Artistic Icon and City Graphics for the 25th Anniversary of the Establishment of the HKSAR (25A)

Usage Guidelines

砥礪奮進廿五載 攜手再上新征程
A New Era
Stability · Prosperity · Opportunity

July 2022
The 25A Artistic Icon

Aspect Ratio
Distortion of the 25A artistic icon (the Icon) and its aspect ratio are not acceptable.

Minimum Size
The Icon should be treated with integrity as a prominent design feature. Only if there is space constraint, and the production quality offers sufficient clarity, should the minimum size of 1.5cm (width) be allowed. Under no circumstances should the Icon be applied in less than 1.5cm (width).

Colour
To achieve the gradient gold colour of the Icon, process colour printing is recommended. (The colour values in the left column are provided for reference.)

The Icon colours may not be altered, except with written approval from the Information Services Department (ISD) for exceptional circumstances.

Background Colour
- The principle for selecting the background colour is to ensure visibility of the Icon’s design details.
- The recommended background colours are white, burgundy (please refer to the colour values in the middle column) or the dedicated gradient background. (Please refer to the right column)
- Subject to ISD’s approval, the Icon may be applied on other background colours that offer sufficient contrast.

Gradient gold colour

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>C</td>
<td>0</td>
<td>C</td>
</tr>
<tr>
<td>M</td>
<td>0</td>
<td>M</td>
</tr>
<tr>
<td>Y</td>
<td>30</td>
<td>Y</td>
</tr>
<tr>
<td>K</td>
<td>0</td>
<td>K</td>
</tr>
</tbody>
</table>

For print

C 0
M 100
Y 75
K 45

For screen

R 149
G 1
B 25

Minimum width: 1.5cm
The 25A
Artistic Icon

Frame Treatment in Exceptional Cases
To preserve integrity and clarity as well as to bring out the celebratory effect of the Icon, avoid placing the Icon on complicated backgrounds, busy photographs, pattern designs, light colour backgrounds similar to the Icon colour or dark colour backgrounds.

If such background designs are unavoidable, the Icon is to be applied in a burgundy frame as shown in the examples on the right of the page.
Adaptations of such treatment are for exceptional cases and are subject to the approval of ISD.

Light colour background

Busy photo background

Dark colour background

Background with pattern design
City Graphics

The Composition of City Graphics
The complete City Graphics design comprises the following elements:
A. the city landmarks (comprises various landmark icons),
B. the radiant effect, and
C. the dedicated gradient background

Adaptation
• The preferred adaptation of the City Graphics is in its entirety including all the design elements and in the original design colours.
• Subject to ISD’s approval, the design elements may be applied separately if suitable.
City Graphics

Adaptation in Exceptional Cases

- If necessary, the city landmarks may be cropped for adaptation on narrow or small surfaces. Each cropped adaptation must include no less than three landmark icons.
- Cropped adaptations of design elements are subject to the approval of ISD.
Applications for use of Artistic Icon and City Graphics

Organisers of events accredited for inclusion in the official Events Calendar of the 25th Anniversary Celebration may apply to the Information Services Department for using the Icon and the City Graphics for publicising the events. Applications should be submitted together with the proposed design/artwork and details of any items bearing the Icon and/or the City Graphics. Please email your applications to hksar25a@isd.gov.hk.

To apply for accreditation of events, please visit the website https://www.hksar25.gov.hk/en/celebration.html or contact the Celebrations Coordination Office (email: 25Aevents@hyab.gov.hk).

Copyright

The copyright of the 25A Artistic Icon and the City Graphics belongs to the Government of the Hong Kong Special Administrative Region.

need...
more help?