



# **SAILING FEDERATION OF HONG KONG, CHINA (“HKSF”)**

## **Guidelines in Using**

### ***Sailing Federation of Hong Kong, China* Logo**

### **中國香港帆船運動總會會徽使用指引**

## **PRINCIPLE**

The primary Mission of HKSF is to promote sailing in Hong Kong. We encourage all Member Clubs and Member Associations to initiate activities that promote and develop sailing. With that principle, Member Clubs and Members Associations can publish HKSF logo if the motive is correct.

## **GUIDELINES**

Member Clubs and Member Associations planning to use HKSF logo in their printed publications and/or electronic means should observe the following guidelines in order to avoid misunderstanding and undesirable liability risk. All Member Clubs and Member Association should:

1. Follow the **LOGO FORMAT AND DETAILS** as stipulated in this document.
2. If the event or activity is *not* organized, co-organized, sponsored, or subvented by HKSF, insert the wordings “Affiliated with” on the left, or on top, of HKSF logo. It cannot be just an independent HKSF logo with nothing on it. This is to avoid readers’ misinterpretation that HKSF is organizing, co-organizing, sponsoring, or subventing the event or activity, which may lead to a liability issue.
3. Give at least 2 weeks advance notice and draft of the intended publication to HKSF for its approval.

For other individuals or organizations not covered by the above, a detailed proposal on usage of HKSF logo should be submitted to HKSF at least 1 month in advance. Such proposal will be considered on a case-by-case basis.

## **原則**

中國香港帆船運動總會的主要使命是在香港推廣帆船運動。我們鼓勵所有屬下會所會員和協會會員開展促進和發展帆船運動的活動。秉持這一原則，會所會員及協會會員在動機正確的情況下，可以使用HKSF會徽。

## 指引

計劃在其印刷品或電子方式中使用HKSF會徽的屬下會所會員和協會會員應遵守以下指引，以避免誤解和不必要責任風險。所有會所會員和協會會員應：

1. 遵循本文件規定的會徽格式和詳細信息。
2. 若該活動並非由 中國香港帆船運動總會 主辦、協辦、贊助或資助，請在 HKSF 會徽左側或頂部加上 “附屬於” 字句。會徽不能只是一個單獨的 HKSF 標誌。這是為了避免讀者誤認為中國香港帆船運動總會為組織、協辦、贊助或資助該活動的機構，從而可能導致責任問題。
3. 至少提前 2 週向 中國香港帆船運動總會 提交擬出版的草案申請。

對於上述範圍以外的其他個人或機構組織，應至少提前1個月向中國香港帆船運動總會提交使用中國香港帆船運動總會會徽的詳細建議書。此類提案將根據具體及個別情況予以考慮。

## LOGO FORMAT AND DETAILS 會徽格式及詳細信息

1. Chinese Font of HKSF 中文名稱字款:
  - Microsoft YaHei or SimHei

**中國香港帆船運動總會**

2. English Font of HKSF 英文名稱字款:
  - Arial Black Regular

**Sailing Federation of Hong Kong, China.**

3. Color 顏色



PANTONE 7683 C



**COLOR VALUES:**

RGB 66 109 169  
HEX/HTML 426DA9  
CMYK 79 53 0 0

PANTONE Red 032 C



**COLOR VALUES:**

RGB 239 51 64  
HEX/HTML EF3340  
CMYK 0 90 76 0

Adobe® PhotoShop or Corel® PhotoPaint Color Codes:

The BLUE Color	RGB (R:68 G:107: B:231) CMY (C:208 M:148: Y:32)
The RED Color	RGB (R:231 G:56 B:51) CMY (C:3 M:237 Y:224)

- 3.1. Logo: Not allowed to change the color of the Logo  
徽號：不可更改徽號上的顏色
- 3.2. HKSF name: May use in black color, other color must be approved by HKSF.  
會名：可以轉用黑色，其他顏色如未經本會批准不可使用。
4. Logo on white background 白色背景
  - 4.1. The usage of any other color as background color is prohibited unless with written approval by HKSF.  
未獲中國香港帆船運動總會書面授權者，不可改用其他顏色作背景。
5. Logo in outline format 外框圖

## APPLICATION OR ENQUIRY 申請或查詢

中國香港帆船運動總會 Sailing Federation of Hong Kong, China.

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