



香港品牌發展局
Hong Kong Brand
Development Council



香港品牌名冊
Brand HKiD

「香港品牌名冊」之文字及口語表述建議範本

「香港品牌名冊」獲准人使用文字或語言對其「名冊」內的登記作出表述時，必須提及主辦機構，即「香港品牌發展局」；而有關表述只適用於登記品牌和公司，不得用於推廣具體的產品或服務。

如使用者擬採用本文件所列之範本以外的表達方法，則需事先向主辦機構作出查詢。

1 以品牌為重點的文字表述

- (1) A(公司)之B(品牌)是香港品牌發展局之「香港品牌名冊」的登記品牌，登記編號為「XXXX」。
- (2) A(公司)之B(品牌)獲刊載／列名於「香港品牌名冊」，編號為「XXXX」。
- (3) A(公司)之B(品牌)是香港品牌發展局認可的「香港品牌」。
- (4) A(公司)之B(品牌)獲香港品牌發展局確認符合「香港品牌」的認定標準。
- (5) A(公司)之B(品牌)的「香港品牌」身份獲得香港品牌發展局認可。

2 以公司為重點的文字表述

- (1) A(公司)是香港品牌發展局之「香港品牌名冊」的登記公司，登記編號為「XXXX」。
- (2) A(公司)及其持有的B(品牌)獲刊載／列名於「香港品牌名冊」，編號為「XXXX」。



香港品牌發展局
Hong Kong Brand
Development Council



香港品牌名冊
Brand HKiD

SUGGESTED USE OF “BRAND HKiD” IN LITERATURE

When a registrant of the Hong Kong Brand i-Directory use wordings to indicate/interpret the registration in textual or verbal contexts, the full name of the Organiser i.e. “Hong Kong Brand Development Council” should be well articulated; and such presentation/formulation shall be confined strictly to the registered brand and the registrant and shall not be used for the promotion of specified products or services.

This document includes some suggested statements to illustrate the proper use of the Brand HKiD in literature; other wordings may be used, provided that they are cleared with the Organiser beforehand.

1 STATEMENTS TO HIGHLIGHT THE BRAND

- (1) B (brand) of A (company) is a registered brand of the “Hong Kong Brand i-Directory” administered by the Hong Kong Brand Development Council (Registration Number: XXXX).
- (2) B (brand) of A (company) is listed on the “Hong Kong Brand i-Directory” administered by Hong Kong Brand Development Council (Registration Number: XXXX).
- (3) B (brand) of A (company) is recognised by the Hong Kong Brand Development Council as “Hong Kong Brand”.
- (4) B (brand) of A (company) fulfills the identification criteria on “Hong Kong Brand”, as confirmed by the Hong Kong Brand Development Council.
- (5) The “Hong Kong Brand” identity of B (brand) of A (company) is recognised by the Hong Kong Brand Development Council.

2 STATEMENTS TO HIGHLIGHT THE COMPANY

- (1) A (company) is a registered company under the Hong Kong Brand i-Directory administered by the Hong Kong Brand Development Council (Registration Number: XXXX).
- (2) A (company), the holder of B (brand), is listed on the Hong Kong Brand i-Directory administered by the Hong Kong Brand Development Council (Registration Number: XXXX)