

年報設計概念 Concept of Front Cover Design



在65周年誌慶之際，善導會迎來了重大的機構形象革新。因此，今年年報封面就以煥然一新的風格示人。

封面以「一對引號」為主軸，象徵我們的服務宗旨和承諾，輔以耀眼的鮮橙色和天藍色，並以「自在共融」為主題，帶出善導會的以人為本的服務初心：與不被社會接納或被忽視的人士相伴同行，心存同理和關愛，堅定不移地支持及協助他們，讓他們能自在地融入社群，重建他們對社會的歸屬感。

To celebrate SideBySide's 65th anniversary, we welcome a brand-new and remarkable corporate image this year. We are thrilled to present this year's annual report cover, which showcases a fresh and revitalised style of SideBySide.

The cover beautifully captures the essence of our service commitment through featuring "a pair of quotation marks". It serves as a powerful symbol, illustrating our founding purpose and commitment: We're SideBySide with excluded people, offering understanding, unwavering support and kindness so they can belong. This captivating design is further elevated by active orange and serene blue colors, which are the most significant hues of the new image of SideBySide, strengthening our belief in "Everyone Deserves to Belong".