

香港船舶註冊處標誌與口號設計徵集比賽規則（「比賽規則」）
HKSR Logo & Tagline Design Competition Rules (“Competition Rules”)

1. 目標

Objective

本次比賽（「比賽」）的目標是設計一個標誌及匹配的口號，以象徵香港船舶註冊處（「HKSR」）在數碼化和綠色航運時代的使命、品質及未來抱負。

The objective of this competition (“Competition”) is to design a logo with a matching tagline that symbolises the mission, quality and future aspiration of the Hong Kong Shipping Registry (“HKSR”) in an era of digitalisation and green shipping.

2. 主辦機構

Organiser

本比賽由香港特別行政區政府海事處（「海事處」）舉辦。

The Competition is organised by the Marine Department (“MD”) of the Government of the Hong Kong Special Administrative Region.

3. 參賽要求

Entry Requirements

- (a) 本比賽歡迎於參賽作品提交截止日期當日已年滿 18 歲，並符合以下條件的人士以個人身份參加：

A person is eligible to participate in the Competition only if that person has attained the age of 18 as at the final date for submission of entries and is:

- (i) 任何擁有及/或管理香港註冊船舶的船公司的成員或員工（包括船員）；
或

a member or staff (including sea staff) of any ship companies that own and/or manage ships registered in Hong Kong; or

- (ii) 在香港提供海事處認可課程¹的任何培訓或教育機構的學生或教職員。
a student or staff of any training or education institutes in Hong Kong offering courses¹ approved by the MD.

如果對任何人士是否符合上述參賽資格要求有任何爭議，海事處的決定為最終決定並具有決定性。

In the event of any dispute as to whether a person has satisfied the eligibility requirements set out above, the decision of the MD shall be final and conclusive.

¹ Courses (Degree/Higher Diploma/Diploma) approved by Marine Department

課程(包括學士學位/高級文憑/文憑)獲海事處認可

https://www.mardep.gov.hk/filemanager/en/share/pub-services/pdf/crt_course.pdf

- (b) 每位參賽者僅限提交一份作品。如參賽者提交多於一份作品，海事處可將隨機選取其中一份作評審，而其餘作品將不獲考慮。

Each participant shall submit ONE entry only. If a participant submits more than one entry, the MD may select one entry on a random basis for assessment and disregard all other entries.

- (c) 作品規格:

Specifications of Entry:

- (i) 參賽者為本比賽提交的每份參賽作品必須同時包含 (i) 標誌設計和 (ii) 口號設計，方可視為合資格參賽作品。參賽者也必須完整填寫香港船舶註冊處標誌與口號設計徵集比賽提交表格中的「標誌設計概念說明」部分。

To be accepted as an eligible entry, each submission made by a participant for the Competition must comprise both (i) a logo and (ii) a tagline. The “Design Concept Description” section of the HKSR Logo & Tagline Design Competition Submission Form must also be duly completed by the participant.

- (ii) 標誌參賽作品必須以數碼格式（JPEG、PNG、GIF、TIFF 或 PDF）提交，解像度不少於 300dpi，所有提交檔案的總大小須少於 10MB。

Each logo entry must be submitted in digital format (JPEG, PNG, GIF, TIFF or PDF), with a resolution of at least 300 dpi. The total file size of all submitted files must be less than 10MB.

- (iii) 口號參賽作品須為中英文雙語口號，簡潔有力，中英文口號字數各不多於 10 字。每條口號參賽作品都必須填寫在香港船舶註冊處標誌與口號設計徵集比賽提交表格的指定位置。

Each tagline entry must be bilingual (Chinese and English), concise and profound, and must not exceed 10 Chinese characters and 10 English words. Each tagline entry must be provided in the prescribed space in the HKSR Logo & Tagline Design Competition Submission Form.

為保障私隱，每個參賽作品不得顯示或包含任何可能識別或足以識別個人、船舶或公司的資訊、圖像、標記或特徵，例如面貌、公司標誌、船名或 IMO 編號等。

To protect privacy, each entry shall not show, contain or display any information, image, mark or feature that may identify, or enable the identification of, any person, vessel or company, such as any face, company logo, ship name or IMO number, etc.

- (iv) 參賽作品如以文字、符號或其他形式包含或顯示個人資料，將不予接納。

Entries containing or displaying personal information, whether in the form of text, symbols or otherwise, will not be accepted.

