



社會福利署資助服務
Subsidised Service by the Social Welfare Department

標誌使用手冊 Logo Usage Guideline



1.1a 標準標誌的比例與最小尺寸 Standard logo — scale and minimum size

在任何情況下，均不能更改整個標誌的形狀和結構。
除事先徵得社會福利署批准，整個標誌最小尺寸為40mm。

The shape or structure of the entire logo must not be altered under any circumstances.
The minimum size of the standard logo is 40mm, unless prior approval from the Social Welfare Department is obtained.

水平設置 Horizontal Layout



最小尺寸 Minimum size



社會福利署資助服務
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40mm

1.1b 標準標誌的最小安全距離 Standard logo — minimum clear space

標誌四周的最小安全距離可確保標誌的完整性。
盡可能在標誌四周保留比最小安全距離更多的空間。
標誌的最小安全距離是以標誌的高度"x"為單位依比例計算。

The minimum clear space ensures the integrity of the logo.
Whenever possible, leave more than the minimum clear space around the logo.
The minimum clear space is calculated proportionally based on the height of the logo, using "x" as the unit.



 = 標誌安全距離 Clear space $x =$ 

1.1c 標誌顏色規格 Logo colour

1. Full colour



社會福利署資助服務
Subsidised Service by the Social Welfare Department

2. Monochrome



社會福利署資助服務
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PANTONE 186 C

**R 200
G 16
B 46**

**C 2
M 100
Y 85
K 6**

Hex #C8102E



PANTONE Warm Grey 9 C

**R 131
G 120
B 111**

**C 23
M 32
Y 34
K 51**

Hex #83786F

1.2a 標準標誌的比例與最小尺寸 Standard logo — scale and minimum size

在任何情況下，均不能更改整個標誌的形狀和結構。
除事先徵得社會福利署批准，整個標誌最小尺寸為30mm。

The shape or structure of the entire logo must not be altered under any circumstances.
The minimum size of the standard logo is 30mm, unless prior approval from the Social Welfare Department is obtained.

垂直設置 Vertical Layout



最小尺寸 Minimum size



1.2b 標準標誌的最小安全距離 Standard logo — minimum clear space

標誌四周的最小安全距離可確保標誌的完整性。
盡可能在標誌四周保留比最小安全距離更多的空間。
標誌的最小安全距離是以標誌的高度"x"為單位依比例計算。

The minimum clear space ensures the integrity of the logo.
Whenever possible, leave more than the minimum clear space around the logo.
The minimum clear space is calculated proportionally based on the height of the logo, using "x" as the unit.



 = 標誌安全距離 Clear space X = 

1.2c 標誌顏色規格 Logo colour

1. Full colour



社會福利署資助服務
Subsidised Service by
the Social Welfare Department

2. Monochrome



社會福利署資助服務
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PANTONE 186 C

**R 200
G 16
B 46**

**C 2
M 100
Y 85
K 6**

Hex #C8102E



PANTONE Warm Grey 9 C

**R 131
G 120
B 111**

**C 23
M 32
Y 34
K 51**

Hex #83786F

1.3a 標準標誌的比例與最小尺寸 Standard logo — scale and minimum size

在任何情況下，均不能更改整個標誌的形狀和結構。
除事先徵得社會福利署批准，整個標誌最小尺寸為50mm。

The shape or structure of the entire logo must not be altered under any circumstances.
The minimum size of the standard logo is 50mm, unless prior approval from the Social Welfare Department is obtained.



最小尺寸 Minimum size



1.3b 標準標誌的最小安全距離 Standard logo — minimum clear space

標誌四周的最小安全距離可確保標誌的完整性。
盡可能在標誌四周保留比最小安全距離更多的空間。
標誌的最小安全距離是以標誌的高度"x"為單位依比例計算。

The minimum clear space ensures the integrity of the logo.
Whenever possible, leave more than the minimum clear space around the logo.
The minimum clear space is calculated proportionally based on the height of the logo, using "x" as the unit.



