

Recommended guiding principles- Use of external parties' logos in CEDARS publicity

(Discussed at publicity working group' meeting held on 25 Sept 2019)

- Legitimacy →
 - Mutual agreement/understanding between section/team and external parties on the use of logo is needed
- Quality →
 - Logo should be in good quality and in latest version
 - If required by the external parties, CEDARS has to follow their logo guidelines
- No Commercial Promotion →
 - External parties' logo placement should be restricted to programme-specific publicity.
 - #Hashtag / @tag to corporate website/ social media: necessary for programme promotion?