

**35<sup>th</sup> ANNIVERSARY**

**Hong Kong Arts Centre**



**Graphic Guidelines**



# 1 ■ Red Ribbon

## Adaptation on Colour Print

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Red  
Full Colour: C0 M100 Y100 K0  
Pantone: 179C



Deep Red  
Full Colour: C0 M100 Y100 K10  
Pantone: 179C + 15% Cool Gray 9C



Dark Gray  
Full Colour: C0 M0 Y0 K75  
Pantone: Cool Gray 9C



1.2X

X

X

# 2. Gray Ribbon

## Adaptation on Colour Print



Red  
Full Colour: C0 M100 Y100 K0  
Pantone: 179C



Black  
Full Colour: C0 M0 Y0 K100  
Pantone: Black



Light Grey  
Full Colour: C0 M0 Y0 K25  
Pantone: 25% Black



Grey  
Full Colour: C0 M0 Y0 K35  
Pantone: 35% Black



Dark Grey  
Full Colour: C0 M0 Y0 K75  
Pantone: Cool Gray 9C / 75% Black



# 3 White Ribbon

## Adaptation on Colour Print

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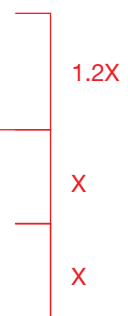
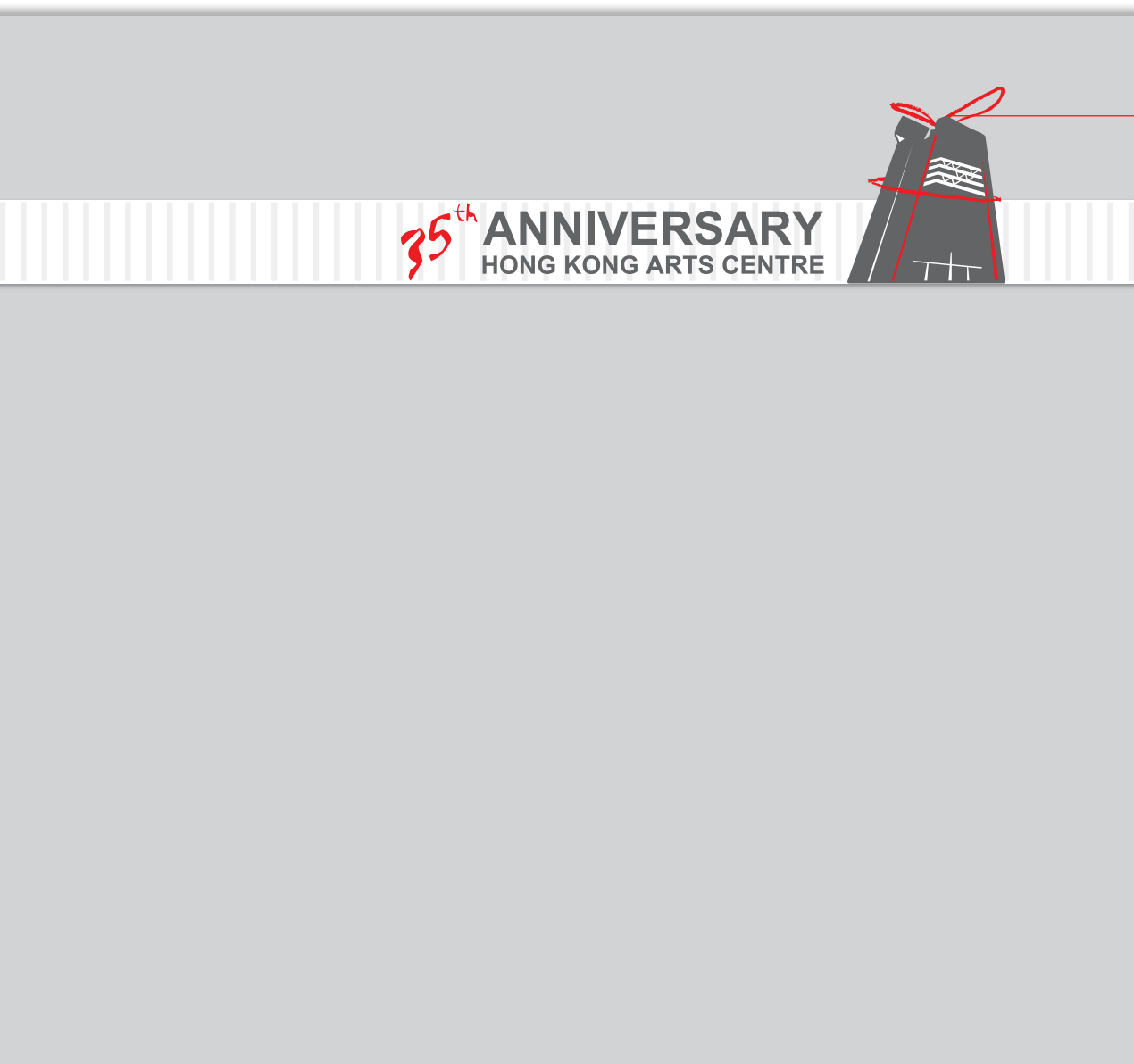
Red  
Full Colour: C0 M100 Y100 K0  
Pantone: 179C



