Brand Hong Kong Signature

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A.1 | Signature Elements

The Brand Hong Kong signature comprises of three elements:

1. The Brand Hong Kong logotype
2. The Brandline
3. The Dragon symbol with extending ribbons graphic

All elements are set in fixed format and proportion. They are not to be altered.
A.2 | Dragon Symbol and Ribbons Graphic

1. The Dragon symbol with extending ribbons graphic is a unique design that is copyright protected.

2. The Dragon symbol may be used on its own only in exceptional cases.

The Dragon symbol is a modernised interpretation of a Chinese mythical icon. It represents Hong Kong’s unique fusion of East meets West.

The blue and green ribbons that extend from the Dragon symbolise blue sky and a sustainable environment, while the red ribbon is a silhouette of Lion Rock, which represents Hong Kong people’s “can-do” spirit.
A.3.1 | Minimum Size with Brandline

Whenever possible, use the primary version of the Brand Hong Kong signature as shown. The primary signature is the full colour Dragon with extending ribbons graphic, the logotype and brandline.

The single language version, either English, Traditional Chinese or Simplified Chinese is preferred for primary usage. The bilingual version may be used if the content is entirely bilingual.
A.3.2 | Primary Signature without Brandline

The primary signature may also be used without the brandline if the brandline, “Asia’s world city”, appears elsewhere on the same surface, or if space is limited.

**English Version**

Minimum Size

30mm

**Chinese Version**

Minimum Size

30mm

**Bilingual Version**

Minimum Size

30mm
A.3.3 | Minimum Clear Space

Always maintain more than 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 for the Brand Hong Kong signature is no less than 0.5X around the signature.
Whenever possible, the logo should be reproduced in gradient colours on a solid colour background that offers sufficient contrast. To reproduce the full brightness of the signature colours, 4-colour printing is preferred.

The logo in solid colours may be used if gradient colour production is not possible.
A.4.2 | Colour Guide – Single Colour Versions

1. Single-Colour Version (Red)
   - HONG KONG
   - ASIA’S WORLD CITY
   - PMS 485C

2. Single-Colour Version (Yellow)
   - HONG KONG
   - ASIA’S WORLD CITY
   - PMS 1235C

3. Single-Colour Version (Black)
   - HONG KONG
   - ASIA’S WORLD CITY
   - Black 100K

1. The logo in single colour, red (Pantone 485C) or yellow (Pantone 1235C), may be used in situations where the full-colour signature blends in with the background or cannot be reproduced.

2. The logo in single colour, black, may be used only for black and white production, or in situations where the other single-colour versions and full-colour versions are not suitable.
The preferred background colours of Brand Hong Kong are white and black.
The single-colour logo, red (Pantone 485C/100M100Y) and yellow (Pantone 1235C/40M100Y), may be used on Brand Hong Kong signature background colours.
It is recommended to use the full-colour signature wherever possible. However, if it is not possible to use the full-colour signature or when the background colour does not offer sufficient contrast to show the entire logo clearly, the single-colour signature may be used.
When it is necessary to apply the single-colour signature, use the red logo in Pantone 485C/100M100Y on pale background colours.
When it is necessary to apply the single-colour signature, use the yellow logo in Pantone 1235C/40M100Y on dark backgrounds.
The Brand Hong Kong signature must always be applied thoughtfully, carefully and appropriately. The examples on this page illustrate incorrect use of the signature.

1. Never flip the Dragon symbol in print.
2. Never place any other graphic device around the signature.
3. Never rearrange the colour gradation of the logo.
4. Never change the typography in the signature.
5. Never reposition and resize the signature elements.
6. Never distort the shape and proportion of the signature.
7. Never reproduce the signature on a complex background or a background that does not offer sufficient contrast.
8. Creating an outline around the signature is not preferred.

Note: Final decision on application of the BrandHK signature is subject to approval by the BrandHK Management Unit.
A.7 | Colour Palette

Dragon Colours

- PMS485C
  - Process Colour: 100M 100Y
  - RGB Value: R: 255 G: 0 B: 0

- PMS254C
  - Process Colour: 40C 100M
  - RGB Value: R: 152 G: 55 B: 142

- PMS1235C
  - Process Colour: 40M 100Y
  - RGB Value: R: 227 G: 164 B: 19

Ribbon Colours

- PMS Process Cyan C
  - Process Colour: 100C
  - RGB Value: R: 43 G: 170 B: 225

- PMS361C
  - Process Colour: 70C 100Y
  - RGB Value: R: 116 G: 173 B: 62

- PMS144C
  - Process Colour: 55M 100Y
  - RGB Value: R: 248 G: 152 B: 56
A.8.1 | Typeface

Trade Gothic LH Extended

ABCDEFGHJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 $£®™æ§€&‰!;~"/()<>+-\=

Trade Gothic LH Bold Extended

ABCDEFGHJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 $£®™æ§€&‰!;~"/()<>+-\=

Trade Gothic LT Standard Light

ABCDEFGHJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 $£®™æ§€&‰!;~"/()<>+-\=

Trade Gothic LT Std Regular

ABCDEFGHJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 $£®™æ§€&‰!;~"/()<>+-\=

Trade Gothic LT Std Bold No.2

ABCDEFGHJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 $£®™æ§€&‰!;~"/()<>+-\=

正線體
　繁體中文字體示範
　正體中文字體示範

中黑體
　繁體中文字體示範
　正體中文字體示範

黑體
　繁體中文字體示範
　正體中文字體示範

粗黑體
　繁體中文字體示範
　正體中文字體示範
A.8.2 | Logotype & Brandline

The Brand Hong Kong logotype and brandline may be used on its own in special circumstances to fit specific design purposes. Some suggested versions of Brand Hong Kong logotype and brandline are shown on this page.
A.8.3 | Logotype & Brandline Colours

There are specific colour combinations for the Brand Hong Kong logotype and brandline.

