



Guidelines on the Use of “Hong Kong Smoke-free Leading Company Awards 2019” 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 following logo and information of the “Hong Kong Smoke-free Leading Company Awards 2019” at their corporate website, promotional 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 2019” Logo (“Logo”):

Eligibility

All award-winning companies/organizations of the “Hong Kong Smoke-free Leading Company Awards 2019”, including Triple Gold Award, Gold Award, Silver Award and Certificate of Merit are welcomed to use the Logo.

Effective period for use of Logo

Eligible companies/organizations can use the Logo starting from 27 March 2020. If a company/organization does not participate and receive any award in the next “Hong Kong Smoke-free Leading Company Awards”, the right to use the logo will be suspended.

Ways to use the Logo

The Logo can be proportionately enlarged or reduced to fit the size of the advertising and promotional collaterals, but alteration of the design, colour and font of the Logo is not allowed. Minimum size of the Logo is 24mm (width). No parts of the Logo, including the written texts and the design, can be separated from the Logo.

- Colour guide of the Logo:

1. Triple Gold Award of “Hong Kong Smoke-free Leading Company Awards 2019”



2. Gold Award of “Hong Kong Smoke-free Leading Company Awards 2019”



3. Silver Award of “Hong Kong Smoke-free Leading Company Awards 2019”



4. Certificate of Merit of “Hong Kong Smoke-free Leading Company Awards 2019”



- 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 display of the Logo by an awarded company/organization in any circumstance only indicates that it has reached a certain target in implementing its smoke-free policies. It does not indicate that the company's/organization's products and/or services are endorsed by COSH. The company/organization also may not use the Logo to express or imply that its products and/or services are endorsed or supplied by COSH.
- The contents of a company/organization's advertising and promotional 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.
- If the awarded company/organization operates as member of a group or a holding company, its affiliated companies (including its parent company, subsidiaries and other related companies) may not concurrently use the Logo.
- 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 2019" Triple Gold

Award/Gold Award/Silver 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.