- (d) 比賽只會接納於 2026 年 8 月 3 日至 2026 年 8 月 31 日（首尾兩天包括

在內) 期間以電郵方式提交的參賽作品(以電郵日子為準)。逾期提交的作品概不受理。

Entries will only be accepted if submitted by email during the period from 3 August 2026 to 31 August 2026, both dates inclusive, as determined by the email submission date. Late submissions will not be accepted.

4. 作品提交

Entry Submission

參賽者須將參賽作品連同填妥的「香港船舶註冊處標誌與口號設計徵集比賽提交表格」, 以電郵方式提交至 hksr_logo@mardep.gov.hk, 電郵主題須註明「HKSR Logo & Tagline Design – [參賽者姓名]」。

Each participant shall submit his/her entry, together with the completed HKSR Logo & Tagline Design Competition Submission Form by email to hksr_logo@mardep.gov.hk with the subject line “HKSR Logo & Tagline Design – [Your Name]”.

5. 評審準則

Assessment Criteria

海事處將根據以下準則評審作品：

- ✧ 主題關聯性
- ✧ 原創性
- ✧ 創意
- ✧ 視覺吸引力
- ✧ 口號對標誌及 HKSR 價值觀的體現和強化作用

The MD will assess the entries in accordance with the following criteria:

- ✧ Relevance to the Theme
- ✧ Originality
- ✧ Creativity
- ✧ Visual Appeal
- ✧ The extent to which the tagline reinforces the logo and reflects HKSR's values

6. 評審團

Assessment Panel

海事處將成立一個評審團對作品進行評審並確定最終結果。評審團的決定為最終決定並具有決定性。

The MD will establish a panel to evaluate the entries and determine the final results. The determination of the panel shall be final and conclusive.

7. 最終結果

Final Results

- (a) 每位提交合資格參賽作品的參賽者均將獲海事處頒發感謝信及紀念品。獲選為五份優勝作品之一的參賽作品的參賽者，將各獲頒發獎座及證書。所有提交的參賽作品（無論是否獲獎）均有機會被採納、修改、改編、使用或全部或部分地納入新的 HKSR 標誌和口號，並有機會用於海事處的宣傳材料及其他海事處認為合適的用途上。

Each participant who has submitted an eligible entry will receive a letter of appreciation and souvenir from the MD. Each participant whose entry is selected as one of the top five winning entries will be awarded a plaque and a certificate. All submitted entries (whether award winning or non-winning) received may be adopted, modified, adapted, used or incorporated, in whole or in part, into the new HKSR logo and tagline, and may be used in MD's promotional materials and for any other purposes that MD considers appropriate.

- (b) 獲獎者將獲邀參加海事處與香港船東會於 2027 年舉行的年度聯合午宴。
The winners will be invited to participate in MD's annual joint luncheon with the Hong Kong Shipowners Association (HKSOA) to be held in 2027.
- (c) 比賽結果將於 2026 年 11 月透過海事處網站公布。得獎者將獲個別通知。
The results of the Competition will be announced through the MD website in November 2026. Awardees will be notified individually.

8. 查詢

如有任何疑問，請聯絡 香港船舶註冊處（電話：2852 4387，電郵：hksr_logo@mardep.gov.hk）。

For enquiries, please contact Hong Kong Shipping Registry (Tel: 2852 4387, email: hksr_logo@mardep.gov.hk).

附件：香港船舶註冊處標誌與口號設計徵集比賽提交表格連同條款及細則

Annex: HKSR Logo & Tagline Design Competition Submission Form with Terms and Conditions



香港船舶註冊處標誌與口號設計徵集比賽提交表格（「提交表格」）

HKSR Logo & Tagline Design Competition

Submission Form (“Submission Form”)

請在填寫本提交表格前，細閱《香港船舶註冊處標誌與口號設計徵集比賽規則》及本提交表格後的「條款及細則」。

Please read the “HKSR Logo & Tagline Design Competition Rules” and the ‘Terms and Conditions’ at the end of this form before filling this Submission Form.

