

Octopus Branding & POSM Guidelines

八達通品牌及宣傳物資手冊

Version 1.6

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Logo & POSM 商標及宣傳物資	Reader Sticker Placement 讀寫器貼紙應用	Octopus Logo 八達通商標	Octopus Card Face 八達通卡面	Octopus Wallet Logo 八達通銀包商標
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Octopus Service Providers are allowed to use Octopus logo, and its name “Octopus” and their Chinese equivalent (八達通) (collectively known as “Octopus Logos”) on the marketing materials for the purposes of promoting the use of Octopus.

Octopus Cards Limited is the owner of the Octopus Logos. If any Service Providers wishing to use Octopus Logos on their own materials must obtain prior written consent from Octopus, and comply with these branding guidelines.

八達通允許服務供應商以宣傳應用八達通為前提下在宣傳物資上使用八達通商標及其名稱「八達通」（統稱為「八達通商標」）。

八達通商標屬八達通卡有限公司所有，故在任何情況下，服務供應商如要使用八達通商標，必須遵守八達通卡有限公司發出的指引及得到其書面認可。

Service Providers shall not charge Octopus holders any additional amount for making a purchase by the use of Octopus as opposed to any other payment method for the purchase of goods and services.

Service Providers shall not discriminate against, or give preferential treatment to, any individual Octopus holder in relation to other Octopus holders who hold the same class of Octopus without the prior written consent of Octopus.

八達通持卡人若以八達通付款購買商品及服務，服務供應商不應收取額外費用以抵制其他付款方式。

服務供應商亦不應在未得八達通卡有限公司之書面認可下，歧視或優待個別八達通持卡人。

Octopus Logos and Point Of Sale Materials (POSM), collectively known as “Octopus Acceptance Marks”, shall be prominently displayed at the point-of-purchase and visible locations where they can be easily seen and recognised by customers.

For Service Providers that accept other payment means, Octopus Acceptance Marks must appear side-by-side with any other payment brands’ acceptance marks, and must be at least the same size as the largest acceptance mark of other payment brands.

八達通商標及宣傳物資(統稱為「八達通認可標記」)必須展示於服務點的當眼位置,讓客戶容易注意及辨別。

若服務供應商同時接受八達通以外的其他付款方式,八達通名號標記必須與其他付款方式的標誌並排及與當中最大的標記大小相同。

For retail Service Providers, we can provide the following standard Octopus POSM. You may refer to the Order Form in Appendix 1, where they appear actual size, and fill in the form if you need them. For more information, please contact us by email bizenquiries@octopus.com.hk or phone number 2266 2282.

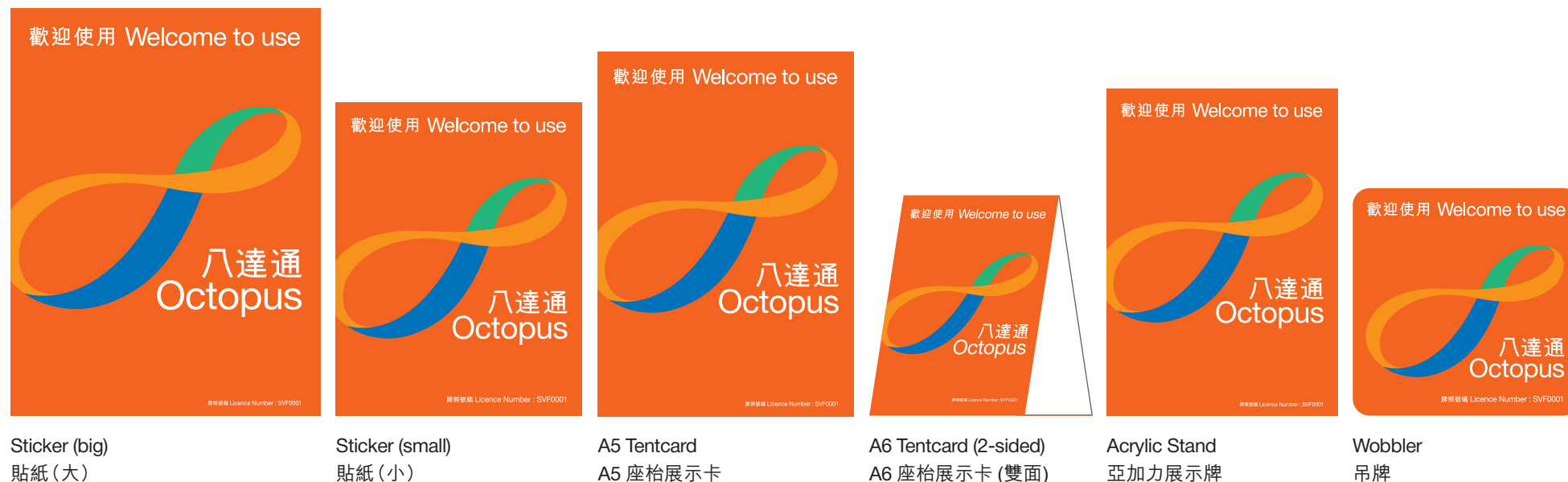
Applicable Service Providers:

