

GUIDELINES FOR USE OF CERTIFICATION BODY NAME & MARK

The certificates issued by QPL remain the property of QPL and must be returned when requested.

1. General conditions for use of logo

- 1.1** The client is authorized to use the certification mark or its logo in advertising matter and while using this mark or logo the client shall ensure that it,
 - a. Conforms to requirements of QPL when making reference to its certification status in communication media such as Internet, brochures or advertising or other documents.
 - b. Does not make or permit any misleading statement regarding its certification,
 - c. Does not use or permit the use of the certification document or any part thereof in a misleading manner,
 - d. Upon suspension or withdrawal of its certification, discontinues its use of all advertising matter that contains a reference to certification, as directed by QPL
 - e. Shall not use the certification information in a manner to imply that the service is certified. The certification mark or logo shall not be used on a product or product packaging as this could be interpreted as denoting product conformity.
 - f. Does not imply that certification applies to activities that are outside the scope of its certification,
 - g. Shall not use the certification in such a manner that would bring QPL and /or the certification system into disrepute and lose public trust.
 - h. Logos shall also not to be applied on visiting cards
- 2.** Whenever the Accreditation Mark (NABCB Mark) is to be used by QPL certified clients, it is to be accompanied by the QPL logo, & both marks are to be proportioned so that neither has obvious precedence or more prominence over the other and its use is limited to stationery, literature and other written promotional material

- a. The Certification Body / Accreditation Body Logo may be uniformly reduced or enlarged but shall not be less than 15 mm in height and not less than 12mm in width (minimum size 15x12mm.), but both the symbols should be legible.
- b. The symbols may be reproduced electronically, provided that the requirements of the respective accreditation's bodies, as described in this procedure, are met and distortion and /or degradation do not occur.
- c. Where the organization (the client) wishes to make reference to its certification instead of using the symbols of the certification & accreditation bodies, the organization shall use without variation the phrase "An ISO 17065 Certified Hotel."

3. Certification body logo

The QPL certification mark may only be reproduced as shown in annexure 1,

4. Accreditation Body logo

NABCB Accreditation Logo: The accreditation mark shall be reproduced as shown in annexure 1, The logo shall only be printed in the colour combination or in the grey black combination as shown in the annexure.

5. Misuse of Certification mark or logo

- a. The misuse of marks or certificate shall result in the following actions
- b. Innocent Misuse

Major non compliance would be issued till the misuse has been rectified within a stipulated time. If action is not taken to rectify the misuse within a reasonable time, the approval will be withdrawn

5.1 Negligent / Fraudulent misuse

Withdrawal of approval together with publication of the reason for withdrawal

Misuse is deemed negligent / fraudulent where the mark is knowingly or carelessly misused.

Repeated "innocent" misuse would be deemed negligent.

6. Withdrawal of certification

- a. In the event that approval is withdrawn, the client shall immediately cease use and distribution of any literature, stationary etc bearing the mark. The artwork supplied and all the original approval certificates are to be returned to QPL.

7. Contractual obligation

- a. Correct use of QPL certification and the accreditation body mark is a contractual obligation that the client undertakes to comply with as per agreement signed with QPL.
- b. Where the QPL certification and accreditation body marks have been used by the client, their use is to be reviewed at all surveillance and re-certification audits to ensure that their use is correct.
- c. Any misuse of logo shall be brought to the attention of the client and included in the surveillance or the re-certification audit reports.
- d. It is likely that in some cases the client may have to update the logos and they still may have stationery and brochures showing the previously issued QPL certification and the accreditation body logos. Under such circumstance, it is permissible for the client to continue use of the previously issued logo on the understanding that the new logos must be used in the next printing.