1.3c 標誌顏色規格 Logo colour

1. Full colour



2. Monochrome



PANTONE 186 C

**R 200
G 16
B 46**

**C 2
M 100
Y 85
K 6**

Hex #C8102E



PANTONE Warm Grey 9 C

**R 131
G 120
B 111**

**C 23
M 32
Y 34
K 51**

Hex #83786F

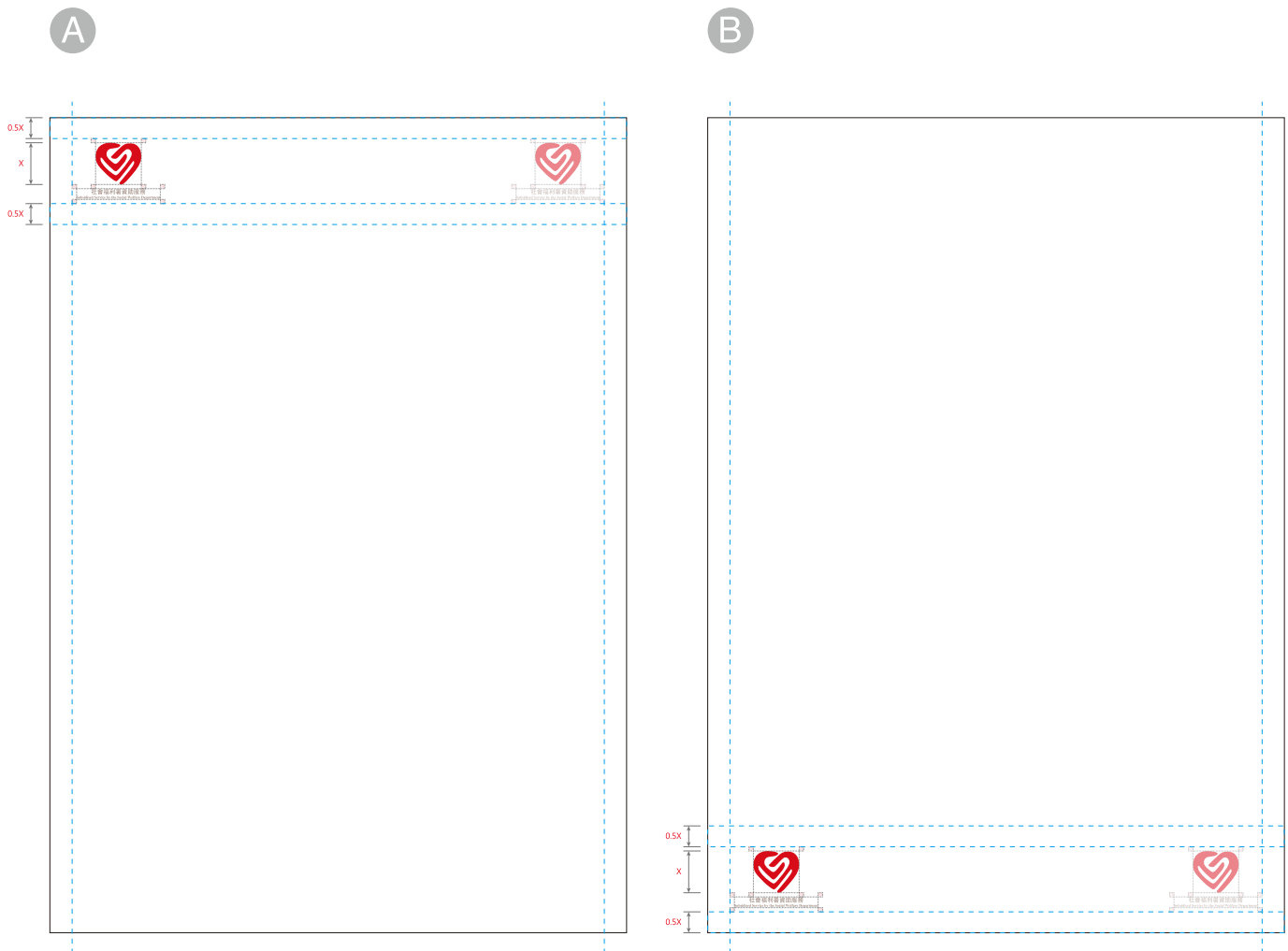
2.1 標誌應用 (廣告及海報) Logo application (advertising and poster)

- A** – **B** 標誌單獨應用於廣告及海報時，建議參考下圖，擺放標誌在設計左上或左下角位置。
如設計未能配合，可參考圖中的其他擺放位置。
標誌的最小安全距離是以標誌的高度"x"為單位依比例計算。

When the logo is using alone on advertising and poster design, it is recommended to be placed at the top left or bottom left of the design.

