



標誌使用手冊

Logo usage guidelines

## 前言 Preamble

---

政府經常資助或支持非政府組織籌辦服務、活動和計劃，以帶來正面效果和惠及大眾。然而，公眾未必知悉這些活動獲政府贊助或支持。**為獲取香港市民的認同及增加他們的歸屬感和幸福感**，各政策局/部門須在相關的宣傳品**廣泛採用**和**顯著展示**此標誌設計，以加深大眾對政府致力為市民提供豐富精彩活動的認識。

該標誌應以**最為顯眼**的形式呈現於**宣傳和傳播物品**，包括但不限於橫幅、背景板、海報、單張、網站、數碼材料、宣傳影片的開端或結尾畫面等。在合適情況下，活動司儀稿也應提及政府贊助或支持。

本標誌使用手冊旨在便利使用者準確使用標誌。如有查詢，請聯絡政府新聞處高級新聞主任/設計2 (電話: 2842 8865)。

The Government often funds or supports non-government bodies to organise services, events and programmes to create a positive impact and benefit the public. However, the public may not be aware of such sponsorship or backing. To **earn the goodwill** of the Hong Kong public and **enhance their sense of belonging and happiness**, B/Ds are required to **widely adopt and prominently display** this logo design on the relevant publicity materials to help reinforce awareness of the Government's contribution to enjoyable activities.

The logo should be presented in a **highly visible** way on **publicity and communication materials**, including but not limited to banners, backdrops, posters, leaflets, websites, digital presentation, opening or closing of promotional videos, etc. The Government's funding or support should be mentioned in MC scripts of events as appropriate.

These logo usage guidelines aim to facilitate users' accurate deployment of the logo. Enquiries can be addressed to Senior Information Officer/Design 2 (tel. no.: 2842 8865) of the Information Services Department.

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

整個標誌在任何情況下，均不能更改形狀和結構。  
標誌最小尺寸為35mm。

The logo must be used in fixed format and proportion. They can never be altered.  
The minimum size of the standard logo is 35mm.



最小尺寸 Minimum size



35mm

## 1.2 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。

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 logo is not compromised by other elements and its integrity be kept.

Whenever possible, leave more space around the logo than the minimum clear space zone.

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

## 2.1 標誌顏色規格 (彩色版本) Logo colour (full colour version)

除了紅色組合外，標誌還可以選擇在不同情況下應用綠色組合。

Apart from the red combination, the logo offers the flexibility to incorporate a combination of green in different scenarios.



紅色  
Red



C0, M100, Y90, K0  
R227, G0, B29  
PMS 3546C

深紅色  
Dark red



C55, M100, Y80, K15  
R123, G34, B49  
PMS 209C

綠色  
Green



C90, M0, Y80, K0  
R227, G0, B29  
PMS 340C

深綠色  
Dark green



C100, M20, Y70, K40  
R0, G94, B73  
PMS 7729C

## 2.2 標誌顏色規格（金屬專色及燙金版本） Logo colour (metallic Pantone and hot stamping versions)

此版本只適用於需要使用金屬專色印刷及特別製作，例如燙金、壓凸及壓凹的印刷品。

These versions are applicable when the logo is reproduced using metallic Pantone colours and special printing effects, such as hot stamping, embossing and debossing, for selective print collateral.



金色  
Gold



PMS 872C  
Hot Stamp Gold



銀色  
Silver



PMS 877C  
Hot Stamp Silver

### 3.1 顏色應用 (彩色版本) Colour usage (full colour version)

背景與標誌顏色必須有足夠對比，可參考以下例子：

Always provide sufficient contrast with the background against which the logo appears. Below are some examples for reference:



### 3.2 顏色應用 (金屬專色及燙金版本) Colour usage (metallic Pantone and hot stamping versions)

背景與標誌顏色必須有足夠對比，可參考以下例子：

Always provide sufficient contrast with the background against which the logo appears. Below are some examples for reference:



