

## **Community Investment and Inclusion Fund Guidelines for Producing Publicity Materials**

The CIIF has treated project teams as partners, and encouraged Grantees to increase publicity on the implementation of projects and the accumulation of outcomes through optimum use of resources and different channels to enhance the recognition of and commitment to social capital. All CIIF-related publicity materials (including project leaflets, pamphlets, souvenirs, uniforms, webpages, etc.) shall show the CIIF logo and indicate that the projects are funded by the CIIF.

Given that the CIIF logo and the publicity materials/platforms of CIIF-funded projects are associated with the HKSAR Government, **Grantees shall submit all publicity information related to CIIF-funded projects to the Secretariat for review and confirmation before they can be published or used.** All project teams are advised to follow this guideline to ensure that the publicity materials/platforms can achieve the outcome of project promotion. For any enquiries, please call at subject Project Officers or Public Relations and Publicity Officer of the Secretariat. Thank you!

### **1. Definition of Publicity Materials**

**All advertisements, publicity materials and works (whether funded by the CIIF or not) related to CIIF-funded projects, including:**

- 1.1 Printed materials: e.g. promotional leaflets, posters, banners, backdrops for activities, easy-mount frames, books, reports, sharing publications, newsletters, etc.;
- 1.2 Project uniforms: e.g. T-shirts, sweaters, windproof coats, vests, caps, etc.;
- 1.3 Souvenirs: e.g. folders, water bottles, mouse pads, etc.;
- 1.4 Network platforms: e.g. webpages, facebook groups, ebooks, e-communications, etc.; and
- 1.5 Mass media: e.g. press invitation for holding press conferences, press releases, prepared contents for interviews, published reports, etc.

### **2. Basic Principles**

- 2.1 Grantees shall show the CIIF logo and the names of CIIF-funded projects with project briefs available for public sight in their venues. Meanwhile, Grantees shall introduce the projects in their webpages with a hyperlink to the CIIF website;

- 2.2 Environmentally-friendly, use reusable promotional materials as far as possible, produce durable and suitable souvenirs, use more e-communications to save printing consumables, etc.;
- 2.3 Cost-effective, e.g. publicity materials/souvenirs should be simple, and the approaches should be able to widely reach the target groups;
- 2.4 Use easy and simple wording to be read by local residents and project participants. Project teams should use suitable languages or more than one language or method (e.g. sound tapes/video tapes) depending on the natures and targets of the projects.

### **3. Requirements for Contents of Publicity Materials**

<b>Types of Publicity Materials</b>	<b>Containing CIIF Logo and Project Names with CIIF-funded Remark (Reference at <u>Appendix I</u>)</b>	<b>Publishing CIIF Brief and Contact Information (Reference at <u>Appendix II</u>)</b>	<b>Containing Other Project Information, e.g. project period, objectives, strategies, funding amount, etc.</b>	<b>Submissions for Review</b>
<b>1. Printed Materials</b>	✓ Required	✓ Required	✓ Required (Applicable to project leaflets, books, reports, sharing publications, etc.)	(i) Parts involving the CIIF logo: design files required (ii) Remaining/Other script parts: only text files required
<b>2. Uniforms</b>	✓ Required	N.A.	N.A.	Design files required
<b>3. Souvenirs</b>	✓ Required	N.A.	N.A.	Design files required
<b>4. Network Platforms (Note 1)</b>	✓ Required	✓ Required	✓ Required	(i) Webpages showing the CIIF logo: design files required (ii) Remaining scripts*: only text files required
<b>5. Mass Media</b>	✓ Required	✓ Required (Applicable to press releases)	✓ Required (Applicable to press releases)	(i) Text files required (ii) Shall notify the Secretariat in advance if press invitation for project interview is received.

Note 1 : If network platforms provide any open exchange channels such as discussion boards/forums or post boards, Grantees shall clearly show this disclaimer:

“The opinions expressed on this exchange platform are the views of the poster and do not reflect the position of the Community Investment and Inclusion Fund or the HKSAR Government. Both the Community Investment and Inclusion Fund and the HKSAR Government shall not be liable to any loss or damages caused by the information or opinions contained in this exchange platform.”