- a) Those using any Octopus readers released by Octopus Cards Limited; or
- b) Those using any mPOS devices (but not accepting Octopus Wallet payment)

我們可提供以下標準八達通宣傳物資予零售服務供應商。如有需要，你可參考附件1的宣傳物資尺寸並填妥申請表格。如需更多資訊，請電郵至 bizenquiries@octopus.com.hk 或致電 2266 2282查詢。

適用服務供應商：

- a) 使用由八達通卡有限公司推出的八達通讀寫器；或
- b) 使用mPOS 裝置 (但不接受八達通銀包付款)



For mPOS with Octopus Wallet payment Service Providers, we can provide the following standard POSM. You may refer to the Order Form in Appendix 2, where they appear actual size, and fill in the form if you need them. For more information, please contact us by email bizenquiries@octopus.com.hk or phone number 2266 2282.

Applicable Service Providers:

- a) Those using any mPOS devices and accepting Octopus and Octopus Wallet payment; or
- b) Those using Octopus App for Business

我們可提供以下標準八達通宣傳物資予使用 mPOS 並接受八達通銀包付款的服務供應商。如有需要，你可參考附件2的宣傳物資尺寸並填妥申請表格。如需更多資訊，請電郵至 bizenquiries@octopus.com.hk 或致電 2266 2282。

適用服務供應商：

- a) 使用mPOS裝置並接受八達通及八達通銀包付款；或
- b) 使用商用版八達通



Sticker (big)
貼紙 (大)



Sticker (small)
貼紙 (小)



A5 Tentcard
A5 座枱展示卡



Wobbler
吊牌

For taxi drivers using Octopus all-in-one taxi payment platform, we can provide the following standard POSM. You may refer to the Order Form in Appendix 3, where they appear actual size, and fill in the form if you need them. For more information, please contact us by email bizenquiries@octopus.com.hk or phone number 2266 2282.

我們可提供以下標準八達通宣傳物資予使用八達通一站式收款平台之的士司機。
如有需要, 你可參考附件3的宣傳物資尺寸並填妥申請表格。如需更多資訊,
請電郵至 bizenquiries@octopus.com.hk 或致電 2266 2282。



Taxi Hanging Card
的士掛卡



Sticker
貼紙

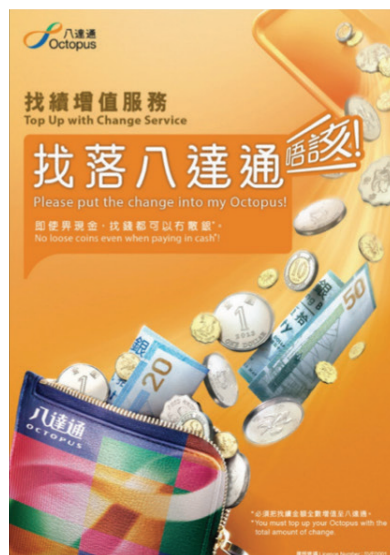
For Top Up with Change Service Providers, we can provide the following standard POSM. You may refer to the Order Form in Appendix 3, where they appear actual size, and fill in the form if you need them. For more information, please contact us by email bizenquiries@octopus.com.hk or phone number 2266 2282.

