

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

The Community Investment and Inclusion Fund (CIIF) encourages Grantees (i.e. Project Teams) to promote their projects and the outcomes through optimum use of resources and different channels to enhance the recognition of and commitment to social capital. All publicity materials and publications related to the CIIF-funded projects shall show the logos of “Projects funded by the CIIF” and “Government-funded programme” to indicate that the projects are funded by the Government and the CIIF.

**Project Teams shall read and follow this set of guidelines when producing publicity materials and publications. All publicity materials / publications related to CIIF-funded projects shall be submitted to the CIIF Secretariat for review and confirmation before they can be published or used.**

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

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

- 1.1 Printed / digital promotional materials: promotional leaflets, posters, banners, backdrops for activities, easy-mount frames, newsletters, videos, etc.;
- 1.2 Project uniforms: T-shirts, sweaters, windproof coats, vests, caps, etc.;
- 1.3 Souvenirs: folders, water bottles, reusable shopping bags, mouse pads, etc.;
- 1.4 Online platforms: webpages, Facebook groups, WhatsApp groups, etc.;
- 1.5 Mass media: press invitation for holding press conferences, press releases, prepared contents for interviews and published reports, etc.; and
- 1.6 Publications: books (including e-version), casebooks or releasing reports / articles, etc.

### **2. Basic Principles**

- 2.1 Project Teams shall show the names of CIIF-funded projects, logos of “Projects funded by the CIIF” and “Government-funded programme” with project briefs available for public sight in their venues. Meanwhile, Project Teams 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: publicity materials/souvenirs should be simple, and the approaches for publicity and promotion 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. online platform) depending on the natures and targets of the projects.
- 2.5 Make sure all publicity materials and publications are complied with the Laws of Hong Kong and do not contain anything that would infringe any intellectual property rights or any rights of portrait, privacy, secrecy or publicity. If the Project

Team intends to use materials created by others, prior approval from the copyright owner must be sought.

### 3. Requirements for Contents of Publicity Materials and Publications

Types of Publicity Materials / Publications	Containing logos of “Projects funded by the CIIF” and “Government-funded programme” and Project Name (Reference at <u>Appendix I</u> )	Publishing CIIF Brief and Contact Information (Reference at <u>Appendix II</u> )	Containing Other Project Information, e.g. project period, objectives, strategies, etc.	Submissions for Review
1. Printed / Digital Promotional Materials	✓ Required	✓ Required (if applicable*)	✓ Required (Applicable to project leaflets, newsletter, etc.)	(i) Parts involving logos: design files required (ii) Remaining parts: only text files required
2. Uniforms	✓ Required	N/A	N/A	Design files required
3. Souvenirs	✓ Required (if applicable*)	N/A	N/A	Design files required
4. Online Platforms #	✓ Required	✓ Required	✓ Required	(i) Webpages showing logos: design files required (ii) Remaining parts: only text files required
5. Mass Media	✓ Required	✓ Required (Applicable to press releases)	✓ Required (Applicable to press releases)	(i) Text files required (ii) Shall notify the CIIF Secretariat immediately if press invitation for project interview is received.
6. Publications or Releasing Reports / Articles	✓ Required	✓ Required (If applicable*)	✓ Required (If applicable*)	(i) Parts involving logos: design files required (ii) Remaining parts: only text files required

\*Applicable if there is suitable space in the publicity materials/ publications.

#If the platforms provide any open exchange channels such as discussion boards/forums or post boards, Project Teams 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 Project Teams are advised to submit **in writing (by email or post)** the text and/or design files of their publicity materials / publications to subject Project Officer for review;
- 4.2 The CIIF Secretariat may require **at least five working days** for review, or **at least ten working days** if a large volume of content is involved. For review on publications, reports, articles, etc., and materials for the mass media (e.g. press invitation and press conference, but not including press release and media interview), **at least thirty working days** are required;
- 4.3 Subject to any amendments proposed by the CIIF Secretariat, Project Teams are advised to amend their submissions in accordance with the advice and resubmit them to the CIIF Secretariat for review;
- 4.4 Project Teams shall not publish or produce the publicity materials and publications until the CIIF Secretariat has agreed in **writing** that they may be issued and used.

