



Registered Specialist Trade Contractors Scheme

Guideline on the Use of Registered Specialist Trade Contractors Logo

July 2020

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

**Guideline on the Use of Registered Specialist Trade
Contractors Logo (“Guideline”)**

1. Introduction

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

2. Conditions for the Use of RSTCs Logo

2.1 Eligibility

- 2.1.1. Group 1 and Group 2 of RSTCs (the "Registered Companies" and "Registered Company" as appropriate) whose registrations are still valid on the Register of Specialist Trade Contractors (the "Register") may use the RSTCs Logo 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 must not use the RSTCs Logo.
- 2.1.3. If 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, then that Registered Company must stop using the RSTCs Logo immediately.

2.2 Types of Logos and Colour Sample

2.2.1. The RSTCs Logo 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 |  |  |  |

2.2.2. The RSTCs Logo must be displayed along with the Registered Company's full or short name or logo.

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

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

2.3 Scope of Use of Logo

2.3.1. Subject to paragraph 2.5.1 below, the RSTCs Logo may be used in or on the Registered Company'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 RSTCs Logo 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 RSTCs Logo must be lawful, with benevolent intent, true and correct, and must not contain any defamatory, discriminatory or insulting content.
- 2.4.2. Registered Companies must not use the RSTCs Logo 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 RSTCs Logo's design or this Guideline, or withdraw the approval of the use of the RSTCs Logo by any Registered Company, and has the sole right of final decision in respect of the interpretation of this Guideline.

2.5 Application Method

- 2.5.1. Registered Companies intending to use the RSTCs Logo must submit the application in the specified form to the CIC Secretariat - Registration Services. A Registered Company must only use the RSTCs Logo 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 must submit with its application the design of the product, service, publicity or advertising material, etc, in or on which the RSTCs Logo is intended to be used, showing the intended way and format of displaying of the RSTCs Logo 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 to contact the CIC Secretariat - Registration Services. Website of the CIC Registered Specialist Trade Contractors Scheme: 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 RSTCs Logo.
- 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 RSTCs Logo

All Colour Samples (with reference to Bilingual version)



Proportional Spacing surrounding the RSTCs Logo



Logo 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%