






## 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. A company awarded the Logo for 10 consecutive years or above should use it as follows:</b>		
	2002/03 2003/04 2004/05	
<b>2. A company awarded the Logo for 5 consecutive years or above should use it as follows:</b>		
	2005/06 2006/07 2007/08 2008/09 2009/10	
<b>3. 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>		
	2010/11	2010-14
	2011/12	2011-14
	2012	2012-14

**5. A company/organisation awarded the Logo for the first time should use it along with a sign showing the award year, as follows:**

	2013/14	2013/14
---	---------	---------

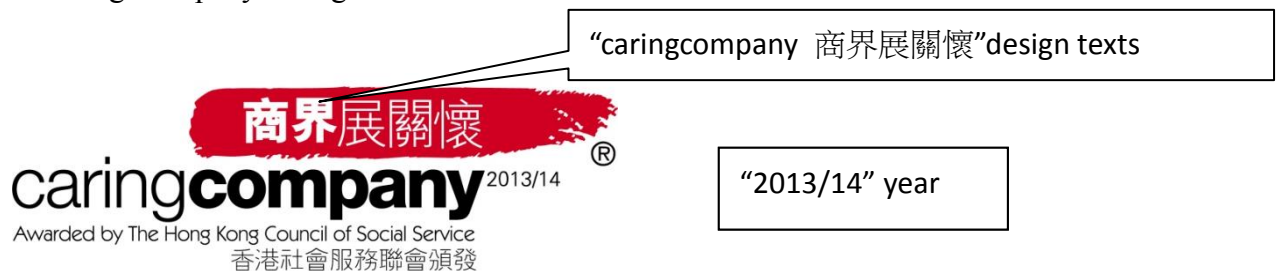
### **B. Effective Period for Use of Logos**

An awarded company/organisation may use the Logo from 1 March 2014 to 28 February 2015. 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 2015.

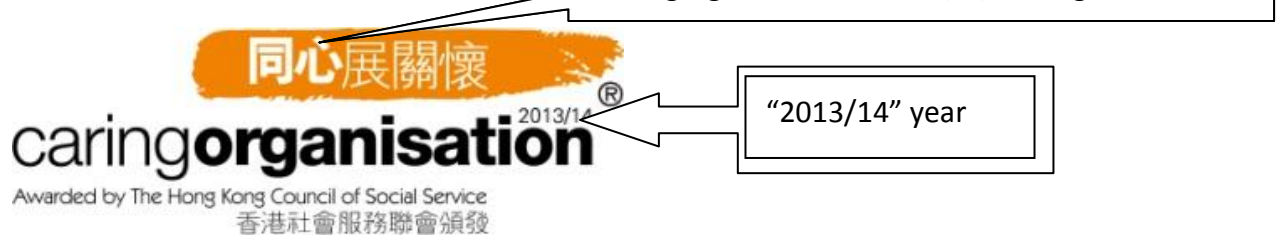
### **C. Ways to Use the Logos**

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.

“Caring Company” design texts



“caringorganisation 同心展關懷” design texts



Where the awarded company/organisation may use the Logo:

Company name card	Letter Head and Envelope	Web Page
Publicity or Advertising Materials /Recruitment Advertisement	Stationery, souvenir	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 2013/14 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.



<p>Company Name &amp; logo 公司名稱及商標</p> <hr/> <p>Company address and contact information 公司地址及聯絡資料</p> <div style="border: 1px solid black; width: 100px; height: 40px; margin: 10px auto;"></div> 	<p>Company Name &amp; logo 公司名稱及商標</p> <hr/> <p>Company address and contact information 公司地址及聯絡資料</p> <div style="border: 1px solid black; width: 100px; height: 40px; margin: 10px auto;"></div>   
---	---

### Business Card:

<p>Company Name &amp; logo 公司名稱及商標</p> <div style="text-align: center; margin: 20px 0;">Name &amp; Title 姓名及職位</div> <hr/> <p>Company address &amp; contact information 公司地址及聯絡資料</p> 	<p>Company Name &amp; logo 公司名稱及商標</p> <div style="text-align: center; margin: 20px 0;">Name &amp; Title 姓名及職位</div> <hr/> <p>Company address &amp; contact information 公司地址及聯絡資料</p>   
---	---