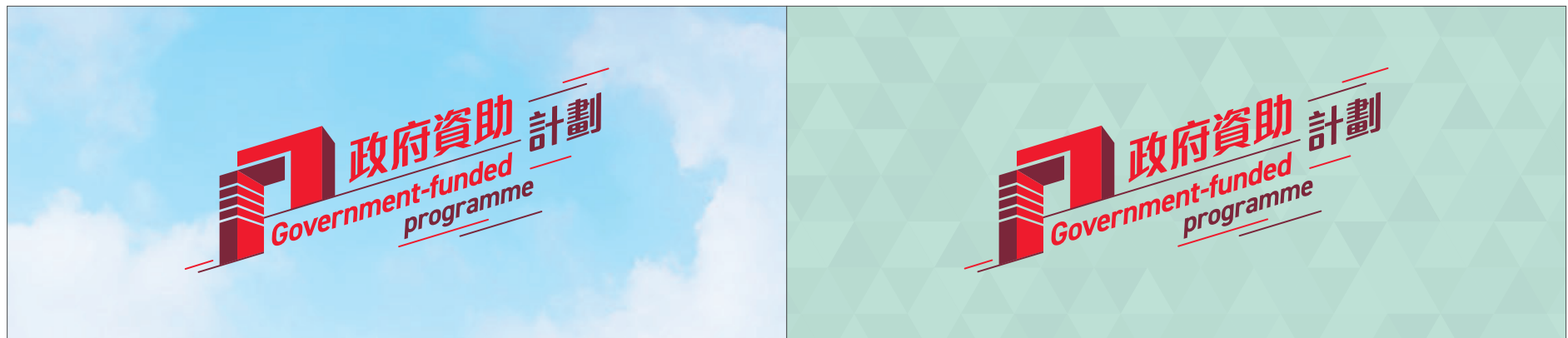


### 3.3 顏色應用（於圖片上） Colour usage (on photo background)

標誌應用於圖片上時，標誌與圖片顏色必須有足夠對比，確保標誌能清晰呈現，可參考以下例子：

Always provide sufficient colour contrast when the logo is featured on photo background. All elements of the logo must be legible.

Below are some examples for reference:

