

New promotional logo to publicise government-funded projects (with photos)

The Government has launched a newly designed promotional logo for government bureaux and departments to adopt on various publicity materials so as to introduce government-funded projects to the public in a more comprehensive manner, gaining their support for the Government and its partners and encouraging their participation, thereby enhancing their sense of belonging and happiness.

The Director of Information Services, Mr Fletch Chan, said at the launch event of the new promotional logo today (January 18) that the Government is committed to providing a wide range of quality public services. Apart from those activities organised by government bureaux and departments, it has also supported social and non-governmental organisations to arrange services, events and programmes with subsidies or other supportive means to benefit the public. Through the application of the new promotional logo, it will be easier for the public to recognise projects that are supported or endorsed by the Government.

Mr Chan said that these government-funded projects have been covering facilities of livelihood, youth development, social welfare services, major events of culture, sports and tourism, etc. It aims to consolidate the power among the Government, the business sector, the community, etc, and to introduce fresh thinking and new impetus to bring positive impact to society. It also manifests the Government's full implementation of the policy initiatives of caring about the people, pursuing economic growth and working efficiently.

At the launch event, the Chief Executive of the Lok Sin Tong Benevolent Society, Kowloon, Ms Alice Lau; the Chief Executive Officer of the Hong Kong Sheng Kung Hui Welfare Council Limited, Mrs Patricia Lau; the Director of the Richmond Fellowship of Hong Kong, Dr Fung Cheung-tim, and the Commissioner for Sports, Mr Sam Wong, introduced projects supported by the Government, namely the Sham Shui Po Community Living Room, the Transitional Housing Project at United Court, Tung Tau, Yuen Long, the 18111 – Mental Health Support Hotline and major sports events, respectively.

The new promotional logo was designed by the Information Services Department using "door always open", the architectural features of the Central Government Offices, as a primary concept, which brings out the Government's adherence to an open-minded attitude. Its semi-three dimensional design with a subtle tilt features the Government's dynamism and its proactive approach to addressing the diverse needs of the public.

To meet different requirements and enhance overall publicity impact, the

message on the new promotional logo will be adjusted according to the nature of different services, events and programmes.

The new promotional logo will continue to be shown on the publicity materials of suitable services, events and programmes, including banners, backdrops, posters, leaflets, websites, digital presentation, and promotional videos.

To enhance the publicity of the new promotional logo, the Information Services Department will organise a roving exhibition for staging on Hong Kong Island and in Kowloon and the New Territories from next Monday (January 22) to March 26. Details of the exhibition are as follows:

Exhibition Duration	Venue
January 22 to 28 (8am to 6pm)	G/F lobby, North Point Government Offices
January 29 to February 18 (The opening hours will be the same as those of the Hong Kong Central Library. For details, please visit: www.hkpl.gov.hk/hkcl/)	1/F, Hong Kong Central Library
February 19 to 24 (10am to 9pm)	Kowloon Park Arcade
March 1 to 7 (10am to 9pm)	Atrium, G/F, Domain, Yau Tong
March 8 to 26 (10am to 9pm)	Covered Playground, North District Community Centre