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

- 5.1 After the publicity materials and publications have been produced, Project Teams shall submit them together with Progress Performance and Evaluation Report to the CIIF Secretariat for filing (please refer to Progress Performance and Evaluation Report for details). For some materials, e.g. souvenirs, uniforms and easy-mount frames, which are larger in size, only photos shall be submitted.

For enquiries, please feel free to contact your Project Officer or Senior Public Relations and Publicity Officer of the CIIF Secretariat.

**Appendix I**

**Logo Usage Guidelines**

1. Position:
  - Logos of “Projects funded by the CIIF” and “Government-funded programme” shall be printed in a prominent position, upper part as advised, of the publicity material / publications;
  - 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.
2. Size:
  - Shall be scaled up or down in proportion to ensure the visibility of the CIIF logo; and
  - For the minimum size of the respective logo, please refer to the guidelines below.
3. Colour:
  - The standard colours of the logos cannot be changed. For details of colour standards, please refer to the guidelines below; and
  - When the logos are placed on photo background, please provide sufficient colour contrast ensuring all elements of the logo are legible.

## **Guidelines for Use of “Projects funded by the CIIF” Logo**

1. The CIIF logo has its 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**



#### **Pantone Standards:**

Purple – 2583C

Orange – 144C

Green – 390C

Black – 90% Black C

\*Please use a full-coloured logo whenever possible. If single-colour printing is necessary, please contact the CIIF Secretariat for the single-colour logo.

2. If the publicity materials / publications are presented in either Chinese or English, please choose the logo of that language. If the publicity materials / publications 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



Minimum height requirement: 20mm

### Option 2: Mainly English Logo



Minimum height requirement: 20mm

## Guidelines for Use of “Government-funded programme” Logo

### 1. Colour:

The “Government-funded programme” is available in full colour version (red/ blue/ green), as well as metallic Pantone and hot stamping versions, in which Project Teams may choose to use. **(Note: Under no circumstances shall the logo be changed to other colours, including black)**

