

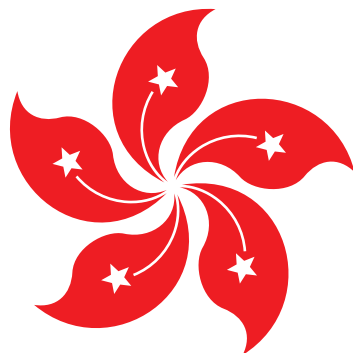


中國香港殘疾人奧委會
CHINA HONG KONG
PARALYMPIC COMMITTEE



CHINA HONG KONG PARALYMPIC COMMITTEE BRANDING GUIDELINE





中國香港殘疾人奧委會
CHINA HONG KONG
PARALYMPIC COMMITTEE



EMBLEM

The vertical version is the only version and should be used whenever possible.

NPC unique
design element



NPC full
organisation name

Paralympic symbol

5Y

Y

2Y

PRINCIPLE

Use this grid as a guide only, to help you determine the right size and position of each element. It is not meant to limit the space vertically or horizontally. By counting the squares in the grid, you can ensure that the Paralympic symbol covers 1/4 of the overall design.



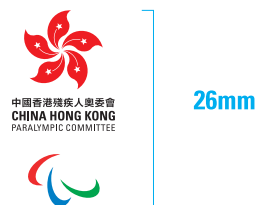
MINIMUM CLEARING SPACE

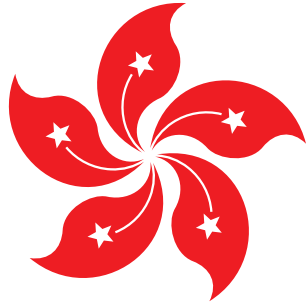
To protect the clarity and visual integrity of the signature, all applications shall strictly maintain a minimum space around emblem. The minimum space around the emblem shall be no less than Y as indicated on the left hand side.

Vertical Emblem

MINIMUM SIZE

The minimum size of the emblem is
26mm in height.





中國香港殘疾人奧委會
CHINA HONG KONG
PARALYMPIC COMMITTEE



Pantone Colour
PMS 186

Process Colour
C0 M100 Y100 K0

RGB Colour
R237 G28 B36

Hex #ED1C24



Pantone Colour
PMS Process Black

Process Colour
C0 M0 Y0 K100

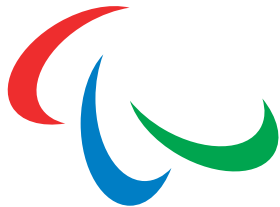
RGB Colour
R0 G0 B0

Hex #000000

COLOUR VERSION

Please follow the colour system for the Pantone Matching System (PMS), which is used worldwide to specify colours and to obtain consistent printing results.

Two other systems for specifying colours are also used in this guideline. They are the CMYK system for printing and the RGB systems and Hex for onscreen display.



Pantone Colour
PMS 192

Process Colour
C0 M95 Y90 K0

RGB Colour
R240 G40 B45

Hex #F0252D



Pantone Colour
PMS 3005

Process Colour
C100 M40 Y0 K0

RGB Colour
R0 G120 B208

Hex #0078D0



Pantone Colour
PMS 355

Process Colour
C100 M0 Y100 K0

RGB Colour
R0 G166 B81

Hex #00A651



Pantone Colour

PMS 3005

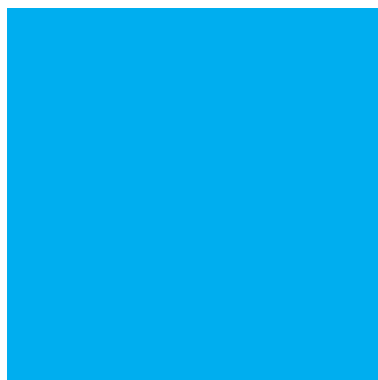
Process Colour

C100 M40 Y0 K0

RGB Colour

R0 G120 B208

Hex #0078D0



Pantone Colour

PMS 299

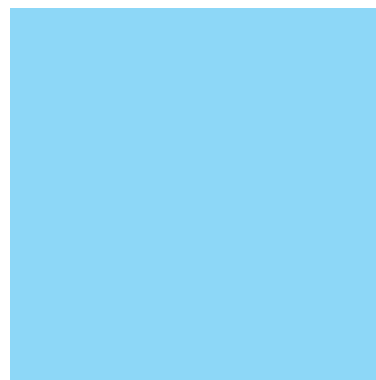
Process Colour

C100 M0 Y0 K0

RGB Colour

R0 G174 B239

Hex #00AEEF



Pantone Colour

PMS 2905

Process Colour

C40 M0 Y0 K0

RGB Colour

R142 G216 B248

Hex #8ED8F8

SECONDARY COLOUR PALETTE

Please follow the colour system for the supporting colour.



Shall not skew nor distort the emblem



Shall not put any border around the emblem nor use other colours for the logotype



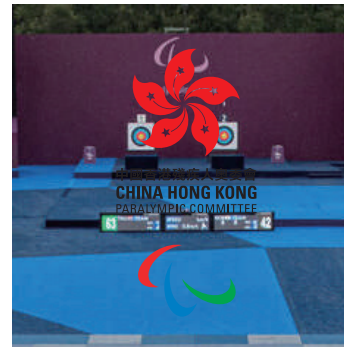
Shall not use any unspecified colours for the emblem



Shall not apply any digital effects to the emblem



Shall not compress the emblem



Shall not put the emblem on an image background

MISUSE

Neither alteration nor recreation of any of components in emblem is allowed. There are examples of misuse of the emblem.

Primary Typeface- Univers

Univers Light

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Univers Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Univers Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Univers Light Oblique

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Univers Oblique

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Univers Bold Oblique

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Univers Condensed

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Univers Bold Condensed

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Univers Condensed Oblique

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Univers Bold Condensed Oblique

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Secondary Typeface- Arial

Arial Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Arial Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Arial Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Arial Bold Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

TYPEFACE - ENGLISH

The primary typeface in English is Univers, which is a preset typeface. The type samples reproduced here are for reference only.

When Univers is not available, the system font Arial should be used.

Primary Typeface -
Noto Sans Traditional Chinese

Noto Sans TC-Thin

思源黑體 繁體中文 幼黑

Noto Sans TC-Light

思源黑體 繁體中文 細黑

Noto Sans TC-Regular

思源黑體 繁體中文

Noto Sans TC-Medium

思源黑體 繁體中文 中黑

Noto Sans TC-Bold

思源黑體 繁體中文 粗黑

Noto Sans TC-Black

思源黑體 繁體中文 特黑

Secondary Typeface -
Microsoft JhengHei for PC

Microsoft JhengHei Light

微軟正黑體 幼黑

Microsoft JhengHei

微軟正黑體

Microsoft JhengHei Bold

微軟正黑體 粗黑

TYPEFACE - CHINESE

The primary typeface in Chinese is Noto Sans TC (思源黑體), which is a preset typeface. The type samples reproduced here are for reference only.

When Noto Sans is not available, the system font Microsoft JhengHei (for PC) should be used.



SUPPORTING GRAPHIC

The supporting graphic can be used in different application, such as, promotion items, annual report, digital & outdoor banners and stationery, etc.



SUPPORTING GRAPHIC
Digital / Outdoor Banners



SUPPORTING GRAPHIC
Horizontal Layout Template



SUPPORTING GRAPHIC
Staff Badge



SUPPORTING GRAPHIC
Promotional Flag