

Guideline for the Use of Digital Promotional Graphics and Poster for Anti-Epidemic Hygiene Measures Certification Scheme

衛生抗疫措施認證計劃 數碼宣傳圖像及海報的使用指引

The following situations apply to HKQAA's Anti-Epidemic Hygiene Measures Certification
以下情況適用於香港品質保證局之衛生抗疫措施認證計劃：

Samples of Digital Promotional Graphics (provide upon request) : 數碼宣傳圖像樣本(按求提供):



Sample of Poster: 海報樣本:



HKQAA encourages the Scheme's certification sites to make use of the Digital Promotional Graphics and Poster to enhance clients' trust and achieves better promotion effect. Below are suggested promotion channels:
香港品質保證局鼓勵已獲「衛生抗疫措施認證」的場所使用數碼宣傳圖像及海報，以提高客戶的信心，並獲宣傳果效。建議使用之宣傳方式如下：

Use of Digital Promotional Graphics
數碼宣傳圖像使用

Use of Poster
海報使用

1. Certification Site and Facility 獲認證場所及設施

e.g. Concierge, enquiry counter, security guard booth, cashier desk, common facility (such as letter box, security locks, lift lobby, escalator, children's playground, club facility, toilet, glass door, main entrance and wall), infrared thermometer stand

例如：禮賓處、大堂詢問處、管理處更亭、收銀處、公用設施（如信箱、密碼開關按鈕、升降機等候處、扶手電梯、兒童遊戲設施、會所設施、洗手間、玻璃門、大門入口及牆身）、紅外線探熱器腳架

* The Poster can only be applied in the certification site stated in the certification.
* 海報只適用於認證場所。

*** The poster can be placed at different dominant positions at the certification sites.**

*** 可將海報貼在認證場所的多個當眼位置。**



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2. Digital Display Panel at the Certification Site and Facility 設置於獲認證場所及設施之電子顯示屏幕

e.g. Digital signage, LED monitor, interactive display panel, advertising panel, projector screen and TV wall located at the concierge, enquiry counter, common facility (such as lift lobby, club facility)

例如：設置於禮賓處、大堂詢問處、公用設施（如升降機等候處、會所設施）等地點之電子指示屏、LED 顯示器、互動式觸控顯示屏、廣告屏幕、投影幕及電視幕牆

* The Digital Promotional Graphics can only be applied in the certification site stated in the certification.
* 數碼宣傳圖像只適用於認證場所。



3. Related webpage of the Certification Site and Facility 獲認證場所相關之網上專頁

e.g. The homepage on the related website, online store, social media, e-Commerce platform and apps, etc

例如：在相關網站、網上商店、社交媒體、電子商貿平台及手機程式等之專頁




* The name of the certification site must be clearly shown nearby the Digital Promotional Graphics.
* 須在數碼宣傳圖像附近清楚地顯示認證場所之名稱。



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**Guideline for the Use of Digital Promotional Graphics and Poster
for Anti-Epidemic Hygiene Measures Certification Scheme**