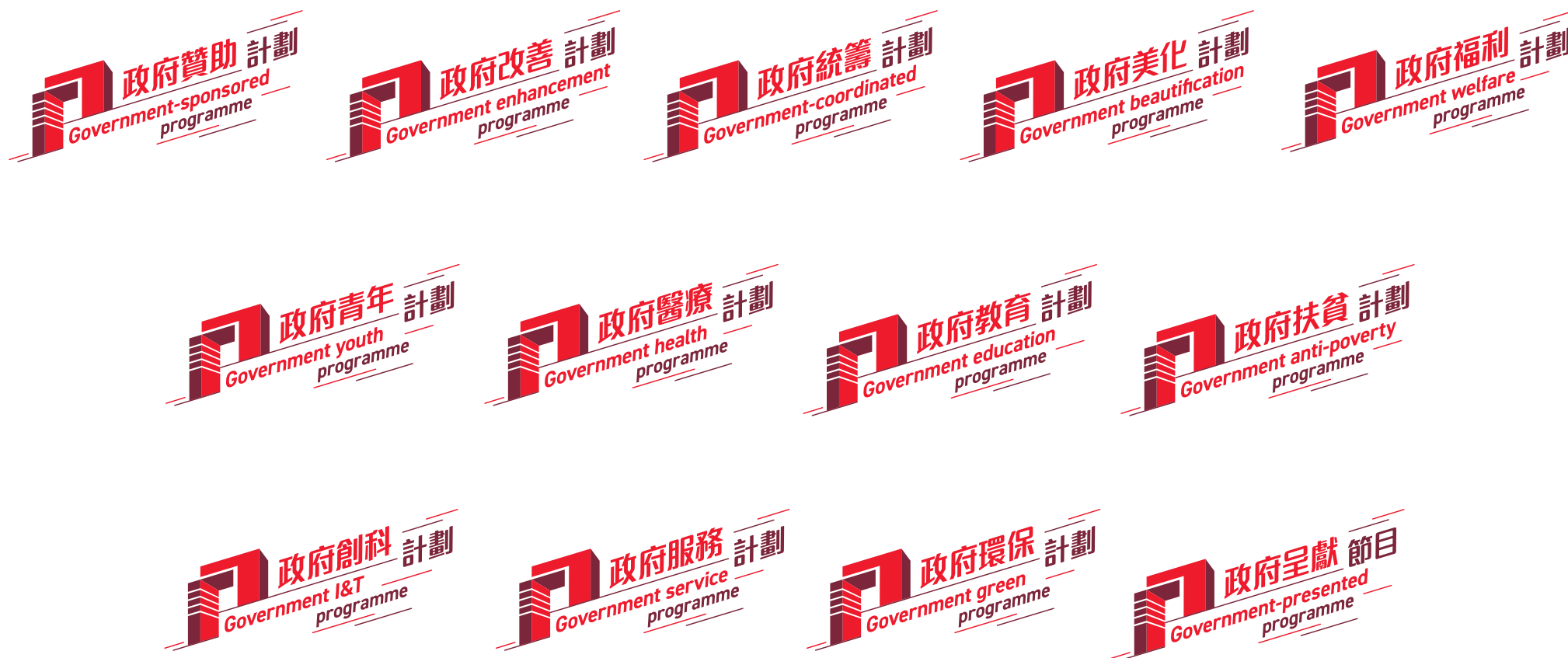


#### 4.1 其他標誌組合 (彩色版本 — 紅色)

##### Other logo combinations (full colour version — red)

除了基本標誌，政策局/部門可在下列組合中選取適合的標誌應用。

In addition to the standard logo, B/Ds can select suitable combination from the following options for application.



## 4.2 其他標誌組合 (彩色版本 — 綠色)

### Other logo combinations (full colour version — green)

除了基本標誌，政策局/部門可在下列組合中選取適合的標誌應用。

In addition to the standard logo, B/Ds can select suitable combination from the following options for application.

