

Guideline for the Use of Mark for ISO 14064-1:2018 Greenhouse Gas Verification

Sample of mark:



HKQAA encourages verified organisations to make use of the verification mark, which enhances clients' trust and achieves better promotion effect . Below are suggested promotion channels:	Mark
1. Media Advertisement e.g. Print-ad, TV commercial, outdoor / online / transportation ad	✓
2. Internet e.g. Webpage, Online Store, e-Commerce Platform, Email, Social Media, Apps, etc	✓
3. Printed Matter e.g. Business card, letterhead, stationery, envelope, promotional leaflet, shopping bag	✓

Note:

1. An organisation holding a verification report of the "ISO 14064-1:2018 Greenhouse Gas Verification" (the Verification) is able to use the verification mark (the Mark) on promotional materials, subject to the conditions set out below:
 - 1.1. The Organisation should use the Mark strictly according to the regulations below:
 - 1.1.1. The Mark may be enlarged or reduced in size based on the master versions. The form must be legible.
 - 1.1.2. The colour of the Mark shall refer to colour artwork mark as provided by HKQAA.
 - 1.1.3. The Verification statement together with the report reference number should always be placed below the Mark to ensure traceability back to HKQAA and to the verification statement issued. The form must always be legible.
 - 1.1.4. For other mono-colour presentation of the Mark, please submit request to HKQAA for approval.
 - 1.1.5. The Mark shall be used only in relation to the claim which has been verified and shall not be misleading with regards to product certification.
 - 1.2. The Organisation may use the Mark only in respect of the scopes as stated in the verification certificate and shall not use the Mark in the following restricted situations:
 - 1.2.1. Use the Mark in association with its corporate or subsidiaries which are not verified organisations of ISO 14064-1:2018 Greenhouse Gas Verification.
 - 1.2.2. Use the Mark in association with any activities outside the scope which is not stated in the verification certificate.
 - 1.2.3. Use the Mark in any other misleading manner.
2. The Organisation shall use the Mark in accordance to the Guideline as stated above.
3. The Organisation shall immediately cease use and distribution of any products, promotional materials, publications and advertisements bearing the Mark in case of any serious deviation(s) of the requirements of the Verification identified.
4. The Organisation shall report to the Corporate Communications Unit of HKQAA for any other proposed use of the Mark not mentioned in this Guideline.