



香港家庭福利會新會徽 於2019年3月2日推出

香港家庭福利會（簡稱「家福會」）為香港其中一個主要的非牟利社會服務機構，本著「以家為本」的服務理念，致力提供高質素的專業服務，以改善市民大眾的生活，凝聚家庭和促進家庭的健康與福祉。

我們相信家庭的影響力，尊重及鞏固家庭有助促進個人成長。

懷抱七十年來對家庭的信念及對專業的持守，我們藉慶祝70周年之際，為機構的形象注入時代活力，向公眾推廣家福會的新形象，以配合機構下一個服務發展的里程。

家福會的新會徽，一方面秉承以往鮮紅色的設計，帶出溫暖和活力感，同時演變為更親切和具現代感，簡約的會徽也更易辨認和應用。

新會徽由三個圖案組成：



圓型圖案

象徵太陽的光和熱，
和社會團結的力量

+



屋型圖案

象徵不同組合、
不同背景的家庭

+



心型圖案

象徵家福會的愛、
關懷和熱誠；
置於屋的左方更顯人性化

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會徽名稱

中文縮寫為「家福會」，
而英文名稱縮寫則為HKFWS



Hong Kong Family Welfare Society New Logo launched on 2 March 2019

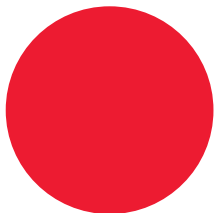
The Hong Kong Family Welfare Society (HKFWS) is one of the major charitable non-governmental social welfare organisations in Hong Kong. HKFWS takes a family-centric perspective and is dedicated to providing quality and professional services to helping people improve their lives, and to strengthen and support family wellbeing.

We believe family is paramount. Respecting and strengthening families help individuals thrive.

While following the footprints of our predecessors in upholding family values and professionalism, we take the opportunity in the 70th anniversary celebration to revitalise the Society's brand image, promote ourselves to the public, so as to support the future development of the Society.

Keeping our distinctive and vibrant red logo colour which conveys warmth and vitality, the HKFWS's logo has evolved from the previous design to present a friendly and modern look and feel, and simplified for easy identification and application.

The revitalised HKFWS logo comprises of three shapes:



The circle

represents the light and warmth reflected by the sun, and the power of the united efforts of the community.



The house

represents families in all forms and backgrounds.



The heart

represents the love, care and passion of all stakeholders of HKFWS; positioned slightly to the left of the house to reflect its humanity.



In our logo

our full name is shortened to an acronym in both Chinese and English - "家福會" & HKFWS respectively.