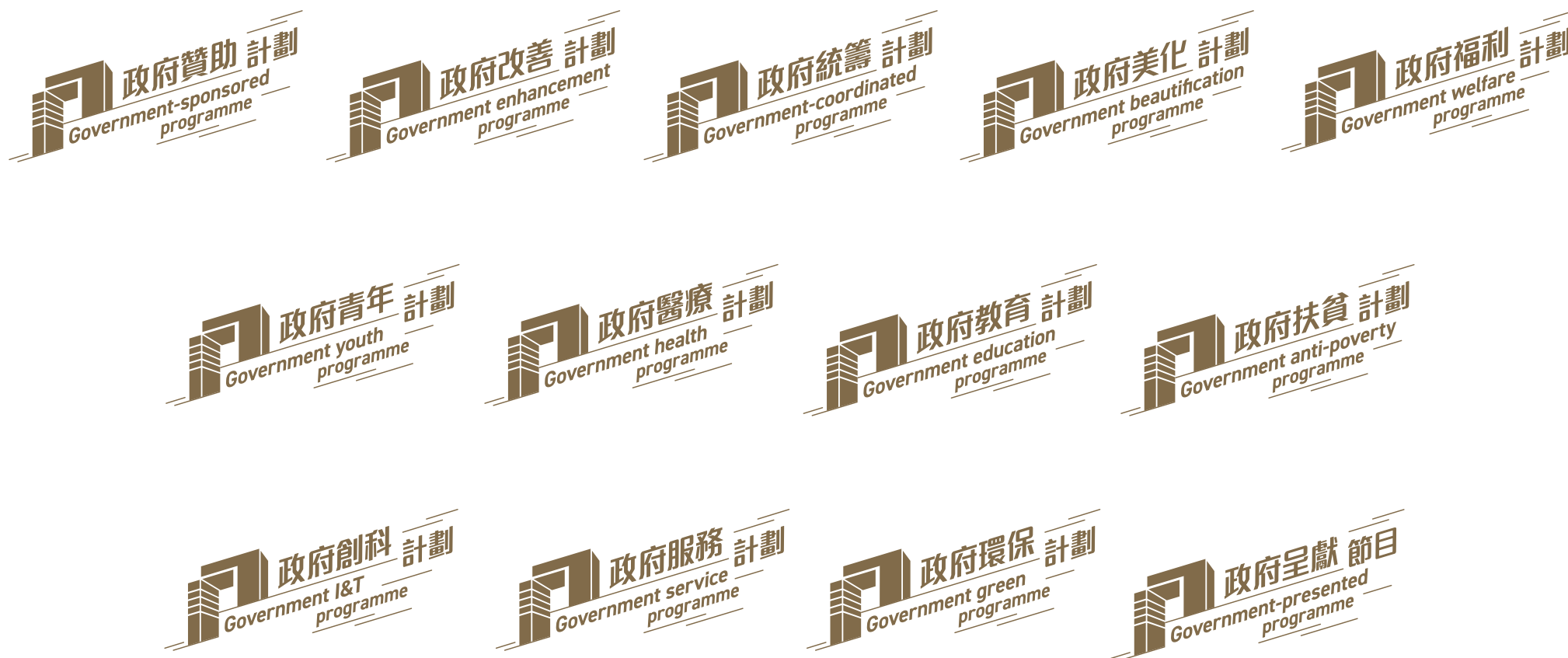


### 4.3 其他標誌組合 (金屬專色及燙金版本)

#### Other logo combinations (metallic Pantone and hot stamping gold versions)

除了基本標誌，政策局/部門可在下列組合中選取適合的標誌應用。

In addition to the standard logo, B/Ds can select suitable combination from the following options for application.



#### 4.4 其他標誌組合 (金屬專色及燙銀版本)

##### Other logo combinations (metallic Pantone and hot stamping silver versions)

除了基本標誌，政策局/部門可在下列組合中選取適合的標誌應用。

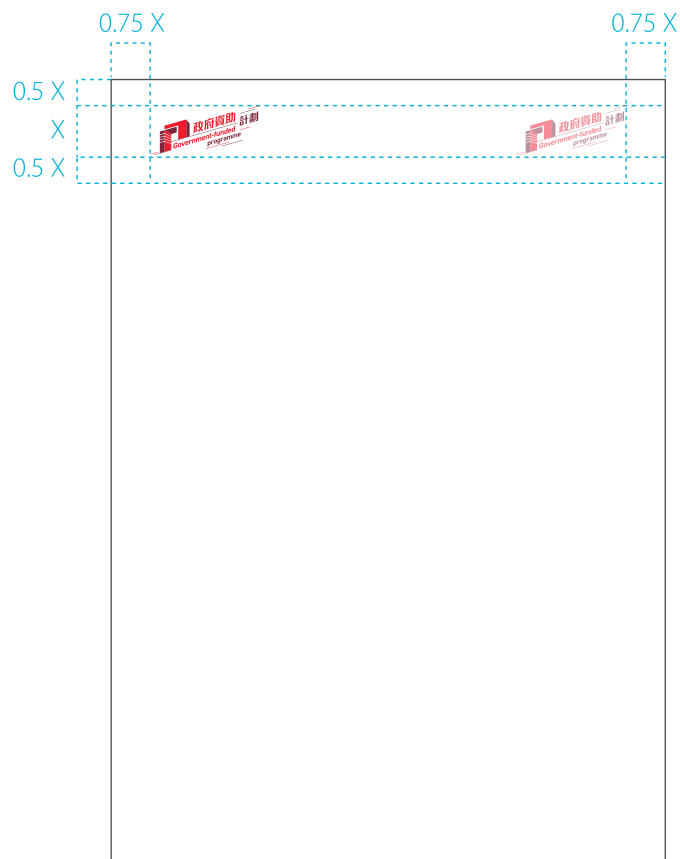
In addition to the standard logo, B/Ds can select suitable combination from the following options for application.



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

標誌單獨應用於廣告及海報時，可參考下圖，盡量擺放在設計左上或右上角位置。  
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 used alone on advertising and poster design, it is recommended to be placed at the top left or top right of the design.  
The minimum clear space is calculated proportionally based on the height of the logo, using "x" as the unit.

