



## **Guidelines on the use of Hong Kong Smoke-free Leading Company Awards Logo**

Hong Kong Smoke-free Leading Company Awards aims to encourage businesses to promote smoke-free messages to their stakeholders including employees, customers and the general public on a continuous basis. All award-winning companies are welcomed to use the logo and information of the Hong Kong Smoke-free Leading Company Awards at their corporate website, promotion activities or collaterals to demonstrate their commitment to smoke-free culture and corporate social responsibility.

Below are guidelines on the use of Hong Kong Smoke-free Leading Company Awards Logo (“Logo”):

### **Eligibility**

All award-winning companies/organizations of the Hong Kong Smoke-free Leading Company Awards 2016, including Triple Gold Award, Gold Award, Silver Award, Most Creative Smoke-free Policy Award and Certificate of Merit are welcomed to use the Logo.

### **Effective period for the use of Logo**

Eligible companies/organizations can use the Logo from 27 February 2017 to 31 March 2018.

### **Ways to use the Logo**

The Logo can be proportionately enlarged or reduced to fit the size of the advertising and promotion collaterals, but alteration of the design and font of the Logo is not allowed. Minimum size of the Logo is 20mm (width). No parts of the Logo, including the written texts and the design, can be separated from the Logo.

- Colour guide of the Logo:

|  | Pantone      | CMYK       |
|--|--------------|------------|
|  | BLACK        | 0C0M0Y100K |
|  | Warm Gray 5C | 0C8M13Y36K |
|  | 2602C        | 72C98M0Y0K |
|  | 269C         | 66C0M90Y0K |

Chinese typeface: DF Hei Med - 85 Reg 95%  
English typeface: ITC Eras Med 90%

- The award-winning companies/organizations can use the Logo at:
  - Website, email and intranet
  - Social media and mobile application
  - Letter head and envelope
  - Company name card
  - Promotion and recruitment advertisements
  - Stationery and souvenir
  - Publication, document and shop display
  - Event and exhibition

### **Principles governing the correct use of the Logo**

- When using the Logo, the awarded company/organization must display along with the Logo its company/organization's full or short name or its own company/organization Logo. The awarded company/organization may not, without prior written consent from Hong Kong Council on Smoking and Health ("COSH"), use the Logo solely in the name of its branches, other business names and/or brands.
- The contents of a company/organization's advertising and promotion collaterals (including web page, products/business advertisement) bearing the Logo must not involve any tobacco products and contain any defamatory, discriminatory or offensive contents. They must be lawful, healthy, wholesome, honest and truthful.
- Besides displaying the Logo, the awarded company/organization may provide information of the award by words, e.g. "Our company has been awarded the Hong Kong Smoke-free Leading Company Awards 2016 Triple Gold Award/ Gold Award/ Silver Award/ Most Creative Smoke-free Policy Award/ Certificate of Merit by Hong Kong Council on Smoking and Health".
- COSH reserves the right to revoke the use of the Logo by any awarded company/organization which has been convicted of any criminal offence within or outside Hong Kong, or has any direct or indirect interests with the tobacco industry, or has been found by any relevant statutory body and/or government agency to be responsible for breach of social, moral and/or professional responsibility, or for breach of trust to customers or employing unscrupulous means to promote sale of its products and/or services during the period of using the Logo.
- COSH may in its sole and discretion decide whether an awarded company/organization's use of the Logo has violated these Guidelines, and may at any time request the awarded company/organization to stop or alter its use of the Logo. COSH' interpretation on the provisions of these Guidelines shall be final and conclusive. In case of any dispute, the decision of COSH shall be final and binding.
- For enquiry on the Guidelines on the use of Logo, please contact COSH Secretariat at 2185 6399 or [project@cosh.org.hk](mailto:project@cosh.org.hk).



