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

<table>
<thead>
<tr>
<th>English Version</th>
<th>Minimum Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>[HONG KONG Logo]</td>
<td>40mm</td>
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</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>Traditional Chinese Version</th>
<th>Minimum Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>[香港 Logo]</td>
<td>40mm</td>
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</table>

<table>
<thead>
<tr>
<th>Simplified Chinese Version</th>
<th>Minimum Size</th>
</tr>
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<tbody>
<tr>
<td>[香港 Logo]</td>
<td>40mm</td>
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</tbody>
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<table>
<thead>
<tr>
<th>Bilingual Version (Traditional Chinese and English)</th>
<th>Minimum Size</th>
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<tbody>
<tr>
<td>[HONG 香港 Logo]</td>
<td>40mm</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Bilingual Version (Simplified Chinese and English)</th>
<th>Minimum Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>[HONG 香港 Logo]</td>
<td>40mm</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>ASIA'S WORLD CITY 亚洲国际都会</th>
<th>Minimum Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>[ASIA'S WORLD CITY Logo]</td>
<td>40mm</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>ASIA'S WORLD CITY 亚洲国际都会</th>
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<tbody>
<tr>
<td>[ASIA'S WORLD CITY Logo]</td>
<td>40mm</td>
</tr>
</tbody>
</table>
A.3.2 Primary Signature without Brandline

English Version

Minimum Size

30mm

Chinese Version

Minimum Size

30mm

Bilingual Version

Minimum Size

30mm

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.
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.
A.4.1 | 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 signature colours, 4-colour printing is preferred.

2. The logo in solid colours may be used if gradient colour production is not possible.

2. Full-Colour Version (Solid Colours)
### A.4.2 Colour Guide – Single Colour Versions

1. **Single-Colour Version (Red)**
   - 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. **Single-Colour Version (Yellow)**

3. **Single-Colour Version (Black)**
   - 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.
A.5.1 | Background Colours – Preferred Colours

The preferred background colours of Brand Hong Kong are white and black.

Full-Colour Version on Preferred Background Colour (white)

Full-Colour Version on Preferred Background Colour (black)
A.5.2 | Background Colours – Signature Colours

The single-colour logo, red (Pantone 485C/100M100Y) and yellow (Pantone 1235C/40M100Y), may be used on Brand Hong Kong signature background colours.
A.5.3 | Background Colours – Full Colour Signature

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.
A.5.4 | Background Colours – Single Colour Signature (Red)

When it is necessary to apply the single-colour signature, use the red logo in Pantone 4850/100M100Y on pale background colours.
A.5.5 | Background Colours – Single Colour Signature (Yellow)

When it is necessary to apply the single-colour signature, use the yellow logo in Pantone 1235C/40M100Y on dark backgrounds.
A.6 | Incorrect Usage

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**

- **PMS 485C**
  - Process Colour: 100M 100Y
  - RGB Value: R: 255 G: 0 B: 0
- **PMS 254C**
  - Process Colour: 40C 100M
  - RGB Value: R: 152 G: 55 B: 142
- **PMS 1235C**
  - 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
- **PMS 361C**
  - Process Colour: 70C 100Y
  - RGB Value: R: 116 G: 173 B: 62
- **PMS 144C**
  - Process Colour: 55M 100Y
  - RGB Value: R: 248 G: 152 B: 56
A.8.1 | Typeface

Trade Gothic LH Extended

ABCD\textregistered\textcopyright\textnormal{TM}\ae\ç\&\infty!;::"/(()[]<>\+=

Trade Gothic LH Bold Extended

ABCD\textregistered\textcopyright\textnormal{TM}\ae\ç\&\infty!;::"/(()[]<>\+=

Trade Gothic LT Standard Light

ABCD\textregistered\textcopyright\textnormal{TM}\ae\ç\&\infty!;::"/(()[]<>\+=

Trade Gothic LT Std Regular

ABCD\textregistered\textcopyright\textnormal{TM}\ae\ç\&\infty!;::"/(()[]<>\+=

Trade Gothic LT Std Bold No.2

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正线体

中黑体

黑体

粗黑体

正线体

中黑体

黑体

粗黑体
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)
Brand Hong Kong Graphics Adaptation

B.1 Circular Ribbons
B.2 Free Style Ribbons
B.3.1 Icons Graphic
B.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 a city that is a conference of creative minds, with a diverse and cosmopolitan population that thrives on diversity; a vibrant cultural and events scene; state-of-the-art transport and communications infrastructure, and scenic 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…
B.2 | Free Style Ribbons

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

FREE ENTERPRISING EXCELLENCE INNOVATIVE QUALITY LIVING

COSMOPOLITAN SECURE CONNECTED DIVERSE DYNAMIC

BRAND HONG KONG GRAPHICS ADAPTATION

BRAND HONG KONG GUIDELINES
B.3.2 | Icons Graphic – Adaptations

1. Tattoos