<u>Guidelines for the use of Quality Control Circle (QCC) Logo for HKQMA and MQMA</u>

The following guidelines for the use of QCC Logo (hereafter "Logo") are duly established by the HKQMA (Hong Kong Quality Management Association) and MQMA (Macau Quality Management Association) to provide guidance to QCC awardees on the proper use of the Logo to promote the image of quality management in society.

1. All awardees of the QCC Award are entitled to display the Logo for a period of <u>two years</u>, commencing from the date of the award.   In the event that the validity of Logo had lapsed, the awardees still can use it in any media.

2. The awardees entitled to use the Logo should use it according to the format and color code symbol as stated in Annex, without any shape change or letter alteration whatsoever.

3. The Logo size may be enlarged or reduced in proportion.

4. The awardees may use the Logo on the following items:
   - Letterhead & envelope;
   - Compliment slip;
   - Business name card;
   - Stationery;
   - Literature;
   - Office/Reception area/store display;
   - General advertisements; and
   - Internet webpage/Email.

5. The awardees shall clearly indicate the award number (i.e. XX-YYYY-ZZ) and the valid period, in the format as shown in Annex, when using the Logo.   In which, XX means the geographical zone (MO=Macau, HK=Hong Kong, SZ=ShenZhen), YYYY means the award year and ZZ is the serial number.

6. The awardees shall not use the Logo in any way that may detract from the prestige of HKQMA and MQMA or in any other misleading manner.   For instance, the business organization shall not incorporate the Logo into, or use it as, a trademark.

7. The right to use the Logo is held by the HKQMA and MQMA jointly or severally.

8. HKQMA and MQMA reserve the right to modify the Guidelines for the use of the Logo at any time without prior notice.

9. Any inquiry about the label shall be addressed to HKQMA (www.hkqma.org) or MQMA (www.mqma.org)

2 units

1 unit

品質圈榮譽大獎
QCC Grand Award
2009-2011   MO - 2009 - 01

字體   中文：華康儷黑體（DF LiHei HK-W5）
          英文： Myriad pro-regular

專色印刷

PANTONE 340 C   PANTONE 873 C   Black 100%

四色印刷

Cyan   100%   Cyan   40%   Black 100%
Yellow 80%   Magenta 43%
                    Yellow 84%
                    Black   10%

四色於淺色背景

品質圈榮譽大獎
QCC Grand Award
2009-2011   MO - 2009 - 01

四色於深色背景

品質圈榮譽大獎
QCC Grand Award
2009-2011   MO - 2009 - 01

單色於淺色背景

品質圈榮譽大獎
QCC Grand Award
2009-2011   MO - 2009 - 01

單色於深色背景

品質圈榮譽大獎
QCC Grand Award
2009-2011   MO - 2009 - 01

2 units

1 unit

品質圈優異獎
QCC Merit Award
2009-2011   HK - 2009 - 00

字體   中文：華康儷黑體(DF LiHei HK-W5)
       英文：Myriad pro-regular

專色印刷

PANTONE 340 C   PANTONE 873 C   Black 100%

四色印刷

Cyan 100%   Cyan 40%   Black 100%
Yellow 80%   Magenta 43%
            Yellow 84%
            Black 10%

四色於淺色背景

品質圈優異獎
QCC Merit Award
2009-2011   HK - 2009 - 00

四色於深色背景

品質圈優異獎
QCC Merit Award
2009-2011   HK - 2009 - 00

單色於淺色背景

品質圈優異獎
QCC Merit Award
2009-2011   HK - 2009 - 00

單色於深色背景

品質圈優異獎
QCC Merit Award
2009-2011   HK - 2009 - 00