meet the KENAS Traceability Policy.

Business Card

A. Inappropriate

XYZ Labs

Your Calibration Solution!

KENAS
CALIBRATION LABORATORY
CL/001

KENAS ACCREDITED
Paul G. Maliyamungu
Technical Manager
Boma Road Nyumbani, 2nd Flr
Phone: +254 (20) 000 000
Fax: +254 (20) 000 000

Email: maliyamungu@ABC.com
www.XYZ.com

REASON: Placement of the KENAS Symbol implies personnel certification of Mr. Paul. KENAS does not certify or accredit personnel.

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B. Appropriate

XYZ Labs

Your Calibration Solution!

KENAS ACCREDITED

Paul G. Maliyamungu

Technical Manager

Boma Road Nyumbani, 2nd Flr

Phone: +254 (20) 000 000

Fax: +254 (20) 000 000

Email: maliyamungu@ABC.com
www.XYZ.com

Advertisement

A. Inappropriate

KENAS ACCREDITED

XYZ Labs

Your Calibration Solution!

Locations in:

Anywhere, KENYA

Nowhere, KENYA

Elsewhere, KENYA

Call for our list of services, including:

Equipment calibration, service, maintenance and repair!

REASON: Accreditation is site specific and XYZ Labs is accredited at the “Anywhere, Kenya” location only. They are also accredited for calibration of equipment only – not servicing,

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maintenance and repair. Inclusion of the symbol implies accreditation for all 3 laboratories/locations and for all services listed

B. Appropriate

KENAS
CALIBRATION LABORATORY
CL/001

XYZ Labs

Your Calibration Solution!

Locations in:

Anywhere, KENYA

Nowhere, KENYA

Elsewhere, KENYA

Call for our list of services, including:

Equipment calibration, service*, maintenance* and repair*!

***Locations and services not within the KENAS Scope of Accreditation**

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