

# Exquisite Certification And Audit Limited

8/F., Eton Tower, 8 Hysan Avenue, Causeway Bay, Hong Kong

Tel: 852 2180-6199

Email: [info@exquisite-service.com](mailto:info@exquisite-service.com)

Website: <https://exquisite-service.com/>

## **Use of Exquisite Certification Mark and Accreditation Symbols for ISO 20000-1:2018**

### **1. Introduction**

- 1.1 Exquisite Certification and Audit Limited (Exquisite) is accredited by the APMG International (APMG) and may use the APMG accreditation symbols for our accreditation and claim our accreditation status are satisfied.
- 1.2 A company certified by Exquisite accredited by APMG (“certified clients”) also may use the APMG accreditation symbols.
- 1.3 Certified clients shall use the Exquisite certification mark and APMG accreditation symbols in accordance with this Policy and national and in some cases international criteria.
- 1.4 The use of Exquisite certification mark and APMG accreditation symbols by certified clients is voluntary.

### **2. APMG Accreditation Symbols**

- 2.1 Accreditation programmes are provided under APMG. Each accreditation programme has its own accreditation symbol.
- 2.2 Design of the accreditation symbols for Information Technology Service Management Systems “ITSMS” (ISO/IEC 20000) shown in Figure 1.
- 2.3 Certified clients shall use the accreditation symbols as integral entities and shall not use the APMG logo separately.
- 2.4 The formats of the APMG accreditation symbols, including its appearance, aspect ratio, colour, shade, font style, relative sizes and positions of its components and other features shall be as specified. The accreditation symbols shall be printed against a white or light colour background. It should be noted that the colour specifications of the symbols shown in Figure 1 are based on a white colour background and when printing against a background of any other colour, precaution shall be taken to ensure that the colours of the symbols are not affected. The accreditation symbols may be enlarged or reduced in size.



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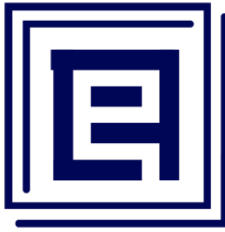
Figure 1

International Accreditation Scheme (APMG) accreditation symbol



Font Style for serial number and identical code: Arial

- 2.5 The minimum height of the symbols shall be 15 mm. A smaller size is acceptable if the symbol is to be displayed on an item having a small size, e.g., name cards. Irrespective of its size, the features of the accreditation symbol, the identification code and the registration number shall be clearly discernible.
- 2.6 In addition to the colour specified in Figure 1, on printed materials, displaying the symbol in the predominant colour is also acceptable. The colour of the symbols shall be chosen such that they are easily visible against the background.



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- 2.7 Where the accreditation symbols are to be displayed on materials printed using full colour, the accreditation symbols shall normally be printed in the colours as specified in Appendix 1. In cases where it is difficult to distinguish a full colour accreditation symbol from its background, a single colour accreditation symbol shall be chosen to ensure that it is easily visible.
  - 2.8 When used on paper, the APMG symbols may be embossed or stamped, provided that no other modifications are made.
  - 2.9 Apart from those allowed above, certified clients are not allowed to make any other modifications to the accreditation symbols.
- 3. General conditions on the use of Exquisite certification mark and APMG accreditation symbols**
- 3.1 A certified client may use the relevant APMG accreditation symbol in conjunction with Exquisite certification mark. This use is limited to its stationery, literature and advertisements and the conditions governing the use of the certification mark.
  - 3.2 Certified clients shall not use Exquisite certification mark and the APMG accreditation symbol in such a manner as to bring Exquisite or APMG into disrepute and lose public trust and shall not make any statement relevant to Exquisite certification or APMG accreditation which Exquisite or APMG Executive may reasonably consider to be misleading.
  - 3.3 There shall be no ambiguity, in the certification mark or accompanying text, as to what has been certified. Certified clients shall be monitored and audited their use of Exquisite certification mark and the APMG accreditation symbol to ensure the conditions governing the use of the certification mark and the accreditation symbol are complied.
  - 3.4 The APMG accreditation symbol may be used by a certified client on any stationery, documents and/or publicity materials if they are related to the organisation's certification scope.
  - 3.5 A certified client shall not use the APMG accreditation symbol in isolation from Exquisite certification mark.
  - 3.6 Certified clients shall not use Exquisite certification mark and the APMG accreditation symbol on its products or packaging of the products or associated documentation or certificates or in any way that may be interpreted as denoting product conformity.



