



# **Business Sector Integrity Charter**

## **Guideline on the Use of the Logo ("Guideline")**

## 1. Introduction

- 1.1. The Business Sector Integrity Charter (the Charter) Secretariat has created a logo for the Charter, with the aim to enhance publicity and allow participating companies to show to its business counterparts and other stakeholders that they have subscribed to the Charter.
- 1.2. The design of the logo (i.e. the interlocked hands on top of a scratch of Hong Kong's commercial buildings) signifies the collaboration of ICAC with major chambers of commerce for fostering integrity of the business sector in Hong Kong as well as symbolises the significance of integrity in doing business and building trust between two parties.

## 2. Eligibility for Using the Logo

Companies which have subscribed to the Charter may use the logo.

## 3. Conditions for Using the Logo

- 3.1. The design and colour of the logo must not be altered.
- 3.2. The logo is used in connection with the Charter but not for any other purposes.
- 3.3. The logo is used in a respectable way.
- 3.4. The logo should not be used in or on any form of display which would express or imply that any products, services or documents are endorsed or supplied by the Charter Secretariat.
- 3.5. The content of all publicity and advertising materials bearing the logo must be lawful, with benevolent intent, true and correct, and must not contain any defamatory, discriminatory or insulting content.
- 3.6. The Charter Secretariat may in its sole discretion at all times amend the logo's design or this Guideline without prior notice, and has the sole right of final decision in respect of the interpretation in this Guideline.
- 3.7. The Charter Secretariat may provide the digital file (in jpeg format) of the logo upon request.

## 4. Disclaimer

This Guideline does not constitute any professional advice on the related or any other matters. The Charter Secretariat has no liability to any person for any consequence resulting from the use or non-use of this Guideline and the logo.

## 5. Enquiry

For inquiry on the Guideline, please contact the Charter Secretariat email: [bsic@cpd.icac.org.hk](mailto:bsic@cpd.icac.org.hk).