



BRAND GUIDELINES

品牌指引





CONTENTS

內容

WHO WE ARE 關於童享慈善基金會	4
OUR LOGOS 我們的徽標	6
LOGO USAGE 徽標用處	12
COLOR PALETTE, TYPOGRAPHY, PHOTO & DESIGN 顏色、字體、圖像與設計	20
LOGOS INDEX 徽標索引	30

WHO WE ARE

關於童享慈善基金會

To enrich the lives of children in Hong Kong, the **Children In Need** foundation believes the best way to make a difference in our society is to invest in our tomorrow.

Through our immersion and support programs, we equip children with skills, confidence and positivity - the foundations for success in school, careers, and life. We are here to ensure each of them has the opportunity to realize their full potential.

讓兒童發掘到個人興趣，提高他們的自信心

我們認為每個孩子，不論其家庭的社經地位，都應享有機會在課堂以外接受全人教育。我們致力為有需要的幼稚園和小學學生提供自由遊戲、音樂、體育、藝術和STEM方面的教育，並為他們建立理想的全方位學習環境，讓他們充份發揮自己的天賦潛能，將來貢獻社會。



OUR LOGOS
我們的徽標





PRIMARY LOGO 主要徽標

Hong Kong Children in Need's primary logo is a combination mark of a wordmark and a pictorial mark (or logo symbol). The handwritten lettering style is playful and childish to emphasize the values of the brand. The CIN initials are drawn into a fun character or symbol, and is a key feature for making the brand recognizable and memorable.

童享慈善基金會的主要徽標由文字和圖標所組成。手寫字體既調皮有趣，又帶童真，凸顯童享的品牌價值。圖標為基金會的英文縮寫(CIN)，讓品牌更易於識別。

此徽標應為首選徽標，讓人更易識別其品牌、形象、服務及專業性。徽標應謹慎使用，此為品牌價值建立的成功關鍵。

This is the main logo which shall be used across primary brand applications. This trademark helps audiences easily identify Children In Need's branding, presence, products, and enhances its professionalism. It is essential to the success of the brand that the logo is always used with care and respect according to these guidelines.



MINIMUM SIZE

The smallest the logo can be is:

- Print: 3.9 cm width x 0.8 cm height.
- Web: 370 pixels width x 80 pixels height.

最小尺寸

徽標最小可以是：

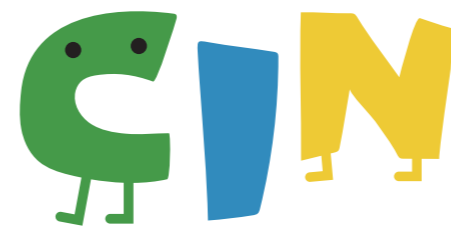
- 打印：3.9 厘米寬 x 0.8 厘米高
- 網上：370 像素寬 x 80 像素高



SECONDARY LOGO 主要徽標

Hong Kong Children in Need's secondary logo can be used to replace the primary logo, but should never be used next to it, otherwise it will look repetitive.

童享慈善基金會的次要徽標可替代主要徽標，但切勿在重複用於主要徽標旁邊。



PICTORIAL MARK AND ICON 圖形標記和圖標

The pictorial mark and icon shall only be used in cases where there isn't enough space to allow the use of the pictorial mark together with the tagline.

They should not be used next to the primary or secondary logos, otherwise it will look repetitive.

圖標和圖示僅在空間不足的情況下使用。請勿重複用於主要或次要徽標旁邊。



MINIMUM SIZE

The smallest the logo can be is:

- Print: 1.7 cm width x 1.5 cm height.
- web: 190 pixels width x 170 pixels height.

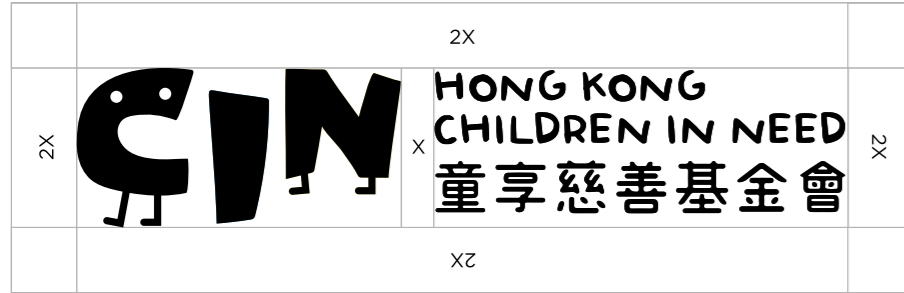
最小尺寸

徽標最小可以是：

- 打印：1.7 厘米寬 x 高1.5厘米
- 網上：190 像素寬 x 170 像素高

LOGO USAGE
徽標用處





LOGO CLEAR SPACE 徽標空間

To ensure legibility, always keep a clear space around the logo.

