


## Guidelines on use of Caring Company/Caring Organisation Logos







### How to correctly use Caring Company/Caring Organisation Logos?

Caring Companies and Caring Organisations put their cares of society into action and serve as role models in fulfilling corporate and social responsibilities. It is most important that Caring Company/Caring Organisation Logos are used correctly.

Below are rules to be followed when using the Caring Company/Caring Organisation Logos (which may hereafter collectively referred to as “Logos” in short):

#### A. Caring Company/Caring Organisation Logos must be used in the following ways:

Type of Logo	Year Logo First Awarded	Years Shown on Logo
<b>1. 20 Years plus Caring Company Logo / 15 Years plus Caring Organisation Logo format:</b>		
 	2002/03 2003/04	
<b>2. 15 Years plus Caring Company Logo / 15 Years plus Caring Organisation Logo format:</b>		
 	2004/05 2005/06 2006/07 2007/08 2008/09	
<b>3. 10 Years plus Caring Company Logo / 10 Years plus Caring Organisation Logo format:</b>		
 	2009/10 2010/11 2011/12 2012 2013/14	
<b>4. 5 Years plus Caring Company Logo / 5 Years plus Caring Organisation Logo format:</b>		
 	2014/15 2015/16 2016/17 2017/18 2018/19	
<b>5. A company/organisation awarded the Logo consecutively in the past 2-4 years should use it along with a sign showing the award-winning years, as follows:</b>		
 	2019/20	2019-23

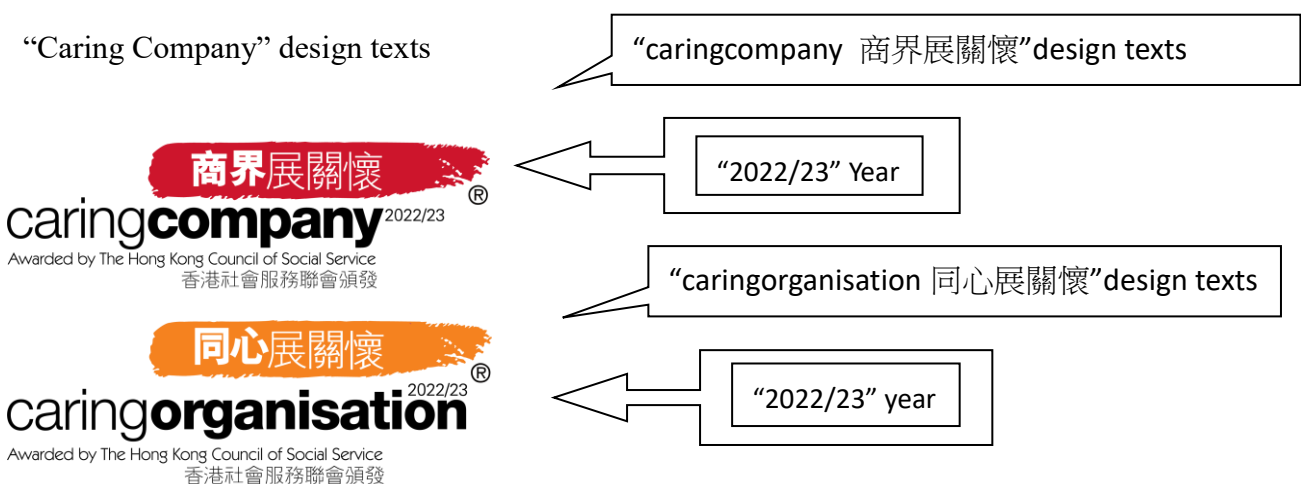
 	2020/21	2020-23
 	2021/22	2021-23
<b>6. A company/organisation awarded the Logo for the first time should use it along with a sign showing the award year, as follows:</b>		
 	2022/23	2022/23

### B. Effective Period for Use of Logos

An awarded company/organisation may use the Logo from 1 March 2023 to 29 February 2024. If a company/organisation does not win a new award after the effective period, it must immediately stop using the Logo and displaying the Caring Company Certificate before 1 March 2024.

