Members of VTC Group VTC 機構成員

HKDI and IVE (Lee Wai Lee) Visual Identity Guidelines

April 2022

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Introduction

These guidelines set out the correct usage of the visual identity system of HKDI and IVE (Lee Wai Lee) including the brand signature, typefaces, colours and imagery style. Correct and consistent application across various touchpoints is imperative to build brand equity and awareness for HKDI and IVE (Lee Wai Lee).

It is recommended that the brand identity application of HKDI and IVE (Lee Wai Lee) be reviewed and approved by the Branding and Marketing team of the External Affairs Office (EAO), HKDI and IVE (Lee Wai Lee).

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Brand Positioning

Derived from VTC's "Think and Do" approach, the campus of HKDI and IVE (Lee Wai Lee) is the largest provider in Design and Vocational Professional Education and training in Hong Kong, offering a multiplicity of choices in design and technological disciplines, with an equally broad career path and professional training geared for the creative industries and/or foundation for advanced design studies.

Being the provocateur of local culture, HKDI and IVE (Lee Wai Lee) strives to engage the public with design, through a series of events and exhibitions to promote a wider recognition of creativity.

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Brand Signature

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The brand signature lockup of HKDI and IVE (Lee Wai Lee) is composed of the logos of HKDI and IVE, representing the mega campus formed by the two institutes, and the bilingual VTC endorsement statement.

The brand signature shall not be recreated or repositioned in anyway. Always use the master artwork file.

Click here to donwload logos.

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Brand Signature Versions

Colour signature on white background

Full Colour version shall be used whenever possible and applied on a white background, or light background colours with sufficient contrast to ensure highest possible visibility of the brand signature. Never apply the brand signature on a distracting background.

Greyscale signature on white background

Greyscale version shall be used on media printed in single colour, e.g. newspaper. It shall appear in greyscale only and never in any other colours or tints.

Greyscale signature on white background

Reversed white version shall be used on a coloured or dark background, when the application of the reversed greyscale version becomes less legible.

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Clear Zone

To visually protect the brand signature, a clear zone shall be maintained. No other graphic elements shall fall within the clear zone to avoid distraction.

“y” is the width of the symbol and is used as the basis for establishing the minimum clear space requirement which is 1/2y of the symbol.

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Minimum Size

The minimum size of reproduction is shown on the left. To ensure legibility, do not reproduce any version of the brand signature smaller than 30mm in width.

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Incorrect Usage

Do not resize the logo and endorsement

Do not stretch or distort

Do not use brand signature elements separately

Do not redraw

IVE (LWL) & HKDI

Do not add elements

Do not use unapproved colours or apply tints

Do not rotate or flip

Do not apply on distracting backgrounds

Do not outline or add halo effect

Improper use of the brand signature will cause inconsistency across communications and damage the brand's visual equity.

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Colours

HKDI Purple

Pantone	2607C/U
CMYK	81C 100M 7K
RGB	84R 41G 136B

IVE Blue

Pantone	312C/U
CMYK	90C 15Y
RGB	0R 173G 198B

HKDI and IVE (Lee Wai Lee) colour system comprises the two colours from the brand signature. Always use the assigned colour specifications to ensure consistency in colour applications.

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Typefaces (English)

ITC Franklin Gothic Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
`~!@#$%^&*()_+-=[/]{|}<:;>’”
1234567890

ITC Franklin Gothic Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
`~!@#$%^&*()_+-=[/]{|}<:;>’”
1234567890

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
`~!@#$%^&*()_+-=[/]{|}<:;>’”
1234567890

Use the typeface ITC Franklin Gothic for English text and numbers including title and body text. When Franklin Gothic is unavailable, Arial can be the substitution. Click here to donwload fonts.

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Typefaces (Chinese)

MHeiHK Medium 中黑體

香港知專設設計學院及
香港專業教育學院（李惠利）

MHeiHK Bold 黑體

香港知專設設計學院及
香港專業教育學院（李惠利）

Use the typeface Monotype Hei (MHei) for Chinese text and numbers including title and body text. When Monotype Hei is unavailable, Hei can be the substitution. Click here to donwload fonts.

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DILWL-branded

The HKDI and IVE (Lee Wai Lee) brand signature is applied for campus-wide events that take place at the mega campus, especially events that engage the general public. This includes events such as Info Day, Emerging Design Talents, Orientation Day, Student Awards Presentation Ceremony and Central Admission.

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For academic or disciplinary related items including HKDI Knowledge Centres, only the logo of the corresponding institute (HKDI/IVE) should be used. This includes name card, programme leaflet, brochure, prospectus, departmental newsletter etc.

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Name Card

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Stationery

E2 Envelope *220mm x 110mm*

E2 Envelope *220mm x 110mm*

E5 Envelope *406mm x 304mm*

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MS Teams Virtual Background

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PowerPoint Template

Click here to download template

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Video

Logo on ending screen

Ratio 16:9 (1920x1080px)
Width of the logo: 450px

Ratio 4:3 (1920x1440px)
Width of the logo: 450px

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Email Signature

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Calibri 11pt (Mac) / Arial 10.5pt (PC) / Black

Calibri 11pt (Mac) / Arial 10.5pt (PC) / 50% Black

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IVE

Imagination Shapes the World

140mm

Click here to download email signature