

## 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](http://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.