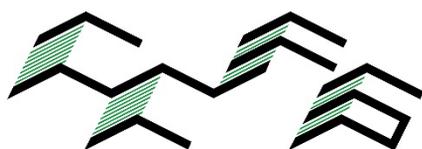


# Countryside Conservation Funding Scheme

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Logo Application Manual (Version 1.0)



鄉郊保育資助計劃

Countryside Conservation Funding Scheme



鄉郊保育辦公室

Countryside  
Conservation  
Office

# Introduction

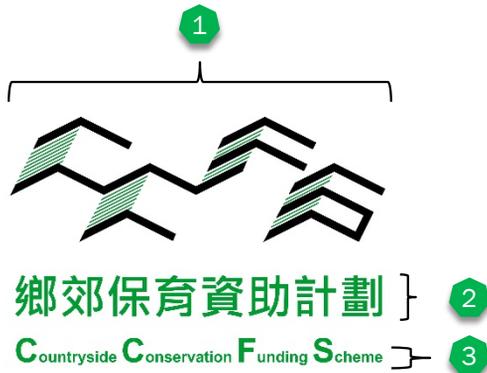


In addition to the respective requirements regarding publicity of project events and results and the acknowledgement of support and disclaimer as stipulated in the Guide to Application for Countryside Conservation Funding Scheme (CCFS), recipient organisation shall also observe the requirements described herein for acknowledgement of funding.



# Identity

## CCFS Logo



## CCO Logo



- 1 Impression on green mountain range, village house and CCFS identity
- 2 CCFS Chinese logotype
- 3 CCFS English logotype

- 4 Impression on green mountain range, village house and CCO identity
- 5 CCO Chinese logotype
- 6 CCO English logotype

- a. The Countryside Conservation Funding Scheme logo conveys the visual identity of CCFS and its projects. All publicity material produced under CCFS-funded projects or activities must reinforce the visual identity of the funding scheme and the CCO; other identifiers are distinctly secondary to these identities.
- b. The official CCO logo and CCFS logo encompass the impression on **green mountain range** with **village house**, accompanied by the title “Countryside Conservation Office” and “Countryside Conservation Funding Scheme” respectively. The logo shall remain intact and unchanged (e.g. the full name of the funding scheme from the logo should NOT be omitted). Prior agreement from CCFS Secretariat shall be sought if only part of the logo is to be used.
- c. The CCO logo and CCFS logo may only be displayed using the standard color scheme as detailed in **Appendix A**.



# Points to note



The following rules shall be strictly observed in printing the CCO logo and CCFS logo:

- a. The logo shall **NOT** be altered. (Please refer to **Appendix A** for size, style and color scheme of the logo)
- b. **NO** element may be removed or added to the logo.
- c. The logo shall **NOT** be merged into another illustration or modified in any other way.
- d. The recipient organisation shall **NOT** use the logo in such a way that implies endorsement of any organisation, idea, product or service.
- e. In using the CCO logo and CCFS logo, the CCFS logo shall be positioned either to the left or on top of the CCO logo. An illustration is attached in **Appendix B**.



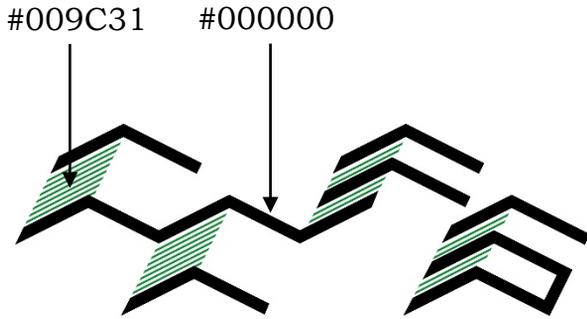
# Applications

- a. The name and logo of other sponsor/donor/co-organiser/assistant organiser should not be bigger or placed in a more prominent position than that of the CCO and CCFS when acknowledging sponsorship/donations in any publicity or information material relating to the project. Additional requirements regarding the positioning and order when applying name and logo of CCO and CCFS can be referred to in Guide to Application
- b. ALL publicity and information materials of the project published on paper or electronic media (e.g. poster, leaflets, banners, invitations, backdrop, tickets, printouts, souvenir, etc) shall display the CCO logo and CCFS logo at conspicuous location with a view to promulgating the contribution of the CCO and CCFS. For event/ activity to be conducted under the project which, however is not funded by CCO and CCFS, the CCO logo and CCFS logo shall still be displayed on all relevant event and publicity materials. Examples of use of logo in publicity material is shown in **Appendix C**.
- c. The CCO logo and CCFS logo and the name of CCO and CCFS shall also be acknowledged and displayed at the end of project multimedia productions as far as practicable (e.g. promotional videos).
- d. Should the recipient organisation fail to comply with the requirements listed in this Manual, the CCFS Secretariat reserves the right to request for rectification or cancellation of the funding to the corresponding component(s) of the project.



