Asia's world city

HONG KONG

BRAND GUIDELINES

Asia's world city

HONG KONG

OUR BRAND

POSITIONING AND PLATFORM

Hong Kong is where opportunity, creativity and entrepreneurship converge. It is a dynamic physical and cultural hub with world-class infrastructure, Asia's most strategic location and a global network of people with an impressive record of success that can support achievement of your goals and objectives.

These core values underpin Hong Kong's positioning as Asia's world city: Progressive, Free, Stable, Opportunity, and High Quality.

Guidelines for use of BrandHK

Brand Hong Kong has come a long way since it was launched at the Fortune Global Forum on 10 May 2001. More than a logo, Brand Hong Kong represents Hong Kong, its characteristics and its core values – Progressive, Free, Stable, Opportunity and High Quality. It comprises a stylised dragon, a logotype "Hong Kong" and the brandline "Asia's world city", underscoring Hong Kong's position as an international hub for business, arts and culture. All three elements of the Brand should be used together as much as possible.

To maintain its identity and integrity, Brand Hong Kong must be used according to certain specifications. Each use of the Brand requires the prior approval of the BrandHK Management Office (see page 1).

The updated policy guidelines with regard to the use of the Brand are set out below.

The Uses

As the official corporate identity of the Special Administrative Region, Brand Hong Kong is:
- A vehicle for promoting Hong Kong generally, and overseas;
- A 'location' brand identifying Hong Kong with Hong Kong related events and organisations.

The basic policies relating to the Brand are:
- It is not intended to replace the logos or identity of other organisations, including government departments.
- It is an umbrella brand meant to co-exist with other logos, of government as well as non-government organisations, in a co-branding situation.
- It cannot be altered, taken over by or incorporated into the logos of other organisations.

- The Primary Signature with brandline should be used in English or Chinese. The bilingual version should be used only where this is necessary (see page 8).
- The Brand should not appear equal in size or weight on the same application as the HKSAR Regional Emblem. The HKSAR Regional Emblem should be the most dominant and the Brand should appear as an endorsement.

The Guidelines

Brand Hong Kong is intended for long term use. In order to protect its identity, and to achieve recognition and acceptance of the Brand, it must be used consistently.

The Brand is not simply a design feature, to be changed for creative or other reasons. And, it is not something to be simply added to a completed design. It should be considered an integral part of a design from the outset, and be used in a proper manner. There is already flexibility in the specifications to allow it to be used in different situations.

These guidelines will help you reproduce the Hong Kong identity with care, precision and consistency.

They incorporate the design features of the Brand. They also include detailed information on colour, size and how to and how not to use the Brand. They can be found on the following website: www.brandhk.gov.hk.

The guidelines are to assist you in drafting designs in the most correct manner. Approval is still required from the BrandHK Management Office for the use of the Brand in the first instance, and for the final design.

Please read this entire document before starting any work that displays the Brand.
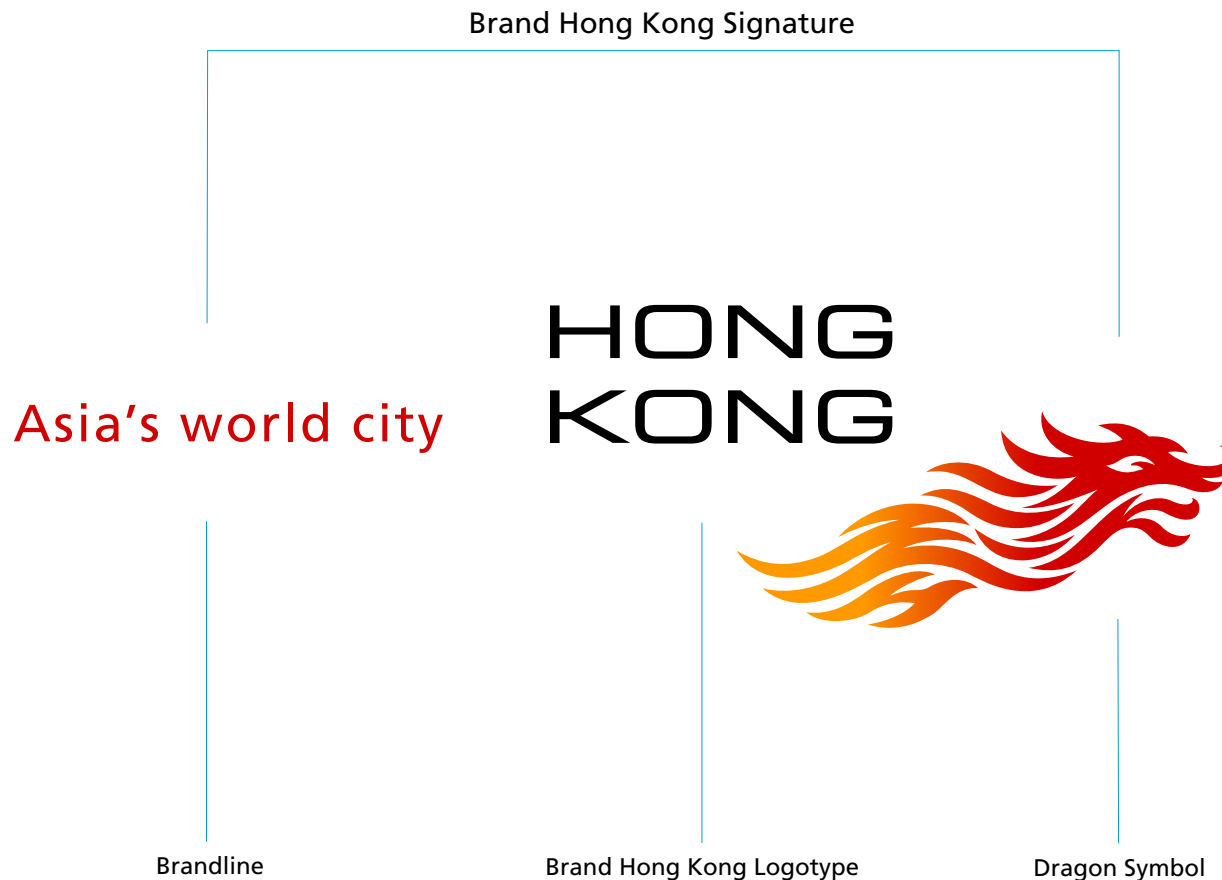
Contents

need…
more help ?

