

The Community Investment and Inclusion Fund (CIIF) Guidelines for Producing Publicity Materials and Publications

The 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 CIIF-related publicity materials (including project leaflets, pamphlets, souvenirs, uniforms, webpages, videos, etc.) and publications (including books, casebooks, reports, articles, 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 / publications / platforms of CIIF-funded projects are associated with the HKSAR Government, **Project Teams shall study this set of guidelines in producing publicity materials and publications. All publicity information / publications related to CIIF-funded projects shall be submitted to the 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: e.g. promotional leaflets, posters, banners, backdrops for activities, easy-mount frames, newsletters, videos, 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, e-books, e-communications, etc.;
- 1.5 Mass media: e.g. press invitation for holding press conferences, press releases, prepared contents for interviews and published reports, etc.; and
- 1.6 Publications: e.g. books, casebooks or releasing reports / articles, 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, i.e. 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. DVD/online platform) depending on the natures and targets of the projects.

3. Requirements for Contents of Publicity Materials and Publications

Types of Publicity Materials / Publications	Containing CIIF Logo and Project Name with CIIF-funded Remark (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 the CIIF logo: 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. Network Platforms (Note 1)	✓ Required	✓ Required	✓ Required	(i) Webpages showing the CIIF logo: 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 Secretariat immediately if press invitation for project interview is received.
6. Publications or Releasing Reports / Articles	✓ Required	✓ Required (If applicable)	✓ Required (Acknowledgment of CIIF, if applicable)	(i) Parts involving the CIIF logo: design files required (ii) Remaining parts: only text files required

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 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 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 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 and publications until the 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 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 Secretariat.

Guidelines for Use of 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



Minimum height requirement: 14mm

English Version



Minimum height requirement: 14mm

2. 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.

3. Position:

- Shall be printed in a conspicuous 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.

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 height of less than 14mm.

5. **Language:** 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: 16mm

Option 2: Mainly English Logo



Minimum height requirement: 16mm

Appendix II

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

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

Chinese Version

社區投資共享基金簡介

社區投資共享基金(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」！

勞工及福利局 社區投資共享基金秘書處

網址: www.ciif.gov.hk



Facebook 網頁: www.facebook.com/ciif.hk

English Version

About the Community Investment and Inclusion Fund

Community Investment and Inclusion Fund (CIIF) 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 Fund 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!

Community Investment and Inclusion Fund Secretariat || Labour and Welfare Bureau

Website: www.ciif.gov.hk



Facebook Fans page: www.facebook.com/ciif.hk