# Appendix A

## Color Guide



鄉郊保育資助計劃

Countryside Conservation Funding Scheme

Green color code: #009C31  
Black color code: #000000

Chinese font:  
Face: 微軟正黑體  
Color: #009C31

English font  
Face: Arial  
Color: #009C31



Recipient organisation can also choose to adopt reversed white version against dark background\*.

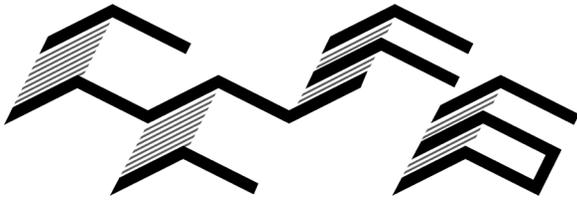
\*Green background color in the figure is for illustrative purpose only.



# Appendix A

## Color Guide

### Grayscale Version



鄉郊保育資助計劃

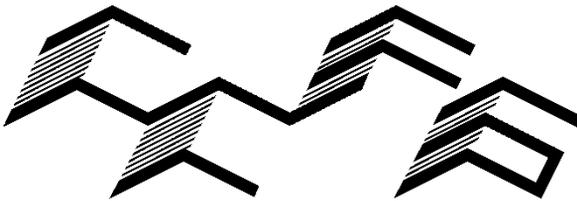
Countryside Conservation Funding Scheme

Black color code: #000000

Gray color code : #616161

### Black and White Version

The logo in black may be used only for black and white production.



鄉郊保育資助計劃

Countryside Conservation Funding Scheme

Black color code: #000000



# Appendix A

## Color Guide



Green color code: #009C31  
Black color code: #000000

Chinese font:  
Face: 微軟正黑體  
Color: #009C31

English font  
Face: Arial  
Color: #009C31



Recipient organisation can also choose to adopt reversed white version against dark background\*.

\*Green background color in the figure is for illustrative purpose only.



# Appendix A

## Color Guide

### Grayscale Version



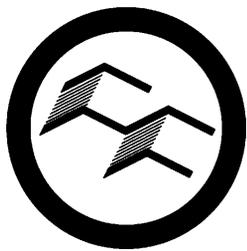
鄉郊保育辦公室  
Countryside  
Conservation  
Office

Black color code: #000000

Gray color code : #616161

### Black and White Version

The logo in black may be used only for black and white production.



鄉郊保育辦公室  
Countryside  
Conservation  
Office

Black color code: #000000



# Appendix A

## Minimum Clear Space

Minimum Clear Space is the area around the logotype that should remain clear at all times. No other elements should be placed in this space in order to protect and ensure the correct appearance of it.

The Minimum Clear Space around the logos is equal to the height of the “鄉” in the logos, but more clear space is always welcome.



# Appendix A

## Incorrect Usage

The examples on this page illustrate incorrect use of the logos.

- Do not place any other graphic device around the logos.
- Do not change the typography in the logos.
- Do not reposition or resize the elements of the logos.
- Do not distort the shape and proportion of the logos.
- Do not rotate the logos.
- Do not flip the logomarks and logotypes.



# Appendix B

## Minimum Clear Space

Minimum clear spacing requirement between the two logos is equal to the height of the “鄉” of CCFS logo.

## Vertical Alignment



鄉郊保育資助計劃

Countryside Conservation Funding Scheme



鄉郊保育辦公室

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Conservation  
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## Horizontal Alignment



鄉郊保育資助計劃

Countryside Conservation Funding Scheme



鄉郊保育辦公室

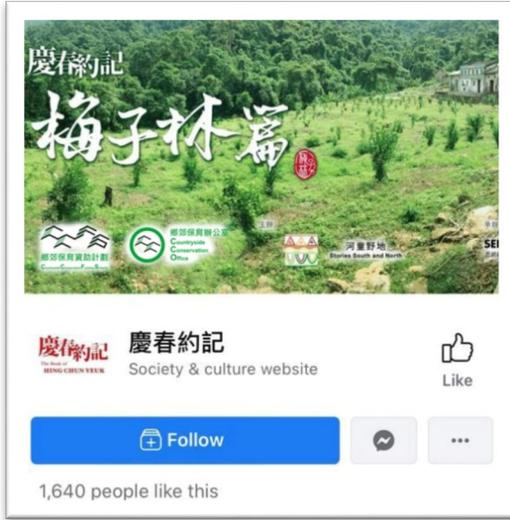
Countryside  
Conservation  
Office



# Appendix C

## Sample A

Application of CCFS logo and CCO logo for acknowledgement in Facebook page.



## Sample B

Application of CCFS logo and CCO logo for acknowledgement on Instagram.



## Sample C

Application of CCFS logo and CCO logo for acknowledgement on Project website.

關於我們 | 最新活動 | 深涌地圖 | 深涌日誌  
| 相片集 | 項目架構 | 相關報導及連結

深涌 Haven：大自然、生態  
與人的皈依

Sham Chung Haven:  
Restoring the Relationship  
between Nature, Ecology  
and Human



END