Should the design not allow this, it is recommended to place it as shown in the pictures below.

The minimum clear space is calculated proportionally based on the height of the logo, using "x" as the unit.



 = 標誌安全距離 Clear space $x =$ 

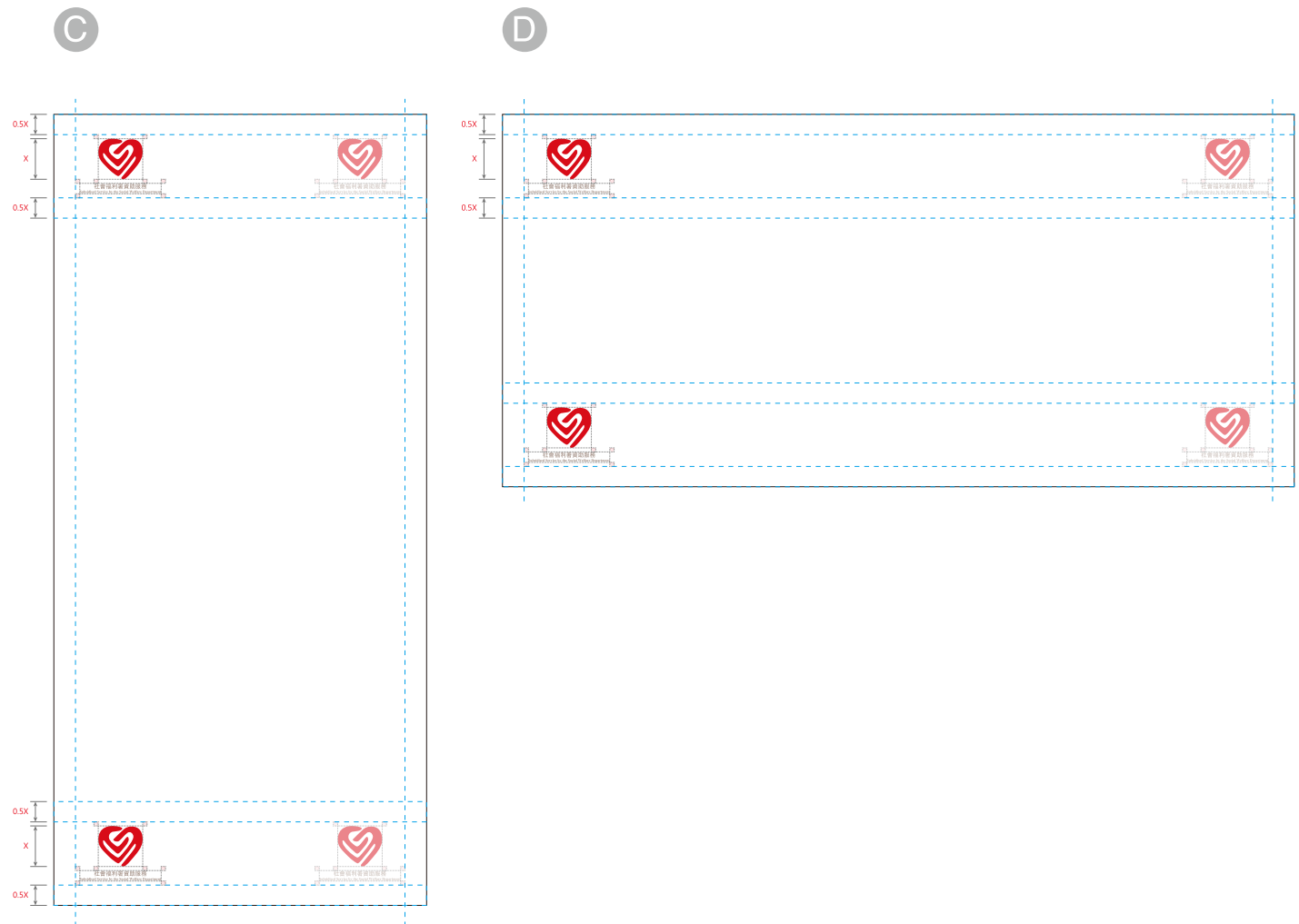
2.2 標誌應用 (掛牆橫幅) Logo application (wall banner)