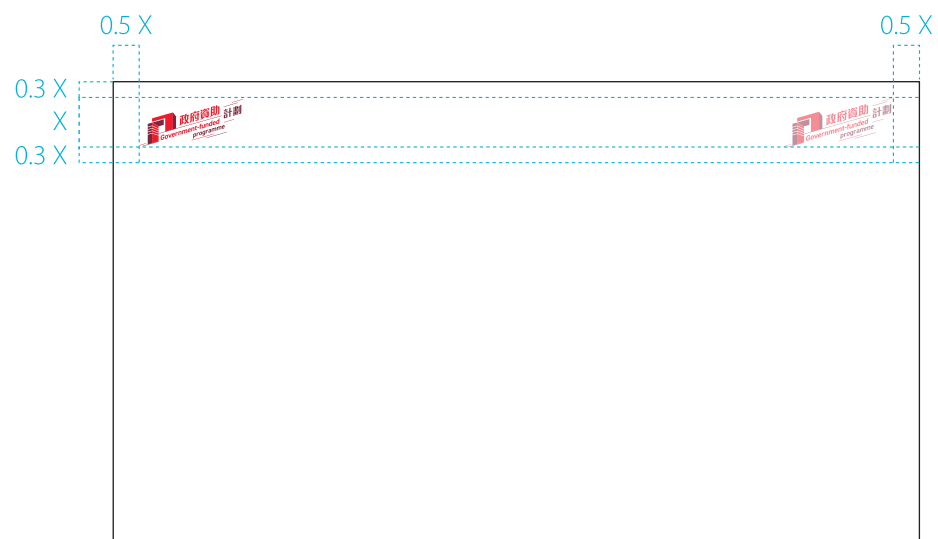
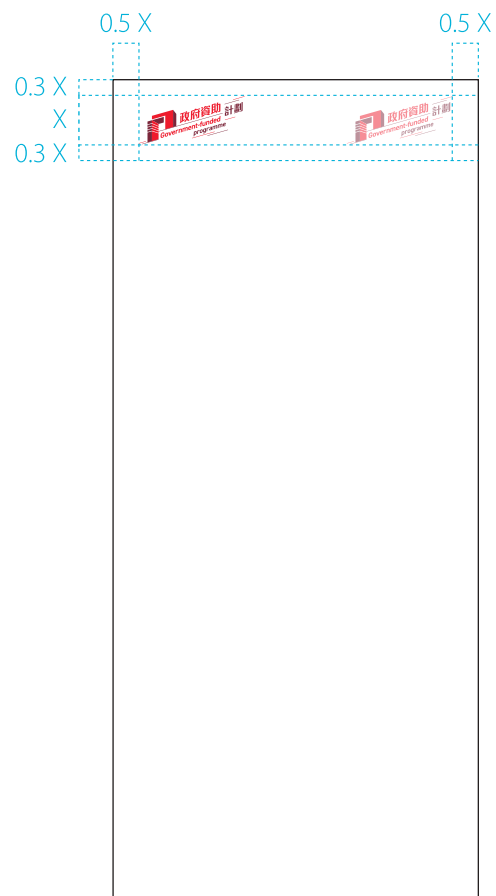


 = 標誌安全距離 Clear space

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

標誌單獨應用於掛牆橫幅時，可參考下圖，盡量擺放在設計左上角或右上角位置。  
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 used alone on wall banner design, it is recommended to be placed at the top left or top right of the design.  
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

## 6.1 標誌與特區區徽或政策局/部門標誌組合

### Logo lockup with the Regional Emblem of the Hong Kong SAR or B/Ds' logo

標誌與區徽或其他政策局/部門標誌同時出現時，可選擇一起或分開使用。

當一起使用時，可參考以下比例與距離。

組合四周的最小安全距離可確保組合不受其他元素影響並保持其完整性。

盡可能在組合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 logo and the Regional Emblem or other B/Ds' logos appear on the same design can be used in a lockup or separately.

When they are used in a lockup, it is recommended to refer to the proportion and distances as shown below.

The minimum clear space ensures the lockup is not compromised by other elements and its integrity is kept.

Whenever possible, leave more space around the lockup than the minimum clear space zone.