### C. Ways to Use the Logos

The Logo may be proportionately enlarged or reduced to fit the size of the advertising and promotional material, but alteration of the design and font of the Logo is not allowed. No parts of the Logo, including the year, the written texts, ® and the design, may be separated from the Logo. However, if the width of the Logo is less than 1 inch, the words “Awarded by The Hong Kong Council of Social Service” at the bottom of the Logo may be omitted.



Where the awarded company/organisation may use the Logo:

1. Company name card
2. Letter Head and Envelope
3. Web Page
4. Publicity or Advertising Materials /Recruitment Advertisement
5. Stationery, souvenir
6. Publication, document, shop display

#### **D. Principles governing the correct use of Caring Company/Caring Organisation Logos:**

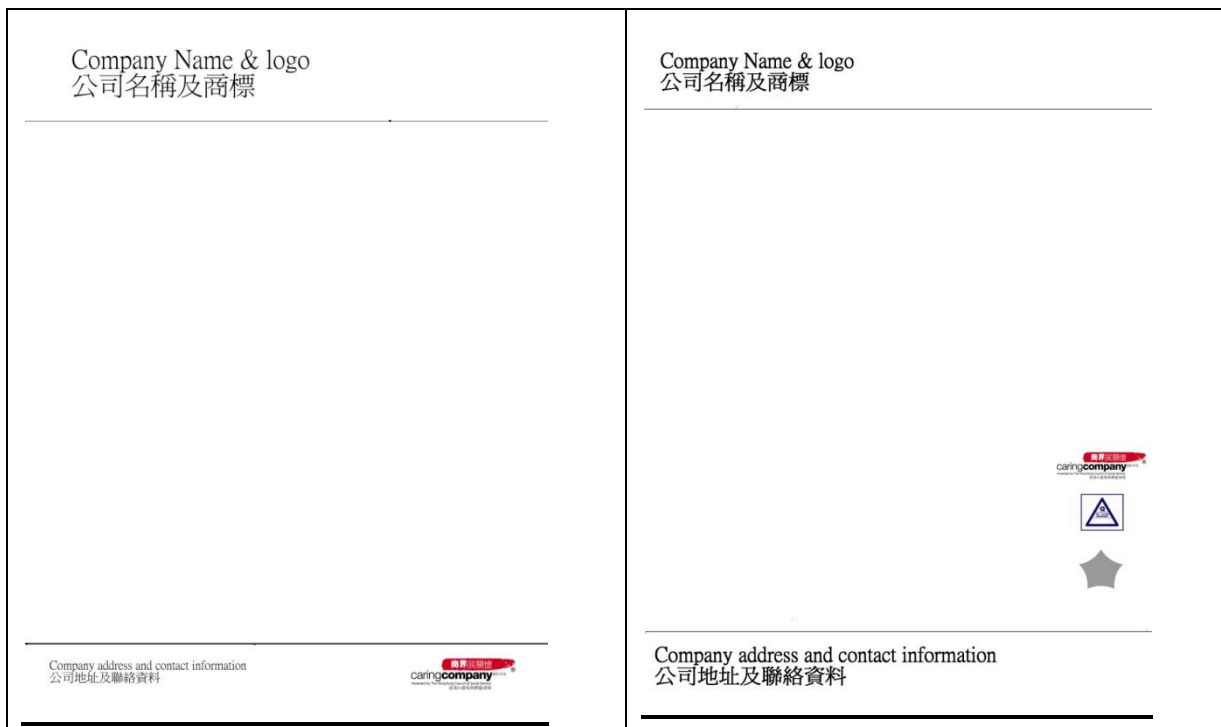
1. When using the Caring Company/Caring Organisation Logo, the awarded company/organisation must display along with the Logo its company / organisation's full or short name or its own company / organisation Logo. The awarded company/organisation may not, without prior written consent from the Hong Kong Council of Social Service (HKCSS), use the Logo solely in the name of its branches, other business names and/or brands. The company's/organisation's full or short name or its company / organisation logo must be more prominent than the Caring Company/Caring Organisation Logo: The suggested ratio is: the Caring Company/Caring Organisation Logo must be less than 60% of the size of the awarded company / organisation's full or short name or its own company / organisation logo, or must not be larger than other awards and accreditation logos appearing in the same advertising or promotional material.