Light Grey  
Full Colour: C0 M0 Y0 K6  
Pantone: 10% Cool Gray 9C



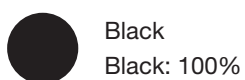
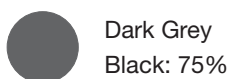
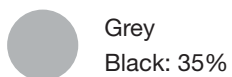
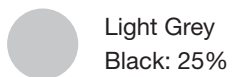
Dark Gray  
Full Colour: C0 M0 Y0 K75  
Pantone: Cool Gray 9C






# 4 ■ Black & White Ribbon

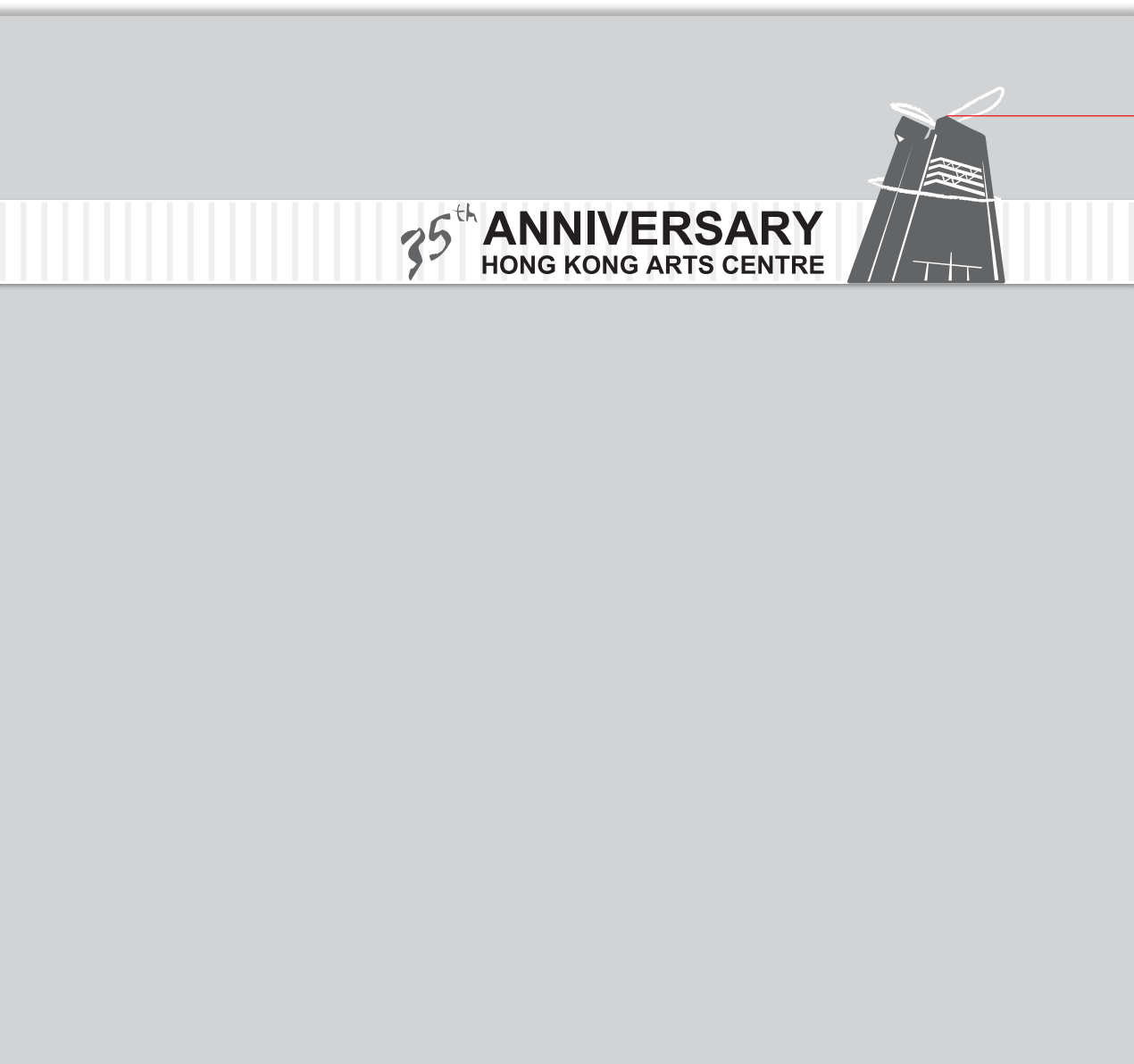
## Adaptation on B&W Print

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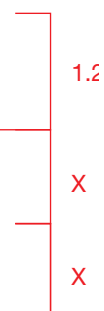
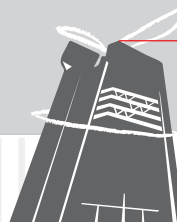


# 5 Reserved White Ribbon Adaptation on B&W Print

-  Light Grey  
Black: 6%
-  Dark Grey  
Black: 75%
-  Black  
Black: 100%



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# 6 ■ Black Ribbon

## Adaptation on Letterpress/Screen Print

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Black  
Black: 100%

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1.2X

X

X

# 7 Reserved White Ribbon

- Adaptation on Letterpress/Screen Print

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1.2X

X

X



# 8 ■ Positioning for All Ribbons

## Adaptation on Promotional Materials

Ribbon at the top margin of the promotional material should always be the first priority.



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# POPPING UP

Revisiting the Relationship  
between 2D and 3D

**Co-Curator 策展人**  
Fumio NANJO 南條史生  
Connie LAM 林淑儀

**Artists 參展藝術家**  
Patricia EUSTAQUIO  
帕特里夏·歐斯塔基奧  
Yu Jordy FU 傅于  
Toyo ITO 伊東豐雄  
Jane LEE 李綾瑄  
LEE Kit 李傑  
Michael LIN 林明弘  
LO Sing Chin 盧聲前  
Putu SUTAWIJAYA  
普圖·蘇塔維加雅  
Yuken TERUYA 照屋勇賢  
TSANG Kin Wah 曾建華  
Tony WONG 黃樂禧  
WU Chi Tsung 吳季聰  
YIN Xiuzhen 尹秀珍