- C** – **D** 標誌單獨應用於掛牆橫幅時，建議參考下圖，擺放標誌在設計左上或左下角位置。
如設計未能配合，可參考圖中的其他擺放位置。
標誌的最小安全距離是以標誌的高度"x"為單位依比例計算。

When the logo is using alone on wall banner, it is recommended to be placed at the top left or bottom left of the design.

Should the design not allow this, it is recommended to place it as shown in the pictures below.

The minimum clear space is calculated proportionally based on the height of the logo, using "x" as the unit.



 = 標誌安全距離 Clear space X = 

3.1 標誌與其他標誌組合應用 (廣告及海報) Logo lockup with other logo application (advertising and poster)

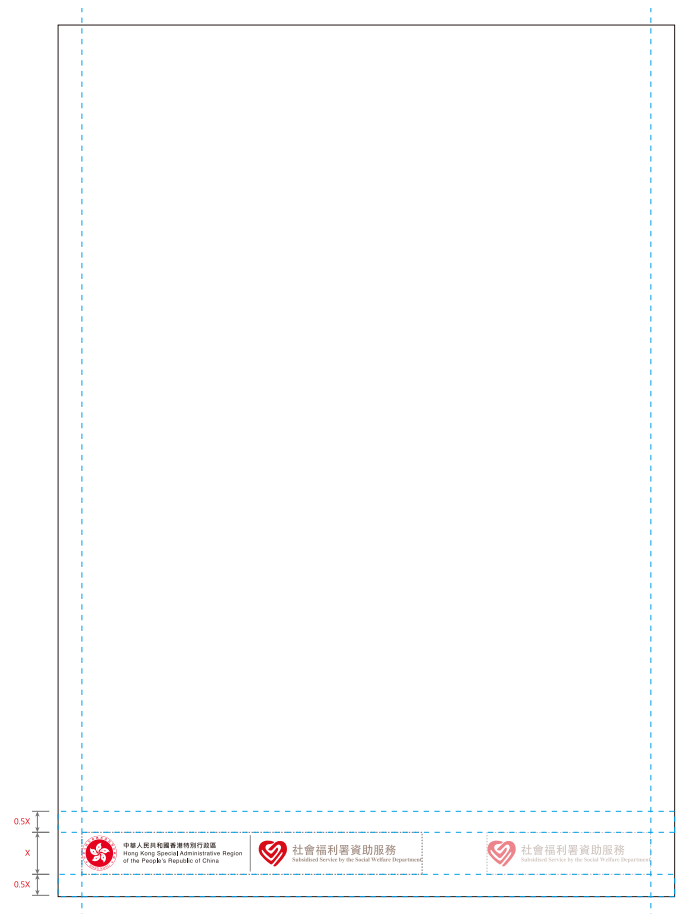
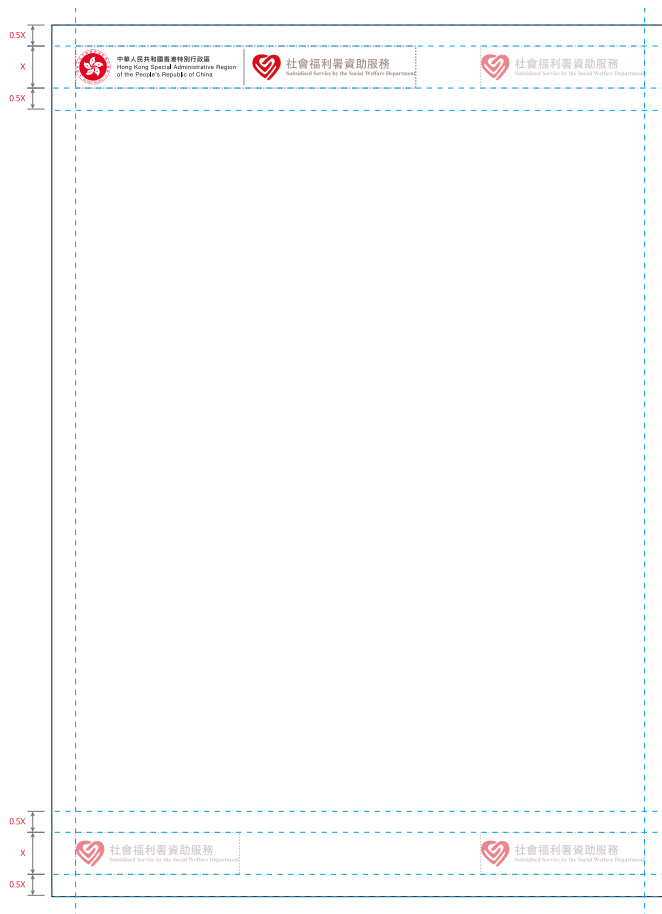
- A** — **B** 標誌與其他標誌同時出現在同一個廣告及海報設計時可選擇一起或分開使用。
標誌的最小安全距離是以標誌的高度"x"為單位依比例計算。

