

The Standard Signature with tagline of the 30th Anniversary consists 4 elements:

- The 30th Anniversary Logo
- The University Logotype in Chinese and English
- The Supplementary Line
- The Tagline in Chinese and English

The Standard Signature is the preferred format and should be used whenever space allows.

The arrangement of the symbol, the logotype, the supplementary line and the tagline has been carefully designed to ensure visual balance.

It should not be altered. The approved artwork is supplied on the following website:



香港城市大學
City University of Hong Kong

30th Anniversary

**Professional · Creative
For The World**



The Standard Signature (English) is a supplementary form of the Standard Signature, as session 1.2.

The arrangement of the symbol, the logotype, the supplementary line and the tagline has been carefully designed to ensure visual balance.

It should not be altered. The approved artwork is supplied on the following website:

www.cityu.edu.hk/mpu/identity.htm

It can be used in all English-only University's communication materials.



香港城市大學
City University of Hong Kong

三十周年紀念

專業 創新 胸懷全球



The Standard Signature (Chinese) is a supplementary form of the Standard Signature, as session 1.2.

The arrangement of the symbol, the logotype, the supplementary line and the tagline has been carefully designed to ensure visual balance.

It should not be altered. The approved artwork is supplied on the following website:

www.cityu.edu.hk/mpu/identity.htm

It can be used in all Chinese-only University's communication materials.



The Standard Signature incorporate with College Signature consists:

- Standard Logo of CityU
- Standard Signature of 30th Anniversary
- The Vertical Supplementary line
- The College Logo

The Standard Signature with Tagline (Bilingual) is necessary refer to session 1.3. The arrangement of Standard Logo of CityU, Standard Signature with Tagline(Bilingual), the vertical supplementary line and the College logo has been carefully designed to ensure visual balance. It should not be altered.

It is advised to use only the college logo while incorporating with the 30th Anniversary Standard Signature.



The strength of the identity is reduced when it is shown in close proximity to images, pattern or wordings. For this reason, all applications should strictly maintain a minimum clearing space around the signature. The minimum clearing space must be observed when placing the standard signature onto applications where space is limited.

13mm



30mm



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30mm



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The minimum size of the logo is 13mm in width and that of the Standard Signature with Tagline (Bilingual) is 30mm in width.

To ensure legibility and integrity, please do not use a signature that is smaller than those shown in the above.

CMYK Version



Process Colour: C60 M100 Y60 K25
On-Screen Display: R107 G032 B063
Hex: 6B203E



Process Colour: C25 M100 Y38 K0
On-Screen Display: R192 G22 B95
Hex: BF165E



Process Colour: C0 M20 Y2 K0
On-Screen Display: R251 G220 B232
Hex: FADBE8



Process Colour: C0 M0 Y0 K100
On-Screen Display: R29 G29 B27
Hex: 1C1C1B

Pantone Version (MonoTone)



Pantone Colour: 221C
Process Colour: C25 M100 Y38 K15
On-Screen Display: R170 G20 B84
Hex: AA1454

The visual colours of the University's 30th Anniversary - Red and Black – are expressed using the Pantone Matching system (PMS), which is used worldwide to specify colours and to obtain consistent printing result.

Two other systems for specifying colours are also used. They are the CMYK system to print and the RGB system for on-screen display.

Due to differences between colour systems and materials, it is not possible for the colours to match each other exactly. Please follow the specifications given there to produce colours that closely match the Pantone reference.

Colour Version



Application on white Background



Application on light to medium tone background



Application on dark Background

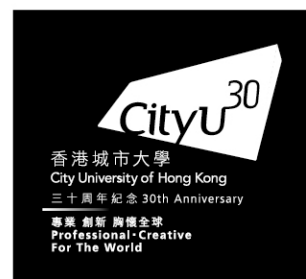
B/W Version



Application on white Background



Application on light to medium tone background



Application on Black Background

Silver Version



Gold Version



Burgundy Version



Acceptable colour usage alternatives are shown in the above.

When printing on a dark background the logo should be reproduced in a single white colour for colour version. When printing on a white background the logo should appear as solid black for b/w version.

The Standard Signature may be reproduced in a single colour, where full colour is not available. Metallic gold, silver and Pantone 221C is preferred in a mono colour version. Under these circumstance, the 30th Standard Signature should be a positive image.

Applications on a light single color background



Applications on a dark single color background



As rule, the background colour should give high visibility to the University's 30th Anniversary Logo. Other colour backgrounds should be avoided or kept to a minimum. Colours that cause "vibration" such as bright yellow, bright green and bright blue should be avoided. You may refer to these examples for further guidance.



Do not put any border around the logo or use alternative colours to the logotype



Do not alter the logo design



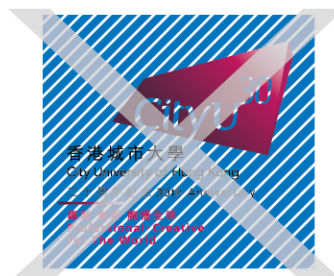
Do not alter the alignment of the logo



Do not use colours other than specified in 1.9



Do not alter the logotype design



Do not put the logo directly on an image or patterned background

Frutiger 45 Light

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Frutiger 46 Light Italic

*abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789*

Frutiger 55 Roman

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Frutiger 56 Italic

*abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789*

Frutiger 65 Bold

**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789**

Frutiger 66 Bold Italic

***abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789***

Frutiger 75 Black

**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789**

Frutiger 76 Black Italic

***abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789***

Frutiger 95 Ultra Black

**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789**

Monotype MHei Light

蒙納正線體字款

Monotype MHei Medium

蒙納中黑體字款

Monotype MHei Bold

蒙納黑體字款

Monotype MHei Black

蒙納粗黑體字款