PARTICIPANT INFORMATION / 參賽者資料

姓名 Name (Surname first)	
香港身份證號碼首 4 位（例如 “X123”）／ 護照號碼首 4 位（簽發地點） First 4 digits (e.g. “X123”) of Hong Kong Identity Card / First 4 digits of Passport No. (Place of issue)	
參賽者在公司／培訓或教育機構的職位（適用於非學生參賽者）或 學生參賽者之就讀年級及課程名稱 Participant’s post title in the Company / Training or Education Institute (applicable to a participant who is not a student participant) or Year of study and course title for student participant	
聯絡電話號碼 Contact phone number	
電郵地址 Email address	

**COMPANY / TRAINING OR EDUCATION INSTITUTE INFORMATION /
所屬公司／培訓或教育機構資料**

公司／培訓或教育機構名稱 Name of Company/Training or Education Institute	
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公司／培訓或教育機構地址 Company/Training or Education Institute address	
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ENTRY SUBMISSION DETAILS / 作品提交詳情

標誌設計概念說明（最多 200 字）： （請提供英文或中文的設計概念說明。） Logo Design Concept Description (Max 200 words): (Please provide the Design Concept Description in either English or Chinese.)
香港船舶註冊處口號設計（字數不多於 10 個中文字）： HKSR Tagline (no more than 10 English words):

Important Note / 重要備註:

請將此表格及標誌設計檔案（格式：JPEG、PNG、GIF、TIFF 或 PDF）以電郵附件形式發送，電郵主題請註明「HKSR Logo & Tagline Design – [參賽者姓名]」，並傳送至 hksr_logo@mardep.gov.hk。不完整或逾期提交的申請將不獲考慮。詳情請參閱附有本表格比賽規則。

Please attach this form and the logo design file (format: JPEG, PNG, GIF, TIFF, or PDF) to an email with the subject line “HKSR Logo & Tagline Design – [Your Name]”, and send it to hksr_logo@mardep.gov.hk. Incomplete or late submissions will not be considered. For details, please refer to the Competition Rules.

DECLARATION / 聲明

參賽者透過提交此表格，聲明：

By submitting this form, the participant declares that:

- ✓ 就參賽者所知所信，就本申請提交的所有資料及附件均屬完整、準確及真實。

All information and attachment submitted in relation to this application are complete, accurate and true to the best of participant's knowledge and belief.

- ✓ 所提交的作品為參賽者創作或製作的原創作品，並沒有和不會侵犯任何人士的任何知識產權或任何其他權利。

The submitted Entry is an original work created or made by the participant and does not and will not infringe any Intellectual Property Rights or any other rights of any person.

- ✓ 參賽者同意香港特別行政區政府（「政府」）為其申請相關目的及為核實上述資料作出任何必要的查詢。

The participant consents to the Government of the Hong Kong Special Administrative Region ("Government") making any necessary enquiries for purposes relating to his/her application and for the verification of the information given above.

- ✓ 所提交參賽作品的一切知識產權（包括版權）須於提交參賽作品及提交表格後即時專屬政府所有。

- ✓ All the Intellectual Property Rights (including copyright) in the submitted entry shall be exclusively vested in the Government immediately upon submission of the entry and the Submission Form.

參賽者個人聲明 Participant's Personal Declaration
本人特此聲明所提供的資料據本人所知是完整、準確及真實的。本人同意並理解上述聲明以及本表格第 4 至 6 頁“條款及細則”的內容。 By submission of this form, I declare that the information provided is complete, accurate and true to the best of my knowledge. I agree and understand the above Declaration and the content of the "Terms and Conditions" on Pages 4 to 6 of this form. 姓名 Name : _____ 簽署 Signature : _____ 日期 Date : _____

條款及細則 Terms and Conditions

Upon submission of their entries, participants will be regarded as agreeing to and accepting the following terms and conditions (“Terms and Conditions”):

Required Information and Declaration

- (i) Participants must provide all information required in this form and sign the “Personal Declaration”. Failure to sign the “Participant’s Personal Declaration”, or to provide the requisite information, may result in disqualification.
- (ii) Participants shall do and execute, and procure the doing and execution of, any further acts, things and documents as may be required by the Government from time to time to give full effect to the provisions of the Competition Rules and the Terms and Conditions, and shall provide all such documents and materials to the Government within 5 days from the date of the Government’s written request, or such longer period as the Government may agree in writing.