The logo and other logo appear on the same advertisement or poster design can be used in a lockup or separately.
The minimum clear space is calculated proportionally based on the height of the logo, using "x" as the unit.



A

B



 = 標誌安全距離 Clear space

x =



3.2 標誌與其他標誌組合應用 (掛牆橫幅) Logo lockup with other logo application (wall banner)

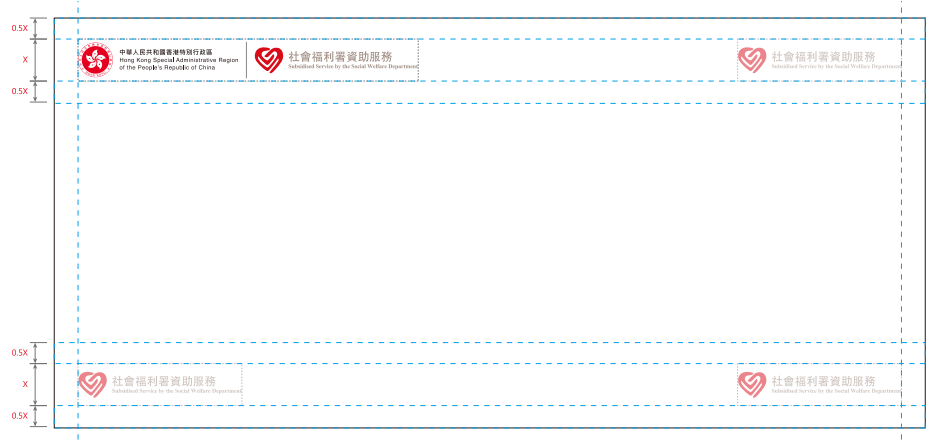
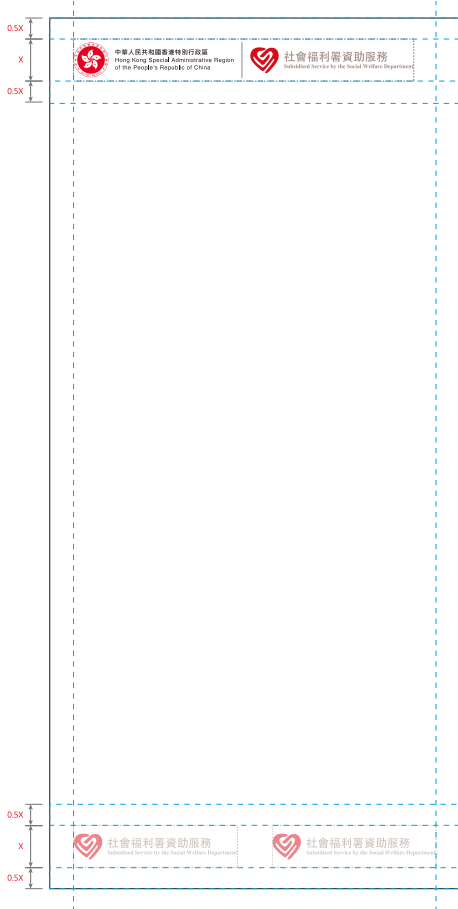
- C—D** 標誌與其他標誌同時出現在同一個掛牆橫幅時可選擇一起或分開使用。
標誌的最小安全距離是以標誌的高度"x"為單位依比例計算。

The logo and other logo appear on the same wall banner can be used in a lockup or separately.
The minimum clear space is calculated proportionally based on the height of the logo, using "x" as the unit.



