



# **POLICY AND GUIDELINES FOR USE OF ATAB ACCREDITATION LOGO**

**Issue No: 2**

**Date: March 28, 2024**

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## USE OF ATAB ACCREDITATION LOGO

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### 1. Objective

To define the policy for the use of ATAB Accreditation logo, for accredited Ayurveda courses, by the training provider/ institute.

### 2. Scope

This policy is applicable for the use of ATAB Accreditation logo, for accredited Ayurveda courses, by the training provider/ institute.

### 3. Responsibility

Executive board is responsible to establish, implement, and amend this document. The training providers/ institutes are responsible to comply with the requirements of this document.

### 4. Policy

4.1 The ATAB Accreditation Logo provided, is for the use by training provider/ institute for their Ayurveda courses accredited under ATAB for the location of the institute provided for accreditation. However, it remains the property of ATAB under RAV.

4.2 The use of ATAB Logo by the training provider/ institute will be under the control of ATAB Secretariat. Compliance with the following guidelines is required while using the ATAB accreditation Logo.

4.2.1 The logo shall be reproduced in the proportions and the colours indicated in the appendix `A`. The logo must remain in the same format. It may be printed as a coloured image, as given at appendix “A”. These are provided by ATAB. The logo shall not appear in size that is unreadable and shall only be used in its normal horizontal orientation and not to be rotated.

4.2.2 The logo may be resized to suit the training provider’s/ institute’s needs for certification and promotion as per the scope of the accredited Ayurveda

courses but no amendments will be permitted to its design or the relationship of the items within the design.

4.2.3 The training provider/ institute can only use the accreditation logo for services that are specifically included in the scope of accreditation for the location and duration specified in the accreditation certificate. The logo may not be used by the training provider/ institute to advertise any products and services of the training provider/ institute or in connection with any commercial purpose other than the promotion and certification of accredited Ayurveda courses for the location specified in the accreditation certificate annexure under ATAB, without the prior written permission of ATAB. Further, the ATAB logo must not be used to suggest any approval by or sponsorship of ATAB of the training provider/ institute, its activities, products or services other than those which have been assessed by ATAB.

4.2.4 The logo shall not be used in any way that it misleads the reader about the accredited status of the Ayurveda courses of training provider/ institute.

4.2.5 The logo is non-transferable and is to be used only by the concerned training provider/ institute.

4.2.6 The training provider/ institute upon suspension or withdrawal or expiry of its accreditation of a particular or all Ayurveda courses (however determined), shall discontinue the use of ATAB accreditation logo for that concerned Ayurveda courses.

4.3 This policy for printing of the logo applies for use on all print and electronic materials and promotional items such as training provider's/ institute's brochures, certificate and advertisement related to the accredited Ayurveda course.

4.4 ATAB under RAV reserves the right to terminate use of the logo by giving notice in writing if the training provider/ institute breaches any of the above-mentioned terms. Further, ATAB shall impose financial penalty and take legal action along with De-listing of accredited Ayurveda courses of the institute for one year from ATAB, on case-to-case basis, as per laid down policy of ATAB

under RAV. Kindly refer to ATAB document “Policy and Procedure for dealing with adverse and other decision”.

4.5 If any training provider/ institute is found using logo of ATAB (either not entitled for or after the written intimation of ATAB for not to be used), legal action may be taken against the training provider/ institute. Decision shall be taken on case-to-case basis by ATAB under RAV.

## **Appendix A**

### **ATAB accreditation Logo**



ATAB/AAC/000XX/2023-24  
Feb 28,2024 – Feb 27, 2027