







Guidelines on use of Caring Company/Caring Organisation Logos

How to correctly use Caring Company/Caring Organisation Logos?

Caring Companies and Caring Organisations put their cares of society into action and serve as role models in fulfilling corporate and social responsibilities. It is most important that Caring Company/Caring Organisation Logos are used correctly.

Below are rules to be followed when using the Caring Company/Caring Organisation Logos (which may hereafter collectively referred to as “Logos” in short):

A. Caring Company/Caring Organisation Logos must be used in the following ways:

Type of Logo	Year Logo First Awarded	Years Shown on Logo
1. 15 Years plus Caring Company Logo / 10 Years plus Caring Organisation Logo should use it as follows:		
 	2002/03 2003/04	
2. 10 Years plus Caring Company Logo / 10 Years plus Caring Organisation Logo should use it as follows:		
 	2004/05 2005/06 2006/07 2007/08 2008/09	
3. 5 Years plus Caring Company Logo / 5 Years plus Caring Organisation Logo should use it as follows:		
 	2009/10 2010/11 2011/12 2012 2013/14	

4. A company/organisation awarded the Logo consecutively in the past 2-4 years should use it along with a sign showing the award-winning years, as follows:

 	2014/15	2014-18
 	2015/16	2015-18
 	2016/17	2016-18

6. A company/organisation awarded the Logo for the first time should use it along with a sign showing the award year, as follows:

 	2017/18	2017/18
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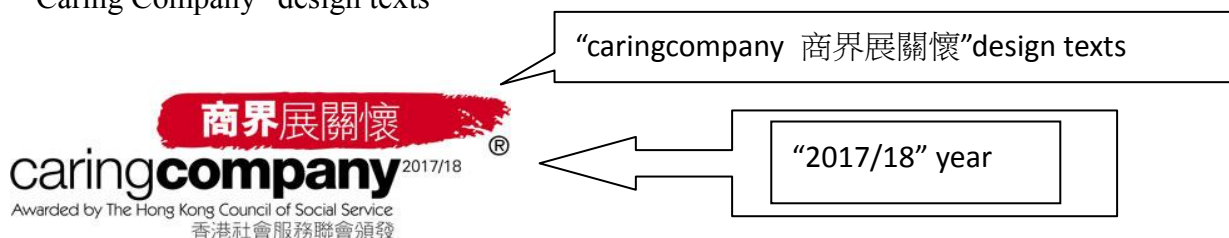
B. Effective Period for Use of Logos

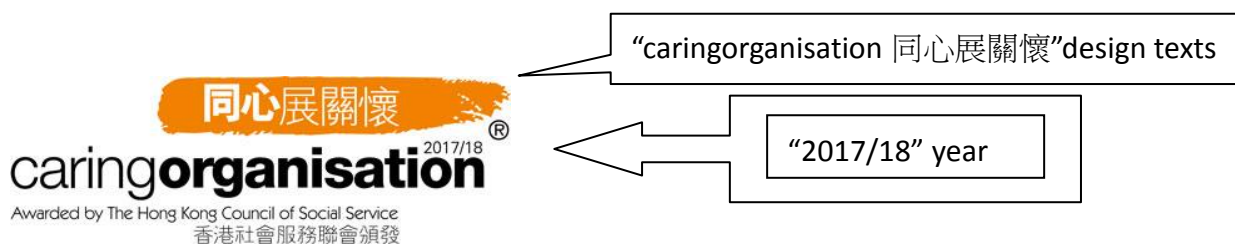
An awarded company/organisation may use the Logo from 1 March 2018 to 28 February 2019. If a company/organisation does not win a new award after the effective period, it must immediately stop using the Logo and displaying the Caring Company Certificate before 1 March 2019.

C. Ways to Use the Logos

The Logo may be proportionately enlarged or reduced to fit the size of the advertising and promotional material, but alteration of the design and font of the Logo is not allowed. No parts of the Logo, including the year, the written texts, ® and the design, may be separated from the Logo. However, if the width of the Logo is less than 1 inch, the words “Awarded by The Hong Kong Council of Social Service” at the bottom of the Logo may be omitted.