1. Black and White
2. Red (Pantone 485C) and Black
3. Red (Pantone 485C) and White
4. All Red (Pantone 485C)
5. All Yellow (Pantone 1235C)
Whenever possible, use the primary version of the Brand Hong Kong signature with tagline lockup as shown. The primary lockup is the full colour Dragon with extending ribbons graphic, the logotype, brandline and tagline.

The single language version, either English, Traditional Chinese, or Simplified Chinese, is preferred for primary usage. The bilingual version may be used if the content is entirely bilingual.
Always maintain more than the minimum clear space around the Brand Hong Kong signature with tagline lockup to preserve its integrity.

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

The minimum clear space for the lockup is no less than 0.5X around the signature.
B.3.1 | Colour Guide – Full Colour Versions

1. Full-Colour Version (Process Colour Gradient)

Whenever possible, the logo should be reproduced in gradient colours on a solid colour background that offers sufficient contrast. To reproduce the full brightness of the lockup colours, 4-colour printing is preferred.

2. Full-Colour Version (Solid Colours)

The logo in solid colours may be used if gradient colour production is not possible.
B.3.2 | Colour Guide – Single Colour Versions

1. Single-Colour Version (Red)

2. Single-Colour Version (Yellow)

3. Single-Colour Version (Black)

1. The logo in single colour, red (Pantone 485C) or yellow (Pantone 1235C), may be used in situations where the full-colour lockup blends in with the background or cannot be reproduced.

2. The logo in single colour, black, may be used only for black and white production, or in situations where the other single-colour versions and full-colour versions are not suitable.
The preferred background colours of Brand Hong Kong are white and black.

B.4.1 | Background Colours – Preferred Colours

- Full-Colour Version on Preferred Background Colour (white)
- Full-Colour Version on Preferred Background Colour (black)

- English Version
- Traditional Chinese Version
- Simplified Chinese Version
- Bilingual Version (Traditional Chinese and English)
- Bilingual Version (Simplified Chinese and English)
The single-colour logo, red (Pantone 485C/100M100Y) and yellow (Pantone 1235C/40M100Y), may be used on lockup background colours.
It is recommended to use the full-colour lockup wherever possible. However, if it is not possible to use the full-colour lockup or when the background colour does not offer sufficient contrast to show the entire logo clearly, the single-colour lockup may be used.
When it is necessary to apply the single-colour lockup, use the red logo in Pantone 485C/100M100Y on pale background colours.
When it is necessary to apply the single-colour lockup, use the yellow logo in Pantone 1235C/40M100Y on dark backgrounds.
The Brand Hong Kong tagline may be used on its own in special circumstances to fit specific design purposes. Some suggested versions of Brand Hong Kong tagline are shown on this page.
There are specific colour combinations for the Brand Hong Kong tagline.

1. Gray (Pantone Cool Gray 10C/70K)
2. Red (Pantone 485C/100M100Y)
3. Yellow (1235C/40M100Y)
4. Purple (Pantone 254C/40C100M)
5. Blue (Pantone Process Cyan C/100C)
6. Light blue (Pantone 2915C/55C)
7. Green (Pantone 361C/70C100Y)
8. Black
9. White
B.5.3 | Tagline Colours – Bilingual Version

There are specific colour combinations for the bilingual version Brand Hong Kong tagline.

1. Red (Pantone 485C/100M100Y) and Black
2. Yellow (1235C/40M100Y) and Black
3. Purple (Pantone 254C/40C100M) and Black
4. Blue (Pantone Process Cyan C/100C) and Black
5. Light blue (Pantone 2915C/55C) and 70K
6. Green (Pantone 361C/70C100Y) and Black

When applying on dark background, the black/70K colour tagline have to be replaced by white colour.
Brand Hong Kong Graphics Adaptation

C.1  Circular Ribbons
C.2  Free Style Ribbons
C.3.1 Icons Graphic
C.3.2 Icons Graphic – Adaptations
As Asia’s prime business hub and China’s global financial and services centre, Hong Kong remains one of the world’s best places to do business.

Our strong fundamentals are underpinned by a trusted legal and regulatory system, low taxes, free flow of capital, freedom of information, clean government and an efficient, well-educated and resilient workforce.

Hong Kong is also an ideal place to work or study. In this city of opportunity you will find a vibrant and diverse cultural scene, state-of-the-art transport infrastructure, exciting events and activities and beautiful countryside only a stone’s throw from the majestic skyscrapers that form our iconic skyline.

Come and set up a business, work or study in Hong Kong – Asia’s world city.

For more information on business opportunities, visit www.InvestHK.gov.hk

For details about our liberal immigration regime, visit www.immd.gov.hk

Welcome to Hong Kong…
C.2 | Free Style Ribbons

1. Paper bag
2. Folder and fact sheets
3. Outdoor billboard
4. Free standing banner
5. A board
C.3.1 | Icons Graphic

FREE
ENTERPRISING
EXCELLENCE
INNOVATIVE
QUALITY LIVING

COSMOPOLITAN
SECURE
CONNECTED
DIVERSE
DYNAMIC
C.3.2 | Icons Graphic – Adaptations

1. Tattoos