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3.7 When a certified client uses an APMG accreditation symbol, the organisation shall:

- (a) include its own name or logo;
- (b) include Exquisite certification mark not disproportionately represented with reference to the accreditation symbol, and positioned in a manner that ensures the relationship between the accreditation symbol and the certification mark is obvious;
- (c) The certification number assigned to the organization under APMG shall be placed immediately underneath the APMG accreditation symbol and Exquisite certification mark as illustrated in Figure 3.

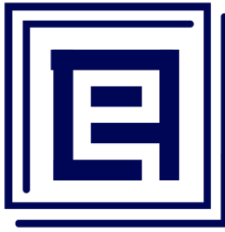
Figure 3



ISO/IEC 20000-1:2018

Certificate No. : EXQ-CB-yyyymmxxx

Remarks: yyyy= year of certificate issued  
mm= month of certificate issued  
xxx = Serial Number



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- 3.8 Electronic reproduction of Exquisite certification mark and the APMG accreditation symbols in electronic formats are permitted provided that the requirements of this Policy are met. When processing or converting the computer files of the certification mark and the accreditation symbol, degradation and distortion of the mark and symbols are not allowed.
- 3.9 Except as allowed in clause 3.2 to 3.8, a certified organization is not allowed to use any APMG accreditation symbol or claim APMG accreditation.
- 3.10 An organisation with its certification suspended or terminated by Exquisite shall forthwith stop using the relevant APMG accreditation symbol and Exquisite certification mark.

## **4. Misuse of Exquisite certification mark and APMG accreditation symbols**

- 4.1 APMG Executive will take all necessary actions against any organisations or individuals who misuse any APMG accreditation symbols and logos or incorrectly claim any accreditation status under APMG. Those actions may include suspension or termination of accreditation and legal sanction.
- 4.2 Exquisite will also take action to deal with incorrect references to certification status or misleading use of certification documents, marks or audit reports. Such action could include requests for correction and corrective action, suspension, withdrawal of certification, publication of transgression and, if necessary, legal action.
- 4.3 Exquisite certification mark and the APMG accreditation symbol with reference to its management system certification shall not be misused to imply Exquisite has certified a product/service or process, or in any other misleading manner.
- 4.4 Exquisite certification mark and the APMG accreditation symbol shall not be used to imply that the certification applies to activities and sites that are outside the scope of certification.
- 4.5 The APMG accreditation symbol for Exquisite shall not be used by a certified client without Exquisite certification mark.



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## 5. Use of certification statement on product, product packaging or in accompanying information and in communication media

The table provides some guidance on the use of certification statement:

	On Product *1	Product package or accompanying information *2	On vehicles or permanent structures such as buildings for advertisement	Communication media such as the internet, brochures or advertising
Use of Certification statement *3	Not allowed	Allowed	Allowed	Allowed

\*1. This could be a tangible product itself. Type labels or identification plates are considered as part of the product. In the case of testing / analyzing activities, the product could be a test / analysis report or certificate of conformity or certificate of training or achievement.

\*2. Product package such as individual package, container and larger boxes used for transportation of products. This could be over-packaging made of cardboard that can be reasonably considered as not reaching end users.

\*3. A certification statement in words alone does not constitute a mark. Any such wording should be true and not misleading. The certified client should clearly identify their name, type of management system and applicable standards and name of the certification body (Exquisite).

An example of statement: "This product is manufactured by XXXXX Company under ISO/IEC 20000-1:2018 Information Technology Service Management System certified as being in conformity by Exquisite Certification and Audit Limited."