



BRAND GUIDELINE 社聯品牌指引

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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



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.



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

單色
Monotone



專色 Pantone 112C
4C 四色 45C 50M 100Y

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



網上媒介
Web



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
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		網上媒介 Web	
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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

05

字體格式 Typography

與徽標一樣，一致使用指定的字樣能強化社聯的品牌形象。社聯的指定字樣為 Calibri 以及新細明體。所有公開之推廣和協作項目，包括印刷品、網上宣傳、電子文件管理、橫額以及廣告等，也應盡可能使用指定的字樣。

As with the logos, consistent use of the corporate typefaces reinforces HKCSSs brand identity. HKCSS's principal typeface is Calibri and 新細明體. It should be used as far as possible for all publicly facing marketing collaterals including print, web, edm, banners and advertising.

短標題或標語的所有字母可以大寫；除此以外所有主副標題的句首字母應大寫。Short headlines or labels can be all capitals, otherwise headlines and subheads should be written in sentence case.

某些特別的推廣計劃、活動和項目或需採用額外的字樣和字型以配合宣傳。所選取的額外字樣必須和社聯的品牌形象一致，並在採用前得到企業傳訊部門核准。There are times when additional typefaces & fonts are needed for special promotions, events and programs. Typefaces that are chosen for these exceptions should be consistent with HKCSS's brand. Any additional typeface needs prior approval from Corporate Communications Department.

文件字體 Document Font

Calibri : The Hong Kong Council of Social Service
新細明體 : 香港社會服務聯會

Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ
abcdefghijklmnopqrstuvwxyzääö
123456789.,:;'"()!?

Regular 正常

ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ
abcdefghijklmnopqrstuvwxyzääö
123456789.,:;'"()!?

Italic 斜體

ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ
abcdefghijklmnopqrstuvwxyzääö
123456789.,:;'"()!?

Bold 粗體

ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ
abcdefghijklmnopqrstuvwxyzääö
123456789.,:;'"()!?

Bold Italic 粗斜體

新細明體

香港社會服務聯會

Regular 正常

香港社會服務聯會

Italic 斜體

香港社會服務聯會

Bold 粗體

香港社會服務聯會

Bold Italic 粗斜體

06

電郵簽名格式 E-Mail Signature

機構的電郵簽名是我們品牌的重要組成部分，每封發送的電郵也是一次低成本但高效能的小型宣傳。

Our corporate e-mail signature is a key part of the brand and acts as a very low cost but high impact mini advertisement every time someone outside the Council receives it. '

電郵簽名格式必須保持一致以強化社聯的品牌形象。同工每次發送電郵時必須確保在任何情況下也採用相同的指定格式。

Consistency is therefore very important in reinforcing our brand identity, so all employees need to make sure that they're using identical signatures at all times.

同工可向企業傳訊和行政部門索取範本以及指引，在 Microsoft Outlook 設定電子郵件簽名格式。

An e-mail signature template and instructions for setting it up in Microsoft Outlook are available from the Corporate Communications / Administration department.

電郵字體 E-Mail Font

與電郵簽名一樣，電郵內文必須一致採用社聯核准之字體，分別為 Calibri Regular 以及「新細明體」。

As per the e-mail signature, consistency in the use of a standard typeface for e-mail body copy is equally important. The only approved font for e-mail body copy use is Calibri Regular and PMingLiU (新細明體).

一般情況 General

電郵簽名格式 Email Signature Specification

姓名 Name: Calibri Regular 12 pt

職銜 Designation: Calibri Regular 12 pt

機構名稱 Organisation Name: Calibri Regular 12 pt

聯絡資料 Contact Details: Calibri Regular 10 pt

社聯簡寫徽標 Simplified HKCSS Logo

網址 URL: Calibri Regular 10 pt

社交媒體 Social Media : Calibri Regular 10 pt

免責聲明 Disclaimer: 8 pt Calibri Italic

範例 Sample :

Eddie TSANG Chi-hong or Eddie TSANG
Senior Manager, Corporate Communications
The Hong Kong Council of Social Service

T : +852 2864 2982 | F : +852 2864 2991 | E : eddie.tsang@hkcss.org.hk

A : Room 1109, 11/F, Duke of Windsor Social Service Building, 15 Hennessy Road, Wan Chai, Hong Kong

