Logo for 25th Anniversary of the Establishment of HKSAR
Usage Guidelines

(25th) ANNIVERSARY

中華人民共和國香港特別行政區
Hong Kong Special Administrative Region
of the People’s Republic of China

(July 2022)
Signature Colour

To ensure the logo to be featured most accurately, spot colour printing is always preferred. Colour percentages of the “Red” and “Gold” are provided if spot colour printing is not possible, and 4 colour printing process is to be used.

It is important that both the specified spot colours and the colour percentages of the logo should not be altered or modified under any circumstances.
Unacceptable Usages

The logo and its elements should not be changed in any way under any circumstances.
Here is the colour percentage breakdown of the logo printed in single colour.

Single Colour

Stars 100% 185C
Wording 100% 185C
Ribbon 100% 185C

Stars 100% 873C
Wording 100% 873C
Ribbon 100% 873C

Spot Colour
Pantone 185C

Spot Colour
Pantone 873C
Minimum Clear Space

To ensure the integrity and clarity of the logo, it is a must to allow a clear area around the logo.
The minimum reproduction size of the complete logo is 5cm. To reproduce the logo in less than 5cm, please refer to the next page.
The complete logo should be featured as much as possible. It is possible to feature the logo without the line “中華人民共和國香港特別行政區” and “Hong Kong Special Administrative Region of the People’s Republic of China” if:

1. the logo is so small that the fine print of the lines will not be legible.
2. one finds the line repeating the message of the publicity materials.
3. one finds the line cluttering up the design and affecting the cleanliness of the logo.

The minimum reproduction size of the simplified logo is 3cm and the maximum reproduction size is 5cm.
Background Colour

The logo can be featured on various backgrounds provided that all elements of the logo are legible, and not obstructed by any means.

Here are some acceptable samples.
Unacceptable Usage

The logo cannot be featured on a busy background or a background which does not offer sufficient contrast to show the entire logo clearly.

Here are some unacceptable examples.
Unacceptable Usage

Here are some unacceptable examples.
Approval for Treatment

These guidelines on the usage of the 25th Anniversary logo are meant to provide maximum flexibility while maintaining the logo’s integrity as far as possible. Organisers of accredited events will be allowed to use the official logo for publicising their events.

To apply for accreditation for inclusion in the official Events Calendar of the 25th Anniversary Celebration, please visit the website https://www.hksar25.gov.hk/en/celebration.html or contact the Celebrations Coordination Office (email: 25Aevents@hyab.gov.hk).

Organisers of accredited events must seek approval from the Information Services Department for using the official logo. Applications should be submitted together with the proposed design/artwork and details of any items bearing the logo. Please email your applications to hksar25a@isd.gov.hk for processing.