



Logo Guideline

2) About HerFund 關於婦女動力基金

HERFund stands for “HER EMPOWERING RESOURCES”. Since 2004, HERFund has been the only community fund in Hong Kong that empowers local grassroots and marginalized women’s groups through grantmaking and capacity building in order to advance women’s human rights and gender equality.

婦女動力基金成立於2004年，服務的對象為基層婦女及邊緣社群，是香港唯一以撥款及能力培訓，來促進女性人權及性別平等的民間基金會。

HER Belief 信念

HERFund believes in the wisdom and capacity of women to determine their needs and aspirations and to develop strategies to achieve them.

我們相信女性的智慧及能力，能決定自己的需要及抱負，並在生活中實踐。

HER Vision 理念

We envision a society that will secure and promote the human rights for all, without discrimination on any grounds, and in all areas of life and work.

我們致力改善社會環境及消除性別歧視，維護女性生活上及工作上的基本權利。

HER Mission 使命

HERFund mobilizes resources and invests in empowering women and girls to create change in communities for gender equality.

婦女動力基金籌集資源，並投資在女性及青少年的充權工作上，從而創造社會改變，促進性別平等。

HER Work 工作

HERFund advances women and girls’ rights through grant-making, capacity building and resource development. We prioritize giving support and financial grants to improve the situation and protect the human rights of marginalized and grassroots women.

婦女動力基金透過撥款、能力培訓及資源發展的工作，改善邊緣社群及基層婦女的權益及生活環境。

1) Introduction 簡介

The aim of the HERFund Brand Guidelines is to help achieve consistency and increase the impact of published, external communications material. The Brand Guidelines tell the story of HER Fund's brand and outline the use of logos, colours and typography.

此品牌指引之目的是確保婦女動力基金的對外出版物及傳訊形象一致，以傳達更有效的信息。而品牌指引的內容，包括婦女動力基金的品牌故事、標誌、顏色和字款應用。

3) About Our Logo 關於標誌

It's no coincidence that the HERFund's bright yellow and purple logo is so dynamic and inclusive.

The word HER, showcases the dynamic nature of this women's rights organisation, as the letters in the word HER look like dancing women, who are energetically advocating for equality. The yellow colour weaves through the word like a ribbon, which shows women linking together and supporting each other. The "HER" is also a symbol of how HERFund builds bridges between marginalised women and those in the wider community.

婦女動力基金的標誌，選用了充滿活力的鮮黃色和紫色。

「HER」字樣由鮮黃色的線條貫穿，象徵我們連結各邊緣女性社群的角色，與她們一起同行，互相支持；亦代表著我們是連結邊緣女性和社區的重要橋樑。而流線型的線條設計，突顯出女性和平權路上充滿活力，一同起舞。



4) About Brand Personality 品牌個性

If HERFund were a person, she would be described as:

假如婦女動力基金是一個人物，她會是：

Positive, cheerful, welcoming and friendly

積極、開朗、友善

Inspiring and open-minded

啟迪人心及思想開放

Intellectual and very competent

知性、能幹

Cool, stylish and edgy

型格、優雅

Strong and independent

堅強、獨立

Passionate, change-making and a strong believer in justice

熱情、敢於改變及堅信公義

5) Logos 標誌

Our name and logo are extremely valuable intellectual property, which belong to HER Fund. Use of our name and logo by another agency, should be approved by HER Fund. Misuse of either our name or our logo or misuse of both our name and logo, can result in legal action.

我們的名稱和標誌，是婦女動力基金極具價值的產權。其他機構如需使用我們的名稱和標誌，必先得到婦女動力基金批准。胡亂使用我們的名稱或標誌，均可予法律訴訟。

5.1) Logo Structure (Horizontal) 標誌架構 (橫向)

The logo should never be 'redrawn', always use the artwork supplied.

x indicates the space between the letters of "FUND". This ensures that each use of the logo will be consistent. The x is not based on any reference, it is purely to show that the spacing exists and needs to be used for brand consistency.

每次使用標誌時應使用圖稿，不應重新繪畫標誌。

“X”表示“FUND”的字母之間間距。這個“X”並沒有任何實質意思，純粹用作顯示間距，以確保標誌使用的連貫性。



5.2) Logo Structure (Square) 標誌架構 (方形)

The square logo may be used in place of the standard logo when needed. The square logo uses less space and may be more visually pleasing for certain uses such as for social media, or contentful PPT presentations. The same x rules apply, and the spacing is identical to the standard logo.

