

Usage Guidelines for “HK20” Creative Visuals



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1. Background

The colourful “HK20” creative visuals are meant to add visual identity to publicity materials or souvenir items to be produced for the celebration of the 20th anniversary of the HKSAR.

2. Colour

The “HK20” creative visuals are designed for 4-colour printing. Therefore, they should not be printed in single-colour or black-and-white.

It is important that colours and the colour percentages of the visuals must not be altered or modified under any circumstances.

3. Application

Individual creative visuals can be used alone, or in pairs, or selected combinations depending on the overall creative concept.

Each creative visual must be used in its entirety. Under no circumstances that one part of an individual creative visual is cropped for use with another creative visual to give a different appearance.

No part of a creative visual and its core text and pictorial graphics should be edited, cropped, and enhanced either digitally or manually to be applied to other graphic designs.

4. Size

The minimum reproduction size of the core text and pictorial graphics should not be less than 2cm.

5. Minimum Clear Space

To ensure the integrity and clarity of the creative visuals, it is a must to allow for some clear space around them.

The minimum clear space for the creative visuals should be calculated on a 1 to 0.5 ratio using the width of the creative visual as the base for calculation. That is, when the width of a creative visual is 4.5cm, the free space should be 2.25cm.

Users/designers should check the creative visuals on colourproofs to ensure that the designs and colours have not been distorted before proceeding to production.

6. Artwork Approval

Accredited event organisers are required to send final artworks bearing the creative visuals to ISD for approval prior to printing or production.

Please email artwork files in pdf format to: mchcm@isd.gov.hk.

7. Copyright

The series of six “HK20” creative visuals are copyrighted materials. All copyrights belong to the Government of the Hong Kong Special Administrative Region (HKSAR).

8. Application for use of creative visuals

Organisers of accredited events will be allowed to use the official logo and the creative visuals for publicising their events.

They must seek approval from the Information Services Department on the treatment and application of the creative visuals by providing soft copies of the proposed design/artwork and details about the souvenir items or any objects to be produced for the event and on which the creative visuals will be printed.

In case of questions or doubts, please feel free to contact Mrs Maria Chow Martin of Information Services Department at 2842 8810 or mchcm@isd.gov.hk.

To apply for accreditation for inclusion in the official Events Calendar of the 20th Anniversary Celebration, please visit the website <http://www.hksar20.gov.hk/eng/celebration.html> or contact the Celebrations Coordination Office (tel: 3521 0053 / 3521 0131, email: 20Aevents@hab.gov.hk).