This space is needed to isolate the mark from any competing graphic elements, like other logos, or body copies that might overcrowd it and lessen its impact.

As the minimum clear space between the symbol and tagline is defined by X, the minimum clear space that must be kept all around the combination mark is defined by 2X.

請於徽標周圍保留空間，以確保易讀性。淨空確保徽標不會與附近元素過份擠擁，例如其他徽標或內容主體。

圖標和文字間的最小淨空為X，而整個徽標周圍的最小淨空應為2X。

LOGO GOOD USE 徽標適當用處

The full color logo must be used as much as possible on all applications both print and web.

When it is used on a photo or on any background other than white, make sure to use the logo in a white cartouche or white outlined version, in order to keep it clear and readable.

If full color use is not possible, then use the monochrome logo in either black or white (avoid other colors).

For watermark, or to achieve any transparency effect, also use the monochrome logo.

應盡可能使用全彩徽標。

用於照片或白色以外的背景時，請使用帶白色輪廓的徽標，以確保易讀性。

若無法使用全彩徽標，請使用黑色或白色的單色徽標（避免使用其他顏色）。

至於水印或任何透明徽標，請使用單色徽標。



LOGO BAD USE 徽標不適當用處

Some rules are very important for maintaining the integrity of the HKCIN brand.

Don't compromise the overall look of the logo by distorting, rotating, changing the layout, spacing or size of any elements, or adding effects like drop shadows.

Don't change the color code of the logo, use it on inadequate background color, or alter its readability in any way.

維護品牌的完整性為非常重要。

請勿扭曲、旋轉、更改佈局、間距、大小、或任何元素，否則將損害徽標的整體外觀。

請勿更改徽標的顏色，或在背景顏色不當的情況下使用徽標，或更改其可讀性。



1. Don't distort, squash or stretch the logo.
請勿扭曲、擠壓或拉伸徽標



6. Don't change the colors of the logo.
請勿更改徽標的顏色



2. Don't rotate the logo.
請勿旋轉徽標



7. Don't use the full color logo on a background other than white.
請勿在白色以外的背景上使用全彩徽標



3. Don't change the logo layout in any way.
請勿更改佈局



8. Don't add any effect on the logo such as drop shadow.
請勿在徽標上添加任何效果，例如陰影



4. Don't use the tagline alone.
請勿單獨使用標語



9. Don't use the logo in an unreadable way.
請勿讓徽標難以閱讀



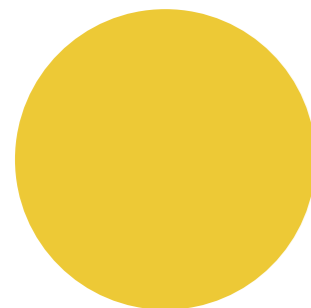
5. Don't change the size of an element separately.
請勿更改元素的大小



10. Don't use the full color logo with transparency.
請勿使用具有透明效果的全彩徽標

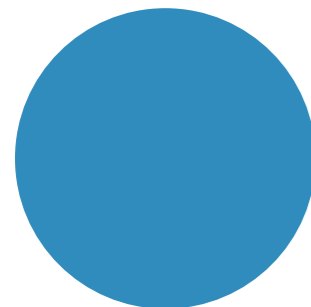
COLOR PALETTE
TYPOGRAPHY
PHOTO & DESIGN
顏色、字體、圖像與設計





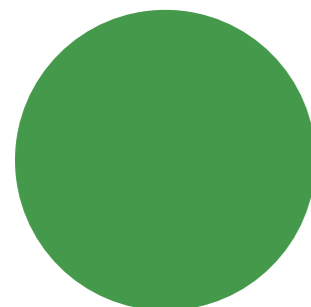
Yellow

CMYK: 1 / 12 / 100 / 0
RGB: 250 / 217 / 56
WEB: #FAD938
PANTONE: 114C



Blue

CMYK: 97 / 51 / 15 / 1
RGB: 19 / 109 / 159
WEB: #136D9F
PANTONE: 641C



Green

CMYK: 86 / 11 / 100 / 1
RGB: 66 / 155 / 75
WEB: #429B4B
PANTONE: 7739C

COLOR PALETTE

主色

Color is an integral part of brand identity. Consistent use of the color palette reinforces the cohesiveness of the brand, colors also serve a psychological purpose by giving certain feelings to the audience. Yellow symbolizes happiness, hope and positivity. Blue expresses trust and peacefulness, while green suggests good luck and health.