**衛生抗疫措施認證計劃
數碼宣傳圖像及海報的使用指引**

<p>HKQAA encourages the Scheme's certification sites to make use of the Digital Promotional Graphics and Poster to enhance clients' trust and achieves better promotion effect. Below are suggested promotion channels: 香港品質保證局鼓勵已獲「衛生抗疫措施認證」的場所使用數碼宣傳圖像及海報，以提高客戶的信心，並獲宣傳果效。建議使用之宣傳方式如下：</p>	<p>Use of Digital Promotional Graphics 數碼宣傳圖像使用</p>	<p>Use of Poster 海報使用</p>
<p>4. Vehicle 運載車輛 e.g. Cross Border Coaches and Tour Coaches 例如: 跨境巴士及旅遊巴士</p>  <p>* The Digital Promotional Graphics can only be applied in the certification site stated in the certification. * 數碼宣傳圖像只適用於認證場所。 * Can only be applied in certification site stated in the certification. * 須在附近清楚地顯示認證場所之名稱。 * The poster can be placed at dominant position at the certification sites. * 可將海報貼在認證場所的當眼位置。</p>	<p align="center">✓</p>	<p align="center">✓</p>
<p>5. Laboratory and Test Certificate, Report 檢定證書及報告</p>	<p align="center">✗</p>	<p align="center">✗</p>
<p>6. Product, Product Label and Packaging 產品、產品標籤及包裝</p> <p>* Shall not be used on the product, product label or packaging. Product packaging is considered as that which can be removed without the product disintegrating or being damaged. * 不可以使用在產品、產品的標籤或包裝上。產品包裝是指其可從產品上移除且不會導致產品分解、碎裂或損壞。</p>	<p align="center">✗</p>	<p align="center">✗</p>
<p>7. Souvenir 紀念品 e.g. Uniform, pin, badge, T-shirt, calendar, notepad, memo pad 例如: 制服、別針、徽章、襯衫、日曆、筆記本、便條紙簿</p>  <p>* It cannot imply that the souvenir is certified. Souvenir must clearly show the name of the certification site. * 不可以暗示紀念品獲得認證，認證場所之名稱必須清楚地顯示在紀念品上。</p>	<p>Please contact HKQAA Corporate Communications Unit: 請與HKQAA企業傳訊組聯絡： hkqaa.mkt@hkqaa.org</p>	<p align="center">—</p>
<p>8. Printed Matters, Promotion Items, Advertisement, and any other proposed use 印刷品、宣傳品、廣告，以及其他任何用途建議 e.g. Promotional leaflet, booklet, poster, map, outdoor advertisement, print advertisement, video Commercial, menu, receipt etc 例如: 宣傳單張、小冊子、海報、地圖、戶外廣告、平面印刷廣告、影片廣告、餐牌、單據等</p> 	<p>Please contact HKQAA Corporate Communications Unit: 請與HKQAA企業傳訊組聯絡： hkqaa.mkt@hkqaa.org</p>	<p align="center">—</p>

Remarks 備註:

- The Scheme's Digital Promotional Graphics and Poster can be applied to the certification site of the participating company only. The name of the certification site must be clearly shown nearby when using the digital graphics and poster. They cannot be applied to other sites which are not certified.
計劃之數碼宣傳圖像及海報只適用於參與公司之認證場所；使用數碼宣傳圖像及海報時，亦須在附近清楚地顯示認證場所之名稱。數碼宣傳圖像及海報不適用於其未獲取認證之場所。
- The Digital Promotional Graphics may be reproduced based on the master versions and may be enlarged or reduced in size in its exact proportion. The form must always be legible. When using the vertical digital promotional graphics, the pixel cannot be smaller than 110 (W) x 196 (H) px. When using the horizontal digital promotional graphics, the pixel cannot be smaller than 178 (W) x 100 (H) px.
數碼宣傳圖像可依照主版按比例進行放大或縮小的複製，但必須保持清晰。使用直數碼宣傳圖像時，像素不能少於110 (W) x 196 (H) px。而橫數碼宣傳圖像不能少於178 (W) x 100 (H) px。
- The poster is preferably to be printed out with at least 150 dpi. The print out size must not be less than A5, which is 148 (W) x 210 (H) mm, and preferably as large as possible to achieve better promotion effect. When printing the poster, the images and graphics must be enlarged or reduced in its proportion, and with an appropriate resolution to make sure that all the texts, images and graphics on the Poster are legible and clearly displayed without any distortion or blurriness.
海報最好以至少150 dpi打印。打印尺寸不能少於A5，即148 (W) x 210 (H) mm，並建議愈大愈好，以收宣傳之效。打印時，圖像須按比例縮放，並確保海報上的所有文字及圖像清晰易讀，並且沒有任何失真或模糊的情況。
- The Digital Promotional Graphics and Poster cannot be applied to the sites which are not certified under the participating company.
數碼宣傳圖像及海報不適用於參與公司旗下未獲認證的場所。
- For details, please refer to the respective Use of Digital Promotional Graphics and Poster for HKQAA's Anti-Epidemic Hygiene Measures Certification Scheme.
詳情請參考計劃有關的香港品質保證局衛生抗疫措施認證計劃數碼宣傳圖像及海報的使用。
- The Business shall contact the Corporate Communications Unit of HKQAA for any other proposed use of the Digital Promotional Graphics and Poster.
如有其他數碼宣傳圖像及海報用途建議，請與HKQAA企業傳訊組聯絡。