Applicable Service Providers:

Those providing Octopus Top Up with Change Service

我們可提供以下標準八達通宣傳物資予找續增值服務供應商。如有需要，你可參考附件 3 的宣傳物資尺寸並填妥申請表格。如需更多資訊，請電郵至 bizenquiries@octopus.com.hk 或致電 2266 2282。

適用服務供應商： 提供八達通找續增值服務



A3 Poster
A3 海報



A4 Poster
A4 海報



A5 Tentcard
A5 座枱展示卡



T-shape Reader Tentcard
T 形讀寫器座枱展示卡



Wobbler
吊牌

For Octopus Online Payment Service Providers, we can provide the following 4-step illustration as guidance materials. Please contact us by email bizenquiries@octopus.com.hk or phone number 2266 2282 for the artwork file.

Applicable Service Providers:

Those accepting Octopus card or Octopus Wallet payment through their own app, website, or Octopus App

我們可提供以下插圖予八達通網上付款服務供應商作輔導材料。
如有需要，請電郵至 bizenquiries@octopus.com.hk 或致電2266 2282查詢。

適用服務供應商: 透過商戶的手機應用程式、網站或八達通App接受八達通卡或八達通銀包付款



Online Payment Quick Guide
網上付款指南



In-app Donation Quick Guide
透過八達通App捐款指南



In-app Bill Payment Quick Guide
透過八達通App繳付賬單指南

Octopus will provide standard reader stickers to you. The reader stickers must be placed on every Octopus reader as shown in this section. Octopus may sometimes renew the reader stickers, and request Service Providers to help by replacing old stickers with the new ones.

八達通會提供標準的讀寫器貼紙。讀寫器貼紙必須如此部份所示貼於每個八達通讀寫器上。八達通卡有限公司有可能隨時更新讀寫器貼紙，此時亦有可能需要服務供應商的協助以更換貼紙。



2.2

Octopus Reader with Buzzer Module 八達通讀寫器

We will normally provide a horizontal reader sticker for this reader. However, if you will place the reader vertically, please make a special request for a vertical reader sticker to the Sales and Marketing Department.

我們一般只會提供橫向讀寫器貼紙，若需垂直放置讀寫器，請向我們的銷售及市場部索取縱向讀寫器貼紙。









Orange

R 245, G 145, B 30
C 0, M 50, Y 100, K 0
PMS 144 C

Green

R 0, G 190, B 110
C 75, M 0, Y 70, K 0
PMS 7480 C

Blue

R 0, G 75, B 210
C 100, M 50, Y 0, K 0
PMS 2175 C

The Octopus colour signage is composed of three colours: orange, green and blue.

The logotype always appears in bilingual form. The English logotype is Helvetica 55 Roman, the Chinese logotype is based on Hei and has been redrawn.

The signage and the logotype together form the logo of Octopus. To ensure immediate recognition, it is important to preserve the proportion and precise spatial relationship between the two elements.

The Octopus logo shall be used to indicate the acceptance of Octopus payment.

八達通標誌由橙、綠、藍色組成。

文字商標應以雙語呈現。英文文字商標字體為Helvetica 55 Roman，中文文字商標字體則以黑體為基礎，並經過重繪。

八達通商標由標誌及文字商標組成。為確保其辨識度，標誌及文字商標之間須維持精準空間和比例。

八達通商標用以表明接受八達通付款。



Minimum Size
最小限制

5mm / 35px



3.1b Logo 商標

Minimum Clear Area and Minimum Size
清晰的範圍及最小限制

There should be a Minimum Clear Area which is the height of the letter “u”, to surround the logo to ensure that it stands out and is not dominated by other imagery or typography.