顏色是品牌形象不可或缺的一部分。統一色調可增強品牌的凝聚力。顏色亦可帶出不同的感覺。黃色象徵著快樂、希望和積極，藍色則為信任與和平，綠色為好運和健康。



COLOR CAN BE USED TO DISPLAY TEXT IN A CARTOUCHE

COLOR CAN BE USED TO VISUALLY SEPARATE OR IDENTIFY DIFFERENT SECTIONS.

可利用顏色於視覺上分開或標識不同的部分。



Color can be used as a box to display text on photography.

可於圖片上利用顏色框顯示文字。

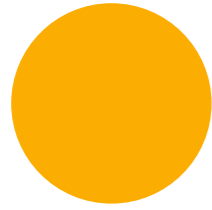


COLOR CAN BE USED ON PHOTOGRAPHY. 可以使用顏色在攝影上。

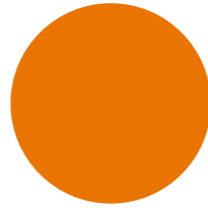
COLOR CAN BE USED TO HIGHLIGHT A TITLE. 可利用顏色來突出標題。

DIFFERENT COLORS CAN BE USED FOR TITLES AND TEXT.

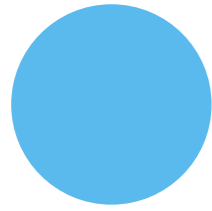
可於標題和文本使用不同顏色。



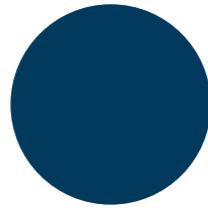
Orange
 CMYK: 0 / 39 / 100 / 0
 RGB: 252 / 173 / 2
 WEB: #FCAD02



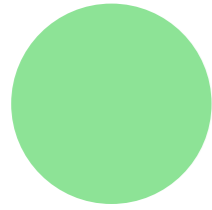
Dark orange
 CMYK: 0 / 71 / 100 / 0
 RGB: 234 / 116 / 0
 WEB: #EA7400



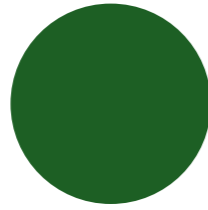
Baby Blue
 CMYK: 66 / 5 / 0 / 0
 RGB: 90 / 185 / 237
 WEB: #5AB9ED



Navy Blue
 CMYK: 100 / 77 / 38 / 29
 RGB: 2 / 58 / 93
 WEB: #023A5D



Pale Green
 CMYK: 52 / 0 / 63 / 0
 RGB: 141 / 227 / 150
 WEB: #8DE396



Dark Green
 CMYK: 93 / 34 / 100 / 31
 RGB: 29 / 95 / 36
 WEB: #1D5F24

SECONDARY PALETTE 輔色

A secondary color palette can be used to complement the primary colors, in order to offer a broader range of tones while maintaining the cohesiveness of the brand.

The secondary palette consists of lighter and / or darker shades of the primary colors. It is very important to use only similar tones together - yellow tones, blue tones, green tones - and to limit their use to cases where more tones of the primary colors are needed.

輔色能夠保持色調的統一性，同時為品牌提供更廣泛的色調。

輔色為相近主色的顏色，但比主色較淺或較深。請保持色調的統一性 — 黃色調、藍色調、綠色調 — 只用相近顏色在一起，並在必要的情況下才使用輔色。



ALWAYS USE SIMILAR TONES TOGETHER.
 應用相近顏色在一起。

TEACHERS THOUGHTS 老師感想

Different shade color boxes can be used to clearly differentiate content.

可使用顏色深淺不同的背景框來區分內容。

PARENTS THOUGHTS 家長感想

Different shade color boxes can be used to clearly differentiate content.

