



HKCSS AGENCY MEMBER
LOGO GUIDELINE
社聯機構會員徽標指引

2020

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01

關於社聯 About HKCSS

香港社會服務聯會（社聯）

於 1947 年成立，並於 1951 年成為法定團體。社聯作為代表非政府社會福利服務機構的聯會，具清晰信念與專業能力，致力推動本港社會福利的發展。社聯有超過 480 間機構會員，為本港市民提供優質的社會福利服務。

我們的信念

社聯與會員機構共同信守社會的公義、公平，肯定人擁有天賦的權利，而社會有責任確保每個公民享有基本的社會和經濟資源，發揮潛能；個人亦有義務履行對家庭和社會的責任、自力更生、實現自我。

我們的抱負

在本港建立一個具高度問責性、有效率、具成效、能照顧社會需要的社會福利界，維護社會的長遠可持續發展和市民的福祉。

我們的使命

社聯與機構會員透過下列途徑，共同推動社會福利的發展：

- 增強社會福利服務機構的問責；
- 推動更完善的社會福利服務；
- 促進機構服務社會的能力；
- 共同倡導公平、公義、共融和關懷的社會；
- 讓本港福利界成為國際社會的典範。

The Hong Kong Council of Social Service (HKCSS)

Established in 1947 and a statutory body by 1951, the Council has been the representative for non-governmental social service agencies with clear vision and professional expertise committed to sustain and develop social services in Hong Kong. The Council has grown since then and is now an umbrella organisation with more than 480 Agency Members providing quality social welfare service for Hong Kong.

Our Values

The Council and its member agencies believe in social justice and equality, and the intrinsic rights of every individual. While society is obliged to provide individuals with the basic social and economic resources to develop their potentials, individuals in turn should carry out their responsibilities towards their families and society, to be self-reliant and to achieve self-actualization.

Our Vision

To build a social service sector that is highly accountable, efficient, effective and responsive to social needs, upholding the long-term sustainable development of society and the well-being of our citizens.

Our Mission

To promote the development of social welfare together with its member agencies, through:

- Enhancing accountability of social welfare service agencies;
- Promoting improvement of social welfare services;
- Facilitating agencies to better serve the community;
- Advocating equality, justice, social integration and a caring society;
- Setting the local welfare sector as a model of excellence in the international community.

02

機構會員徽標設計概念

Design Concept of Agency Member Logo



機構會員徽標以樹木形狀為設計概念，帶著凝聚力量和共建社會的意思；樹上的圓點代表成果豐碩。作為社會福利界之根基，社聯與機構會員攜手推動社會發展。

Agency Member Logo is designed with reference to the shape of tree, it implies social solidarity and development. The bold dots on the tree represent fruitful results. Being the foundation of social welfare sector, HKCSS and Agency Members join hands to promote social development.

03

徽標使用規則 Rules on Usage of Logo

凡本會機構會員欲公開表明其作為香港社會服務聯會會員的身分，本會歡迎在機構的信紙、信封、網頁、宣傳海報、單張及橫額等物品展示「機構會員徽標」，但必須遵守本規則。


1. 如機構欲使用「機構會員徽標」前，機構及其屬下服務單位無需取得本會的同意。本會如知悉機構會員不當使用有關徽標時，將會發出勸諭或警告，有關機構須於指定時間內糾正或停止使用該徽標。
2. 使用「機構會員徽標」時，機構會員的名稱（或簡稱）或其機構徽標須較「機構會員徽標」更為顯著，建議比例是「機構會員徽標」的面積應不超出會員機構名稱（或簡稱）或其機構徽標所佔面積的 60%。
3. 機構會員不可於發出的電郵下款的任何部分使用「機構會員徽標」。
4. 機構會員無論在任何情況下展示「機構會員徽標」，只表示該機構為本會的機構會員，並不代表該機構的服務或產品已獲本會認可或由本會提供。機構會員不得利用「機構會員徽標」明示或暗示其服務或產品獲本會認可或由本會提供。
5. 使用「機構會員徽標」於各類宣傳品時，所宣傳的內容必須合法及非出於不良動機，且不可具有不健康的意識，或是含有不確、欺詐、誹謗、歧視或侮辱他人的成分。
6. 與機構會員有關連的公司，包括其母公司、子公司及 / 或其他附屬機構等，不可使用「機構會員徽標」。
7. 機構會員如申請撤銷會籍，或被本會暫時中止或終止其會籍，將即時喪失使用「機構會員徽標」的權利，機構須立即停止使用「機構會員徽標」。
8. 本會有全權裁定「機構會員徽標」的使用有否違反本規則，並可要求有關機構會員停止使用該徽標或修正使用方式。如有爭議，本會對本規則具有最終解釋及決定權。

就「機構會員徽標」的使用，如有查詢，請聯絡：

會員聯繫及服務組

電話：(852) 2864 2985

電郵：mls@hkcss.org.hk



Agency Members of the Council that wish to publicly identify themselves as members of The Hong Kong Council of Social Service are welcomed to display the Agency Membership Logo (“the Logo”) on their letterheads, envelopes, websites and promotional materials such as posters, leaflets and banners, on condition that the following rules are observed.