2. The display of the Logo by an awarded company/organisation in any circumstance only indicates that it has reached a certain target in fulfilling its corporate social responsibilities; it does not indicate that the company's/organisation's products and/or services are endorsed by HKCSS. The company/organisation also may not use the Logo to express or imply that its products and/or services are endorsed or supplied by HKCSS. The contents of a company's/organisation's advertising and promotional material (including web page, products/services/ business advertisement) bearing the Caring Company/Caring Organisation Logo must be lawful, healthy, wholesome, honest, truthful, and must not contain any defamatory, discriminatory or offensive content.
3. Besides displaying the Caring Company/Caring Organisation Logo, the awarded company/organisation may provide information of the award by words, e.g. "In 2021/22 our company was awarded the Caring Company/Caring Organisation Logo by the Hong Kong Council of Social Service."
4. If the awarded company operates as member of a group or a holding company, its affiliated companies (including its parent company, subsidiaries and other related companies) may not concurrently use the Caring Company/Caring Organisation Logo - this is to align with the principle set forth in the Caring Company/Caring Organisation Nomination Form that holding companies and their subsidiaries must be independently nominated by nominating organisations.
5. Awarded companies/organisations must email samples of product or service advertisements using the Logo to [caringcompany@hkcss.org.hk](mailto:caringcompany@hkcss.org.hk) for HKCSS' review and record. Such advertising or publicity materials may only be publicly used after obtaining HKCSS' approval. In the review process, HKCSS may require the company/organisation to alter and/or delete any representation in which the Caring Company/Caring Organisation Logo is displayed. As the review takes no less than five working days, companies/organisations are advised to allow time for possible alteration.
6. HKCSS reserves the right to revoke the use of the Logo by any awarded company/organisation which has been convicted of any criminal offence within or outside Hong Kong, or has been found

