

Guideline for the Use of the QF Logo

Qualifications Framework

The Qualifications Framework (QF) is established by the Secretary for Education under the Accreditation of Academic and Vocational Qualifications Ordinance to provide a platform to promote lifelong learning. It is a hierarchy to order and support qualifications in the academic, vocational and continuing education sector.

QF Logo

The logo is a trademark designed to signify and represent QF. The logo may be used in the promotion and publicity of QF.

The logo has been registered by the Secretary for Education under the Trademark Ordinance, Cap 559. The design and colour of the logo are shown in [Annex 1](#).

Use of the QF logo

The Secretary for Education has no objection to institutions or other organisations using the logo for the promotion and publicity of QF or other purposes consistent with the objective of QF. However, users of the logo are reminded of the following:

- (a) the QF logo should not be used in any way which would cause damage to the reputation of the QF;
- (b) any advertisement which claims, represents or holds out that a qualification is recognised under the QF should comply with requirements under section 18 of the AAVQ Ordinance, an extract of which is at [Annex 2](#); and
- (c) the design and colour of the QF logo as shown in [Annex 1](#) should be followed.

The use of the QF logo is subject to the discretion of the Secretary for Education. The Secretary may at any time withdraw permission for using the QF logo.

The Use of the QF Logo

Solid Colour Version



Back & white version



Process Colour Version



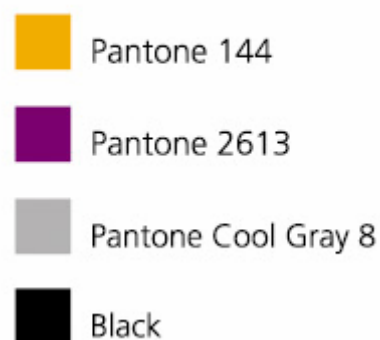
4C version



Pantone Colour Version



Pantone version



**Accreditation of Academic and Vocational
Qualifications Ordinance (Cap 592)**

Section Num:18

Heading: Advertisements relating to the Qualifications Framework and
Qualifications Register

PART 4

OFFENCES AND ENFORCEMENT

(1) No person shall publish or cause to be published an advertisement which claims, represents or holds out that a qualification obtainable from a granting body or from the completion of a learning programme is recognized under the Qualifications Framework unless—

(a) all of the following information is contained in the advertisement—

(i) the relevant level of the Qualifications Framework under which the qualification is recognized;

(ii) the registration number assigned by the QR Authority for the entry of the qualification in the Qualifications Register;

(iii) the validity period of the entry; and

(b) at the time of the publication of the advertisement, the information referred to in paragraph (a) and contained in the advertisement corresponds to the information contained in the entry referred to in paragraph (a)(ii).

(2) No person shall publish or cause to be published an advertisement which claims, represents or holds out that a person, school, institution, organization or other body is an appointed assessment agency unless the person, school, institution, organization or body is an appointed assessment agency at the time of the publication of the advertisement.

- (3) Any person who contravenes subsection (1) or (2) commits an offence and is liable on conviction to a fine at level 5.
- (4) Where a person is charged with an offence under subsection (3), it shall be a defence for the person charged to prove—
- (a) that—
 - (i) he carries on the business of publishing or arranging for the publication of advertisements;
 - (ii) he received the advertisement for publication in the ordinary course of his business; and
 - (iii) he published the advertisement in reliance on a statement made to him by the person who caused it to be published to the effect that the publication would not constitute an offence under subsection (3) and it was reasonable for him to rely on the statement; or
 - (b) that he took all reasonable steps and exercised all due diligence to prevent the commission of the offence.
- (5) For the purposes of this section, an advertisement may be constituted by any words, whether written or spoken, or any picture, drawing, visual image, figure or article—
- (a) appearing in any publication; or
 - (b) brought to the notice of the general public or any section of the general public in any other way.
- (6) For the purposes of this section, “publish” (發表) includes broadcast or otherwise disseminate.