#### Full Colour Version



Minimum size requirement: 30mm



C40,M100,Y85,K0  
R165, G31,B46  
PMS 202C



C75,M100,Y85,K0  
R100, G43,B55  
PMS 504C



Minimum size requirement: 30mm



C80,M20,Y70,K25  
R28, G122,B55  
PMS 504C



C75,M30,Y70,K50  
R43, G87,B62  
PMS 2411C



Minimum size requirement: 30mm

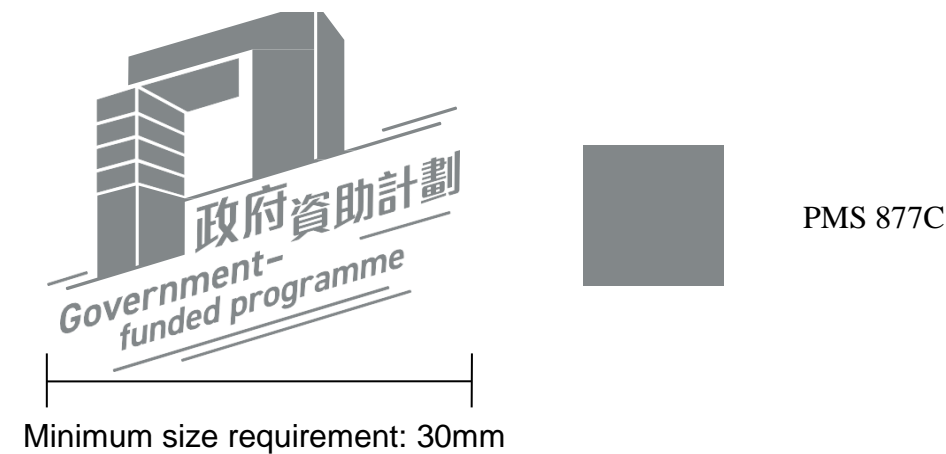
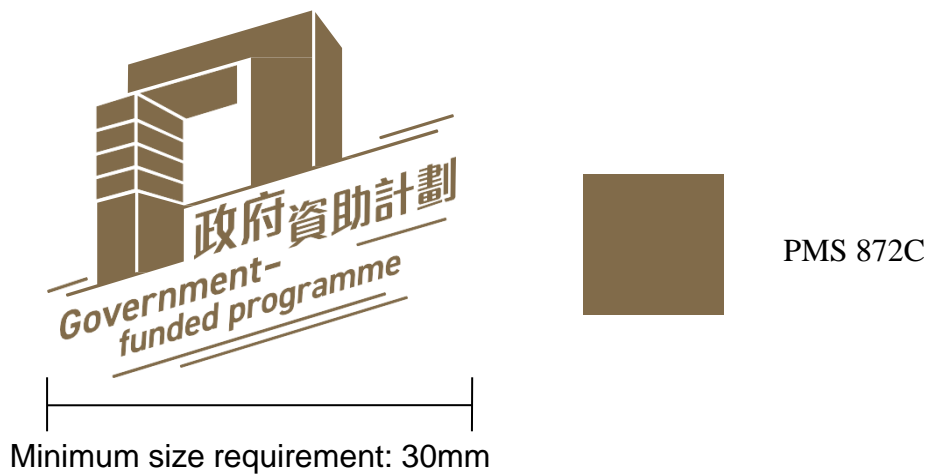


C80,M50,Y15,K15  
R53, G102,B149  
PMS 647C



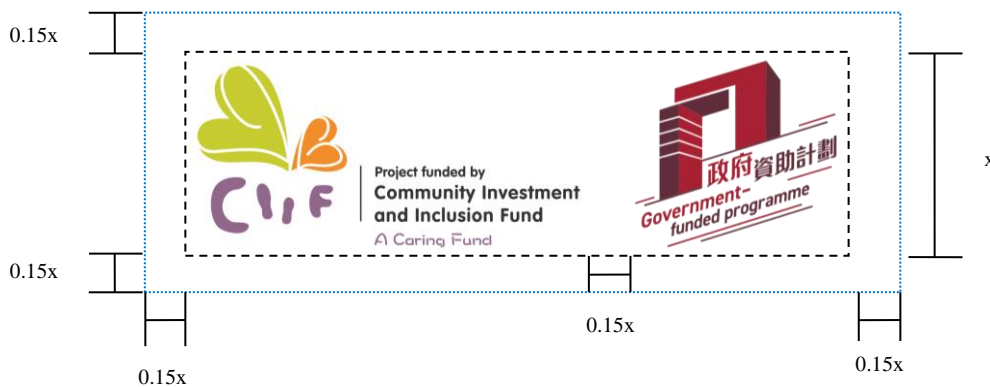
C90,M60,Y15,K40  
R16, G65,B109  
PMS 7694C

## Metallic Pantone and Hot Stamping Versions



### 2. Distance:

A minimum clear space zone (indicated by "x" in the diagram below) must be maintained around the logo, and the following combinations and proportions should be followed:





## **Appendix II**

### **CIIF Brief and Contact Information** **(For Publishing on Various Materials)**

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

#### **Chinese Version**

##### **社區投資共享基金簡介**

民政及青年事務局轄下的社區投資共享基金於2002年由香港特別行政區政府成立，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社會支援網絡，從而建立互助互信、守望相助、社區凝聚力等社會資本，讓個人、家庭及組織互相支援，令社區能力得以提升。

「社區動起來 到處人情在」！

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



#### **English Version**

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

The Community Investment and Inclusion Fund (CIIF) under the Home and Youth Affairs Bureau was set up by the Government of the Hong Kong Special Administrative Region in 2002 to implement diversified social capital development projects in the community, promote reciprocity between the public and different sectors, and build together cross-sectoral collaborative platforms and social support networks. The CIIF seeks to build social capital – to garner mutual trust, 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.

Energise the Community Build a Caring Society!

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

