Centenary Signature - Usage Guidelines
(as of 30 December 2010)
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The “HKU 100” logotype is the main visual element of the HKU Centenary Signature.

The circular shape, symbolising fulfilment and perfection, features two distinctly different typefaces: an historical swash italic for the letters ‘HKU’, echoing the classical architecture of the Main Building, and a very contemporary sans serif for the numerals ‘100’. The typefaces strive to reach out beyond the circular confine, ever wanting to achieve more.

Dark green is the traditional University colour. A more vibrant and dynamic shade of green is selected as the primary colour for the Centenary Signature.

The University of Hong Kong boasts of a proud heritage and embraces the challenging future. The counter-play of tradition and modernity reflects the excitement of this very historic moment.

Generally, the HKU 100 logotype is part of the Centenary Signature. The HKU 100 logotype may be used on its own in special circumstances, such as metal pins etc.
1.02
The Centenary Signature

Faculties, Departments, Units, Halls and Registered Staff Organisations are welcome to use the Centenary Signature when the events or projects embrace the theme of the Centenary Celebrations.
1.03 General Signature

General Signature can be used by HKU Faculties, Departments, Units, Halls, Registered Staff Organisations. Prior submission of proposal for approval of signature use is required. (Activities initiated by student or alumni groups might be considered for use of this signature and if deemed fit.)

Four basic lock-ups have been created to provide flexibility for use on different layouts. No other lock-up may be used. Reproduction should only be done from officially-produced artwork.

The lock-up artwork without shield may be used when the shield already appears on the page of the print collateral/website.
1.04 Minimum Clear Space

Always maintain the minimum clear space around the Centenary Signature, as illustrated on the left, to ensure maximum legibility and clarity.
1.05 Minimum Size

The minimum size of the Centenary Signature is measured by the radius of the HKU 100 symbol. To ensure the integrity and legibility of the Centenary Signature, reproducing it in sizes smaller than the minimum size stated on the left is not recommended.
1.06 Unacceptable Usage

The Centenary Signature should never be modified or re-designed to fit a given application. Incorrect usage may alter the reading and weaken the impact of the Centenary Signature. For reference, some unacceptable modification are illustrated on the left.

- DO NOT outline the logotype.
- DO NOT stretch the logotype in any direction.
- DO NOT apply bevel effect.
- DO NOT add drop shadow.
- DO NOT extend beyond the circle.
- DO NOT try to recreate the logotype.
- DO NOT try to alter or recreate the logotype.
- DO NOT create new lock-ups without approval.
- DO NOT use the full-colour Shield with the signature.
1.07

Usage with the University’s Identity

Ideally, the General Signature with the Shield is the preferred identity for the centenary celebration, replacing the University’s Signature. In certain cases, however, a full version of the University’s Signature is required. If so, it is not recommended to place the Centenary Signature right next to the University’s Signature.

As a general rule, always maintain a sufficient distant between the two. The lettering of the “HKU 100” logotype and the University Shield must be equal in height. The two signatures should be visually equal in size. Always align the HKU 100 logotype to the University’s Signature.

Please see the examples illustrated on the left for guidance.
1.08 Usage with Other Signatures

Visual hierarchy is important when applying the Centenary Signature with other accompanying signatures, i.e. sponsors’ signatures.

If the purpose of the application is to promote the centenary, the Centenary Signature should be visually more prominent. It should be of equal or greater size to any accompanying signatures and be placed in a prominent position.

Please see the examples illustrated on the left for guidance.
2.01 Primary Palette

The primary palette consists of three distinct colours: HKU Centenary Green, Black, and White. Consistent use of colour enhances the strength of the centenary identity. Therefore, the signature colours should always be matched visually to project the colour distinctiveness across applications.

The primary palette may be reproduced in PANTONE® Matching System, four-colour process or web-based applications. Details are listed on the left.

Please note that the colour standards shown on this page and throughout this manual are for reference only, and are not intended to meet the PANTONE® Matching System or four-colour process standard.

Do not attempt to use this manual as colour reference. Always use PANTONE® Guide or approved colour proofs instead.
### 2.02 Complementary Palette

Five other variations of green and two metallics are chosen as the complementary colour palette. These colours may be used in all marketing and promotional applications.

The complementary palette may be reproduced in PANTONE® Matching System, four-colour process or web-based applications. Details are listed on the left.

Please note that the colour standards shown on this page and throughout this manual are for reference only, and are not intended to meet the PANTONE® Matching System or four-colour process standard.

Do not attempt to use this manual as colour reference. Always use PANTONE® Guide or approved colour proofs instead.
2.03 On Background

The recommended background colours for the Centenary Signature are White, Silver, Gold, Hunter Green, Emerald, Dark Green, and Black.

When placing the Centenary Signature on top of tint values of 51% and over, always reverse the logotype and the Shield (if applicable) for maximum contrast and legibility.

Examples on the left demonstrate how the Centenary Signature would appear on various backgrounds.
2.04 Single Colour Usage

The single-colour Centenary Signature may be used if a full-colour signature does not provide sufficient contrast against the background, or if only one colour of ink, paint, stitching or engraving is possible.

The Centenary Signature may be reproduced as a positive image on a light background, or as a negative on a dark background. For guidance, please see the examples illustrated on the left.

* Use metallic colours in special circumstances only.
2.05 Typography

Consistent use of typography enhances the strength of the Centenary Signature.

*DTL Documenta ST Sans Regular* (English) and *FZ Lan Ting Hei Regular* (Chinese) have been selected as the two primary typefaces for the centenary identity. They may be used in all applications such as stationery, marketing and promotional materials, internal and external publications.

Both typefaces stated above come in a variety of weights and offer flexibility of use. If budget allowed, it is recommended to acquire a few more weights such as *DTL Documenta ST Bold*, *DTL Documenta ST Sans Italic*, and *FZ Lan Ting Hei Bold*, to create typographic contrast.
2.06 Unacceptable Usage

Incorrect applications may weaken the impact and the coherency of the Centenary visual system. For reference, some unacceptable applications are illustrated on the left.

- **DO NOT** apply imagery that does not offer sufficient contrast.
- **DO NOT** use another colour combination other than those specified.
- **DO NOT** knock out the type in the logotype except for single-colour application.
- **DO NOT** reproduce the signature on a busy imagery.
- **DO NOT** create an outline around the signature.
**Centenary Signature - Usage Quick Guide**

**MASTER SIGNATURE ARTWORK**

THE UNIVERSITY OF HONG KONG
CENTENARY
香港大學百周年

**LOCK-UP ARTWORK WITHOUT SHIELD**

THE UNIVERSITY OF HONG KONG
CENTENARY
香港大學百周年

**MINIMUM SIZE WITH CLEAR SPACE**

THE UNIVERSITY OF HONG KONG
CENTENARY
香港大學百周年

**HKU CENTENARY GREEN**

FOR PRINT
- For Coated Paper
  PANTONE® 369C
  Process C65 / M0 / Y100 / K0
- For Uncoated Paper
  PANTONE® 368U
  Process C55 / M0 / Y100 / K0

FOR WEBSITE
- R102 / G188 / B41

**BLACK & REVERSE MASTER SIGNATURE**

The HKU100 signature is recommended to reproduce in/no less than 80% black.

NEGATIVE
Reversed on HKU Centenary Green

*We recommend that you refer to the full guide whenever you develop marketing communications. Please visit the website http://100.hku.hk for more information.