可使用顏色深淺不同的背景框來區分內容。

SECONDARY COLORS CAN BE USED FOR TITLES OR BACKGROUNDS.
 輔色可用於標題或背景。

A darker shade color box can be used to display text, titles or body.

較深的顏色背景框可作顯示文本、標題或正文。

A

GOTHAM
Bold

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

Use for headlines and titles.
用於標題和副標題

a

GOTHAM
Book

a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Use for body text.
用於正文

TYPOGRAPHY 字體

Typography is a powerful brand tool when used consistently. This set of typefaces best represents the brand and should be used across all print and web applications. In the case Gotham cannot be used, it is essential to always use a similar Sans serif font family which comes with both regular and bold weights. For Chinese text, Arial Unicode MS can be the standard font.

統一的字體是建立品牌形象的重要工具。這套字體最能代表童享的品牌，應在所有印刷和網上中使用。在若在無法使用Gotham的情況下，應使用類似的Sans serif家族的字體，該家族的字體有常規及粗體版本。對於中文文本，Arial Unicode MS可以是標準字體。

TITLES ARE TYPED IN SIZE 28PTS.
標題的大小為28點。

SUB TITLES ARE IN SIZE 18 PTS.
副標題大小為18點。

Body text is typed in size 12 pts.
正文文本的大小為12點。

Legends or credits text can be typed in size 8 or 10 pts.
圖例或說明文字的大小為8或10點。

PHOTOGRAPHY & DESIGN 圖像與設計

Hong Kong Children In Need's brand design is very clear and neat.

Photos are used in big size to illustrate and showcase children activities, which are the foundation's main focus.

For vignettes, photos can be displayed in a circle, to give a friendly feeling.

White is the main color for page background. It can sometimes be decorated with colorful blocks.

The colors follow the primary palette to enhance the brand's cohesiveness.

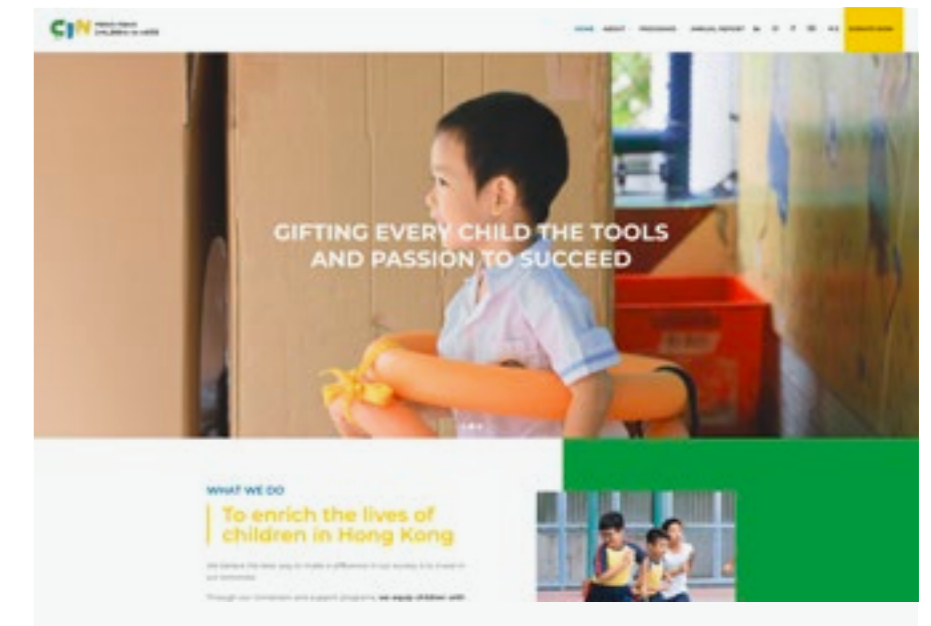
童享慈善基金會的設計非常清晰整潔。

使用大尺寸的圖片來展示兒童活動-突顯基金會的重點。

小插圖可用圓形框來顯示，以營造親切友善的感覺。

頁面的背景應主要為白色，有時可加入其他顏色塊作裝飾。

顏色則應遵守主色調，以增強品牌形象的凝聚力。



LOGOS INDEX

徽標索引

When using our logo bank for your graphic applications, you may use this index for easy referencing.