Brand Hong Kong is protected by copyright and prior approval is required for it to be used. Final designs are also subject to approval. The process is simple and no forms are required. Approval for one case or design does not imply general approval for the use of the Brand in other applications or situations, no matter how similar they might be. Each proposed use of the Brand must be submitted for separate approval. Just email or write to the address below with full details of your request. Enquiries should also be directed to the same email address:

E-mail: brandhk@isd.gov.hk
Fax: (852) 2598 7482
Tel: (852) 2842 8849

BrandHK Management Office
Information Services Department
4/F, Murray Building
Garden Road, Central
Hong Kong

February, 2003

BASIC ELEMENTS

Brand Hong Kong Signature

Asia's world city

HONG
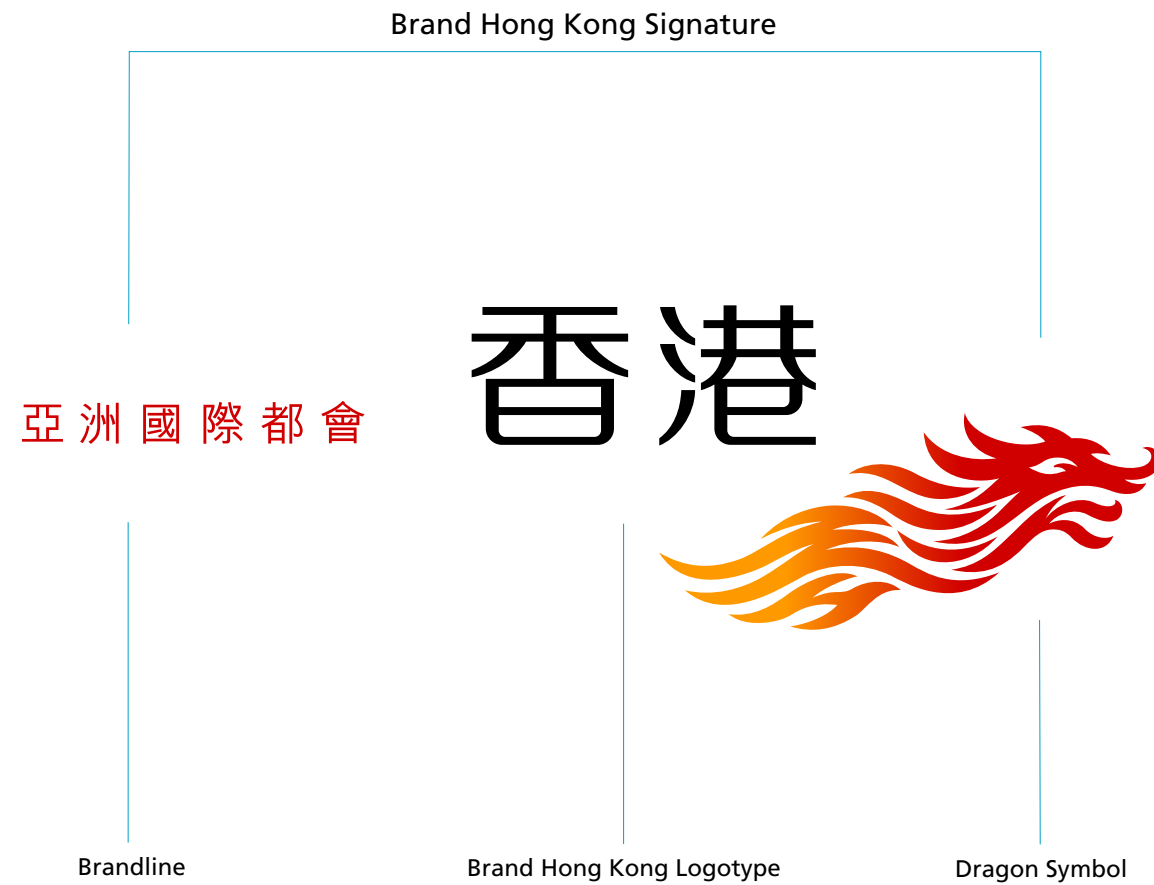KONG

Brandline

Brand Hong Kong Logotype

Dragon Symbol

Hong Kong's visual identity is an important asset. It symbolizes the characteristics of Hong Kong such as its energy and vibrant nature. More than a logo, its represents Hong Kong and its core values. It must always be used in its approved form, to maintain its identity and integrity.
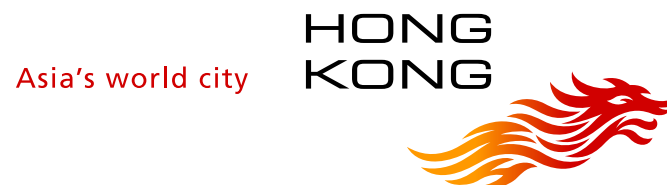
The Brand Hong Kong Signature is composed of three elements: the Dragon symbol, the Brand Hong Kong logotype and the brandline.

The signature is a unique piece of artwork – the Dragon symbol must never be recreated, the Brand Hong Kong logotype must never be re-typeset and the brandline must never overwhelm the Brand Hong Kong signature.
The proportions, as indicated on the left, should be maintained.

Only the approved digital files can be used. These can be obtained from the BrandHK Management Office.

Brand Hong Kong Signature

亞 洲 國 際 都 會　　香港

Brandline　　　　Brand Hong Kong Logotype　　　　Dragon Symbol

February, 2003

English Version

Asia's world city

HONG KONG

Chinese Version

亞 洲 國 際 都 會

香港

Bilingual Version

Asia's world city
亞 洲 國 際 都 會

HONG KONG 香港

The Primary Signature is the preferred version of Brand Hong Kong.

The Primary Signature is the full colour Dragon with the logotype and brandline, used in the horizontal lock-up
(see page 8).

The Dragon symbol incorporates the Chinese characters and English initials for Hong Kong and must therefore always be used in a horizontal position, and facing left to right.

"Asia's world city" should always be used with lower case letters for "w" and "c" – including in all text forms such as titles, speeches and press releases.

HONG
KONG

香港

The Primary Signature can also be used
without the brandline, "Asia's world city",
as shown on the left.

Vertical Lock-up

HONG
KONG

香港

HONG
KONG
香港

When the horizontal lock-up is not practical for your graphic requirements, a secondary signature can be used.

The Secondary Signature is the Dragon with the logotype used in a vertical lock-up, as shown on the left.

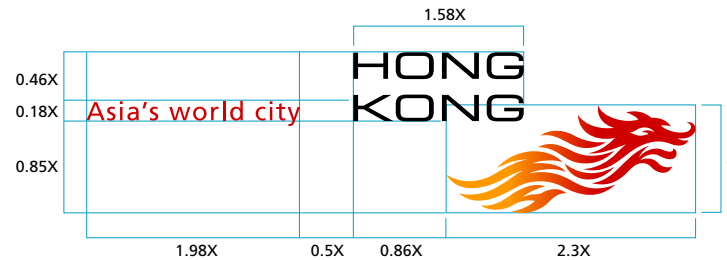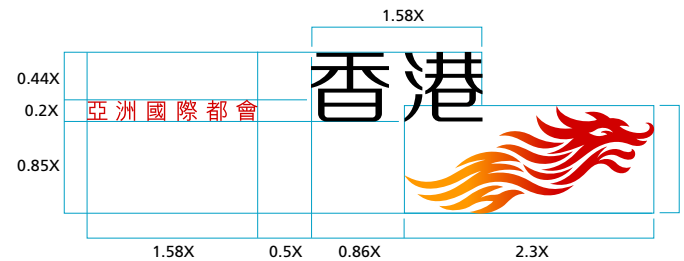The brandline cannot be used with the vertical lock-up.

The Dragon symbol may be used on its own in special circumstances.