1. Agency Members, including service units under their administration, do not need to obtain prior consent from the Council for using the Logo. If any misuse is known to the Council, advice or warnings will be issued and Agency Member concerned will be required to rectify or cease the use of the Logo within a specified time.
2. When using the Logo, the appearance of the Agency Member’s name (or its abbreviation) or the agency logo, must be more prominent than the Logo. It is recommended that the size (as measured by its area) of the Logo should be no larger than 60% of the image of the Agency Member’s name (or its abbreviation) or the agency logo.
3. Display of the Logo in any part of the signature section of email correspondence is prohibited.
4. Display of the Logo only indicates the organization concerned is an Agency Member of the Council. It does not imply that any services or products of the organization have been approved, endorsed or provided by the Council. No organizations shall use the Logo to suggest, or create an impression explicitly or implicitly, that their services or products have been approved, endorsed or provided by the Council.
5. The subjects of the promotional materials on which the Logo is exhibited must be legitimate and not ill-intended. It must not contain unhealthy, erroneous, fraudulent, libelous, discriminating or insulting elements.
6. Organizations associated with an Agency Member, including parents, subsidiaries and affiliated organizations, are not entitled to use the Logo.
7. Once the membership of an Agency Member is self-withdrawn, or temporarily suspended or terminated by the Council, the organization’s right to use the Logo shall automatically be withheld. Under these circumstances, the usage of the Logo must be discontinued.
8. The Council has the sole power to determine if an Agency Member violates the Rules on Usage of Agency Membership Logo and to demand its cessation or correction. The Council has the final and binding authority on the interpretation of the Rules.

For enquiries concerning the use of the Agency Membership Logo, please contact:

Membership Liaison and Service

Tel: (852) 2864 2985

Email: mls@hkcss.org.hk

04

徽標視覺指引 Visual Guidelines of Logo

社聯機構會員有一款徽標。徽標必須清楚顯現於所有視覺通訊當中。

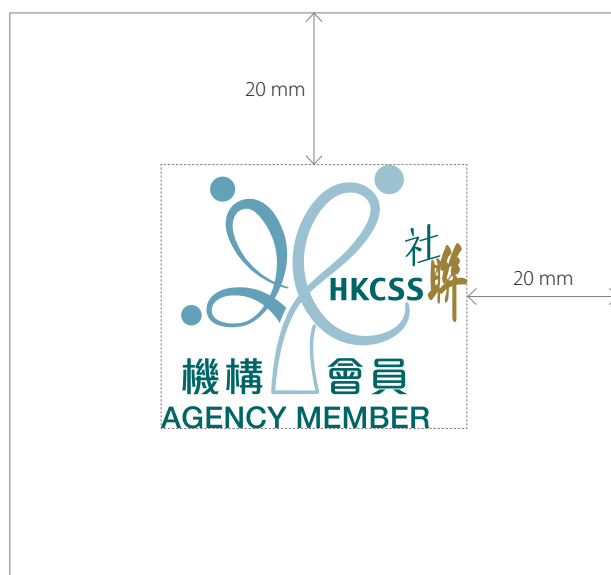
HKCSS has one crest logo for its Agency Member. The logo should be clearly and prominently displayed on all visual communications.



擺放徽標 Logo Placement

擺放徽標的理想位置須與頁面邊緣、空白間隔、圖像或文字相距至少 20 毫米。

Preferred placement of the logo is at least 20mm from the edge of a page, gutter, border, graphic or text.




徽標應盡可能在白色背景上呈現。如背景為深色，徽標須以白線框邊，或使用黑白色徽標。

Where possible, the HKCSS Logo should appear on a white background. If the logo is used on any other dark coloured background it should be framed with white line or in monotone.

淺色背景 Light background





彩色
Colour



	專色 Pantone 3155C 四色 4C 100C 30M 50Y 30K
	專色 Pantone 112C 四色 4C 45C 50M 100Y
	專色 Pantone 551C 四色 4C 38C 12M 12Y
	專色 Pantone 549C 四色 62C 62C 24M 20Y

單色
Monotone



	四色 4C 100K
	四色 4C 60K
	四色 4C 33K
	四色 4C 45K

深色背景 Dark background

彩色
Colour



單色
Monotone



規定之最小尺寸 Minimum Size

印刷媒介
Print



網上媒介
Web



空白位置 Clear Space

社聯機構會員徽標之四面必須騰出最小限度的空白位置，以確保它顯而易見。以下例子顯示何謂最小限度之空白位置。

The HKCSS Agency Member Logo should always have a minimum clear space surrounding it. This ensures it can be clearly recognised. The illustration below shows how to determine the minimum clear space.

空白位置和「MEMBER」字樣的闊度相約。

Width of clear space is similar to the width of the word 'MEMBER'.



不正確使用徽標 Improper Usage

使用者在任何情況下也不能對社聯機構會員的徽標作出任何形式的更改。徽標的使用須嚴格按照上述指引規定，無論是顏色、字型、面積以及呈現方式也不能有所添加或修改。

Under no circumstances should the HKCSS Agency Member Logo be altered in any way. They should always be used as described above and not be otherwise coloured, stretched, rotated, animated or have any other effects applied to them.



徽標被扭曲 (拉長或壓縮)

Logo distorted



徽標被扭曲 (拉長或壓縮)

Logo distorted



徽標顏色錯誤

Logo appearing wrong colour



徽標顏色錯誤

Logo appearing wrong colour



徽標不完整

Breaking apart the logo



徽標非水平排列

Not Horizontal



徽標擺放在同色背景上

Placement of logo on similar colour



徽標擺放在同色背景上

Placement of logo on similar colour



徽標擺放在漸變背景上

Placement of logo on gradient background



徽標擺放在圖案背景上

Placement of logo on pattern background

香港社會服務聯會 The Hong Kong Council of Social Service

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