HKCSS 社聯

BRAND GUIDELINE
社聯品牌指引

United for an
Inclusive Society

凝聚・共建

社聯

2023

CONTENT 目錄

01

關於社聯
About HKCSS

香港社會服務聯會（社聯）
社聯為法定團體，於 1947 年成立，與機構會員共同信守社會的公義、公平，以社會福祉為依歸。社聯致力帶動一個具影響力、彼此合作、靈活創新的社會服務界，並透過跨界別協作，與各持份者同行共創。社聯現時有超過 510 個機構會員，其服務單位遍布全港，為市民提供優質社會服務。

信念
社聯與機構會員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。

願景
社聯致力帶動一個具影響力、彼此合作、靈活創新的社會服務界，為香港社會創造福祉。

定位
社聯是由會員及跨界別持份者搭建和策動的平台，以香港社會福祉為目標，同行共創。

The Hong Kong Council of Social Service (HKCSS)
The HKCSS is a statutory body established in 1947. Together with our Agency Members, we uphold social justice and equality in our mission to advance the well-being of the Hong Kong community. The HKCSS is committed to building an impact-oriented, collaborative and innovative social service sector, and co-creating a better society with stakeholders across different sectors. The HKCSS has over 510 Agency Members, with service units throughout Hong Kong, providing high-quality social services to those in need.

Values
The Council and its agency members 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.

Vision
To drive an impact-driven, collaborative, and innovative social service sector, for the well-being of the Hong Kong community.

Our Position
HKCSS serves as a collaboration and co-creation platform, powered by its members and multiple stakeholders within and outside the social service sector, with the objective of advancing the well-being of Hong Kong community.

02

指引目的
Purpose of these guidelines

指引非常重要，有助提高社聯工作的認受性和知名度；而公眾對社聯核心價值的認同和肯定，將強化社聯在社會福利發展和政策倡議的主要持份者角色。
These guidelines assist you to achieve recognition and visibility for the work of HKCSS. This is very important as widespread recognition and acknowledgement of the value of HKCSS reinforces the organisation as a key stakeholder in advocating social development.

本地及海外的社聯項目及活動，必須正確使用視覺標識，以得到各方認受。
Obtaining recognition through the correct use of visual identity is mandatory for all HKCSS programmes and activities in Hong Kong and overseas.

視覺標識的運用必須顯而易見，令公眾清晰及即時了解到社聯在不同範疇的貢獻。
Visibility and recognition should be upfront and obvious, so that people are clearly and immediately informed of the extent of HKCSS's contribution.

視覺標識適用於所有和社聯有關的項目，包括項目指示、出版書刊、年報、活動、網站、贊助資料、文書、廣告、制服、商品、新聞稿、市場推廣資料、演講以及訪問等。
Visibility and recognition applies to everything – project signage, publications, annual reports, events, websites, sponsorship materials, stationery, advertisements, clothing, merchandise, media releases, marketing and promotional material, in speeches and interviews.

制定指引是為鞏固和強化社聯的品牌形象。指引覆蓋多個重要範疇，以清楚說明在不同情況下視覺標識的使用原則。然而，現實中使用者或需應付不同處境或需要，指引難免顧此失彼。如需進一步查詢，歡迎與我們的企業傳訊部門聯絡。
This guideline has been created to provide the basic tools to maintain HKCSS identity. We tried to cover all the important areas in order to provide a clear picture. However, definitive guidance cannot be given here on all aspects of accessibility as it varies depending on the needs and end user. If further guidance is needed, please feel free to contact Corporate Communications Department.

03

聯絡資料 Contact Detail

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

香港灣仔軒尼詩道 15 號溫莎公爵社會服務大廈 13 樓
13/F, Duke of Windsor Social Service Building,
15 Hennessy Road, Wanchai, Hong Kong

電話 Tel: (852) 2864 2929
傳真 Fax: (852) 2865 4916
電郵 E-mail: council@hkcss.org.hk

hkcss

04

社聯徽標
HKCSS Logos

社聯有兩款徽標，分別為全寫和簡寫。徽標必須清楚顯現於所有視覺通訊當中。

HKCSS crest logo has two variations; inline and simplified. The logo should be clearly and prominently displayed on all visual communications.
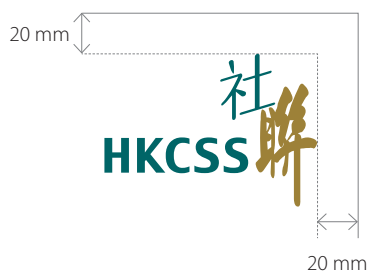
全寫
Inline

簡寫
Simplified

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.

20 mm

20 mm

20 mm

20 mm

全寫徽標 Inline Logo

社聯的徽標應盡可能在白色背景上以「綠／金」或「黑／灰」兩款顏色的配搭呈現。如背景為深色，徽標須以白線框邊。

Where possible, the HKCSS Logo should appear in either "green/gold" and "black/grey" on a white background. If the logo is used on any other dark coloured background it should be framed with white line.

淺色背景 Light background

彩色
Colour

	專色 Pantone	3155C
	4C 四色	100C 30M 50Y 30K
	專色 Pantone	112C
	4C 四色	45C 50M 100Y

單色
Monotone

	四色 4C	100K
	四色 4C	60K

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

40 mm

網上媒介
Web

115 px

簡寫徽標 Simplified Logo

社聯的徽標應盡可能在白色背景上以「綠／金」或「黑／灰」兩款顏色的配搭呈現。如背景為深色，徽標須以白線框邊。

Where possible, the HKCSS Logo should appear in either "green/gold" and "black/grey" on a white background. If the logo is used on any other dark coloured background it should be framed with white line.

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

| 單色
Monotone | | 四色 4C | 100K |
| | | 四色 4C | 60K |

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

20 mm

網上媒介
Web

60 px

空白位置 Clear Space

社聯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 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.

全寫徽標 Inline Logo

根據指引，H 值和 Hong 的闊度相約。
The value of "H" is similar to the width of the word "Hong".

簡寫徽標 Simplified Logo

根據指引，H 值和 HKCSS 中的大寫 H 的高度相約
The value of "H" is similar to the height of the capital "H" of HKCSS.

不正確使用徽標 Improper Usage

使用者在任何情況下也不能對社聯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 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

hkcss

香港公益金
THE COMMUNITY CHEST
會員機構 MEMBER AGENCY