C

D



 = 標誌安全距離 Clear space

X =



4.1 錯誤應用 Incorrect use

- A 不能擅自更改標誌的顏色或加上花紋。

The standard colour of the logo cannot be changed and be patterned.

- B 不能擅自更改標誌的字體或標誌與字體之間的關係、排列方法、比例及距離。

The logotype proportion or distance and relationship of the logo with the logotype cannot be distorted or rearranged.



4.2 背景錯誤應用 Background incorrect use

Ⓒ—Ⓗ 標誌不可在雜亂或不能清楚顯示署式的背景上使用。下圖為不合乎規格的範本。

The logo is not allowed to be featured on backgrounds which are messy or affected the legibility. Some samples of unacceptable backgrounds are listed below.



Guidelines on Acknowledgement of Lotteries Fund (LF) Grants

(*Paragraph 7.2 of LF Manual)

7.2 Acknowledgement of LF Grants

7.2.1 To publicise the welfare aspect of the LF, beneficiary NGOs are required to make general acknowledgement in their annual report of the financial support they receive from the LF. In this connection, reflecting the LF grant received as a separate item in the NGO's audited financial statements is a requirement for accounting purpose and has nothing to do with the above acknowledgement of assistance from the LF. All projects financed by LF and NGOs receiving grants from the LF would be reflected in the annual estimate of the LF.

Revised
2020/7

7.2.2 The following acknowledgement requirements are normally imposed in making an LF grant –

- (a) for an LF grant to construct/ renovate/ fit-out/ furnish a facility at an amount of \$1,500,000 or above, the beneficiary NGO will be required to install a commemorative plaque in a prominent place within the premises of the facility. The plaque should be of a reasonable size of not less than 40 cm x 80 cm and inscribed with ~~such words as~~ “(Organisation’s Name) (Centre’s Name) was built/ renovated/ fitted-out/ furnished with the contribution of the Government Lotteries Fund” in both English and Chinese; and
- (b) for a vehicle (whether new/ replacement) purchased with the support of the LF, the beneficiary NGO will be required to paint on both sides of the vehicle with ~~such words as~~ “Donated by the Government Lotteries Fund”. The acknowledgement can be expressed in English and/ or Chinese and dimension of each letter and/or character should not be less than 2 cm x 2 cm each.

For reference, samples of the above acknowledgement are provided at **Annex 7.1**.

* Changes to the paragraph were typed in red. The LF Manual will be updated accordingly.

獎券基金補助金的致謝指引

(*《獎券基金手冊》第 7.2 段)

7.2 接受獎券基金補助金的致謝規定

7.2.1 為使獎券基金的福利作用廣為週知，受惠的非政府機構須在其年報中作出一般致謝，以示受獎券基金資助。就此，非政府機構須在其經審核財務報表中，另立項目列出所收到的獎券基金補助金。此舉為會計要求，與向獎券基金致謝其支持無關。所有由獎券基金資助的計劃及獲批獎券基金的補助金的非政府機構均會列載於獎券基金的年度帳目中。

7.2.2 批准獎券基金撥款時，一般有以下致謝要求—

- (a) 對於 1,500,000 元或以上，用作建築／翻新／裝修／配置設施的獎券基金撥款，受惠的非政府機構須在設施所在處所內的顯眼位置，設置一塊紀念牌匾。牌匾應不小於 40 釐米乘 80 釐米的面積，並以中英文刻上例如「(機構名稱) (中心名稱)蒙政府獎券基金撥款資助興建／翻新／裝修／配置設施費用，立此為誌」的字眼；以及
- (b) 以獎券基金撥款購入的車輛(不論是新購入／更換)，受惠的非政府機構須在車輛兩側油上例如「由政府獎券基金捐贈」的字眼。上述致謝內容可用中文及／或英文，其字母及／或字體不應少於 2 釐米乘 2 釐米。

