

1 POLICY

This policy is use as a means to guard against any violation pertaining to its logo presentation. Only organisations with written consent are permitted to use the MSQH logo in accordance with the outlined procedure below

2 PURPOSE

The purpose of this policy is to define the correct use of the MSQH name and logo and the procedure to be followed in case of abuse of the MSQH name and logo

3 SCOPE

Accredited Facilities and Services
MSQH Members

4 RESPONSIBILITY

Secretary

5 DEFINITION

“MSQH”

Malaysian Society for Quality in Health

“MSQH Logo”



“Labeling”

Any word, trademark, brand name, pictorial matter, symbol in packaging, document, notice, label board, collateral or advertising materials in any medium accompanying or referring to the services





6 PROCEDURE

6.1 The MSQH logo is provided for use as labelling to each organisation which has achieved MSQH Accreditation for its performance.

6.2 The membership logo of the Malaysian Society for Quality in Health (MSQH) is provided to organisation and/or healthcare facilities and services which has been approved by the Committee and has their membership fees fully paid



6.3 Programs accredited by the MSQH have default permission to use the following MSQH Accredited logo:

6.3.2	Accredited Hospital	For use by accredited hospital	
6.3.3	Accredited Medical Clinic	For use by accredited clinic	
6.3.4	Accredited Dialysis Centre	For use by accredited dialysis centre	
6.3.5	Accredited Dental Clinic	For use by accredited dental clinic	

- 6.4 Use the MSQH Logo as a link to www.msqh.com.my, facebook and instagram. Icon and the use any other artwork from social media site, such as the MSQH logo is not to be manipulated, without explicit permission from MSQH
- 6.5 The organisation must be a member or during the paid membership period or currently accredited and/or its standards through MSQH Accreditation Program certification period
- 6.6 If the period of accreditation has expired, the organisation's right to use the MSQH logo shall also cease
- 6.7 The organisation's right to use the MSQH logo specific to its performance or its standards shall also cease if the opinion of the Accreditation Council, it is not possible to maintain the accredited status of its performance or its standards
- 6.8 The logo must remain in the same format. It may be printed in black and white or as a full colour image as available from MSQH: -
- Do use our official, unmodified MSQH Logo to represent MSQH Accredited facility
 - Don't rotate, animate and change the colour of the icon
 - Don't use any other marks or logo to represent MSQH
- 6.9 The Accreditation logo may be sized to suit the organisational's needs. The logo must be used exactly as they were created, without changes in colour, verbiage, typeface or otherwise altering the appearance of the logo(s)
- 6.10 The MSQH Accreditation logo may not be used by the organisation to advertise any products and services of the organisation or in connection with any commercial purpose

other than the permitted uses without the prior written agreement of MSQH and must not be used to suggest any approval by or sponsorship of MSQH of the organisation, its activities, products or services other than the organisation's specific standards or operations which have been assessed and/or surveyed and awarded MSQH Accreditation through the MSQH Accreditation Program

- 6.11 The Logo in 6.2 and 6.3 is not transferable. The rights granted to an organisation or individual in the current Membership year or accreditation period are specifically to the organisation or individual. The organisation or individual shall not assign the rights granted by MSQH for the use of the logo to any other person or entity at any time
- 6.12 MSQH reserves the right to terminate use of the logo by notice in writing if the organisation breaches any of the abovementioned terms
- 6.13 MSQH reserves the right to alter or vary the terms and conditions of use of the logo at any time, as it sees fit
- 6.14 These requirements for printing the logo apply for use on all labelling materials and promotional items including letterhead paper, newsletters, brochures, annual reports, research papers, journal, business cards and advertisement.
- 6.15 **Important:** By receiving this policy and using the logo as a seal, the organisation acknowledges that it (through its authorised representatives) has read and understood the abovementioned terms and conditions and agrees to be bound by those terms
- 6.16 Membership logo will be provided to each member organisation at the time of either renewing its annual membership or when registering for membership for the first time. Similarly, accreditation logo will be provided to surveyed organisation at the time of accreditation award result
- 6.17 Any violation to the logo must be referred to the Committee

7 LINKS

- 7.1 We invite you to link to MSQH's website using the MSQH icon
- 7.2 Point the destination URL or MSQH icon to the official MSQH website, <http://www.msqh.com.my>