Examples include gift boxes, watches, lapel pins, etc. In such cases, the Dragon can be reproduced as an engraving, etching, foil stamping, etc.
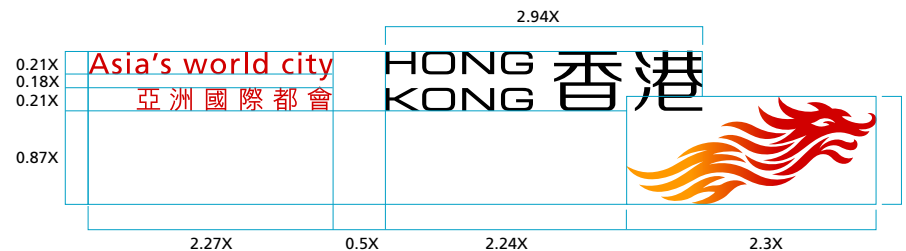
English Version

1.58X

0.46X

0.18X   Asia's world city

0.85X

HONG
KONG

X

1.98X   0.5X   0.86X   2.3X

Chinese Version

1.58X

0.44X

0.2X   亞 洲 國 際 都 會

0.85X

香港

X

1.58X   0.5X   0.86X   2.3X

Bilingual Version

2.94X

0.21X   Asia's world city
0.18X
0.21X   亞 洲 國 際 都 會

0.87X

HONG
KONG 香港
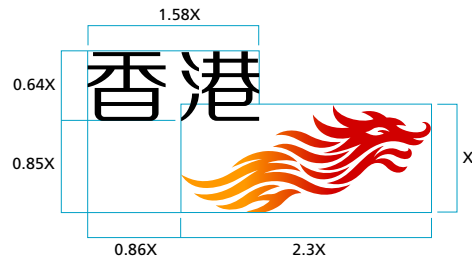
X

2.27X   0.5X   2.24X   2.3X
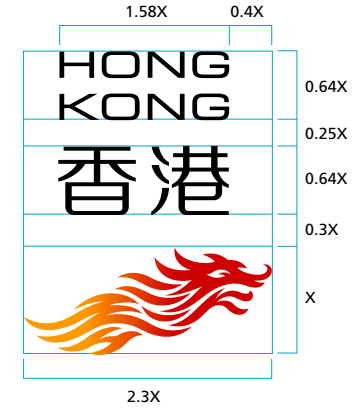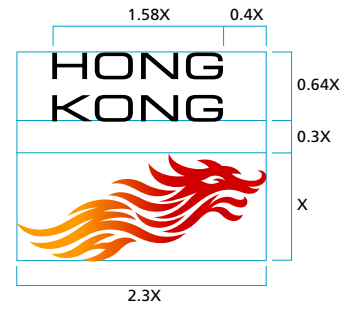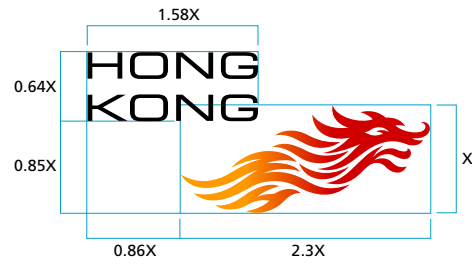
Horizontal Lock-up

The horizontal lock-up of the signature has been created for primary usage. This is the preferred version of the signature for Brand Hong Kong.

The Primary Signature with brandline should be used in English or Chinese. The English version is to be used for a largely English speaking audience and for overseas audiences, in Hong Kong as well as overseas. The Chinese version is targeted for use on applications aimed at a Chinese speaking audience.

The Bilingual version should not be used unless necessary i.e. that a single language version cannot be understood by the target audience.

"X", which represents the height of the Dragon symbol, is the basis on which other parts should be calculated to arrive at the correct proportions.

0.5X

HONG KONG

Asia's world city

X

0.5X

0.5X

0.5X

0.5X

香港

亞 洲 國 際 都 會

X

0.5X

0.5X

0.5X

0.5X

Asia's world city
亞 洲 國 際 都 會

HONG KONG 香港

X

0.5X

0.5X

0.5X
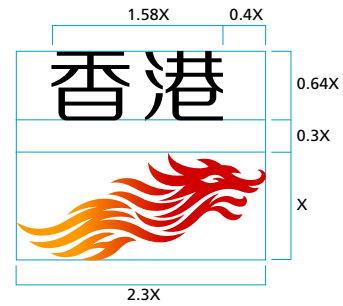
Always maintain the minimum clear space around the Brand Hong Kong signature to preserve its integrity.

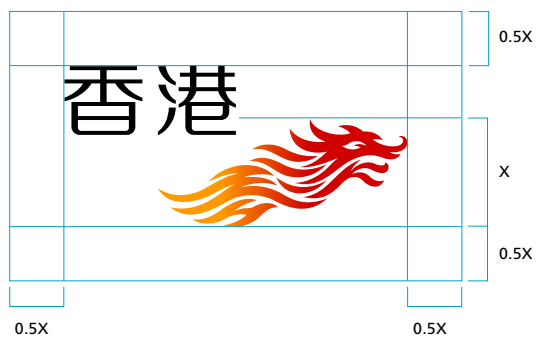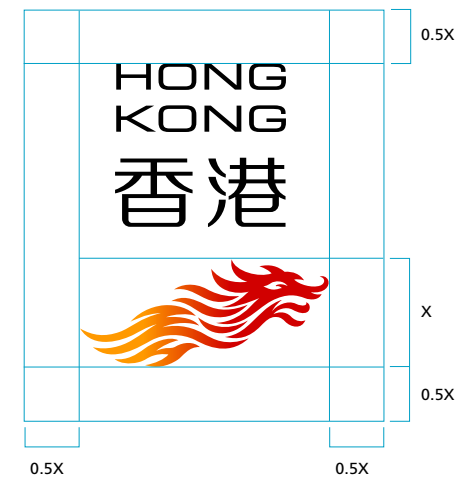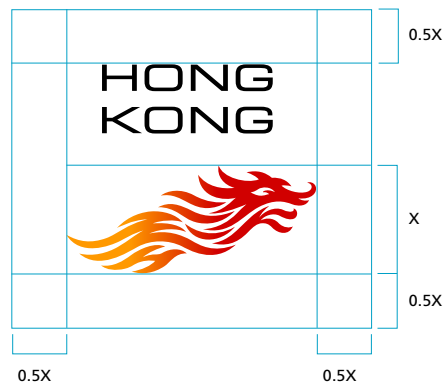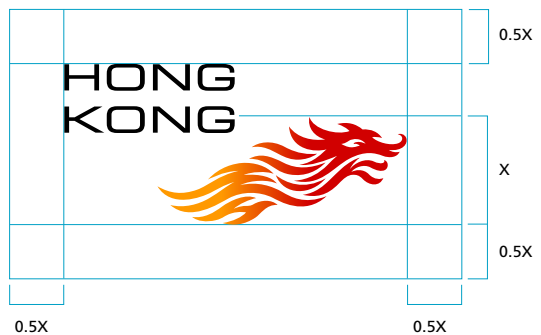To maintain visual clarity and to provide maximum impact, the signature must never appear to be linked to or crowded by copy, photographs or graphic elements.

The minimum clear space must never differ proportionally from the diagrams demonstrated on this page and page 11.

The clear space for the Brand Hong Kong signature is 0.5X around the signature.
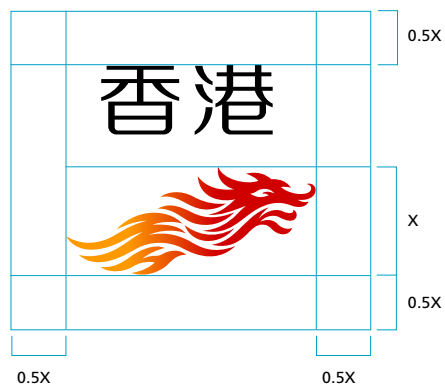
Minimum Size with Brandline

Asia's world city

HONG KONG

20mm

亞 洲 國 際 都 會

香港

20mm

Asia's world city
亞 洲 國 際 都 會

HONG KONG 香港

20mm

Minimum Size without Brandline

HONG KONG

15mm

HONG KONG

15mm

香港

15mm

香港

15mm
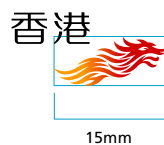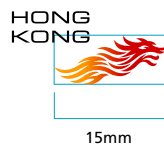
Minimum Size of Dragon alone

15mm

To protect the integrity, legibility and impact of the Brand Hong Kong Signature, it must never be reproduced in sizes smaller than those shown on this page.