X = The height of letter “u”

商標必須與其他文字或圖像明確分開，以確保其視覺效果不受影響。當應用商標時，要確保其四周都有相等於文字商標“u”的高度。

X = 英文字母“u”的高度

To ensure that the logo remains clearly visible, the minimum width of the signage should be 5mm / 35px.

商標闊度絕不能小於特定限制，商標的最小限制為標誌闊5mm / 35px，以確保其清晰程度。



On white background
在白色背景上



On light background
在淺色背景上



On black background
在黑色背景上



On dark background
在深色背景上

Colour Version
彩色版

Always provide sufficient contrast
with the background against which the
logo appears.

背景顏色與商標顏色必須有足夠對比。



One colour black
單黑



One colour
單色

One-Colour Version
單色版

The one-colour version is best suited for use in one or two-colour print media, it may be printed or reversed white.

單色版適用於單色或兩色印刷，並可以反白呈現。



Reverse white
反白



One colour (reverse white)
單色 (反白)

On Photo Background
在圖片上

The logo can be placed on a photo background, provided that the background has sufficient contrast. Otherwise, one-colour version can be used for better visibility.

商標應用在彩色圖片上時，圖片顏色或圖案與商標必須有足夠對比，確保彩色商標清晰明確。需要時，可使用單色版。



Colour version
彩色版



Reverse white
反白

1.



2.



3.



4.



5.



6.



1. Logotype should never appear only in Chinese.
文字商標不能單獨以中文呈現。
2. Logotype should never appear only in English.
文字商標不能單獨以英文呈現。
3. Logotype should never be typeset to another typeface.
文字商標不能以其他字體呈現。
4. Size relationship of logotype to signage should never vary.
標誌和文字商標的大小比例不能改動。
5. Position of logotype to signage should never vary.
標誌和文字商標的位置不能改動。
6. Never change the colours of the signage.
標誌必須以正確顏色呈現。

7.



8.



9.



10.



11.



12.



7. Logo should never appear with distracting elements.
不能在商標上加上其他圖像。

8. Do not put shadow or blurred effect onto the logo.
不能在商標上加陰影或模糊效果。

9. Do not outline the signage.
不能在標誌上加線框。

10&11. Do not place logo on a background of insufficient contrast.
商標不能在對比不足的颜色背景上呈現。

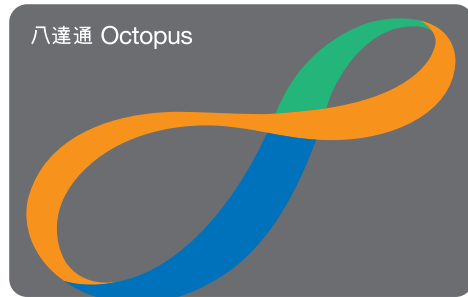
12. Never reproduce full colour logo in greyscale.
商標不能以灰調呈現。



The new on-loan Octopus card face shall be used to represent Octopus cards or products.

新租用版八達通卡面用以代表八達通卡或產品。

1.

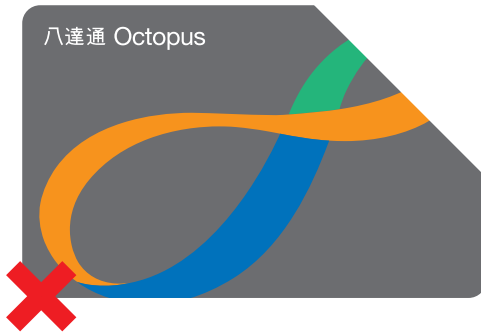


2.

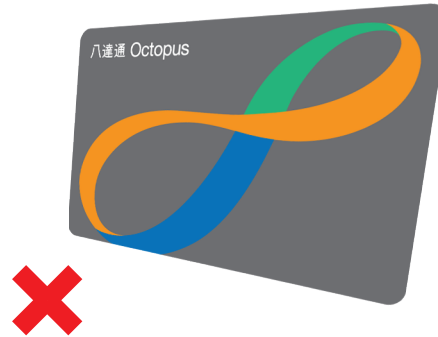


1. Show the whole card face.
可以把整張卡呈現。
2. Show the card with hand.
可以以手握卡呈現。

1.