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



## 6.2 標誌與特區區徽或政策局/部門標誌組合應用（廣告及海報）

### Logo lockup with the Regional Emblem of the Hong Kong SAR or B/Ds' logo application (advertising and poster)

標誌組合應用於廣告及海報設計時，可參考圖(A)擺放的位置。

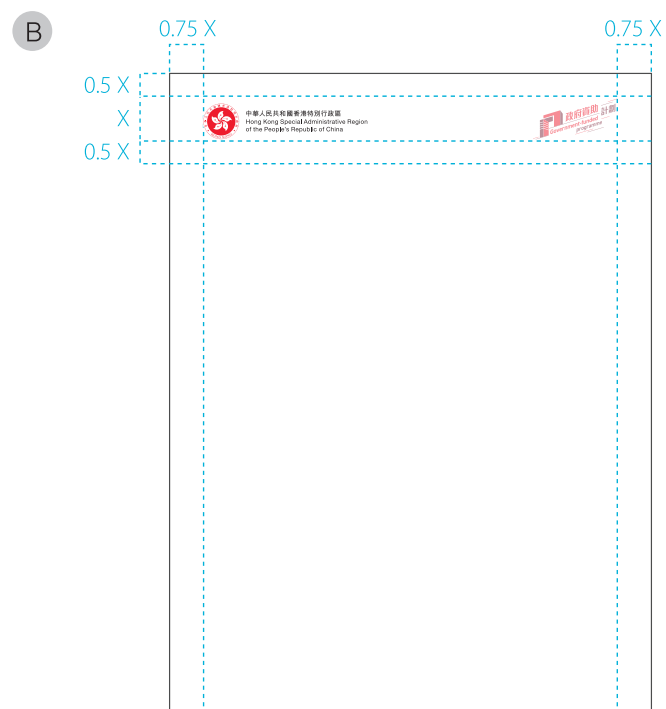
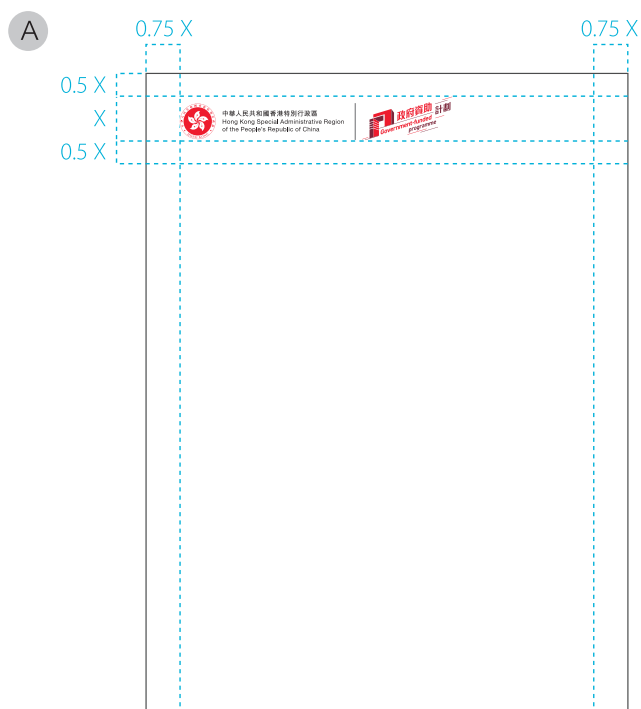
如選擇標誌與區徽或其他政策局/部門標誌分開使用，標誌不能置於比區徽更高的位置，可參考圖(B)擺放的位置。

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 lockup is used on the advertisement and poster design, it is recommended to refer to the placement in the picture (A) below.

When using the logo separately, it cannot be placed higher than the Regional Emblem. It is recommended to refer to the placement in the picture (B) 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

### 6.3 標誌與特區區徽或政策局/部門標誌組合應用(掛牆橫幅)

#### Logo lockup with the Regional Emblem of the Hong Kong SAR or B/Ds' logo application (wall banner)

標誌組合應用於掛牆橫幅設計時，可參考圖(A)擺放的位置。

如選擇標誌與區徽或其他政策局/部門標誌分開使用，標誌不能置於比區徽更高的位置，可參考圖(B)擺放的位置。

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 lockup is used on the wall banner design, it is recommended to refer to the placement in the picture (A) below.

When using the logo separately, it cannot be placed higher than the Regional Emblem. It is recommended to refer to the placement in the picture (B) 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

## 7.1 錯誤應用 Incorrect use

- A. 不能擅自更改標誌的顏色或加上花紋。  
The colour of the logo cannot be changed and be patterned which is not under these logo usage guidelines.
- B. 不能擅自更改標誌的字體或以其他近似字體代替，更不能改變標誌與字體之間的關係、排列方法、比例及距離。  
The proportion, distance and relationship of the logo with logotype cannot be distorted or rearranged.



## 7.2 背景錯誤應用 Incorrect use of background

不能在雜亂或無法清楚顯示標誌的背景上使用。下圖為不合乎規格的例子：

The logo is not allowed to be featured on various backgrounds which are messy or affect the legibility. Here are some examples of unacceptable backgrounds:

