

Guideline for the Use of Marks, Combined Marks and Sticker Labels for Residential Care Home for the Elderly Certification Scheme

安老院舍認證計劃標誌、組合標誌及標貼使用指引

The following situations apply to HKQAA Certification Scheme of
 以下情況適用於香港品質保證局的有關認證計劃：
 Residential Care Home for the Elderly Certification Scheme 安老院舍認證計劃

Samples of mark and sticker labels:
 標誌及標貼樣本:



Certificate No.: CC XXXX



證書編號: CC XXXX

Samples of combined mark and sticker labels:
 組合標誌及標貼樣本:



Certificate No.: CC XXXX 證書編號: CC XXXX

HKQAA encourages the certified company to make use of the Certification Mark and sticker label, which enhances clients' trust and achieves better promotion effect. Below are suggested promotion channels: 香港品質保證局鼓勵已獲「安老院舍認證」的機構使用證書的標誌及標貼，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 Mark and Sticker Label 標誌及標貼使用	Use of Combined Mark and Sticker Label 組合標誌及標貼使用
1. Media Advertisement 廣告 e.g. Print-ad, TV commercial, outdoor / online ad 例如: 報章及雜誌廣告、電視廣告、戶外 / 互聯網之廣告 * It cannot imply that the product is certified. * 不可以暗示產品獲得認證。 * Not applicable to sticker label. * 不適用於標貼。	✓	✓
2. Promotional Items 宣傳品 e.g. Promotional leaflet, poster etc 例如: 宣傳單張、海報等 * It cannot imply that the product is certified. * 不可以暗示產品獲得認證。 * Not applicable to sticker label. * 不適用於標貼。	✓	✓
3. Printed Matter 印刷品 e.g. Business card, letterhead, stationery, envelope 例如: 公司名片、公司信紙、文具、信封 * Not applicable to sticker label. * 不適用於標貼。	✓	✓
4. Building, Flag and Vehicle 樓宇外牆、旗幟及車輛 e.g. Service van 例如: 院舍車輛 * The mark can only be applied in association with business(es) / site(s) under the scope stated in the certification. The name of the certified company must be clearly shown nearby. * 標誌只適用於認證範圍以內的業務 / 地點，亦須在標誌附近清楚地顯示獲頒證書的公司之名稱。	✓	✗
5. 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 * It cannot imply that the souvenir is certified. Souvenir must clearly show the name of the certified company. * 不可以暗示紀念品獲得認證，獲頒認證公司之名稱必須清楚地顯示在紀念品上。 * Not applicable to sticker label. * 不適用於標貼。	✓	✗
6. Working Premises 工作地點 * The mark can only be applied in association with business(es) / site(s) under the scope stated in the certification. The name of the certified company must be clearly shown nearby. * 標誌只適用於認證範圍以內的業務 / 地點，亦須在標誌附近清楚地顯示獲頒證書的公司之名稱。 * The sticker can be placed at dominant position at the certified premises. * 可將標貼貼在認證地點的當眼位置。	✓	✓

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7. Laboratory and Test Certificate, Report 檢定證書及報告	✘	✘
8. Product, Product Label and Packaging 產品、產品標籤及包裝 * The mark / combined mark shall not be used on the product, product label or packaging. However, a statement including identification (e.g. brand or name) of the certified client, type of management system and applicable standard, and the certification body issuing the certificate may be printed on the product packaging or in accompanying information. The statement cannot imply that the product, process or service is certified. Product packaging is considered as that which can be removed without the product disintegrating or being damaged. Accompanying information is considered as separately available or easily detachable. * 不可以將標誌 / 組合標誌使用在產品、產品的標籤或包裝上，但可以文字形式在產品包裝上或附帶信息中聲明；而該聲明必須包含獲認證機構之標識（如品牌或名稱）、管理體系類型和適用標準、簽發證書的認證機構，亦不可含有產品、過程或服務獲認證之意。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。附帶信息是指其可分開獲得或易於分離。	✘	✘

Remarks 備註:

- The scheme certification mark / combined mark / sticker label can be applied to the certified company only. It cannot be applied to its corporate or subsidiaries which are not certified.
 計劃認證標誌 / 組合標誌 / 標貼只適用於獲取認證之公司。標誌 / 組合標誌 / 標貼不適用於其未獲取認證之母公司或分公司。
- The mark / combined mark / sticker label can only be applied in association with business(es) / site(s) under the scope stated in the certification with clear statement or notification.
 標誌 / 組合標誌 / 標貼只適用於認證範圍以內的業務 / 地點，並須附有清晰註明。
- The mark / combined mark cannot be applied to a group of companies in which only some of them are certified.
 標誌 / 組合標誌不適用於超過一間公司而其中只有個別公司已獲取認證。
- Incorrect position of certificate number, colours & wordings shall not be used.
 不得使用錯誤的證書號碼位置、標誌顏色和字樣。
- Please refer to respective guideline on the Use of HKCAS Accreditation Symbol.
 請參考香港品質保證局有關的香港認證機構認可計劃 (HKCAS) 標識的使用。