2.



3.



1. Never crop the card.
不能刪去卡的部分。
2. Never distort the card.
不能將卡扭曲。
3. Never change the colour of the card.
不能改變卡的顏色。
4. Never add a border around the card.
不能在卡的周圍加上邊框。
5. Never add words on the card.
不能在卡上加上字句。
6. Never add visuals on the card.
不能在卡上加上圖片。

4.



5.



6.





八達通銀包
Octopus Wallet

5.1a Octopus Wallet Horizontal Logo 八達通銀包橫版商標

Business Account holders or Octopus Online Payment Service Providers are allowed to use Octopus Wallet logo to indicate the acceptance of Octopus Wallet payment.

Octopus Cards Limited is the owner of the Octopus Wallet logo. If any Service Providers wishing to use the Octopus Wallet logo on their own materials must obtain prior written consent from Octopus, and comply with these branding guidelines.

八達通允許商用賬戶持有人或八達通網上付款服務供應商使用八達通銀包商標以表示接受八達通銀包付款。

八達通銀包商標屬八達通卡有限公司所有，故在任何情況下，服務供應商如要使用八達通銀包商標，必須遵守八達通卡有限公司發出的指引及得到其書面認可。



Minimum Size
最小限制

18mm / 52px



5.1b Octopus Wallet Horizontal Logo 八達通銀包橫版商標

Minimum Clear Area and Minimum Size
清晰的範圍及最小限制

There should be a Minimum Clear Area which is 1/5 of the height of the Octopus App icon, to surround the logo to ensure that it stands out and is not dominated by other imagery or typography.

Y = The height of the Octopus App icon

商標必須與其他文字或圖像明確分開，以確保其視覺效果不受影響。當應用商標時，要確保其四周都有相等於八達通App圖標的1/5高度。

Y = 八達通App圖標的高度

To ensure that the logo remains clearly visible, the minimum width of the logo should be 18mm / 52px.

商標闊度絕不能小於特定限制，商標的最小闊度為18mm / 52px，以確保其清晰程度。



八達通銀包
Octopus Wallet

5.2a Octopus Wallet Vertical Logo 八達通銀包豎版商標

A vertical logo is also available for use when horizontal space is limited.

豎版商標適用於當橫度空間十分有限。



Minimum Size
最小限制

8mm / 24px



5.2b Octopus Wallet Vertical Logo 八達通銀包豎版商標

Minimum Clear Area and Minimum Size
清晰的範圍及最小限制

There should be a Minimum Clear Area which is 1/5 of the height of the Octopus App icon, to surround the logo to ensure that it stands out and is not dominated by other imagery or typography.

Y = The height of the Octopus App icon

商標必須與其他文字或圖像明確分開，以確保其視覺效果不受影響。當應用商標時，要確保其四周都有相等於八達通App圖標的1/5高度。

Y = 八達通App圖標的高度

To ensure that the logo remains clearly visible, the minimum width of the logo should be 8mm / 24px.

商標闊度絕不能小於特定限制，商標的最小闊度為8mm / 24px，以確保其清晰程度。

Octopus Branding & POSM Guidelines
八達通品牌及宣傳物資手冊

Contact Us
聯絡我們

Our Sales & Marketing team is standing by to help with your enquiries. Please contact us by email bizenquiries@octopus.com.hk, phone number 2266 2282 or fax 2266 2254.