For print applications of the Primary Signature, do not use the Dragon smaller than 20mm in width. For usage of the signature without brandline, the width of the Dragon symbol can be reduced to 15mm. Any further reduction would impair its legibility.

Dragon Red

Spot Colour
Pantone 193C

Process Colour
18% Cyan   100% Magenta
100% Yellow   0% Black

RGB Value
R: 223 G: 22 B: 43

PANTONE®
193C

Dragon Yellow

Spot Colour
Pantone 1235C

Process Colour
0% Cyan   40% Magenta
100% Yellow   0% Black

RGB Value
R: 254 G: 186 B: 53

PANTONE®
1235C

Full-Colour Version (Spot Colour)

Asia's world city

HONG
KONG

100% Dragon Red   100% Black

Spot Colour Gradient

50%
20%   60%
20°
100% Dragon Red   100% Dragon Red

50%
50%   80%
20°
100% Dragon Yellow   100% Dragon Yellow

Full-Colour Version (Process Colour)

Asia's world city

HONG
KONG

100% Dragon Red   100% Black

Process Colour Gradient

50%
25%   60%
0°
100% Dragon Yellow 100% Dragon Red

The standards for PANTONE® colours are shown in the current edition of the PANTONE® Colour formula guide. The colours shown on this page and throughout these guidelines are not intended to match the PANTONE® Colour Standards. PANTONE® is a registered trademark of Pantone, Inc.

Use actual PANTONE® chips. Do not attempt to match examples in this guide.

Dragon Red and Dragon Yellow comprise the signature colour palette. Spot colour printing is the preferred option and should be used as often as possible because only these inks can reproduce the full brightness of the signature colours.

Four colour process printing may be used when spot colour reproduction is not available. Many factors can influence accurate colour reproduction: press process, paper stock, line screen and ink coverage.
• For good quality uncoated paper stock, use a line screen of 150 lpi (lines per inch).
• For high quality brochures or coated art paper, in general 175 lpi or higher is the standard choice.
• For newsprint and silkscreen printing, 85 lpi screen is the normal choice.

The Brand Hong Kong Signature can also be reproduced in RGB (Red, Green and Blue) for computer screen display.

Primary Colour Palette

Dragon Red
Spot Colour
Pantone 193C

Process Colour
18% Cyan
100% Magenta
100% Yellow
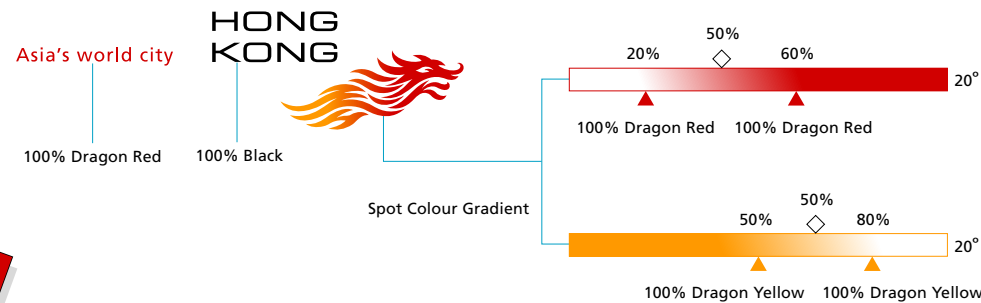0% Black

RGB Value
R: 223 G: 22 B: 43

Dragon Yellow
Spot Colour
Pantone 1235C

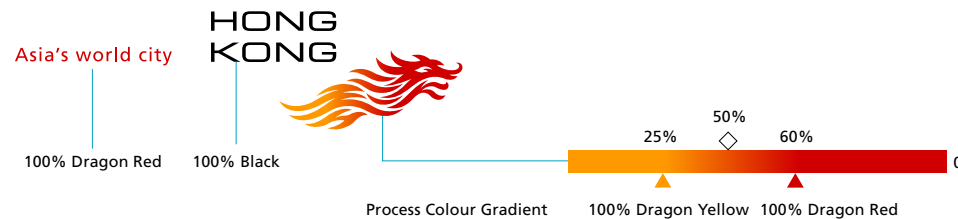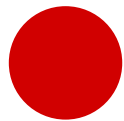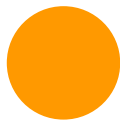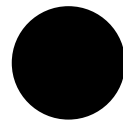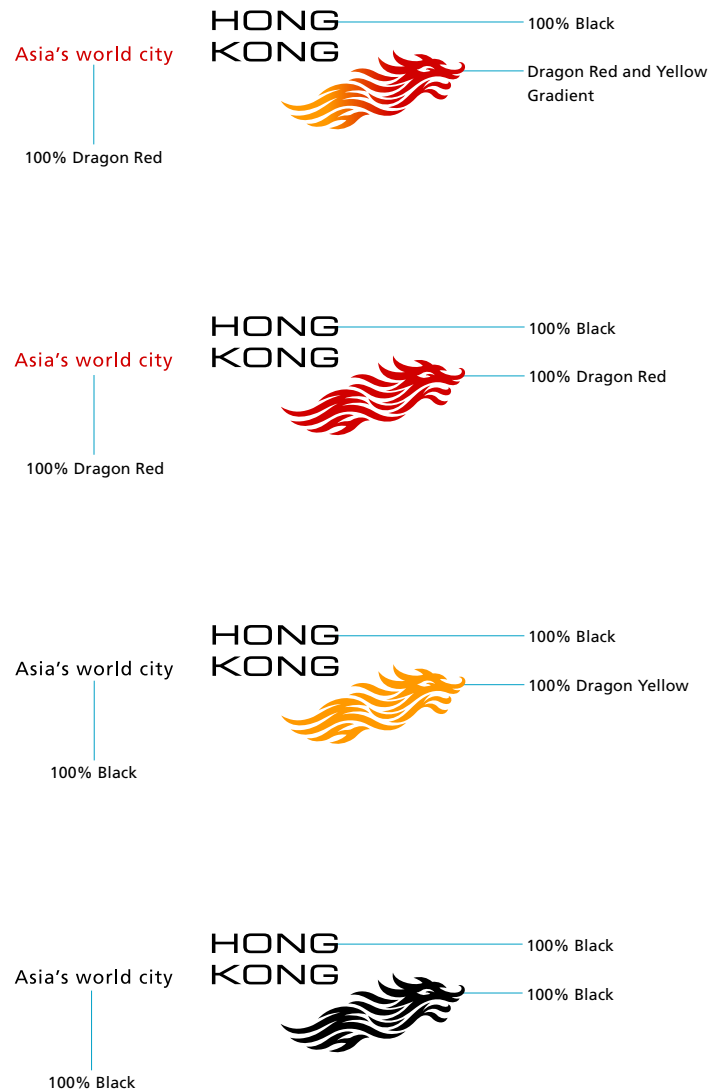Process Colour
0% Cyan
40% Magenta
100% Yellow
0% Black

RGB Value
R: 254 G: 186 B: 53

Black
Spot Colour
Black

Process Colour
0% Cyan
0% Magenta
0% Yellow
100% Black

RGB Value
R: 0 G: 0 B: 0

Asia's world city

100% Dragon Red

HONG KONG — 100% Black
Dragon Red and Yellow Gradient

Asia's world city

100% Dragon Red

HONG KONG — 100% Black
100% Dragon Red

Asia's world city

100% Black

HONG KONG — 100% Black
100% Dragon Yellow

Asia's world city

100% Black

HONG KONG — 100% Black
100% Black

When creating the Brand Hong Kong Signature, use the colours specified on this page.