Our logos are available in:
- individual files in “.png” format.
- vectorized files in “.ai” format,
all on the index document.

當您使用徽標時，可參考此索引。

本索引有以下格式的徽標可供選用：
- “.png” 格式的點陣圖檔
- “.ai” 格式的矢量化圖檔

PRIMARY LOGO

主要徽標



HKCIN-logo-1-colors-main.png



HKCIN-logo-1-mono-black-rectangle.jpg



HKCIN-logo-1-mono-white-rectangle.jpg



HKCIN-logo-1-colors-outlined.png



HKCIN-logo-1-mono-black-outlined.png



HKCIN-logo-1-mono-white-outlined.png

SECONDARY LOGO 次要徽標



HKCIN-logo-2-colors-circle.png



HKCIN-logo-2-colors-outlined.png



HKCIN-logo-2-colors-square.png



HKCIN-logo-2-mono-black-circle.png



HKCIN-logo-2-mono-black-outlined.png



HKCIN-logo-2-mono-black-square.jpg



HKCIN-logo-2-mono-white-circle.png



HKCIN-logo-2-mono-white-outlined.png



HKCIN-logo-2-mono-white-square.jpg

PICTORIAL MARK 圖標



HKCIN-logo-3-colors-circle.png



HKCIN-logo-3-colors-outlined.png



HKCIN-logo-3-colors-rectangle.png



HKCIN-logo-3-colors-square.png



HKCIN-logo-3-mono-black-circle.png



HKCIN-logo-3-mono-black-outlined.png



HKCIN-logo-3-mono-black-rectangle.png



HKCIN-logo-3-mono-black-square.png



HKCIN-logo-3-mono-white-circle.png



HKCIN-logo-3-mono-white-outlined.png



HKCIN-logo-3-mono-white-rectangle.png



HKCIN-logo-3-mono-white-square.png

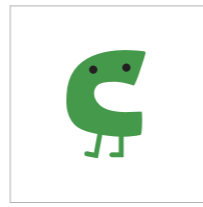
ICON MARK
圖示



HKCIN-logo-4-colors-circle.png



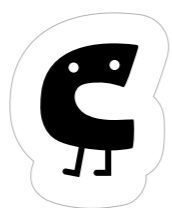
HKCIN-logo-4-colors-outlined.png



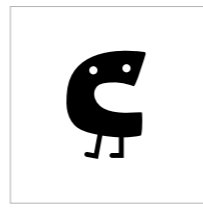
HKCIN-logo-4-colors-square.png



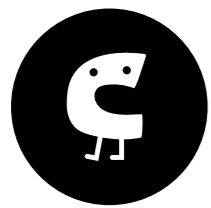
HKCIN-logo-4-mono-black-circle.png



HKCIN-logo-4-mono-black-outlined.png



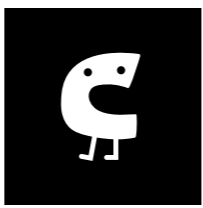
HKCIN-logo-4-mono-black-square.png



HKCIN-logo-4-mono-white-circle.png



HKCIN-logo-4-mono-white-outlined.png



HKCIN-logo-4-mono-white-square.png

THANK YOU
謝謝

The guidelines allow for creative freedom to use the logos as you see fit while still making sure the brand looks its best across all applications. If ever in doubt, just refer back to this guide.

本指引能讓您更得心應手去使用徽標，同時間保持品牌的形象。如有疑惑，隨時參考本指引。



Founded in 2019, Hong Kong Children In Need Foundation (HKCIN) is a charitable institution registered under section 88 of the Inland Revenue Ordinance of Hong Kong (IR File Number 91/16876).

童享慈善基金會於2019年成立，為依據香港稅務條例第88段，獲稅務局認可的慈善團體（檔案編號91/16876）。

Suite 1302, Prosperity Tower, 39 Queen's Road Central, Hong Kong

香港中環皇后大道中39號豐盛創建大廈1302室

Follow our social media channels and subscribe to our newsletter at: www.hkcin.org/#subscribe. Stay connected with us and receive updates about our programs, events and volunteer opportunities!

跟隨我們的社交媒體，並在www.hkcin.org/#subscribe訂閱通訊，接收有關我們的計劃、活動和義工機會的最新信息！

www.hkcin.org



[@hkcinfoundation](https://www.instagram.com/hkcinfoundation)



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