Intellectual Property Rights and Ownership

- (i) The participant shall warrant that the Government shall be the exclusive owner of the submitted entry¹. All the Intellectual Property Rights (including copyright) in the submitted entry shall be exclusively vested in the Government immediately upon submission of the entry and the Submission Form. The participant warrants that the entry must be the original works created or made by the participant and have not been sold, published, issued or taken part in other competitions previously. The participant shall ensure that there is no plagiarism or any claim or allegation of infringement of interests, any Intellectual Property Rights (including copyright) or any other rights of any other persons in respect of the submitted entry.
- (ii) The participant warrants that (a) the submission of the entry, and the use, custody or possession by the Government, its authorised users, assigns and successors-in-title of the entry for any of the purposes contemplated by the Competition Rules, Submission Form and these Terms and Conditions and any other use by the Government, its authorised users, assigns and successors-in-title does not and will not infringe any Intellectual Property Rights or any other rights of any person; and (b) the exercise of any of the rights granted under the Competition Rules, Submission Form and these Terms and Conditions by the Government, its authorised users, assigns and successors-in-title will not infringe any Intellectual Property Rights or any other rights of any person.
- (iii) The participant shall warrant that the Government, its authorised users, assigns and successors-in-title shall not be liable for any actions, claims, demands, arbitrations, proceedings directly or indirectly arising out of or in connection with any claim or allegation of infringement of any Intellectual Property Rights or any other rights of any person in respect of his/her entry. The participant shall indemnify and keep the Government, its authorised users, assigns and successors-in-title fully and effectively indemnified from and against all and any liabilities, losses, damage, costs, charges and expenses incurred or suffered by the Government, its authorised users, assigns and successors-in-title of whatsoever nature and consequences arising out of or in connection with any claim or allegation of infringement of Intellectual Property Rights or any other rights of any person in respect of his/her entry.
- (iv) The participant irrevocably waives all moral rights (whether past, present or future) in respect of the entry. Such waiver shall operate in favour of the Government, its authorised users, assigns and successors-in-title shall take effect upon submission of the entry and the Submission Form.
- (v) If a participant is found to have transmitted, sold, licensed or disposed of the submitted entry and/or all or any Intellectual Property Rights and any other rights subsisting in the submitted entry to a third party, such as by an assignment, transfer, licence or provision as security, or is making or has made any application for registration of his or her name or any third party for all and any part of the Intellectual Property Rights or any other rights of any person concerning the entry at, before or after the submission, the submitted entry will be made invalid and will also be disqualified from the Competition.
- (vi) Without the written authorisation of MD, no one shall publish, display or distribute in any manner the entries submitted to the Competition before the announcement of the competition results.
- (vii) **Definition of “Intellectual Property Rights”:** For the purposes of the Competition Rules, Submission Form and these Terms and Conditions, “Intellectual Property Rights”, means patents, trade marks, service

¹ “entry” refers to the logo, logo design concept description and the tagline

marks, trade names, design rights, copyright, domain names, database rights, rights in know-how, new inventions, designs, processes, and other intellectual property rights whether now known or created in future (of whatever nature and wherever arising) and in each case whether registered or unregistered and including applications for the grant of any such rights.

- (viii) The above provisions set out under “**Intellectual Property Rights and Ownership**” shall survive the expiry, termination or completion of this Competition and shall continue in full force and effect notwithstanding such expiry, termination or completion.

No Use of Artificial Intelligence

- (i) Participants must not use any artificial intelligence, generative artificial intelligence, automated design tool, text or image generation tool, or other similar technology or system, whether in whole or in part, in the creation, development, modification or enhancement of any entry, including any logo design, tagline, description, concept note or other submitted materials.
- (ii) Each participant represents and warrants that his/her entry is created solely by the participant without the use of any such technology or system. The Government reserves the right to require any participant to provide further information, documents, working files, sketches, drafts, records or other evidence to verify compliance with this requirement.
- (iii) Any breach or suspected breach of this clause may result in disqualification, forfeiture of any award or prize, and/or such other action as the Government considers appropriate. The Government’s decision as to whether any artificial intelligence, generative artificial intelligence, automated design tool, text or image generation tool, or other similar technology or system has been used, and as to any action to be taken in respect of any breach or suspected breach of this clause, shall be final and binding on the participants.

Duplicate Copy of Entry

- (i) All submitted entries will not be returned to the participants.
- (ii) The Government shall not be responsible for any damage to or loss of any entries. Participants are advised to retain a duplicate copy of their submitted entries in case of any unforeseen events which may lead to loss or damage of the entries. If any entry is damaged or lost due to unforeseen circumstances, the participant may be requested to provide a duplicate copy at no cost to the Government.