The primary usage of the signature should be of the full-colour dragon on a white background.

The other three alternative Dragon symbols shown on this page can be used, if necessary, on their respective backgrounds (see page 15).

The primary alternative two-colour signature with the red or yellow Dragon symbol can be used if the full-colour Dragon cannot be created, or does not provide sufficient contrast against the background.

The secondary alternative single-colour signature with the black Dragon can be used if the other versions cannot be created, or does not provide sufficient contrast against the background and if only one colour of ink, paint, stitching or engraving is possible.

Use actual PANTONE® chips. Do not attempt to match examples in this guide.

Primary Background Colours
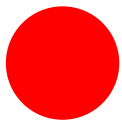
HK Red
Spot Colour
Pantone 485C

Process Colour
0% Cyan
100% Magenta
100% Yellow
0% Black

RGB Value
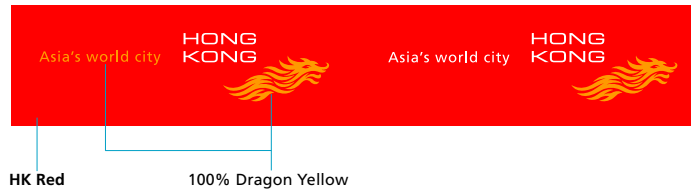R: 254 G: 0 B: 12

HK Purple
Spot Colour
Pantone 2603C

Process Colour
70% Cyan
100% Magenta
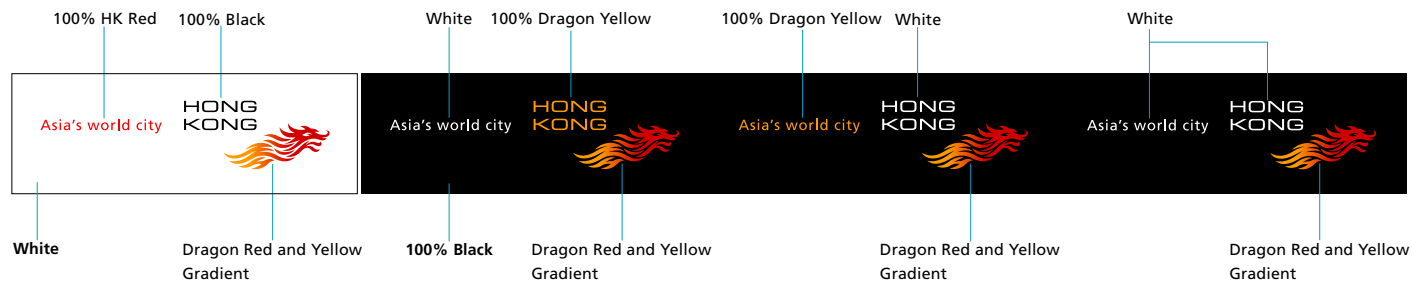0% Yellow
0% Black

RGB Value
R: 86 G: 0 B: 125

Asia's world city   HONG KONG   Asia's world city   HONG KONG

HK Red   100% Dragon Yellow

Asia's world city   HONG KONG   Asia's world city   HONG KONG

HK Red   100% Black

Asia's world city   HONG KONG   Asia's world city   HONG KONG   Asia's world city   HONG KONG

HK Purple

100% HK Red   100% Black   White   100% Dragon Yellow   100% Dragon Yellow   White   White

Asia's world city   HONG KONG   Asia's world city   HONG KONG   Asia's world city   HONG KONG   Asia's world city   HONG KONG

White   Dragon Red and Yellow   **100% Black**   Dragon Red and Yellow   Dragon Red and Yellow   Dragon Red and Yellow
                 Gradient   Gradient   Gradient   Gradient

The Primary background colours of
Brand Hong Kong are: Red, Purple, White
and Black.

For applications such as banners and
lamp post buntings, White, HK Purple and
HK Red should be used.

The different versions of the Dragon
symbol should be used against the
background colours shown here.

The colours of the logotype should be
used with the respective colour versions
of the Dragon symbol as indicated on this
page, depending on the design content.

Use actual PANTONE® chips. Do not
attempt to match examples in this guide.

Primary Full-Colour Signature

20% Black

30% Black

40% Black

50% Black

60% Black

70% Black

80% Black

90% Black
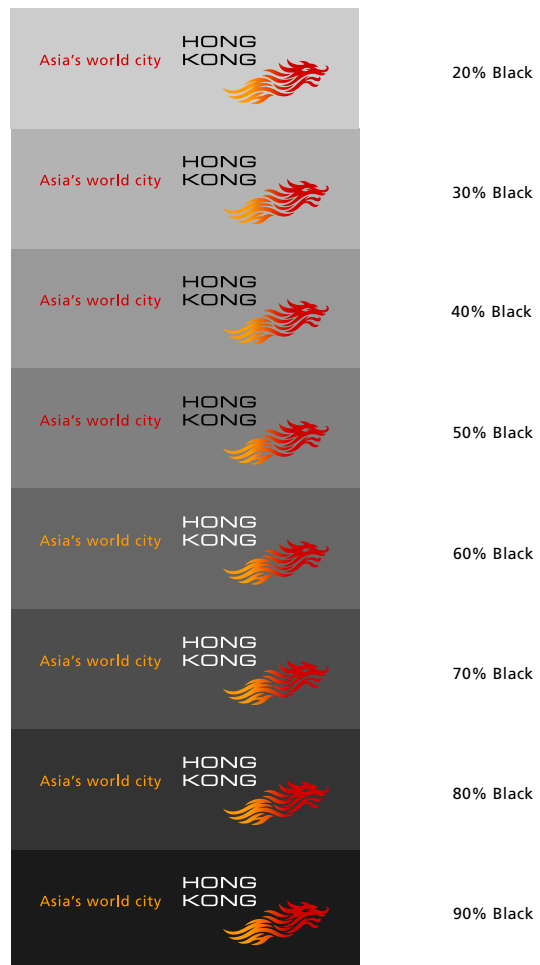
Primary 2-Colour Signature

Changing the Logotype Colour on Different Grey Tones

To demonstrate the most effective signature colour usage, we have created the diagrams shown on the left.

For a black or grey background that is darker than a 50% tint of black, reverse white should be used for the logotype. The brandline should be in the same colours as the Dragon symbol used as shown on this and the following page.