**Date 日期**  
18/9-22/10/2010

**Venue 地點**  
Main Entrance and  
Pao Galleries of  
**Hong Kong  
Arts Centre**  
香港藝術中心  
正門及包氏畫廊

**Opening Hours 時間**  
10am-8pm

**Free Admission 免費入場**

**Programme Enquiries 節目查詢**  
2582 0200

**Presenter 主辦**  
HONG KONG ARTS CENTRE  
香港藝術中心

**Co-Sponsors 贊助**  
HSBC Private Bank Van Cleef & Arpels

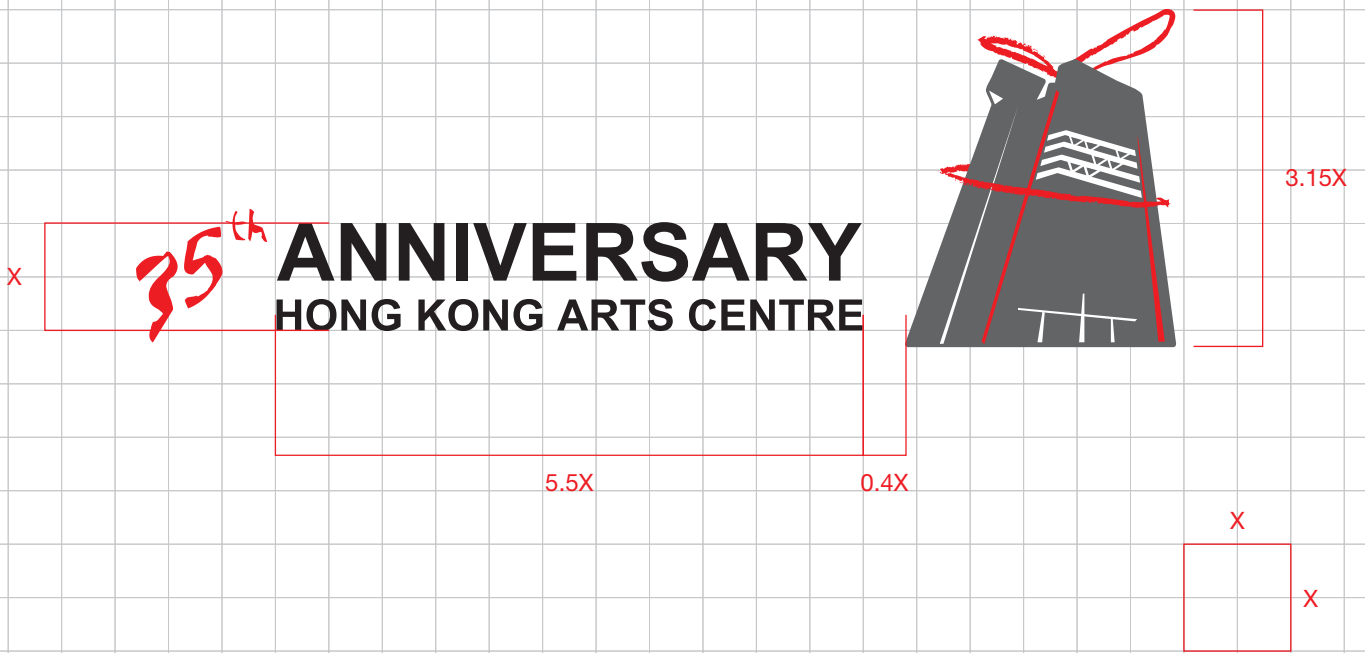
**School Tour Sponsor 學校團體贊助**  
The Friends of the Hong Kong Arts Centre

