



**HKACE**

香港優質顧客服務協會  
Hong Kong Association for  
Customer Service Excellence

**Hong Kong Association for Customer Service Excellence**  
**Customer Service Excellence Award**  
**Award Logo Usage Guidelines**

Congratulations to your company/organization for winning the HKACE Customer Service Excellence Award. The award winners are entitled to use the Award Logo for promotional use in strict compliance with the following instructions:

1. Where the awarded company/organization may use the Logo:
  - I. Company name card
  - II. Company Web Page
  - III. Company Publication
  - IV. Promotion Materials
2. Advanced approval from HKACE is required when the Award Logo is used and displayed on any promotional materials. If the awarded company/organization displays the Award Logo on the company's name card, please provide HKACE with the staff's name, awarded year and category for the record.
3. The Award Logo must be displayed completely.
4. The Award Logo must be used in fixed proportion. No distortion is allowed.
5. The Award Logo must be used in the assigned colour.
6. The Award Logo can be used by the awarded company/organization only.

7. In case the Award Logo is displayed improperly, or the awardee makes any false or misleading statement about the award or provides any false or misleading information, HKACE reserves the rights to remove the Award Logo and take appropriate action.
8. HKACE reserves the right to make the final decision for the usage of the Award Logo and has the right to vary the above instructions.
9. If the awarded company/organization would like to use the Award Logo or have other inquiries, please call 8100-9978 or email [general@hkace.com.hk](mailto:general@hkace.com.hk) to contact the HKACE Secretariat.

10.

Type of Logo	Years Shown on Logo
	<p>Company/organization awarded for a single year</p> <p><a href="#">Download the JPEG File</a></p> <p><a href="#">Download the AI File</a></p>
	<p>Company/organization awarded for consecutive years</p> <p><a href="#">Download the JPEG File</a></p> <p><a href="#">Download the AI File</a></p>