



HKIoD Symbol of Credit in Director CPD 香港董事學會「董事持續專業進修嘉許標誌」

Fact Sheet 資料概覽

Qualifying for the Symbol 獲頒標誌資格

A company having engaged HKIoD in a Board Training Programme within the year will be granted the Symbol for application in the company's corporate and promotional materials such as Annual Report, website and any other corporate collateral.

公司如在規定年份內曾參與本會的「董事會培訓課程」將獲頒發嘉許標誌。該公司可於公司的推廣材料(如:年報、網站及其他企業文案等)上,加入相關的標誌圖案。

positive 彩色	negative 反白
	

LOGO COLOUR

 C20 M90 Y60 K10

 K100

About the Symbol of Credit in Director CPD 有關「董事持續專業進修嘉許標誌」:

The HKIoD Symbol of Credit in Director CPD ("the Symbol") is introduced by The Hong Kong Institute of Directors ("HKIoD") for the following objectives:-

- Recognising companies that have completed a Board Training Programme of HKIoD and fulfilled the necessary requirement.
- Promoting Continuing Professional Development ("CPD") for directors to strengthen board competence in the responsibilities of corporate governance.
- Encouraging the pursuit of CPD by directors.
- Promoting awareness among the public of the significance of director CPD.

香港董事學會(“本會”)推出「董事持續專業進修嘉許標誌」(下稱“標誌”),目的如下:

- 表揚完成本會「董事會培訓課程」并達到相關要求的公司。
- 推廣董事的持續專業進修,增強董事會勝任能力,以履行企業管治責任。
- 鼓勵董事進行持續專業進修。
- 提升公眾對公司董事持續專業進修重要性的意識。

Guidelines on the Application of the Symbol:

1. After qualifying for an HKIoD Symbol of Credit in Director CPD, a company will receive an **Authorisation Letter** as a proof of eligibility to use the Symbol. Accordingly, the eligible company may adopt the authorised Symbol in its corporate and promotional materials such as Annual Report of the relevant year, website and other corporate collateral.
2. The Symbol carries the qualifying year, whereas the Authorisation Letter carries the qualifying date. The authorisation in the adoption of the Symbol is effective from the qualifying date until the end of the eligible company's financial year that the qualifying date falls within.
3. Soft copies of the various versions of the Symbol will be forwarded to an eligible company upon authorisation.
4. The Symbol may be proportionately enlarged or reduced to fit the size of the corporate or promotional material, but alteration of the design and font of the Symbol is not allowed. The eligible company has the option to adopt the positive or negative version of the Symbol in application to its corporate and promotional materials. Note that in the negative version, (a) the black is a sample background colour to reflect the white characters, (b) the actual background colour of the corporate or promotional material is adopted and (c) the two Chinese characters on the white rectangular block should be red.
5. The display of the Symbol by an eligible company only indicates that it has reached a certain target in fulfilling its director CPD. It does not indicate that the company's products and/or services are endorsed by HKIoD. The company may not use the Symbol to express or imply that its products and/or services are endorsed or supplied by HKIoD. The contents of a company's promotional material bearing the Symbol must be lawful, healthy, wholesome, honest, truthful, and must not contain any defamatory, discriminatory or offensive content.
6. Besides displaying the Symbol, an eligible company may disclose information on the undertaking of director CPD, eg **"The Company has organised director CPD whereby directors completed a Board Training Programme conducted by The Hong Kong Institute of Directors."**
7. If a company operates as a member of a group and engages the director training for participants of the company only, its affiliated companies (including its parent company, subsidiaries and other related companies) may not concurrently use the Symbol.
8. Eligible companies are encouraged to email samples of promotional materials using the Symbol to training@hkiod.com for HKIoD' information and record.
9. HKIoD reserves the right to revoke the use of the Symbol by any eligible company 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 for employing unscrupulous means to promote sale of its products and/or services during the period of using the Symbol.
10. HKIoD may in its sole discretion decide whether an eligible company's use of the Symbol has violated these Guidelines, and may at any time demand the eligible company to stop or alter its use of the Symbol. HKIoD's interpretation on the provisions of these Guidelines shall be final and conclusive. In case of dispute, HKIoD has the authority to make final and binding decisions.

Inquiry

For inquiry on the Symbol, please call 2889 9986, or email training@hkiod.com.



使用「董事持續專業進修嘉許標誌」的指引：

1. 符合「董事持續專業進修嘉許標誌」條件的公司將獲頒發《使用授權書》，並可於公司的推廣材料（如：年報、網站及其他企業文案等）上，加入標誌。
2. 標誌列有年份，《使用授權書》則列生效期間。授權使用標誌的期限是由合資格日期開始，直至符合資格公司的財政年度終結為止。
3. 在授權同時，本會將以電郵方式發送各標誌的電子版給該公司使用。
4. 標誌可因應廣告或宣傳品的大小而按比例放大或縮小，惟標誌的設計及字體不得更改。獲頒標誌公司可以按其公司的需要而採用彩色或反白的標誌版本。使用反白標誌時要注意的事項 (a) 黑色底色只是樣板，用以突出白色文字的效果。(b) 各公司可按其廣告或宣傳品的實際需要而採用其他底色。(c) 白色長型方框內的中文字“董事”一定是紅色。
5. 展示標誌的公司，只表示該公司已達到董事持續專業進修的相關要求，並不代表該公司的產品及/或服務已獲本會認可。使用標誌於各類廣告或宣傳品(包括機構網頁、商品/服務/企業廣告等)時，其內容必須合法、健康、意識良好、誠實、真確及不含誹謗、歧視或侮辱他人的成分。
6. 獲頒發標誌的公司除可選擇展示標誌外，也可以用文字介紹該公司的董事致力參予持續專業進修課程，例如：「本公司已參與並完成由香港董事學會籌辦的「董事會培訓課程」。」。
7. 獲頒發標誌的公司如屬集團形式經營，並只提供培訓課程給其董事，該公司的附屬公司(包括其母公司、子公司及/或其他關聯公司)，並不能同時兼用獲頒用的標誌。
8. 歡迎獲頒發標誌的公司將使用標誌的宣傳品樣本，以電郵方式傳送至training@hkiod.com，通知本會及提供存檔。
9. 任何獲頒發標誌的公司如在使用標誌期間在香港境內或外被裁定觸犯任何刑事罪行，或涉及任何違反社會責任、道德及/或專業責任，又或在經營中違反對顧客的誠信及以不良手法推銷產品及/或服務而被相關法定機構及/或政府機關裁定須承擔責任，本會將保留取消該公司使用標誌的權利。
10. 本會可全權酌情決定獲頒發標誌的公司使用標誌有否違反本指引，並可隨時要求獲頒標誌公司終止或修改標誌的使用。本會對本指引的條款有最終的解釋權。如有任何爭議，本會有最終及具有約束力的決定權。

查詢

如欲查詢有關使用標誌的詳情，請致電 2889 9986，或電郵 training@hkiod.com。