



AMRA

AMRA-005:2021

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2022-07-14

Logo Usage Guideline

Edition Notice

History of AMRA-005:2021

- Ed1 on 2021-12-28:
 - The 1st publication.

- Ed2 on 2022-07-14:
 - Update for editorial purposes
 - Add “AMRA-001” in Clause 2 and add 3.5 for unique serial number
 - Update 4.1.2 for more details about AMRA logo with an example
 - Update 3.2, 4.2.1, 4.2.3 and add 4.2.2 for more details about AMRA self-claimed conformance mark with examples
 - Update 3.3, 4.3.1 and add 4.3.2 for more details about AMRA standard certification mark with examples
 - Update 4.4 for more details

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1. Scope

This document provides guidelines for using AMRA logos and marks.

2. Reference Documents

AMRA-000 Bylaws

[AMRA-001 Guidelines of Document System](#)

AMRA-003 Membership Agreement

3. Terms and Definitions

3.1 AMRA Logo

The logo of Autonomous Mobile Robot Alliance.

3.2 AMRA self-claimed conformance mark

The mark represents an AMR product conforming to an AMRA standard claimed by the product owner. [The conformance can be full or partial. Full conformance means all the mandatory requirements of the standard were tested and met. Partial conformance means some of the mandatory requirements of the standard were tested and met.](#)

3.3 AMRA standard certification mark

The mark represents an AMR product certified to an AMRA standard by an authorized certification body. [The certification can be full or partial. Full certification means all the mandatory requirements of the standard were tested and met. Partial certification means some of the mandatory requirements of the standard were tested and met.](#)

3.4 Member

An entity that has signed and agreed to “AMRA Membership Agreement” and accepted by AMRA.

3.5 Unique serial number

[A serial number in AMRA self-claimed conformance mark \(3.2\) or AMRA standard certification mark \(3.3\) as an unique identification of the marks.](#)

4. Guidelines

4.1 AMRA Logo Usage

4.1.1 AMRA logo can be used by the AMRA Board, Technical Committee, Working Groups, and Secretariat for AMRA promotion purposes.

4.1.2 AMRA logo can be used by a member to identify its AMRA membership to the public. In such a case, the AMRA logo shall be shown next to the member's logo when displayed. An example is shown in [Figure 1](#) where the logo of a member is on the left while the AMRA logo is on the right.

Proper use of the ARMA logo includes showing it on the member's social media, webpage, and sales documents. Any use beyond the aforementioned usage is forbidden.



Figure 1. Example of showing AMRA logo with a member's logo to identify its membership status.

4.2 AMRA self-claimed conformance mark usage

4.2.1 AMRA self-claimed conformance mark can only be used by a member after its product's self-claim conformance application has been approved by AMRA. Once approved by AMRA, the member is authorized to use the mark on its product. A conformance mark with an unique serial number will be generated and given to the member. Th examples of self-claimed conformance marks are shown in [Figure 2](#). In the AMRA self-claimed conformance mark, length of the unique serial number shall be equal to the diameter of the outer orange circle. The distance between the unique serial number and standard number(xxx:yyyy) shall be smaller than the height of the unique serial number.



002-21F0088

(a) Full conformance mark



002-21P0008

(b) Partial conformance mark

Figure 2. Example of AMRA-201:2021 self-claimed conformance marks with serial number.(Refer to [AMRA-001 Guidelines of Document System](#) on the meaning of the serial number format)

4.2.2 Proper use of AMRA self-claimed conformance mark includes showing it on the product, product packagings, or product box.

[Figure 3](#) shows the example of using a self-claimed conformance mark on a product and its box.

The mark can also be shown on member's social media, webpage, and sales documents related to the conformed product.

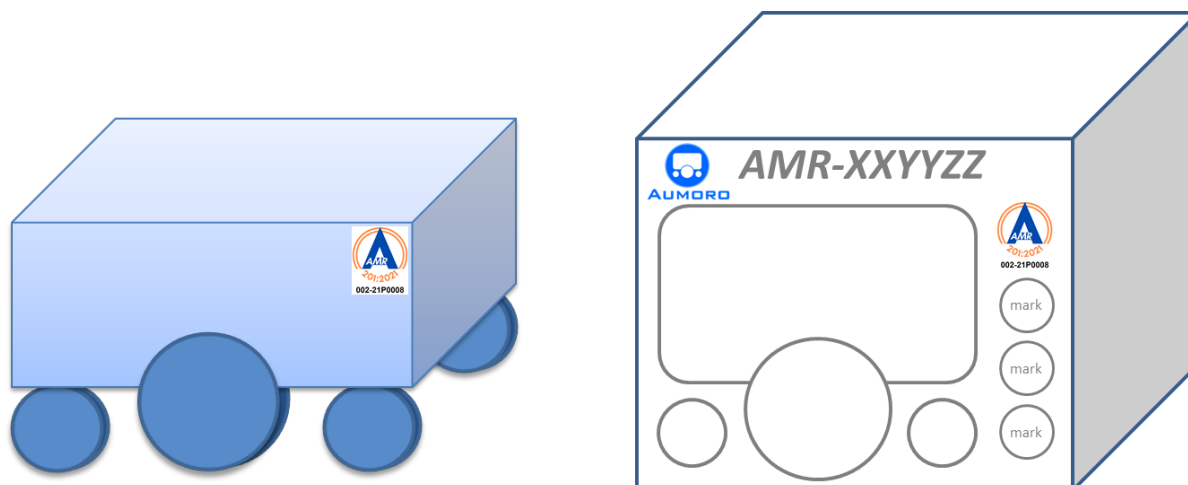


Figure 3. Example of AMRA-201:2021 self-claimed full conformance mark displaying on a product and its product box.

4.2.3 AMRA self-claimed conformance mark cannot be used by an expired member. AMRA self-claimed conformance marks can only be used during a valid membership period.

4.3 AMRA standard certification mark usage

4.3.1 AMRA standard certification mark can only be used on a product that has been certified by an authorized certification body. Once certified, the product owner is authorized to use the mark on its product. A certification mark with a unique serial number will be generated and given to the member. Examples of certification mark are shown in [Figure 4](#).

In the AMRA standard certification mark, length of the unique serial number shall be equal to the diameter of the outer orange circle. The distance between the unique serial number and outer orange circle shall be smaller than the height of the unique serial number.



002-21C0888

(a) Full certification mark



002-21T0008

(b) Partial certification mark

Figure 4. Example of AMRA-201:2021 certification marks with serial number.(Refer to [AMRA-001 Guidelines of Document System](#) on the meaning of the serial number format)

4.3.2 Proper use of AMRA standard certification mark includes showing it on the product, product packagings, product box. The mark can also be shown on product owner's social media, webpage, and sales documents related to the certified product.

4.4 Amend and change of this document

Amendments and changes not related to member's privilege and obligation are maintained by the Secretariat. Amendments and changes related to member's privilege and obligation shall be reviewed and approved by the AMRA Board.



Autonomous Mobile Robot Alliance



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