Optimal Signature Colour on Various Coloured Backgrounds

Pantone 2603C	Pantone 320C	Pantone Yellow 012C	Pantone Red 032C
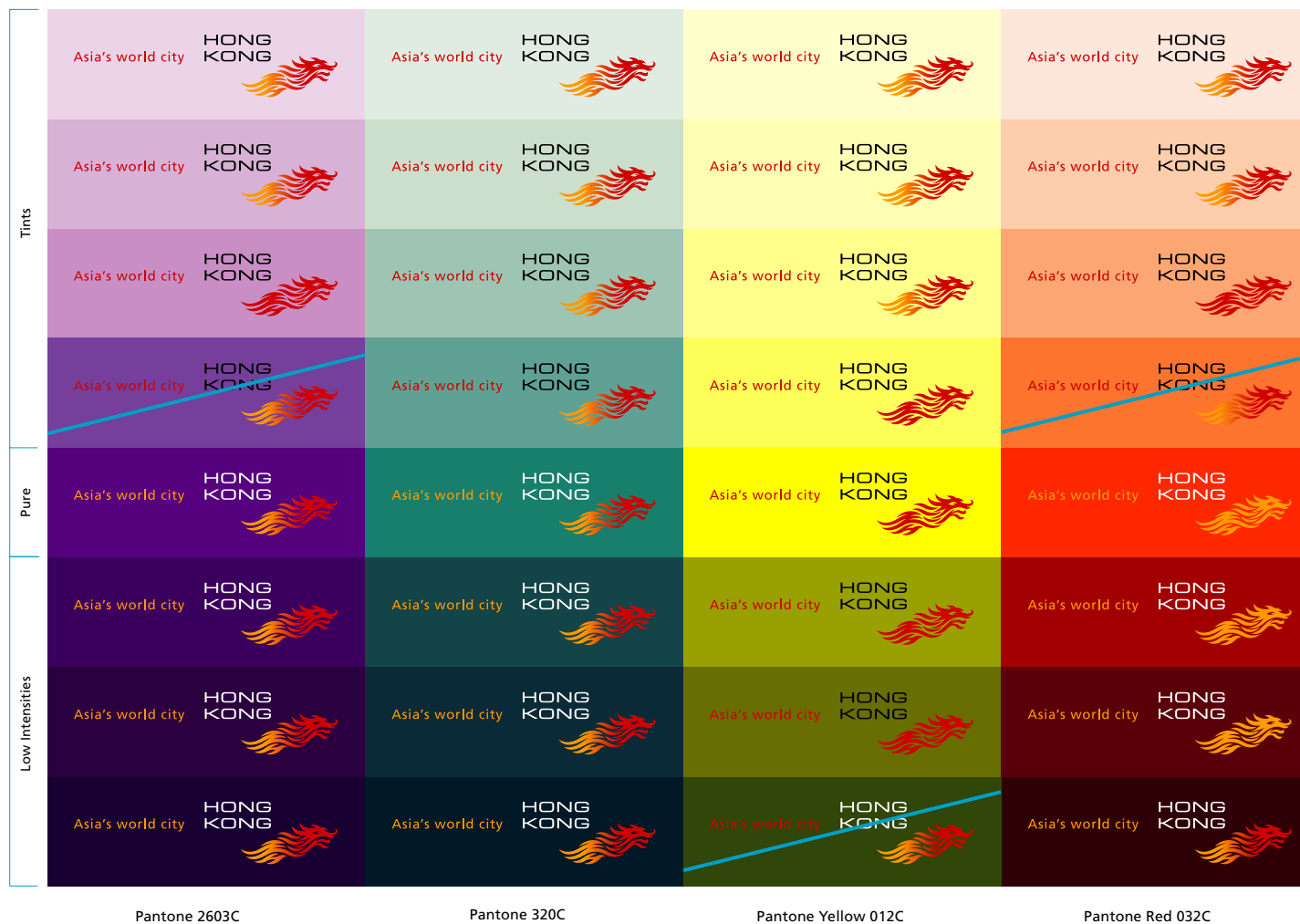
For pale background colours, it is recommended to use the full-colour signature. The single-colour signature with the black Dragon is also acceptable. However, please use the single-colour signature when the background harmonises with the full-colour or two-colour signature.

17

Never flip the Dragon symbol.

Never horizontally flip (whole or in part) the Brand Hong Kong signature.

Never use the Dragon symbol in other than a horizontal position.
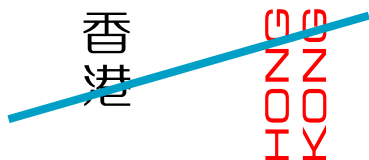
Never reposition the elements with mixed languages.

Never use only part of the Dragon symbol.

Never reproduce the signature smaller than the stated minimum size (see page 12).

Never use the logotype in other than a horizontal position.

Never rearrange the colour gradation of the symbol.

Never reproduce the signature on a background that does not offer sufficient contrast for the signature.

Never apply a gradation to the symbol on a two-colour version of the signature.

Never create an outline around the signature.

Never reposition and resize the elements of the signature.

Do not put the signature "in a box". The only exception is in the case of computer hyperlinks.

Do Not reproduce the signature on textured or complex backgrounds.

Never reproduce the signature in reverse white.

Never reproduce the full-colour signature and brandline on a background that harmonises with the signature colours.

Never reproduce the signature in a way that infringes on the minimum clear space, especially in a co-branding situation.

Never reproduce the single-colour signature and brandline on any coloured background without sufficient contrast.

Never reproduce the signature so it merges with another brand's identity elements.
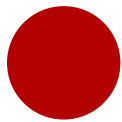

Never reproduce the signature on a photographic background that does not offer sufficient contrast for the signature.

Never use the signature next to the HKSAR Regional Emblem. If both are to be used, the HKSAR Regional Emblem must appear the most dominant and the Brand should appear as an endorsement.

Secondary Colour Palette

Secondary Colour Palette

Spot Colour
Pantone 704C

Process Colour
30% Cyan
100% Magenta
100% Yellow
0% Black

RGB Value
R: 183 G: 26 B: 29

Spot Colour
Pantone 158C

Process Colour
0% Cyan
80% Magenta
100% Yellow
0% Black

RGB Value
R: 254 G: 102 B: 13

Spot Colour
Pantone 130C

Process Colour
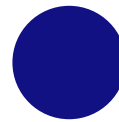0% Cyan
40% Magenta
100% Yellow
0% Black

RGB Value
R: 255 G: 186 B: 0

Spot Colour
Pantone 376C

Process Colour
60% Cyan
0% Magenta
100% Yellow
10% Black

RGB Value
R: 112 G: 188 B: 31

Spot Colour
Pantone 2745C

Process Colour
100% Cyan
90% Magenta
0% Yellow
0% Black

RGB Value
R: 18 G: 12 B: 128

When using the secondary colour palette, be aware of the role of the colour in creating and capturing emotions. This palette is designated for the supergraphic only (see following pages).

Ideally, spot colour printing should be used as often as possible since only these inks can reproduce the full brightness of the secondary colour palette.

Four colour process printing may be used when spot colour reproduction is not available.

Use actual PANTONE® chips. Do not attempt to match examples in the guide.

100% Pantone 704C

100% Pantone 130C

100% Pantone 376C

100% Pantone 2745C

100% Pantone 158C

21 February, 2003

Options of Colour Background

To reinforce the communication of Brand Hong Kong, a supergraphic entitled "the Spirit of the Dragon" has been created. It is recommended for use in building an evocative visual style for Brand Hong Kong communications at specific levels.

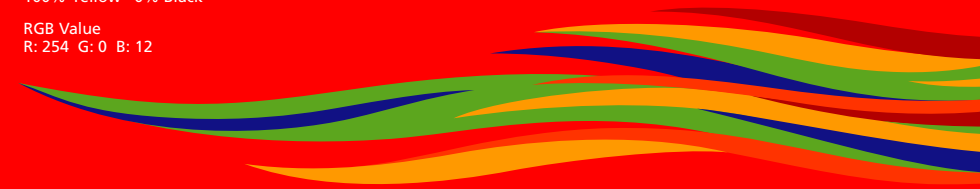Recommended primary usage is to apply the supergraphic on White background.