Remuneration and Prizes

- (i) No application fee is required. However, all costs incurred in connection with the preparation and submission of the entries shall be borne by the participants.
- (ii) Participants are not entitled to any remuneration, payment or compensation for participating in the Competition.
- (iii) All winners have to collect their prizes in person. In the event that a winner is unable to collect the prize in person, the winner must contact MD within the period specified by MD to make alternative arrangements for prize collection, failing which MD may forfeit the prize without compensation.
- (iv) MD reserves the right not to award all or any of the prizes if the quality or standard of the entries is not satisfactory.

Disclaimers, Disqualification and Indemnity

- (i) MD may at its discretion cancel, or suspend, or modify any terms and conditions of, the Competition. Participants shall not be entitled to any compensation as a consequence of such cancellation, suspension or modification.
- (ii) The Government accepts no responsibility for any of the following:
 - (a) Any damage to the participant’s or any other person’s computer or electronic device, related to or resulting from participating or downloading any materials from the Competition website.
 - (b) Any delay, loss, error, failure, non-recognition or unsuccessful data submissions due to any computer, website server, network or other technical issues, including viruses or bugs.
 - (c) Any erroneous, damaged, destroyed, lost, late, incomplete, illegible or misdirected entries, or any damage or loss arising from, connected with, or relating to the Competition, the submission of entries to the Competition or participation in the Competition.
- (iii) The Government shall not be liable for any compensation, claim, loss, damage, cost, expense or other

liability arising from or in connection with the Competition and/or the prizes.

- (iv) MD reserves the right to disqualify an entry submission on the grounds that the participant has engaged, is engaging, or is reasonably believed to have engaged or be engaging in acts or activities that are likely to cause or constitute the occurrence of offences endangering national security or otherwise the exclusion of the participant from the Competition is necessary in the interest of national security, or is necessary to protect the public interest of Hong Kong, public morals, public order or public safety.
- (v) Each participant shall indemnify and keep the Government, its authorised users, assigns and successors-in-title fully and effectively indemnified against all claims, actions, proceedings, liabilities, losses, damages, demands, charges, costs and expenses of whatsoever nature arising out of or in relation to any breach of any of the Terms and Conditions or the Competition Rules.

Verdict over Disputes

- (i) By entering the Competition, participants shall be deemed to have read, accepted and agreed to abide by the rules, requirements, terms and conditions contained in the Competition Document². Any violation may result in disqualification of the participant.
- (ii) MD reserves the right to amend the information in the Competition Document including the rules, requirements, terms and conditions at any time without prior notice. Participants of the Competition shall check the Competition website from time to time for any updates or changes relating to the Competition. All information or changes as announced on the Competition website concerning the Competition shall be deemed effective and shall be binding upon all participants.
- (iii) In case of any dispute over the rules, requirements, terms and conditions, conduct of participants, competition results and any other matters relating to the Competition, MD reserves the right to make the final decision without advance notice or discussion. The decision of the MD shall be final and binding on all parties. No objection will be entertained.

Use of Personal Information

- (i) The provision of personal data is voluntary. If participants do not provide sufficient information, they may not be able to enroll in the Competition. Any information provided by the participants for the purpose of the Competition will be treated as confidential. MD will ensure that all personal data submitted by the participants are handled in accordance with the Personal Data (Privacy) Ordinance (Cap. 486).
- (ii) Personal information of participants will be used by MD and its authorised persons for the following purposes:
 - (a) registration and verification of the eligibility of the participants;
 - (b) communications throughout the Competition;
 - (c) administrative matters for the Competition; and
 - (d) publication, printing, exhibition, display, issuance or other purposes as the MD deems appropriate in connection with the entries submitted by the participants for the Competition.
- (iii) According to the Personal Data (Privacy) Ordinance (Cap. 486), participants have the right to request access to or correction of personal data provided in the entries. Such request may be made in the Data Access Request Form OPS003 (which can be downloaded from <http://www.pcpd.org.hk/english/publications/files/Dforme.pdf>) and mailed or emailed to the Data Protection Officer of the Marine Department at the following address or email address and marked “HKSR Logo & Tagline Design Competition” on the envelope: -

Address: Data Protection Officer, Marine Department, 21/F, Harbour Building
 , 38 Pier Road, Central, Hong Kong
 Email Address: mdenquiry@mardep.gov.hk

Inconsistency Between Language Versions

In the event of any inconsistency or discrepancy between the English version and the Chinese version of the Competition Rules and the Submission Form, the English version shall prevail.

² “Competition Document” means the Competition Rules, the HKSR Logo & Tagline Design Competition Submission Form, and any other documents, instructions, guidelines or materials issued or made available by MD in connection with the Competition.