Or send your inquiry to: Sales & Marketing Department
Octopus Cards Limited, 46/F, Manhattan Place, 23 Wang Tai Road, Kowloon Bay, Kowloon

若有任何查詢，電郵至bizenquiries@octopus.com.hk、致電2266 2282或傳真2266 2254與我們的銷售及市場部聯絡。

或可郵寄你的查詢至九龍九龍灣宏泰道23號Manhattan Place 46樓，
八達通卡有限公司，銷售及市場部收。

To Octopus Cards Limited 致 八達通卡有限公司 bizenquiries@octopus.com.hk	Fax no. 2266 2254	Name of Recipient 收件人名稱 _____		Email 電郵 _____	
		From Company name 公司名稱 寄件人 _____	Delivery address 派送地址 _____	Contact no. 聯絡電話 _____	Fax no. 傳真 _____

Please tick your choice and provide the quantity.
請在所需的方格內☐及填上數量。



Sticker (big) 貼紙 (大)
178mm(w) x 234mm(h)

- Adhesive sticker 正貼貼紙
 Front adhesive sticker 反貼貼紙

Quantity 數量



A5 Tentcard A5 座枱展示卡
148mm(w) x 210mm(h)

Quantity 數量



A5 Tentcard A5 座枱展示卡
148mm(w) x 210mm(h)

Quantity 數量



Sticker (small) 貼紙 (小)
110mm(w) x 140mm(h)

- Adhesive sticker 正貼貼紙
 Front adhesive sticker 反貼貼紙

Quantity 數量



Wobblers 吊牌
100mm(w) x 100mm(h)

Quantity 數量



Wobblers 吊牌
100mm(w) x 100mm(h)

Quantity 數量



A6 Tentcard (2-sided)
A6 座枱展示卡 (雙面)
105mm(w) x 148mm(h)

Quantity 數量



Acrylic Stand 亞加力展示牌
105mm(w) x 148mm(h)

Quantity 數量

To 致	Octopus Cards Limited 八達通卡有限公司 bizenquiries@octopus.com.hk	Fax no. 2266 2254	Name of Recipient 收件人名稱		Email 電郵	
	<hr/>		<hr/>			
From 寄件人	Company name 公司名稱		Delivery address 派送地址		Contact no. 聯絡電話	Fax no. 傳真
	<hr/>		<hr/>		<hr/>	<hr/>

Please tick your choice and provide the quantity.
請在所需的方格內☐及填上數量。



Sticker (big)
貼紙 (大)

178mm(w) x 234mm(h)

Quantity 數量



Sticker (small)
貼紙 (小)

110mm(w) x 140mm(h)

Quantity 數量



A5 Tentcard
A5 座枱展示卡

148mm(w) x 210mm(h)

Quantity 數量



Wobbler
吊牌

100mm(w) x 100mm(h)

Quantity 數量

To 致 Octopus Cards Limited 八達通卡有限公司 bizenquiries@octopus.com.hk	Fax no. 2266 2254	Name of Recipient 收件人名稱 _____		Email 電郵 _____			
		From 寄件人 Company name 公司名稱 _____		Delivery address 派送地址 _____		Contact no. 聯絡電話 _____	

Please tick your choice and provide the quantity.
請在所需的方格內☑及填上數量。



Taxi Hanging Card 的士掛卡
290mm(w) x 200mm(h)

Quantity 數量



Sticker 貼紙
110mm(w) x 155mm(h)

Adhesive sticker 正貼貼紙
 Front Adhesive sticker 反貼貼紙

Quantity 數量

To Octopus Cards Limited 致 八達通卡有限公司 bizenquiries@octopus.com.hk	Fax no. 2266 2254	Name of Recipient 收件人名稱		Email 電郵	
		Delivery address 派送地址		Contact no. 聯絡電話	
From Company name 公司名稱 寄件人					

Please tick your choice and provide the quantity.
請在所需的方格內☐及填上數量。



A3 Poster
A3 海報
297mm(w) x 420mm(h)
Quantity 數量



A4 Poster
A4 海報
210mm(w) x 297mm(h)
Quantity 數量



A5 Tentcard
A5 座枱展示卡
148mm(w) x 210mm(h)
Quantity 數量



T-shape Reader Tentcard
T形讀寫器座枱展示卡
187mm(w) x 110mm(h)
(including sticky area
有黏力位置計算在內)

Quantity 數量



Wobblers
吊牌
100mm(w) x 100mm(h)
Quantity 數量