Application of the supergraphic on HK Red background is the secondary preferred option.

HK Red
Spot Colour
Pantone 485C

Process Colour
0% Cyan   100% Magenta
100% Yellow   0% Black

RGB Value
R: 254 G: 0 B: 12

HK Purple
Spot Colour
Pantone 2603C

Process Colour
70% Cyan   100% Magenta
0% Yellow   0% Black

RGB Value
R: 86 G: 0 B: 125

The supergraphic can appear on HK Purple background for environmental items.

Spot Colour
Black

Process Colour
50% Cyan   0% Magenta
0% Yellow   100% Black

RGB Value
R: 0 G: 0 B: 0

The supergraphic can appear on Black background for literature items only.

Single Colour Usage

In certain applications, where use of colour is limited or inappropriate, the supergraphic can be reproduced in single-colour outline. The recommended minimum line thickness for A4 size application is 0.35point.

HK Red
Spot Colour
20% Pantone 485C

The single-colour supergraphic can be created using 20% tint of the HK Red or Black on a White background.

Spot Colour
100% Black

For photocopies and faxes, the single-colour supergraphic should be applied in 100% Black on a White background.
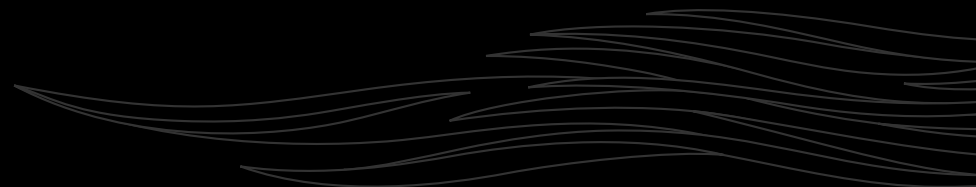
HK Red
Spot Colour
80% Pantone 485C

Recommended primary usage of the single-colour supergraphic is 80% tint of the background colour. HK Red is the preferred colour.
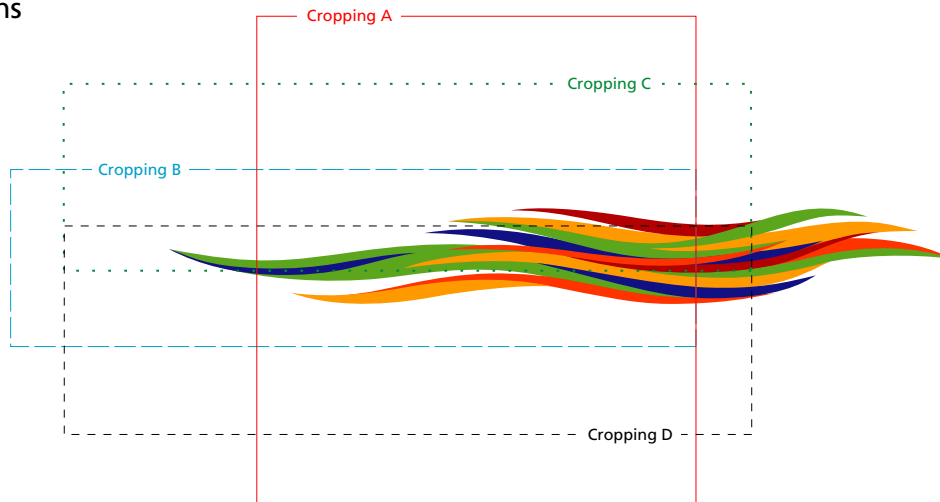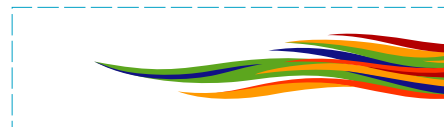
Spot Colour
80% Black

If there is any limitation to use HK Red, Black is the alternative colour.

Cropping Options

Cropping A

Cropping C

Cropping B

Cropping D

Typical cropping of the supergraphic is shown on this page. If it is being applied on a surface where there are gaps (such as the windows of a vehicle or vessel), it is not necessary to crop the graphic.

Vertical Cropping

The supergraphic can be applied vertically with orientation as indicated above.

Flipped Cropping

All cropped supergraphics can be flipped horizontally, but not rotated. Moreover, the flipped options are meant as a secondary option only.

Cropping B is the cropping of the supergraphic on horizontal applications. It should be placed at the centre of the application.

Cropping C is the cropping of the supergraphic when it is used on the bottom of an application.

Cropping D is the cropping of the supergraphic when it is applied on the top of an application.
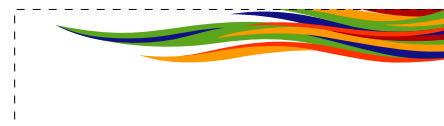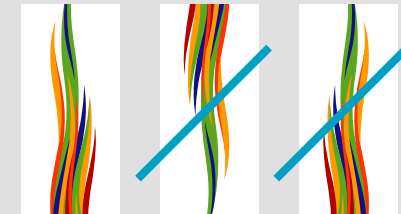
Cropping A is the preferred cropping of the supergraphic on applications with plenty of vertical space. It should be placed at the centre of the application.

FONTS

Primary Typeface

Frutiger 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#$%^&*!?/:;."{ }[ ]( )

Frutiger 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#$%^&*!?/:;."{ }[ ]( )

Frutiger 65 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#$%^&*!?/:;."{ }[ ]( )

Frutiger 75 Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#$%^&*!?/:;."{ }[ ]( )

Secondary Typeface

Eurostile Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#$%^&*!?/:;."{ }[ ]( )

Eurostile Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#$%^&*!?/:;."{ }[ ]( )

The primary typeface is Frutiger, a simple and contemporary type style that complements the Dragon symbol. The secondary typeface is Eurostile, which is a striking modern typeface that evokes the image of the traditional Chinese stamp. Eurostile was chosen for its clear balance and strong contrast.

These typefaces must be used across all Brand Hong Kong applications.

Primary Typeface

Monotype Hei Family

MHei Light

這是一段示範文字，給予辨認字體使用。

MHei Medium

這是一段示範文字，給予辨認字體使用。

MHei Bold

這是一段示範文字，給予辨認字體使用。

MHei XBold

這是一段示範文字，給予辨認字體使用。

Monotype Hei was chosen as the key
Chinese typeface for Brand Hong Kong.

The variety of thickness within
the Hei family provides a good range
of expression.