方形標誌可以在需要的時候取代標準標誌。方形標誌所需的空間較少，因此在特定的情況下，如在社交媒體，或內容豐富的簡報上使用，標誌便會更顯眼。“X”的使用準則在方形標誌上同樣適用，間距跟標準標誌亦是一樣。



6) Exclusive Zone 專屬區域

The exclusive zone dictates how much space must be kept clear between the logo and other wording, images or the edge of a screen or paper. The exclusive zone is the same size as the 'F' for 'FUND' in the logo being used. The size of the exclusive zone will increase or decrease with the size of the logo being used.

專屬區域用作指示標誌與其他文字、圖案、屏幕或紙的邊緣，應分開的間距。這個專屬區域的大小，跟標誌中“FUND”的“F”是一樣的。專屬區域的大小，會隨著標誌的大小而遞增和減少。



7) Minimum Logo Size 最小標誌尺寸

The print minimum size of the logo is 25mm.

The digital minimum size of the logo is 150px.

This ensures the logo will be readable and high quality when used.

印刷用的最小標誌尺寸為25毫米。

數位用的最小標誌尺寸為150像素。

這可確保標誌於任何情況下的可讀性及高品質。

On Print: 25mm 印刷：25毫米

On Digital: 150px 數位：150 像素



8) Colours and Fonts 用色及字體

8.1) Primary Colour 原色



Pantone 266C
60C 90M 0Y 0K
130R 54G 140B
#82368c



Pantone 123C
0C 25M 90Y 0K
253R196G 31B
#fdc41f

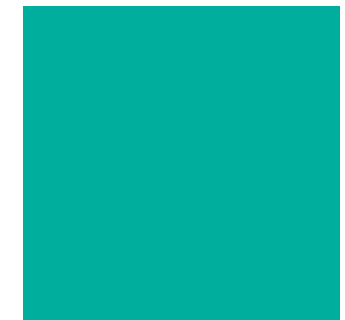
8.2) Secondary Colour 三間色



Pantone Cool Gray 11C
0C 0M 0Y 80K
87R 87G 86B
#575756



Pantone 2728CC
100C 80M 00Y 0K
22R 65G 148B
#164194



Pantone 326C
90C 0M 50Y 0K
0R 162G 149B
#00A295

8.3) Reversed Colour 反向色



9) Logo Usage 標誌用法

9.1) Incorrect Usage 不正確用法

Please do not alter the logo colours

請勿修改標誌顏色

Please do not place the logo on top of a background that is either (i) too similar in colour to the logo or (ii) too different in colour to the logo, so that background colour clashes with the logo's colours.

請勿將標誌擺放在以下樣式的背景：(i)與標誌顏色太相似的背景 或 (ii)與標誌顏色呈強烈對比的背景。



Please do not distort or rotate the logo

請勿扭曲或扭轉標誌



9.2) Correct Usage 正確用法



10) Typography 字型

10.1) Typography English 英文字型

Aa

ITC Avant Garde font family

Extra Light

abcdefghijklmnopqrstuvwxyz 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Book

abcdefghijklmnopqrstuvwxyz 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Medium

abcdefghijklmnopqrstuvwxyz 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Demi

abcdefghijklmnopqrstuvwxyz 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Bold

abcdefghijklmnopqrstuvwxyz 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ

10.2) Typography – Chinese 中文字型

Source Han Sans Google思源黑體

Download link:

<https://noto-website.storage.googleapis.com/pkgs/NotoSansCJKtc-hinted.zip>

Thin

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()-+=[];{}
務必使用正體中文，及全形符號

Light

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()-+=[];{}
務必使用正體中文，及全形符號

Demi Light

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()-+=[];{}
務必使用正體中文，及全形符號

Regular

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()-+=[];{}
務必使用正體中文，及全形符號

Medium

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()-+=[];{}
務必使用正體中文，及全形符號

Semi Bold

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()-+=[];{}
務必使用正體中文，及全形符號

Black

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#\$%^&*()-+=[];{}
務必使用正體中文，及全形符號

10.3) Typesetting Guides 排版指引

LOREM IPSUM DOLOR SIT AMET

●..... Bold is used for headings, in upper case.

Donec sit amet leo risus.

●..... Demi is used for sub headings.

Consectetur adipiscing elit. Sed bibendum ornare ligula sit amet faucibus. Nam varius in risus vel sollicitudin. Sed aliquam, risus ut congue facilisis, orci orci vehicula tortor, non gravida elit eros nec odio. Suspendisse non posuere dolor. Sed nisl nunc, auctor sit amet nulla non, suscipit interdum nunc. Mauris dapibus neque ac sapien euismod elementum. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus vitae lacus facilisis, rhoncus magna ut, pretium turpis. In dignissim quam sit amet lectus vulputate scelerisque. Praesent adipiscing condimentum felis, in faucibus dui porttitor quis.

●..... Book is used for body copy.