“Caring Company” design texts





Where the awarded company/organisation may use the Logo:

1. Company name card
2. Letter Head and Envelope
3. Web Page
4. Publicity or Advertising Materials /Recruitment Advertisement
5. Stationery, souvenir
6. Publication, document, shop display

D. Principles governing the correct use of Caring Company/Caring Organisation Logos:

1. When using the Caring Company/Caring Organisation Logo, the awarded company/organisation must display along with the Logo its company / organisation's full or short name or its own company / organisation Logo. The awarded company/organisation may not, without prior written consent from the Hong Kong Council of Social Service (HKCSS), use the Logo solely in the name of its branches, other business names and/or brands. The company's/organisation's full or short name or its company / organisation logo must be more prominent than the Caring Company/Caring Organisation Logo: The suggested ratio is: the Caring Company/Caring Organisation Logo must be less than 60% of the size of the awarded company / organisation's full or short name or its own company / organisation logo, or must not be larger than other awards and accreditation logos appearing in the same advertising or promotional material.
2. The display of the Logo by an awarded company/organisation in any circumstance only indicates that it has reached a certain target in fulfilling its corporate social responsibilities; it does not indicate that the company's/organisation's products and/or services are endorsed by HKCSS. The company/organisation also may not use the Logo to express or imply that its products and/or services are endorsed or supplied by HKCSS. The contents of a company's/organisation's advertising and promotional material (including web page, products/services/ business advertisement) bearing the Caring Company/Caring Organisation Logo must be lawful, healthy, wholesome, honest, truthful, and must not contain any defamatory, discriminatory or offensive content.
3. Besides displaying the Caring Company/Caring Organisation Logo, the awarded company/organisation may provide information of the award by words, e.g. "In 2017/18 our

company was awarded the Caring Company/Caring Organisation Logo by the Hong Kong Council of Social Service.”

4. If the awarded company 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 Caring Company/Caring Organisation Logo - this is to align with the principle set forth in the Caring Company/Caring Organisation Nomination Form that holding companies and their subsidiaries must be independently nominated by nominating organisations.
5. Awarded companies/organisations must email samples of product or service advertisements using the Logo to caringcompany@hkcss.org.hk for HKCSS’ review and record. Such advertising or publicity materials may only be publicly used after obtaining HKCSS’ approval. In the review process, HKCSS may require the company/organisation to alter and/or delete any representation in which the Caring Company/Caring Organisation Logo is displayed. As the review takes no less than five working days, companies/organisations are advised to allow time for possible alteration.
6. HKCSS reserves the right to revoke the use of the Logo by any awarded company/organisation which has been convicted of any criminal offence within or outside Hong Kong, 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.
7. HKCSS may issue a warning to or even disqualify a company/organisation from using the Caring Company/Caring Organisation Logo if it is judged by the Caring Company Steering Committee to have breached trust or violated social, moral and/or professional responsibility during the period of using the Logo.
8. HKCSS may in its sole and discretion decide whether an awarded company’s/organisation’s use of the Caring Company/Caring Organisation Logo has violated these Guidelines, and may at any time demand the awarded company/organisation stop or alter its use of the Logo. HKCSS’ interpretation on the provisions of these Guidelines shall be final and conclusive. In case of dispute, HKCSS has the authority to make final and binding decisions.
9. The Caring Company/Caring Organisation Logo is not recommended for email footers.
10. For inquiry on the Guidelines on Logo use, please call 2864-2966, or email caringcompany@hkcss.org.hk to contact staff members of the Caring Company Scheme.

Letter head:

Envelope:

Business Card:

<p>Company Name & logo 公司名稱及商標</p> <p>Name & Title 姓名及職位</p> <p>Company address & contact information 公司地址及聯絡資料</p>	<p>Company Name & logo 公司名稱及商標</p> <p>Name & Title 姓名及職位</p> <p>Company address & contact information 公司地址及聯絡資料</p>
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Recruitment Advertisement:



GRAND HYATT HONG KONG
A 5-Day Week Employer

We are inviting applicants for the following positions:

CULINARY
Chef Commis - Western
Chef de Cuisine - Pastry

EVENTS
Associate Director of Events
Events Executive
Events Manager

FOOD AND BEVERAGE
Assistant Manager - Grissini (Native Italian Speaker)
Guest Services Officer
Manager - One Harbour Road
Team Leader
Waiter / Waitress

ROOMS
Assistant Manager - Front Office
Door Attendant
Guest Relations Officer
Guest Services Officer - Concierge / Front Office / Spa
Personal Butler
Telephone Operator

SALES & MARKETING
Sales Coordinator
Sales Executive

香港最佳酒店
HYATT
KONG KONG

Aus Hotels
Best Employers
in APAC 2011

5+
caring organisation

+852 2584 7004
WWW.HYATTJOBS

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Teller / Part-time Teller
(Ref: YMH/BR-T/JJ)

- Handle counter transactions and cross-sell banking products
- F.5 or above
- Pass in IQE Licensing Examinations is an advantage
- Minimum 1 year's teller experience
- Detail-minded, customer-oriented and proactive
- Good communication and interpersonal skills

Attractive remuneration package will be offered to the right candidate. Please apply with full resume stating present & expected salary and contact phone number to The Human Resources Manager, 10/F, 161 Queen's Road Central, Hong Kong or via email to whhrd@whbk.com. Please quote the reference.