**Hotel Partner 酒店贊助**  
MERIDIEN  
CHERRY GATE

# 9 Full Colour Signature

## ■ Configure

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Red

Full Colour: C0 M100 Y100 K0

Pantone: 179C



Dark Grey

Full Colour: C0 M0 Y0 K75

Pantone: Cool Gray 9C / 75% Black



Black

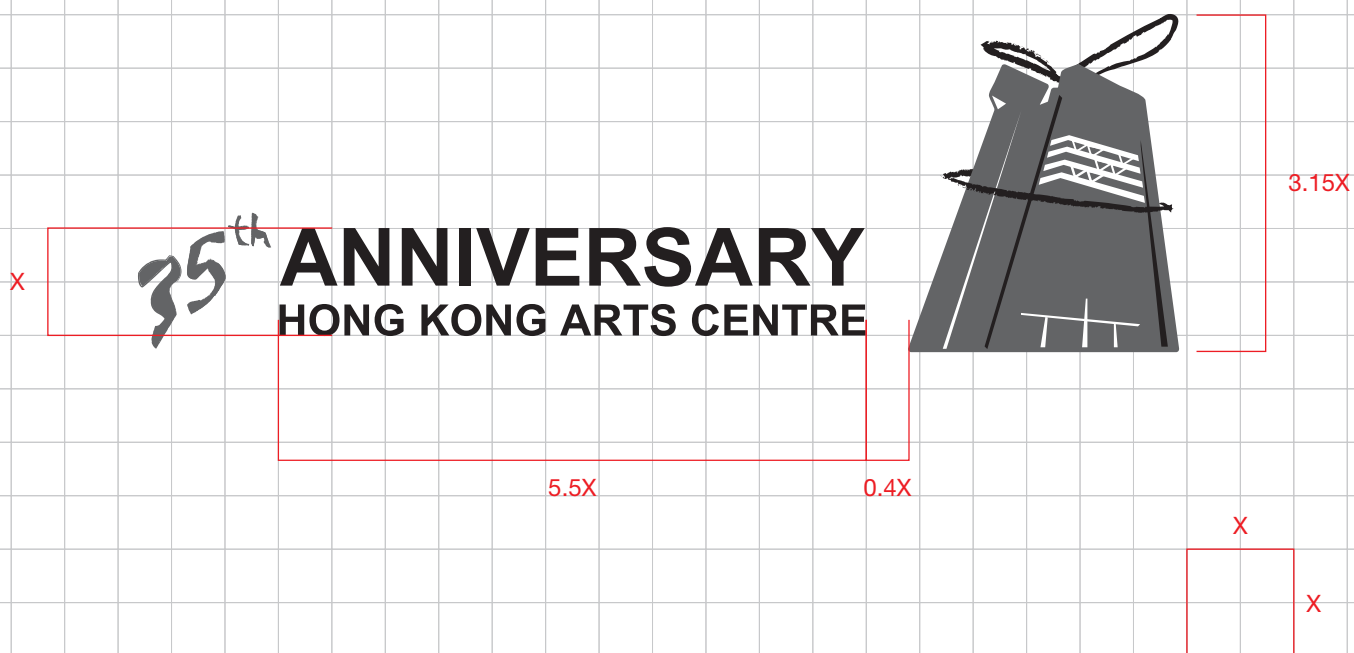
Full Colour: C0 M0 Y0 K100

Pantone: Black

# 10. Black & White Signature

## Configure

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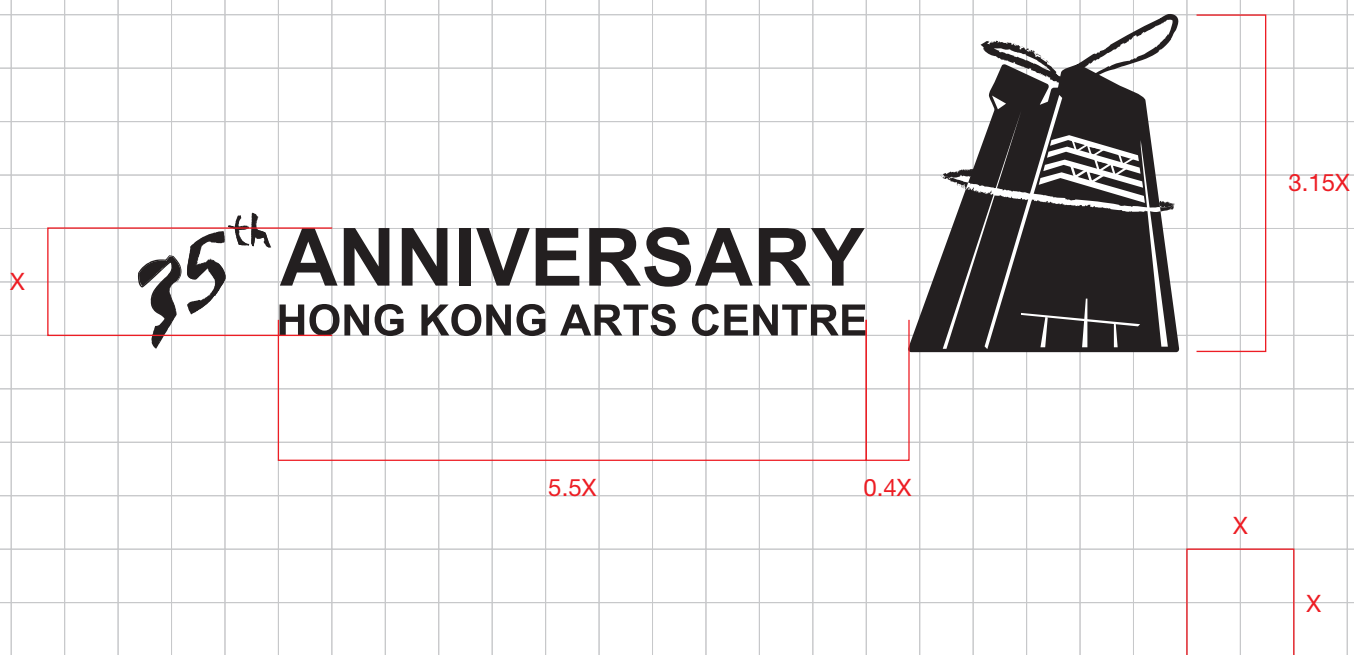
Dark Grey  
Black: 75%

Black  
Black: 100%

# 11. Black & White Signature

## ■ Configure

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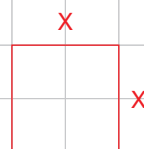


Black  
Black: 100%

# 12. Reserved White Signature

## Configure

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# 13. Signature Positioning Configure

35th Anniversary signature should always be on the right side of Hong Kong Arts Centre.