## 香港無煙領先企業大獎

### 標誌使用規則

「香港無煙領先企業大獎」旨在鼓勵商界持續將無煙信息推廣至員工、客戶、社會大眾及不同持分者。為嘉許表現傑出的無煙領先企業，使其成為推動無煙文化的先鋒，為商界樹立榜樣，得獎企業可將「香港無煙領先企業大獎」標誌及資料透過公司網頁、各項宣傳活動及物品向客戶及公眾人士發放，以展示其推動無煙文化及履行社會責任的成就。

有關使用「香港無煙領先企業大獎」標誌(下稱標誌)的注意事項：

#### 標誌使用資格

歡迎所有獲頒「香港無煙領先企業大獎 2016」三年卓越金獎、金獎、銀獎、最具創意無煙企業政策獎及優異獎的企業 / 機構使用標誌。

#### 標誌有效使用期

合乎上述使用資格的企業 / 機構可於 2017 年 2 月 27 日至 2018 年 3 月 31 日期間 使用標誌。

#### 標誌應用形式

標誌可因應廣告或宣傳品按比例放大或縮小，為確保標誌可清晰顯示，標誌的闊度最少為 20 毫米。標誌的設計及字體不得更改，標誌的所有部份，包括其文字及設計皆不能分割。

#### ● 標誌色彩指南



| Pantone      | CMYK       |
|--------------|------------|
| BLACK        | 0C0M0Y100K |
| Warm Gray 5C | 0C8M13Y36K |
| 2602C        | 72C98M0Y0K |
| 269C         | 66C0M90Y0K |

Chinese typeface: DF Hei Med - 85 Reg 95%  
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- 獲嘉許企業 / 機構可使用標誌範圍包括：
  - 網頁 / 電郵 / 內聯網
  - 社交平台 / 手機應用程式
  - 信紙及信封
  - 公司卡片
  - 宣傳廣告 / 招聘廣告
  - 文具、紀念品
  - 出版物、文件、店舖擺設
  - 活動/展覽

### **正確使用標誌的原則:**

- 使用標誌時，必須同時刊登獲頒「香港無煙領先企業大獎 2016」之企業 / 機構的名稱、簡稱或標誌，在未經香港吸煙與健康委員會事先書面同意下，獲頒標誌企業 / 機構不可單獨以分行名稱、其他營業名稱及 / 或品牌之名義使用標誌。
- 使用標誌於各類廣告或宣傳品 (包括機構網頁、商品 / 服務企業廣告等) 內容必須合法、健康、意識良好、誠實、真確、不涉及任何煙草產品及不含誹謗、歧視或侮辱他人的成份。
- 獲頒企業 / 機構除可選擇展示「香港無煙領先企業大獎」標誌外，也可以文字介紹獲頒「香港無煙領先企業大獎 2016」的資料，例如: 「本公司獲香港吸煙與健康委員會頒發『香港無煙領先企業大獎 2016』三年卓越金獎 / 金獎 / 銀獎 / 最具創意無煙企業政策獎 / 優異獎。」
- 任何獲頒「香港無煙領先企業大獎 2016」之企業 / 機構如在使用標誌期間在香港境內外被裁定觸犯任何刑事罪行，或涉及任何違反社會責任、道德及 / 或專業責任，或與煙草商有任何直接或間接的利益關係，又或在經營中違反對顧客的誠信及以不良手法推銷產品及 / 或服務而被相關法定機構及 / 或政府機關裁定須承擔責任，香港吸煙與健康委員將保留取消該企業 / 機構使用標誌的權利。
- 香港吸煙與健康委員會可全權決定獲獎企業 / 機構使用「香港無煙領先企業大獎」標誌有否違反規則，並可隨時要求獲獎企業 / 機構終止或修改標誌的使用。香港吸煙與健康委員對本規則的條款有最終的解釋權。如有任何爭議，香港吸煙與健康委員有最終及具有約束力的決定權。
- 如對標誌使用細則有任何查詢，請電 2185 6399 或電郵 [project@cosh.org.hk](mailto:project@cosh.org.hk) 與香港吸煙與健康委員會聯絡。