W : hkcss.org.hk

FB / YouTube / IG / in : hkcss



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社聯部門 Team of HKCSS

部門徽標尺寸可與社聯徽標相若

Team logo can be used to compliment of the HKCSS logo with similar size

電郵簽名格式 Email Signature Specification

姓名 Name: Calibri Regular 12 pt

職銜 Designation: Calibri Regular 12 pt

機構名稱 Organisation Name: Calibri Regular 12 pt

聯絡資料 Contact Details: Calibri Regular 10 pt

社聯簡寫徽標和部門徽標 Simplified HKCSS Logo & Team Logo

網址 URL: Calibri Regular 10 pt

社交媒體 Social Media : Calibri Regular 10 pt

免責聲明 Disclaimer: 8 pt Calibri Italic

範例 Sample :

Wendy LUK Wai-yi or Wendy LUK
Head of Stakeholders Engagement, Co-Creation
The Hong Kong Council of Social Service

T : +852 2876 2403 | F : +852 2864 2991 | E : wendy.luk@hkcss.org.hk

A : Room 1109, 11/F, Duke of Windsor Social Service Building, 15 Hennessy Road, Wan Chai, Hong Kong

W : hkcss.org.hk

FB / YouTube / IG / in : hkcss



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社聯轄下項目 Project of HKCSS

項目徽標尺寸可與社聯徽標相若

Project logo can be used to compliment of the HKCSS logo with similar size

電郵簽名格式 Email Signature Specification

姓名 Name: Calibri Regular 12 pt

職銜 Designation: Calibri Regular 12 pt

機構名稱 Organisation Name: Calibri Regular 12 pt

聯絡資料 Contact Details: Calibri Regular 10 pt

社聯簡寫徽標和項目徽標 Simplified HKCSS Logo & Project Logo

網址 URL: Calibri Regular 10 pt

社交媒體 Social Media : Calibri Regular 10 pt

免責聲明 Disclaimer: 8 pt Calibri Italic

範例 Sample :

Erica OR Wing-in or Erica OR
Project Director - NGO Governance (Talent Development)
The Hong Kong Council of Social Service

T : +852 2876 2478 | F : +852 2876 2496 | E : erica.or@hkcss.org.hk

A : Room 1002A, 10/F, Duke of Windsor Social Service Building, 15 Hennessy Road, Wan Chai, Hong Kong

W : governance.hkcss.org.hk / hkcss.org.hk



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社聯附屬機構 Subsidiary of HKCSS

電郵簽名格式 Email Signature Specification

姓名 Name: Calibri Regular 12 pt

職銜 Designation: Calibri Regular 12 pt

附屬機構名稱 Subsidiary Name: Calibri Regular 12 pt

聯絡資料 Contact Details: Calibri Regular 10 pt

網址 URL: Calibri Regular 10 pt

社交媒體 Social Media : Calibri Regular 10 pt

附屬機構徽標 Subsidiary Logo

免責聲明 Disclaimer: 8 pt Calibri Italic

範例 Sample :

Joyce HO Mei-yee or Joyce HO
Acting General Manager
Information Technology Resource Centre
- a branch of HKCSS Social Enterprise Limited
The Hong Kong Council of Social Service

T : +852 2922 9233 | F : +852 2865 0823 | E : joyce.ho@hkcss.org.hk

A : 11/F, Duke of Windsor Social Service Building, 15 Hennessy Road, Wan Chai, Hong Kong

W : itrc.hkcss.org.hk / hkcss.org.hk

FB : itrc.hkcss



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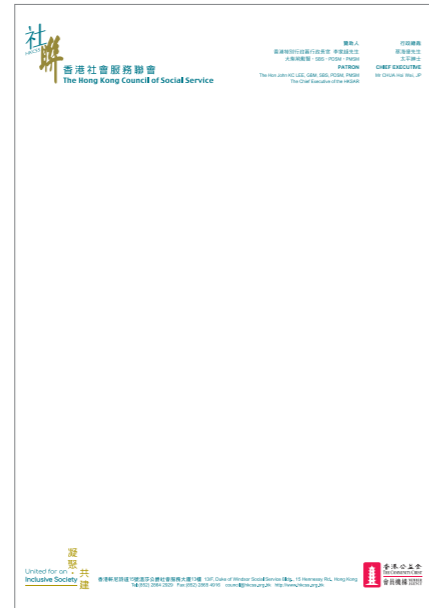
07

文書格式 Stationery

公文抬頭 Letterhead

請從 P:\Adm\Admin Forms 下載印有社聯抬頭的信紙和公文範本。

HKCSS letterhead stationery templates are available from P:\Adm\Admin Forms.



