

「伙伴倡自強」社區協作計劃

獲資助社會企業宣傳資料的鳴謝指引

根據「伙伴倡自強」社區協作計劃（本計劃）撥款協議第 18 條，在與獲資助社會企業（社企）項目有關的一切廣告、推廣以及宣傳資料及刊物（不論以書面或電子形式或媒體發出），包括（但不限於）海報、單張、書刊、小冊子、場刊、展板、報章／雜誌，電視／電子媒體廣告及網頁等，均須顯眼及恰當地標明或展示鳴謝香港特區政府資助的聲明、伙伴倡自強計劃的標誌及政府資助計劃標誌。就此，有關刊登本計劃標誌、政府資助計劃標誌及鳴謝式樣的指引如下：

1. 所有獲本計劃資助的社企，至少在資助期及監察期內，必須於有關的一切廣告、推廣以及宣傳資料及刊物標明或展示鳴謝本計劃及香港特區政府的聲明。如獲資助社企在宣傳品或書刊付印後才簽訂計劃撥款協議，亦須補加鳴謝標誌。
2. 使用本計劃的標誌及「政府資助計劃」標誌時，必須按照本指引之附錄第(I)項中的式樣，整個標誌在任何情況下，均不能更改形狀和結構，不能擅自更改標誌的顏色或加上花紋。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。標誌不可在雜亂或不能清楚顯示署式的背景上使用。請聯絡計劃秘書處以取得標誌的圖片檔案。
3. 鳴謝式樣必須按照本指引之附錄第(II)項中的指引，配合本計劃的標誌及「政府資助計劃」標誌一併使用。
4. 本計劃的鳴謝標誌及「政府資助計劃」標誌必須與其他主辦及贊助機構的標誌依序排放同等顯眼的位置。
5. 所有獲本計劃資助的宣傳資料及刊物上之鳴謝標誌須經由本計劃秘書處確認無誤方可印製。
6. 如未能遵照上述任何規定（例如最小比例及色調），須事先徵得計劃秘書處同意。
7. 建議獲資助社企在適當情況下在宣傳及印刷品上刊登本指引之附錄第(III)項中有關本計劃之簡介。

Enhancing Self-Reliance Through District Partnership Programme
Guideline for Acknowledgment of Funding Support
in Publicity Materials of Funded Social Enterprises (The “Guideline”)

According to the funding agreement Clause 18 of the Enhancing Self-Reliance Through District Partnership Programme (ESR Programme), the acknowledgement of the Government’s funding support, the ESR Programme logo and the “Government-funded programme” logo should be shown in all advertising, promotional and publicity materials and publications (whether written or in electronic format or media) relating to the funded social enterprise (SE). The promotional materials include, but not limited to, publication, poster, flyer, brochure, leaflet, house programme, exhibition panel, advertisement in newspaper/magazines/television/ other forms of electronic media, and website, etc. In this connection, the guidelines on the use of the ESR Programme logo, the “Government-funded programme” logo and the acknowledgement are as follows:-

1. All funded SEs must acknowledge the support of the Government and the ESR Programme by showing the acknowledgement of the Government’s funding support, the ESR Programme logo and the “Government-funded programme” logo in all advertising, promotional and publicity materials and publications at least throughout the funding period and the monitoring period. Should any relevant publicity materials and publications be printed before the funding agreement is signed, they must be rectified by inserting the acknowledgement.
2. Layout of the ESR Programme logo and the “Government-funded programme” logo must comply with that in item (I) of Appendix of this Guideline. The logos must be used in fixed format and proportion. The standard colour of the logos cannot be changed and be patterned which is not under the corporate colour guideline. The proportion, distance and relationship of the logo with logotype cannot be distorted or rearranged. The logos are not allowed to be featured on various background which are messy or affected the legibility. Please contact the ESR Programme Secretariat for the softcopy of the logos.
3. The acknowledgement of the ESR Programme and the “Government-funded programme” should follow the template in item (II) of Appendix of this Guideline.
4. The acknowledgement of the ESR Programme and the “Government-funded programme” must be in proportion to other acknowledgement both in position of prominence and order.
5. For all publications and publicity materials carrying the ESR Programme logo, the “Government-funded programme” logo and the acknowledgement, endorsement must be obtained from the ESR Programme Secretariat prior to printing or production.
6. Prior approval is required from the ESR Programme Secretariat for any variation (e.g. inability to meet the minimum size or colour) from the above guidelines.
7. Funded SEs are encouraged to put an introduction of the ESR Programme as in item (III) of Appendix of this Guideline in all relevant promotional materials and publications, where appropriate.

(I) (a) 「伙伴倡自強」社區協作計劃標誌

Enhancing Self-Reliance Through District Partnership Programme Logo



配色 Colour Scheme

CMYK 82.50.90.65 RGB 20.52.26 HEX 14341a	
CMYK 88.27.98.15 RGB 12.123.64 HEX 0c7b40	
CMYK 60.17.100.0 RGB 120.167.66 HEX 78a742	
CMYK 50.0.100.0 RGB 141.198.63 HEX 8dc63f	
CMYK 58.30.0.0 RGB 108.156.210 HEX 6c9cd2	→ CMYK 67.25.100.9 RGB 96.141.61 HEX 608d3d

字型 Font Type

中文字型 Chinese Font	:	MHeiHK (XBold)
英文字型 English Font	:	Futura Condensed Medium

(b) 「政府資助計劃」標誌

“Government-funded programme” Logo



藍色
Blue



C80, M50, Y15, K15
R53, G102, B149
PMS 647C

深藍色
Dark blue



C90, M60, Y15, K40
R16, G65, B109
PMS 7694C

(II) 鳴謝式樣 Acknowledgement template

(a) 標誌版 Logo Version

撥款資助 Funded by



(b) 文字版 Text Version

本社會企業由政府透過「伙伴倡自強」社區協作計劃撥款資助

This social enterprise is funded by the Government through the Enhancing Self-Reliance Through District Partnership Programme

(III) 「伙伴倡自強」社區協作計劃簡介

Introduction of the Enhancing Self-Reliance Through District Partnership Programme

「民政事務總署轄下的「伙伴倡自強」社區協作計劃，旨在向為合資格機構提供撥款成立社會企業，為弱勢社群提供就業機會及／或切合他們特殊需要的產品／服務，以助他們自力更生、融入社會。」

“The Enhancing Self-Reliance Through District Partnership Programme of the Home Affairs Department provides grants for eligible organisations to set up social enterprises in order to enhance the self-reliance and social integration of the socially disadvantaged by provision of job opportunities and/or products/services meeting their specific needs.”