



# **Registered Specialist Trade Contractors Scheme**

## **Guideline on the Use of the Logos**

**September 2021**

**Construction Industry Council  
Registered Specialist Trade Contractors Scheme**

**Guideline on the Use of the Logos (“Guideline”)**

**1. Introduction**

- 1.1 The Construction Industry Council (the “CIC”) has created logos for the Registered Specialist Trade Contractors (the “RSTCs”) and recognised supporting organisations (the “Logos”) with the aim to project RSTCs professional image and enhance the industry recognition of the Registered Specialist Trade Contractors Scheme.
- 1.2 The design philosophy of the Logos features various core elements of the registration requirements: “Safety”, “Management”, “Job Experience”, “Execution”, “Finance” and “Integrity”, with interlocking rings in a polygon shape to symbolise industry collaboration.
- 1.3 RSTCs and recognised supporting organisations may apply for the use of the Logos applicable to them for proper promotional purposes by completing the specified forms, but such use must comply with the following conditions.

**2. Conditions for the Use of the Logos**

**2.1 Eligibility**

- 2.1.1. Group 1 and Group 2 RSTCs (the "Registered Companies" and "Registered Company" as appropriate) whose registrations are still valid on the Register of Specialist Trade Contractors (the "Register") and recognised supporting organisations may use the Logos upon the CIC's approval of an application for use.
- 2.1.2. Related companies (including parent company, subsidiary company or other affiliated company) of a Registered Company or recognised supporting organisation must not use the RSTCs Logo.
- 2.1.3. If a recognised supporting organisation or a Registered Company's registration is not renewed after the expiration of the validity period, or its registration status has changed, or it has been removed from the Register, or being notified by the CIC, then that Registered Company or supporting organisation must stop using the Logos immediately.

## 2.2 Types of Logos and Colour Sample

2.2.1. The Logos for RSTCs has bilingual, Chinese, and English versions. The master samples are as follows. Displaying only the text or graphic is not allowed and the whole text and graphic arrangement as shown below must be displayed as a whole.

Logo	Bilingual	Chinese	English
Registered Specialist Trade Contractors	 <p>註冊專門行業承造商 Registered Specialist Trade Contractor</p>	 <p>註冊專門行業 承造商</p>	 <p>Registered Specialist Trade Contractor</p>

2.2.2. The Logos for recognised supporting organisations has bilingual, Chinese, and English versions. The master samples are as follows. Displaying only the text or graphic is not allowed and the whole text and graphic arrangement as shown below must be displayed as a whole.

Logo	Bilingual	Chinese	English
Recognised Supporting Organisations	 <p>註冊專門行業承造商制度 Registered Specialist Trade Contractors Scheme 支持機構 Supporting Organisation</p>	 <p>註冊專門行業 承造商制度 支持機構</p>	 <p>Registered Specialist Trade Contractors Scheme Supporting Organisation</p>

2.2.3. The Logos must be displayed along with the Registered Company's or recognised supporting organisation's full or short name or logo.

2.2.4. The Logos should be displayed in colour whenever possible. Proportional adjustment of the Logos according to the master samples is allowed but the Logos (text and graphic) must remain clear.

2.2.5. Please refer to **Annex I** to this Guideline for detailed information about the colour samples, colours, font styles, and proportional spacing surrounding the Logos. The CIC may provide the digital file of the Logos upon approving the application for use of the Logos for designated usage.

## **2.3 Scope of Use of the Logos**

2.3.1. Subject to paragraph 2.5.1 below, the Logos may be used in or on the Registered Company's and recognised supporting organisation's letterheads, envelopes, websites, print publicity materials, or promotional advertisements, recruitment advertisements, employee's name cards, and company publications, except as not allowed in paragraph 2.3.2 below.

2.3.2. The Logos must **not** be used in or on:

- (a) e-mails or e-mail signatures;
- (b) boards, banners, flags, or any other displays on any construction site;
- (c) vehicles;
- (d) contract or project documents, including drawings, certificates and reports;
- (e) souvenirs or stationeries; or
- (f) any form of display which would express or imply that any products, services or documents are endorsed or supplied by the CIC.

## **2.4 Others**

2.4.1. The content of all publicity and advertising materials bearing the logos must be lawful, with benevolent intent, true and correct, and must not contain any defamatory, discriminatory or insulting content.

2.4.2. Registered Companies and recognised supporting organisations must not use the Logos to express or imply that its products or services are endorsed or supplied by the CIC.

2.4.3. The CIC may in its sole discretion at all times amend the logos' design or this Guideline, or withdraw the approval of the use of the Logos by any Registered Company or recognised supporting organisation, and has the sole right of final decision in respect of the interpretation is this Guideline.

## **2.5 Application Method**

2.5.1. Registered Companies and recognised supporting organisations intending to use the Logos must submit the application in the specified form to the CIC Secretariat - Registration Services. A Registered Company or recognised supporting organisation must only use the logos after written approval of the application is given

and must only use in accordance with the design as approved by the CIC under paragraph 2.5.2 below.

- 2.5.2. A Registered Company or recognised supporting organisation must submit with its application the design of the product, service, publicity or advertising material, etc, in or on which the logos is intended to be used, showing the intended way and format of displaying of the logos for the CIC's approval.

### **3. Enquiry**

- 3.1 For inquiry on the Guideline, please call 2100 9400 or email to [enquiry-rstc@cic.hk](mailto:enquiry-rstc@cic.hk) to contact the CIC Secretariat - Registration Services. Website of the CIC Registered Specialist Trade Contractors Scheme: [www.rstc.cic.hk](http://www.rstc.cic.hk).

### **4. Disclaimer**

- 4.1 This Guideline does not constitute any professional advice on the related or any other matters. The CIC (including its members and employees) has no liability to any person for any consequence resulting from the use or non-use of this Guideline and the Logos.
- 4.2 The CIC shall at any time in any circumstances exercise its absolute discretion to withdraw or amend the provision of any products or services without prior notice.

## Information regarding the Logos

### All Colour Samples (with reference to Bilingual version)



### Proportional Spacing surrounding the Logos



## Logos Colours



## Logo Font Styles

AaBbCc

abcdefghijklmno

pqrstuvwxyz

ABCDEFGHIJKLMNO

PQRSTUVWXYZ

123456789!?\$%&\*()

English Logo Typeface / Prompt Regular  
Horizontal Scale 95% , Vertical Scale 100%

註冊專門行業承造商

註冊專門行業承造商

abcdefghijklmno

pqrstuvwxyz

ABCDEFGHIJKLMNO

PQRSTUVWXYZ

123456789!?\$%&\*()

Chinese Logo Typeface / MEIle HK Medium  
Horizontal Scale 100% , Vertical Scale 100%