

## 香港AEO品牌及標誌 HKAE0 Brand and Logo

### 解構香港AEO標誌

「香港AEO計劃」的標誌表達兩個理念：

**轉動的地球** 代表全球各供應鏈持份者緊密合作，加強國際貿易安全

**緊扣的箭咀** 代表香港海關與本地企業緊密交流，攜手合作共同保障國際供應鏈以便利合法貨物的流動

### Interpreting HKAE0 Logo

Hong Kong Authorized Economic Operator (HKAE0) logo expresses two ideas:

**Revolving globe:** Denoting cooperation among stakeholders to enhance international supply chain security

**Interlocking arrows:** Denoting partnership between Hong Kong Customs and local industries to secure and facilitate global trade



### 香港AEO身份建立品牌形象

香港AEO均可在業務上使用這個標誌，讓公眾人士知悉公司獲承認為香港海關可信賴的夥伴。

### Brand Building by HKAE0 Status

HKAE0s are entitled to use the logo in their business, so that they can be recognized by the public as a trusted partner of Hong Kong Customs.



歡迎透過二維碼了解香港AEO標誌使用詳情。

Welcome to read the guidelines on HKAE0 logo usage by scanning the QR code.