

# **HKQ-02**

## **HONG KONG Q-MARK PRODUCT CERTIFICATION SCHEME**

### **GUIDELINE ON THE USAGE OF HK Q-MARK LOGO AND MESSAGE**

Hong Kong Q-Mark Council  
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## 1.0 Introduction

This document sets the guideline for Licensee about application of the HK Q-Mark logo / message. There shall be no ambiguity, in the logo or accompanying text, as to what has been certified and which Hong Kong Q-Mark Council (thereafter “Council) has granted the certification. Licensee shall conform to the requirement stated on this document about the application of the HK Q-Mark logo / message.

## 2.0 Definitions

The definitions and interpretations used in this document shall be as indicated below:

2.1 “HK Q-Mark logo” means the Certification logo which the Licensee is authorized to use. The use of this logo should be in accordance with this Regulation.

2.2 “Licensee” means an Applicant who has achieved Product Certification Scheme.

## 3.0 Requirements

### 3.1 Application of HK Q-Mark Logo / message

3.1.1 The HK Q-Mark logo / message should only mark on the product which has found to comply with the Hong Kong Q Mark Product Certification Scheme.

3.1.2 In case where only certain components of a product bear a scheme requirement, care should be taken not to mislead the consumer into assuming that the entire product is certified.

3.1.3 HK Q-Mark logo / message is to be used only where it relates to all the requirements of the Q-Mark Product Certification Scheme and not to selected sections or characteristics and should be operated under specific rules applicable thereto.

3.1.4 The licensee shall apply the HK Q-Mark logo with the corresponding license number(s) to the packaging boxes, inner and outer cartons of the products by printing, molding, name plate or any other means to be approved by the Council. Before putting into use, the said design shall obtain prior approval from the Council.

### 3.2 Use of HK Q-Mark Logo and/ or message

3.2.1 All types of advertisements and/or commercials, whether they be on television, newspaper, magazine, poster, catalogue, banner, or packaging, which carry HK Q-Mark logo and/or messages, shall obtain the approval of the Council prior to releasing them to the public.

3.2.2 The Licensee shall submit to the Council the method in which to use the HK Q-Mark logo / message:

1. On the licensed article itself
2. in sales literature, and
3. in all forms of advertising.

The submission shall include all qualifying wording and illustrations.

3.2.3 Where the licensee article is subject to a warranty or guarantee, the Council shall be advised by the Licensee of the terms of the warranty or guarantee and its duration.

3.2.4 HK Q-Mark logo / message shall not be applied to laboratory test, calibration or inspection report, which is deemed to be related to the certified product.

3.2.5 Licensee shall follow the instruction about the size, format and color of HK Q-Mark Logo applied on the certified product, the detail instruction can be found in Appendix I of this document.

3.2.6 A Licensee undertakes to pay to the Council any loss or damage which may be suffered by the Council as a result of the improper use of any of the HK Q-Mark logo / message issued to such Licensee whether such improper use is by the Licensee or by a third party.

### 3.3 Evaluation of Usage of HK Q-Mark Logo / message

3.3.1 All types of application of the HK Q-Mark logo / message shall be evaluated during Surveillance or Re-certification Assessment.

### 3.4 Misuse of the Hong Kong Q-Mark Logo / message

3.4.1 When the misuse of logo / message is found during the assessment process, the auditor shall issue a non-conformity in his/her assessment report (WI-16/02 and WI-16/03).

3.4.2 In other circumstances, the Assistant Managers / Technical Team shall bring this issue to the Q-Mark Manager for immediate advice on the following appropriate corrective actions.

3.4.3 Corrective action shall include the followings, but not limited to:

- a. the Council shall notify the licensee to issue a recall of the products from the market when in the opinion of the Council, such recall is necessary to protect the public;
- b. ask licensee to take appropriate actions (e.g. product rectification) so that it complies with the corresponding requirements;
- c. suspension of the use of Hong Kong Q-Mark logo / message;
- d. withdrawn the license if the misuse the logo / message are persistently found or in such a manner that may bring the Scheme or the Council into disrepute;
- e. a combination of the above actions

3.4.4 When the Hong Kong Q-Mark logo has been used but not under contract or not in compliance with the contract, legal proceedings may result in a court of law deciding what the corrective action will be.

### 3.5 Discontinuity of the Use of the Q-Mark Logo / message

3.5.1 A suspension and withdrawal of a licence normally results in prohibition of the use of the Hong Kong Q-Mark logo / message on all licensed products. Product mark with Q-Mark logo / message shall be recalled within 60 days after confirmation of withdrawal of a licence or a time frame in agreement with Council.

3.5.2 Period of extension of use of the Hong Kong Q-Mark logo / message on remaining stock of licensed products after withdrawal of licence shall be justified by the Council case by case. In addition, liability to any identified nonconformity of these licensed products shall be clarified and documented by the licensee and the Council. The Council shall also consider taking appropriate measures to avoid any risk encountered, including product tests or surveillances.

3.5.3 Any licensee who has withdrawn from the Hong Kong Q-Mark Product Certification Scheme voluntarily or is revoked of the right to use HK Q-Mark logo / message by the Council, shall immediately stop using the HK Q-Mark logo / message on its products.

3.5.3.1 The licensee shall take effective measures to ensure that the HK Q-Mark logo / message shall not be used in production lines.

3.5.3.2 Any labels or materials with the HK Q-Mark logo / message shall be disposed as soon as possible. The licensee shall also ensure that the finished products with the HK Q-Mark logo / message, whether they are in the warehouse or in the market, are dealt with effectively so that they do not infringe the trademark of HK Q-Mark.

- 3.5.3.3 The licensee shall ensure that the HK Q-Mark logo / message is not used in any promotional materials, which give a false or misleading impression regarding the certification status of the product.
- 3.5.3.4 The licensee shall immediately return the Q-Mark licenses to the Council. In any event, these licenses shall be reached the Council within one month's time.

4.0 Appendix

**Appendix I – Food Certification Scheme**

Food Certification Scheme\_Pantone/Process Color

Chinese



Bi-lingual



English



min. margin= 0.1X



min. size : 15mm



Black  
Process 100K

Pantone 032  
Process 100M 100Y

Certificate Numbering Format: **HKQM-XX-YY-ZZZ**

- (i) XX – Type of product scheme (e.g. FD – food, etc)
- (ii) YY – Specific food scheme short form (e.g. SA – Sauce, BF – Bakery, PM – Preserved Meat, etc)
- (iii) ZZZ – Certificate number (e.g. 001, 002, etc)