by any relevant statutory body and/or government agency to be responsible for breach of social, moral and/or professional responsibility, or for breach of trust to customers or employing unscrupulous means to promote sale of its products and/or services during the period of using the Logo.

7. HKCSS may issue a warning to or even disqualify a company/organisation from using the Caring Company/Caring Organisation Logo if it is judged by the Caring Company Steering Committee to have breached trust or violated social, moral and/or professional responsibility during the period of using the Logo.
8. HKCSS may in its sole and discretion decide whether an awarded company's/organisation's use of the Caring Company/Caring Organisation Logo has violated these Guidelines, and may at any time demand the awarded company/organisation stop or alter its use of the Logo. HKCSS' interpretation on the provisions of these Guidelines shall be final and conclusive. In case of dispute, HKCSS has the authority to make final and binding decisions.
9. The Caring Company/Caring Organisation Logo is not recommended for email footers.
10. For inquiry on the Guidelines on Logo use, please call 2864-2966, or email [caringcompany@hkcss.org.hk](mailto:caringcompany@hkcss.org.hk) to contact staff members of the Caring Company Scheme.

Following are examples showing use and positioning of Caring Company/Caring Organisation Logos:

**Letter head:**




**Envelope:**



**Business Card:**



**Recruitment Advertisement:**



**GRAND HYATT HONG KONG**  
A 5-Day Week Employer

We are inviting applicants for the following positions:

**CULINARY**  
Chef Commis - Western  
Chef de Cuisine - Pastry

**EVENTS**  
Associate Director of Events  
Events Executive  
Events Manager

**FOOD AND BEVERAGE**  
Assistant Manager - Grissini (Native Italian Speaker)  
Guest Services Officer  
Manager - One Harbour Road  
Team Leader  
Waiter / Waitress

**ROOMS**  
Assistant Manager - Front Office  
Door Attendant  
Guest Relations Officer  
Guest Services Officer - Concierge / Front Office / Spa  
Personal Butler  
Telephone Operator

**SALES & MARKETING**  
Sales Coordinator  
Sales Executive

香港最佳酒店  
GRAND HYATT HONG KONG  
Aon Hewitt Best Employers in APAC 2011  
5+ STAFF CERTIFIED COMPANY

+852 2584 7004  
WWW.HYATTJOBS

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**永亨銀行**  
WING HANG BANK

75 周年誌慶  
We grow together


Balance Well to Reach High

**Teller / Part-time Teller**  
(Ref: YMH/BR-T/JJ)

- Handle counter transactions and cross-sell banking products
- F.5 or above
- Pass in IIQE Licensing Examinations is an advantage
- Minimum 1 year's teller experience
- Detail-minded, customer-oriented and proactive
- Good communication and interpersonal skills

Attractive remuneration package will be offered to the right candidate. Please apply with full resume stating present & expected salary and contact phone number to The Human Resources Manager, 10/F, 161 Queen's Road Central, Hong Kong or via email to [whbhrd@whbhk.com](mailto:whbhrd@whbhk.com). Please quote the reference.

Personal data collected will be used for recruitment purpose only. For more information, please visit our website: <http://www.whbhk.com>



**Others:**



**稅務局**  
Inland Revenue Department

**報稅表 - 個別人士**  
Tax Return - Individuals

**電子報稅**  
ELECTRONIC FILING

方便 Convenient    安全 Secure    環保 Green    簡易 Easy    快捷 Fast

登入 Login: [www.gov.hk/etax](http://www.gov.hk/etax)

經 **稅務易 eTAX** 提交報稅表安全又快捷  
Secure and easy to file tax return via eTAX

- 預填資料  
Pre-filing of data
- 估計應繳薪俸稅稅款  
Estimation of Salaries Tax payable
- 延期提交報稅表  
Extension of time for filing
- 選擇收取電子通知書  
Opt for electronic notices
- 收取電子提示信息  
Receive e-alert messages

隨時隨地  
處理你的稅務事宜  
Manage your tax affairs  
anytime anywhere

**5+ STAFF CERTIFIED COMPANY**  
caringorganisation

# Web Page:

The screenshot shows the KMB website homepage. At the top left is the KMB logo with the slogan '九巴服務 日日進步'. The top navigation bar includes links for '關於九巴', '新聞中心', '企業公民', '路線與服務', '九巴天地', '消閒熱點', and '商務機會'. A search bar is located on the right. The main banner features a double-decker bus and a cartoon character with the text '再創環保新領域 九巴愛護環境'. Below the banner are several content blocks: '服務拓展' with a group photo and text about the 35th anniversary; '乘客通告' with a list of bus routes; '新聞熱點' with a list of news items; '乘客之道' with a list of service tips; and '企業社會責任' with a '2011' award logo. The footer contains contact information and copyright details for 2011.

The screenshot shows the BCT website homepage. The top navigation bar includes links for '主頁', '聯絡我們', '常見問題', '網站連結', '投資者', '網頁指南', and 'ENG'. Below the navigation bar is a search bar and a menu with '關於我們', '最新消息', '基金資訊', and '投資廣場'. The main content area features a large graphic with the text 'BCT的強積金 香港人的MPF' and '2012年嶄新'. There are also sections for '市場焦點' and '專注 BCT 香港'. The footer contains copyright information for 2006-2012 and mentions 'BCT 強積金' and 'third e'.