

香港社會服務聯會 75 周年徽標

Logo of HKCSS 75th Anniversary



徽標使用規則

Rules on Usage of Logo

- 適用時期：2022 年 1 月 1 日至 2023 年 3 月 31 日
Effective period: 1/1/2022 – 3/31/2023
- 視覺標識適用於和社聯有關的項目，包括：出版書刊、年報、活動、網站、社交媒體、電郵下款、廣告、電子新聞稿，以及市場推廣資料等。（已有大量存貨的印刷品除外，如信紙、信封，名片及便條等。）

Visibility and recognition applies to project signage, publications, annual reports, events, websites, social media, email signature, advertisements, electronic press releases, marketing and promotional material, etc. (Excluding printed material with large stock, such as Letter template, Envelope, Name Card and Memo Pad, etc.)

Social Media



Email Signature



EDM



Publication



Website / Banner



- 徽標必須清楚顯現於所有視覺通訊當中。
The logo should be clearly and prominently displayed on all visual communications.

- 印刷品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。至於電子素材，徽標之四面必須騰出相等於徽標一半闊度的空白位置，以確保它顯而易見。 Preferred placement of the logo on printed material is at least 20mm from the edge of a page, gutter, border, graphic or text. For electronic material, the Logo should always have clear space equivalent to half of Logo's width surrounding it. This ensures the logo can be clearly recognised.
- 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 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.



- * 下載徽標檔案 **Logo files for download (Format : AI, JPEG, PNG)**
<http://webcontent.hkcss.org.hk/download/logo/75/index.html>

就 75 周年徽標的使用，如有查詢，請聯絡：

For enquiries concerning the use of 75th Logo, please contact:

企業傳訊 Corporate Communications

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