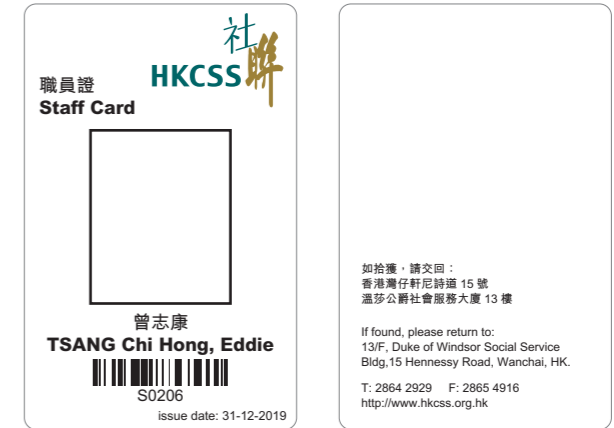
工作名片 Business Card

與電郵簽名一樣，名片有助宣傳機構品牌。因此名片的排版、字體以及顏色設計必須保持一致，亦不能有任何形式的改動。

As with e-mail signatures, business cards are mini advertisements for the company each time they are handed out. Consistency is key and the layout, font and colour elements of the design must not be altered in any way.



職員證 Staff Card



會議通告 Meeting Notice



網上資訊 Online Material

網站 Website

社聯徽標必須在機構網站的主頁上出現。如使用其他網絡平台或社交媒體為項目宣傳，亦應展示社聯的徽標。徽標必須顯而易見 (像素至少為 70，分辨率為 72)，並鏈接到社聯網站 <https://www.hkcss.org.hk/>。

HKCSS logo must appear on the home page. If you use other web-based or social media platforms to publicize the project, you should display the logo. It must be clearly visible (a minimum of 70 pixels high at 72dpi). The logo should be linked to website at <https://www.hkcss.org.hk/>



08

社交媒體 Social Media

所有發佈在社交媒體上（如臉書、Twitter、Instagram等）的宣傳資料包括文字、圖片、錄像以及語音檔案也須標注社聯，即主題標籤「#hkcss」以及/或「#社聯」，「#香港社會服務聯會」。

Promotion materials including text, images, video or audio posted on social media (such as Facebook, Twitter, Instagram, etc.), should credit to HKCSS. i.e. hashtag “#hkcss” and / or “#社聯”, “#香港社會服務聯會”.



09

第三方品牌 Third Party Branding

第三方聯合品牌可強化社聯的品牌形象，是成功宣揚機構價值的關鍵。因此，夥伴機構或不同獎項的徽標有時或會出現在社聯的宣傳材料當中。

Third party co-branding can support HKCSS's brand values and be an important part of our success. As such, a partner or award logo may sometimes be represented in HKCSS marketing materials.

作為宣傳的輔助和補充，附加的徽標不可比社聯的徽標在視覺上突出或顯著。使用者須遵守社聯徽標之使用守則，而主徽標在任何情況下也不可與其他徽標相連接。

In all cases the additional logo should be complimentary to the HKCSS logo and never visually superior or more prominent. The HKCSS logo usage guidelines should be adhered to at all times and the master logo should never appear locked to any other logo.

當採用第三方徽標時，使用之檔案須為高解象度之原檔。

In all cases where a third party logo is to be used, be sure to obtain original high definition art files.

合作夥伴或得獎徽標在未經企業傳訊部門的正式同意前絕不能採用。一般而言，手續包括申請並取得已簽署的許可協議或正式授權書。同工使用合作夥伴或得獎徽標時，必須在任何時候也遵守對方的品牌指引。

Partner or award logo should never be used without the formal permission of Corporate Communications Department. Typically this will include obtaining a signed license agreement or any kind of formal authorization. Use of partner or award logo should always be in line with their brand guidelines.

當同時採用多於一個合作夥伴或得獎徽標時，使用者必須一視同仁處理，除非設計意圖是要反映不同機構之間的層級關係。

Where more than one Partner or award logo is to be used in the same space, care must be taken to treat them all equally. The only exclusion to this rule is where the expressed intent is to reflect an acknowledged hierarchy of some sort.

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

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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