### Recruitment Advertisement:

	<p><b>GRAND HYATT HONG KONG</b> A 5-Day Week Employer</p> <p>We are inviting applicants for the following positions:</p> <p><b>CULINARY</b> Chef Commis - Western Chef de Cuisine - Pastry</p> <p><b>EVENTS</b> Associate Director of Events Events Executive Events Manager</p> <p><b>FOOD AND BEVERAGE</b> Assistant Manager - Grissini (Native Italian Speaker) Guest Services Officer Manager - One Harbour Road Team Leader Waiter / Waitress</p> <p><b>ROOMS</b> Assistant Manager - Front Office Door Attendant Guest Relations Officer Guest Services Officer - Concierge / Front Office / Spa Personal Butler Telephone Operator</p> <p><b>SALES &amp; MARKETING</b> Sales Coordinator Sales Executive</p> <p>  </p> <p>+852 2584 7004 WWW.HYATTJOBS</p> <p><small>HYATT name, design and related marks are trademarks of Hyatt Hotels Corporation. ©2012 Hyatt Hotels Corporation. All rights reserved.</small></p>	<div style="text-align: center;">   <p>75 周年誌慶 We grow together</p> <p><b>Balance Well to Reach High</b></p> </div> <div style="text-align: center;">  </div> <p><b>Teller / Part-time Teller</b> (Ref: YMH/BR-T/JJ)</p> <ul style="list-style-type: none"> <li>• Handle counter transactions and cross-sell banking products</li> <li>• F.5 or above</li> <li>• Pass in IQE Licensing Examinations is an advantage</li> <li>• Minimum 1 year's teller experience</li> <li>• Detail-minded, customer-oriented and proactive</li> <li>• Good communication and interpersonal skills</li> </ul> <p>Attractive remuneration package will be offered to the right candidate. Please apply with full resume stating present &amp; expected salary and contact phone number to The Human Resources Manager, 10/F, 161 Queen's Road Central, Hong Kong or via email to <a href="mailto:whbrd@whbhk.com">whbrd@whbhk.com</a>. Please quote the reference.</p> <p><small>Personal data collected will be used for recruitment purpose only. For more information, please visit our website: <a href="http://www.whbhk.com">http://www.whbhk.com</a></small></p> <div style="text-align: center;">    </div>
---	--	--

Others:

Web Page:

網頁:

<http://www.kmb.hk/tc/>

<http://www.bcthk.com/BCT/html/chi/index.jsp>

BCT 銀聯集團

關於我們 最新消息 基金資訊 投資廣場

BCT的強積金 香港人的MPF

2012年薪新

您的網上帳戶

登入

最新消息

- 基金與強積金及成員之連結
- BCT宣佈推出「富強市場系列」並加添兩項成份基金
- BCT「1・10・100 網銀強積金」陪您踏出第一步
- 強積金強積金 投資你的意見

thirdstep BCT 富強市場系列

5+ caring company

版權所有 © 2006-2012, 不得轉載, 銀聯信託有限公司

<http://www.nws.com.hk/html/tchi/index.aspx>

新創建 新創建集團有限公司  
NWS NWS HOLDINGS LIMITED

關於新創建 業務範疇 最新消息 投資者世界 企業管治 社區與環境 就業機會 資源中心

新創建 服務

登記資訊速遞

新創建成員公司目錄

新世界集團

新創建 NWS  
新創集團服務基金

新創集團服務基金  
NWS Hong Kong  
New Members Like

最新消息

- 06月11日 新創集團服務基金及得悉區/公區區區30年供水可 提供一舉三得之利
- 06月03日 新創集團服務基金10週年「成長展望」午餐會
- 02月28日 2012年中期業績新聞稿
- 06月09日 業績摘要 (2012年1月至3月)
- 07月08日 截至2012年6月30日止的強積金持有人之強積金賬戶數目
- 06月14日 公告：獨立非執行董事劉志強及獨立非執行董事劉志強
- 10月17日 新創集團服務基金2011年業績
- 03月19日 新創集團服務基金2011-2012年中期報告
- 04月19日 新創集團 董事一覽表

TotalPass caring company

10 caring company

新創集團服務基金 強積金系列

版權所有 © 2006-2012, 不得轉載, 新創集團有限公司