附件 7.1 列有上述致謝內容範本，可供參考。

* 該段落的變更以紅色顯示。《獎券基金手冊》將會相應更新。

修訂
2020/7

**Wordings of Acknowledgements to
the Lotteries Fund**
向獎券基金致謝其贊助的內容範本

(a) Logo Application Criteria

標誌使用準則

- Logo Colour : Pantone 186C

| | | | |
|----------------------|-------|-------|-------------|
| PANTONE 186 C | R 200 | C 2 | Hex #C8102E |
| | G 16 | M 100 | |
| | B 46 | Y 85 | |
| | | K 6 | |

- The logo must be used in fixed format and proportion. They are never to be altered.
- The minimum clear space ensures the logo is not compromised by other elements and keeps its integrity. Whenever possible, leave more space around the logo than the minimum clear space zone (i.e. 0.15 of the length of the logo).
- The standard colour of the logo cannot be changed and be patterned which is not under the corporate colour guideline.
- The logo is not allowed to be featured on various backgrounds which are messy or affected the legibility.

- 標誌顏色: Pantone 186C

| | | | |
|----------------------|-------|-------|-------------|
| PANTONE 186 C | R 200 | C 2 | Hex #C8102E |
| | G 16 | M 100 | |
| | B 46 | Y 85 | |
| | | K 6 | |

- 整個標誌在任何情況下，均不能改變其形狀和結構。
- 標誌四周的最小安全距離可確保標誌不受其他元素影響並保持其完整性，盡可能在標誌四周保留比最小安全距離更多的空間（即標誌高度的 0.15 倍）。
- 不能擅自更改標誌的顏色或加上花紋。
- 標誌不可在雜亂或不能清楚顯示的背景使用。

(b) Sample of commemorative plaque (minimum size: 40 cm x 80 cm)

致謝牌匾的範本 (最小尺寸：40 釐米 × 80 釐米)

- The height/ length of the logo should be centred and in proportion to the height/ length of the plaque (i.e. 1/5 of the length of the plaque).
- The minimum clear space ensures the logo is not compromised by other elements and keeps its integrity. Whenever possible, leave more space around the logo than the minimum clear space zone (i.e. 0.15 of the length of the logo).
- 標誌應置中，高度/長度應與牌匾的高度/長度成比例 (即牌匾高度/長度的 1/5)。
- 標誌四周的最小安全距離可確保標誌不受其他元素影響並保持其完整性，盡可能在標誌四周保留比最小安全距離更多的空間 (即標誌高度的 0.15 倍)。

Horizontal Layout 水平設置



Vertical Layout 垂直設置

■ Pantone 186C



*Depending on the nature of the funding, the wordings can be suitably adjusted to built/renovated/ fitted-out/ furnished etc.

按撥款性質而定，此處可以改為興建／翻新／裝修／配置設施等

Requirements of the commemorative plaque

致謝牌匾要求

- The plaque should be installed in a prominent place within the premises of the facility.
 - The plaque should always include the logo with its size to be no less than that of the requirement above.
 - Size of the plaque should be no smaller than 40cm x 80cm.
 - The plaque can be horizontal or vertical.
 - Mounting height should be at eye-level (i.e. the base of the plaque should be 1.4m from ground).
 - In the event that NGO also received donation(s) from other doner(s) of which acknowledgement is required, the logo should not be smaller than that of the other doner(s), if applicable.
-
- 致謝牌匾須設置在設施所在處所內的顯眼位置。
 - 致謝牌匾須包含標誌，其尺寸不小於上述要求。
 - 致謝牌匾的面積應不小於 40 釐米乘 80 釐米。
 - 致謝牌匾可以是水平或垂直設置。
 - 安裝高度應與視線齊平（即致謝牌匾底部距離地面應為 1.4 米）。
 - 如果機構同時收到其他捐贈者的捐贈並需要致謝，則標誌不得小於其他捐贈者的標誌（如適用）。

- (c) **Sample of acknowledgement to be painted on both sides of a vehicle**
(minimum dimension per letter and/or character: 2 cm x 2cm)

車輛兩側的致謝內容範本

(每個字母及 / 或字體的最小尺寸為：2 釐米 × 2 釐米)

■ Pantone 186C



(Rev 02/24)