#### **4. Review Procedures and Time Required**

- 4.1 Organisations are advised to submit **in writing (by email or post)** the text and/or design files of their publicity materials to subject Project Officer for review;
- 4.2 The Secretariat normally may require at least three working days for review, or at least five working days if a large volume of content is involved;
- 4.3 Subject to any amendments proposed by the Secretariat, project teams are advised to amend their submissions in accordance with the advice and resubmit them to the Secretariat for review;
- 4.4 Project teams shall not publish or produce the publicity materials until the Secretariat has agreed in **written reply** that they may be issued and used.

#### **5. Submission of Products for Record**

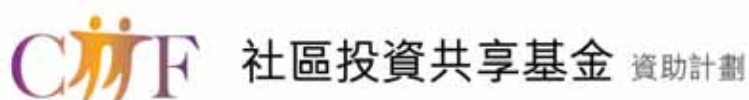
- 5.1 After the publicity materials have been produced, project teams shall submit them together with quarterly reports to the Secretariat for filing (please refer to quarterly report form for details). For some materials, e.g. souvenirs, uniforms and easy-mount frames, which are larger in size, only photos shall be submitted.

Community Investment and Inclusion Fund Secretariat  
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## **Guidelines for Use of CIIF Logo**

1. The CIIF logo is prepared in Chinese and English versions available for use by project teams which may choose the suitable language depending on the natures and targets of their projects.

### **Chinese Version**



### **English Version**



### **2. Pantone Standards:**

Purple -- 2612C  
Orange -- 124C

### **3. Position:**

- Shall be printed in a conspicuous position, upper part as advised, of the publicity material;
- Front cover in case of books and publications; and
- Shall be distinguished from the participating role of project agencies, collaborators and other sponsors, as clearly shown by the layout.

4. **Size:** Shall be scaled up or down in proportion to ensure the visibility of the CIIF logo. Under no circumstances shall the CIIF logo be shown in actual length of less than 4 cm. For example, in an A3-sized poster, it is desirable for the CIIF logo together with the wording "Project funded by" to be in length of not less than 12 cm.

5. **Language:** If the publicity materials are presented in either Chinese or English, please choose the logo of that language. If the publicity materials are bilingual, a logo of either Chinese or English can be used but it shall be supplemented in the alternative language, as shown in the following two options:

**Option 1: Mainly Chinese Logo**



Or

**Option 2: Mainly English Logo**



## **CIIF Brief and Contact Information** **(For Publishing Purpose of Project Teams)**

Please choose the following Chinese or English brief respectively if the publicity materials are presented in either Chinese or English, and both bilingual briefs can be used if the publicity materials are bilingual.

### **Chinese Version**

#### **社區投資共享基金簡介**

行政長官於二零零一年在施政報告中宣布成立社區投資共享基金，運用這種子基金，在社區推行多元化的社會資本發展計劃，推動市民及社會各界發揮凹凸互補精神，齊心建立跨界別協作平台及互助網絡，從而建立互信、社群互助網絡、合作精神、社區凝聚力等社會資本，讓個人、家庭及組織互相支持，讓社區能力得以提升。

「齊結互助網 社區動起來」！

#### **查詢**

勞工及福利局 社區投資共享基金秘書處

網址：[www.ciif.gov.hk](http://www.ciif.gov.hk)

### **English Version**

#### **About the Community Investment and Inclusion Fund**

In 2001, the Chief Executive announced in the Policy Address the setting up of the Community Investment and Inclusion Fund as seed money to implement diversified social capital development projects in the community, promote reciprocity between the public and different sectors, and build together a cross-sectoral collaborative platform and mutual help network. The Fund seeks to build social capital – to garner mutual trust, social networks, spirit of cooperation and social cohesion, and enhance mutual support among individuals, families and organisations so that our community can grow from strength to strength.

“Build a Caring Network Energise the Community” !

#### **Enquiry**

Community Investment and Inclusion Fund Secretariat

Labour and Welfare Bureau

Website：[www.ciif.gov.hk](http://www.ciif.gov.hk)