FONTS

Signature Size Relationship
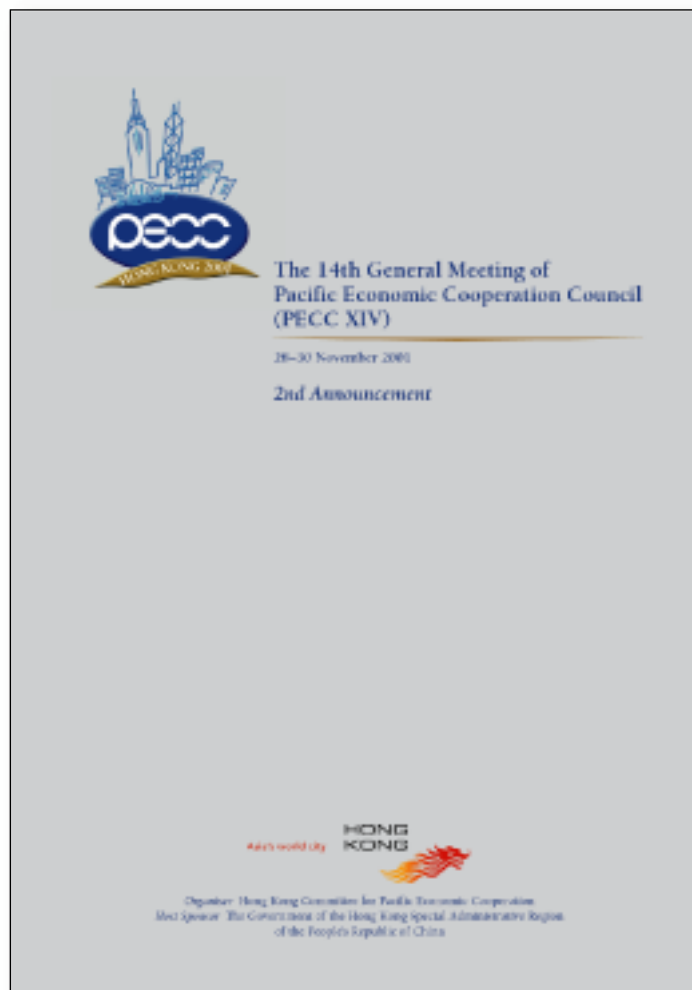
75%

HONG
KONG

25%

Design Style A

Design style A should be used on occasions when the purpose is to promote the Brand or Hong Kong itself.

The primary placement of the Brand Hong Kong Signature is the upper right hand corner. The signature may be placed in the centre or other prominent positions on applications with limited width such as banners and backdrops, to show it at its best.

Asia's world city

HONG
KONG

Signature Size Relationship

75%

25%

The 14th General Meeting of
Pacific Economic Cooperation Council
(PECC XIV)

28–30 November 2001

2nd Announcement

Design Style B (Government Use)

If the Brand is to be used for general applications, it should be placed in a supporting rather than dominant position.

Design Style B should be used for any promotional activity organised or sponsored by HKSAR Government departments and agencies.
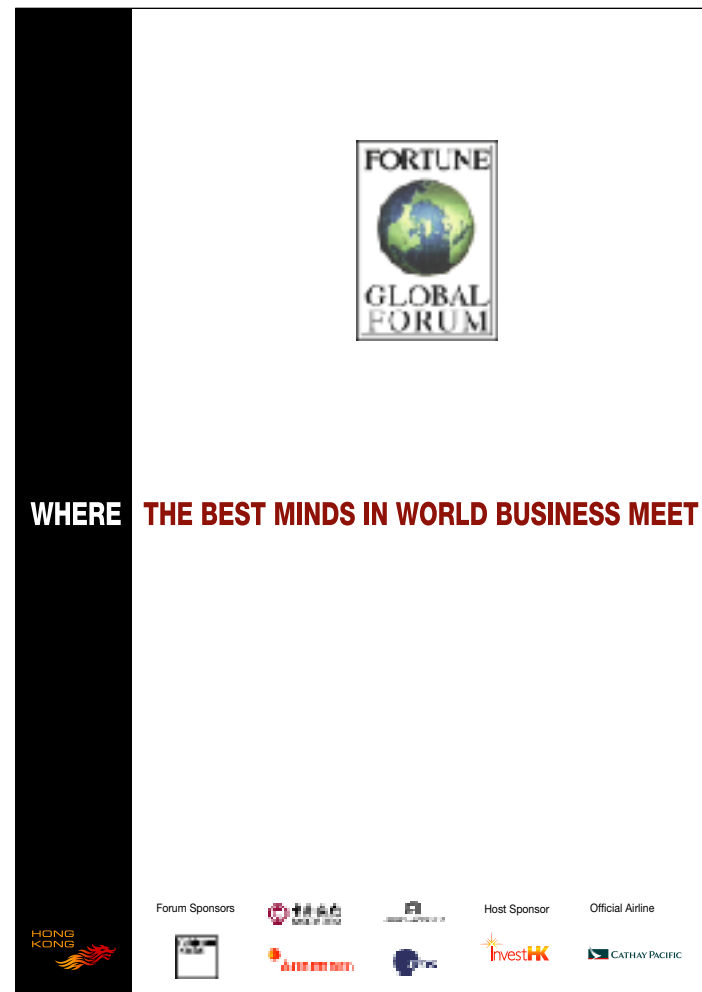
An example of the appropriate placement of the Brand is shown on the left.

Signature Size Relationship

75%

25%

WHERE **THE BEST MINDS IN WORLD BUSINESS MEET**

Forum Sponsors   Host Sponsor   Official Airline

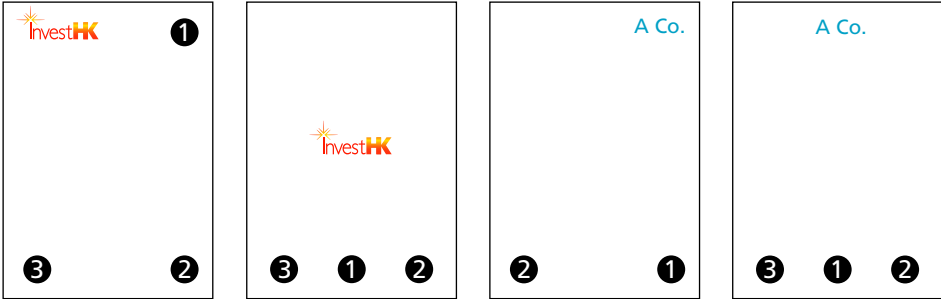### Design Style C (Non-Government Use)

Design style C is for use for
non-government applications.

In such cases the Brand should also be
used in a supporting role.

The Brand Signature must be visually
equal in weight with sponsors' signatures.

In all co-branding situations, there must
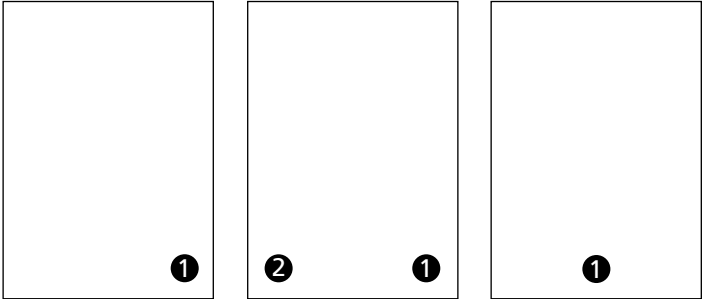be a clear space between Brand Hong
Kong and other symbols.

Cover

Back Cover

There are unlimited options for signature placement for Design Style B and C. Shown on the left are several situations that demonstrate the preferred position of the Brand.

Please follow the number preferences as shown respectively.

These photographs show the range of collateral on which the Brand Hong Kong design was used by the Government for the launch of Hong Kong's new visual identity in May 2001. As can be seen, the concept reflects the dynamism of Hong Kong, thus having an instant impact on the beholder. The Government will continue to promote Brand Hong Kong here and overseas, and to develop new ways of doing it, in the years to come. But it is important for the elements of the Brand to be applied in a consistent way, for it to maintain its identity and to become widely recognisable as the symbol for Hong Kong.