



National Health Systems Resource Centre

Technical Support Institution with National Health Mission
Ministry of Health & Family Welfare, Government of India



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Subject: Rules for NQAS Logo and Certificate, Usage and Display

Dear Sir / Madam,

The NQAS certificate represents commitment to excellence and adherence to National Quality Assurance Standards at public health facilities. There is a need to widely publicize the public health facilities' efforts in getting NQAS certification.

In view of the above, please find enclosed with this letter, rules for NQAS logo and certificate, usage and display (*Annexure I, II, III*).

This is for your information and necessary action.

With regards.

Yours sincerely


To,

Mission Directors-NHM, All States/UTs
State Quality Nodal Officers- All States/ UTs



Annexure I

NQAS Logo Usage Rules

1. Overview

Compliance to NQAS Standards at healthcare facilities are assessed by empaneled external assessors deputed by Certification Unit of NHSRC. The award of certification is based on meeting the certification criteria as approved by CQSC. Facilities are awarded with two types of NQAS Certificate i.e., Fully Certified and Conditional Certified, based on number of criteria met during the external assessment.

2. Authorization

- The NQAS Certificate provides the authorization for the usage of NQAS logo.
- Only NQAS certified facilities are permitted to use the NQAS logo.

3. Logo Variations

- Use the official colour version of the logo whenever possible.
- If colour printing is not available, a black-and-white version is acceptable.
- Never alter the proportions (must be enlarged proportionality) or colours of the logo. Use only approved versions provided by MoHFW.

4. Minimum Size and Clear Space

- Maintain the integrity of the logo by ensuring it is reproduced at a legible size.
- Allow adequate clear space around the logo to prevent crowding or visual interference.

5. Placement

- Place the logo in a prominent and respectful position in relation to other elements.
- Avoid placing the logo near competing visuals or in a manner that may diminish its visibility.
- Some of the suggested place where logo can be displayed are, Entrance of Hospital, Waiting Area, Certified departments etc.

6. Prohibited Uses

- Do not alter the shape, colour, or any design elements of the logo.
- Do not animate or add special effects to the logo.
- Do not use the logo in a manner that suggests endorsement, partnership, or affiliation without explicit permission.

7. Backgrounds

- Use the logo on a clean and white background to ensure visibility.
- Do not place the logo on busy or visually distracting backgrounds that may compromise its legibility.



8. Digital and Print Usage

- For digital use, ensure that the logo maintains high resolution and clarity.
- In print materials, use vector formats whenever possible for optimal quality.

9. Compliance

Adherence to this guideline is mandatory for all healthcare facilities granted permission. to use the NQAS logo, failure to comply may result in the strict action as per respective guidelines.

By adhering to these guidelines, users contribute to the consistent and professional representation of the NQAS logo.

A handwritten signature in black ink, consisting of a stylized 'u' and a long horizontal stroke.



Annexure II

Rules for NQAS Certificate Usage and Display

1. Purpose

The NQAS (National Quality Assurance Standard) certificate represents a commitment to excellence and adherence to quality standards at public health facilities. These guidelines ensure the proper use and display of NQAS certificates.

2. Certificate Ownership

- The NQAS certificate is only issued to certified public health facilities (i.e., District Hospital to Ayushmann Arogya Mandir-SC).
- Certificates are non-transferable, and any attempt to transfer, sell, or assign them to a third party is strictly prohibited.

3. Display in Prominent Location

- Display the NQAS certificate in a prominent and easily visible location within the premises of the certified entity.
- Ensure that the certificate is well-lit and easily accessible to visitors and employees.

4. Certificate Reproduction

- Certificates may be reproduced for internal use, marketing, or promotional purposes.
- Reproduction must be done in full and without alteration to content, design, dimensions, validity, period, Status (fully certified/conditionally certified), Signature of competent authority.

5. Digital Display

- When displaying the NQAS certificate online, ensure that it is presented clearly and prominently on the organization's official website.
- Use high-resolution images to maintain the quality and legibility of the certificate in digital formats.

6. Certificate Verification

- The authenticity of NQAS certificates can be verified through the official NHSRC website or by contacting the Certification Unit, NHSRC.
- Encourage interested parties to verify the certificate's authenticity to ensure transparency and trust.

7. Periodic Renewal

- NQAS certificates have an expiration date. Renew the certification by applying for recertification before the expiration to maintain the continuous display of the current certificate.
- Don't use expired certificates and replace them promptly with the renewed version.



8. Correct Representation

- Do not misrepresent the scope or details of the certification.
- The certificate should accurately reflect the specific standards and criteria for which the organization has been certified.

9. Public Relations and Engagements

- Use the NQAS certificate in public relations and marketing materials to highlight the organization's commitment to quality.
- Clearly state the scope and standards covered by the certification to avoid any potential misinterpretation.

10. Compliances

Adherence to these guidelines is mandatory for all entities holding NQAS certificates, failure to comply may result in strict action as per respective guidelines. By following these guidelines, organizations can ensure the proper use and display of the NQAS certificate, maintaining the integrity and value of the certification. Any violation of the aforesaid rules will be treated as a misuse of the NQAS certification logo. CQSC reserves the right to terminate the use of the Logo and certificate by notice in writing if the healthcare facility breaches any of the abovementioned terms.