Personal data collected will be used for recruitment purpose only. For more information, please visit our website: <http://www.whbk.com>

5+
caring organisation

Others:



稅務局
Inland Revenue Department

報稅表 - 個別人士
Tax Return - Individuals

電子報稅
ELECTRONIC FILING

方便
Convenient

安全
Secure

環保
Green

簡易
Easy

快速
Fast

登入 Login: www.gov.hk/etax

經 **稅務易 eTAX**

提交報稅表安全又快捷

Secure and easy to file tax return via eTAX

- 預填資料
Pre-filing of data
- 估計應繳薪俸稅稅款
Estimation of Salaries Tax payable
- 延期提交報稅表
Extension of time for filing
- 選擇收取電子通知書
Opt for electronic notices
- 收取電子提示信息
Receive e-alert messages

隨時隨地
處理你的稅務事宜
Manage your tax affairs
anytime anywhere



Web Page:

網頁:

<http://www.kmb.hk/tc/>

The screenshot shows the KMB website homepage. At the top, there is a navigation bar with links for '關於九巴' (About KMB), '新聞中心' (News Center), '企業公民' (Corporate Citizenship), '路線與服務' (Routes and Services), '九巴天地' (KMB World), '消閒熱點' (Leisure Hotspots), and '商務機會' (Business Opportunities). A search bar is also present. Below the navigation bar is a large banner with the text '再創環保新領域 九巴愛護環境' (Creating new horizons in environmental protection, KMB loves the environment) and an image of a bus. The main content area is divided into several sections: '服務拓展' (Service Expansion) featuring a photo of a group of people; '乘客通告' (Passenger Notice) with a list of bus route changes; '新聞發布' (News Release) with a date of 2012年06月25日; '消閒熱點' (Leisure Hotspots) listing various locations; '乘客之道' (Passenger Etiquette) with a cartoon character; and '企業社會責任' (Corporate Social Responsibility) with a 2011 report. The footer contains contact information and copyright details for Kowloon Motor Bus Company (1933) Limited.

<http://www.bcthk.com/BCT/html/chi/index.jsp>

The screenshot shows the BCT website homepage. At the top, there is a navigation bar with links for '主頁' (Home), '聯絡我們' (Contact Us), '常見問題' (FAQ), '網站連結' (Website Links), '調查表' (Survey), and '網頁指南' (Website Guide). Below the navigation bar is a large banner with the text 'BCT的強精金 香港人的MPF' (BCT's Strong Gold, Hong Kongers' MPF) and an image of a person. The main content area is divided into several sections: '您的網上帳戶' (Your Online Account) with a login form; '市場焦點' (Market Focus) with a video player; '專為香港人' (Special for Hong Kongers) with a list of services; '2012年薪新' (2012 New Salary) with a list of services; and '最新消息' (Latest News) with a list of news items. The footer contains contact information and copyright details for Bank of China Trust Company Limited.



新創建 新創建集團有限公司
NWS NWS HOLDINGS LIMITED

[關於新創建](#)
[業務範疇](#)
[最新消息](#)
[投資者世界](#)
[企業管治](#)
[社區與環境](#)
[就業機會](#)
[資源中心](#)




登記資訊速遞

新創建成員公司目錄

新世界集團

新創建 NWS
新創建集團慈善基金

新創建西遊俠銀行
NWS Hong Kong
Geo Wonders like

新創建

06月11日 新創建集團聯合香港特区政府工務局30年供水合約 提供一體化供水和污水處理服務

06月03日 新創建集團連續10年連續「世界最精實」榮譽

新創

02月28日 2012年中期業績報告(英文版)

新創發展

05月03日 香港電訊 (2012年1月至3月)

新創發展

07月08日 截至2012年6月30日止的月份報告

通金

06月12日 公告：獨立財務監察委員會及提名委員會成員名單

金年慶典

10月17日 新創建集團有限公司2011年年報

中國通金

02月15日 新創建集團有限公司 2011-2012年中期報告

新創發展

04月13日 新創發展 董事十七名

成員公司網址:

10
anniversary
campany
TotalCare
全面關懷大獎

新創發展
新創發展集團有限公司
New World Concepts Co. Ltd.