



Guidelines (Annual Donation)

Important Notice:

All recipient organisations must strictly adhere to this “Guidelines (Annual Donation)”. Otherwise, BMCPCC shall not be responsible for any costs incurred.

Items for BMCPCC’s approval and consideration:

	Items	Lead time
1	Logo approval	5 working days
2	Speech / Foreword writing (drafted by organisation)	At least 3 weeks before the event
3	Event invitation/ Guest Interview / Video shooting	At least 4 weeks before the event

Logo guidelines:

- All logos (including BMCPCC and organisations) in promotional materials should be placed **at the same level with same height**. Otherwise, the BMCPCC logo should be placed above the other logos.
- 「主辦機構」and 「贊助機構」 should be placed above the logos of the organisation and BMCPCC respectively.
- At least 0.5 cm** space should be left between BMCPCC logo and any other logos, graphics or textual elements.
- BMCPCC logo should be placed on a **white or light-coloured background without overlapping graphics**.
- No modification on the BMCPCC logo** is allowed including changing color, shortening, abbreviating, adding a border etc.
- All material dimension and actual logo size** should be **indicated clearly** for easy verification.
- All promotional materials below** should be adhered to the following **requirements**:

	Promotional materials	Requirements
1	Printed Materials / Backdrops / Banners	<ul style="list-style-type: none"> A4: Logo height should be at least 2cm A5 or below: Logo height should be at least 1.5cm A3 or above: Logo should be at least 8% of the material’s height
2	Premiums / Roll-up banners	<ul style="list-style-type: none"> Logo should be shown clearly and reasonably as far as possible
3	Videos	<ul style="list-style-type: none"> Logo credits should be last for at least 3 seconds at the beginning and the end of the video Logo should be at least 8% of the screen’s height
4	Stickers for communication Apps	<ul style="list-style-type: none"> Logo placement is optional Once the organisation logo is shown on the sticker, BMCPCC logo should be included.
5	Social Media Posts	<ul style="list-style-type: none"> Content should be contained the following hashtags: #華永會 #華人永遠墳場管理委員會 #永懷人生 #善亮人生 #bmcpc #bmcpcchk #bmcpc_life #bmcpc_shine #bmcpc110plus Select the appropriate hashtag as per the application category: #生命教育 #工程及購置 #社區建設

*To obtain further details regarding additional promotional materials, kindly contact corpcomm@bmcpc.org.hk

*BMCPCC reserves the right to make the final decision or modification on logo placement.