HKDI Visual Identity Guidelines

Introduction

These guidelines set out the correct usage of the visual identity system of Hong Kong Design Institute (HKDI). The consistent application of HKDI brand elements across touch points is imperative to build brand equity and visual recognition.

Any questions regarding HKDI visual identity system, and vetting of the visual identity applications should be directed to the Branding and Marketing team of External Affairs Office of HKDI.

Brand elements

The HKDI signature is composed of three elements:
i.   HKDI symbol
ii. bilingual logotype, and
iii. bilingual VTC endorsement statement

The HKDI symbol embodies an inherent cultural dimension, comprising the Chinese character "天" meaning sky or heaven, and a rotated "DI" which phonetically resembles "地" meaning earth Chinese. Unifying heaven and earth conveys harmony, truth and beauty, all of which are fundamental elements of design.

HONG KONG
DESIGN
INSTITUTE
香 港 知 專
設 計 學 院

Symbol

Logotype

Member of VTC Group
VTC 機 構 成 員

Endorsement

Signature lockups

Primary Signature

To allow flexibility across a wide range of brand communication materials, the primary signature comes in a vertical and a horizontal lockup. As the preferred signature version, the vertical lockup should be used whenever possible to maximise the visibility of the HKDI symbol. The horizontal lockup applies to co-branding scenarios.

English Signature

The English signature applies to international events/activities where English is the primary communication medium.

HKDI Symbol

The HKDI symbol applies to small items such as souvenirs where space is limited, on videos as HKDI endorsement or as a graphic element with adequate background contrast and clarity.

To maintain HKDI's brand identity and integrity, the signature should always be used in its approved form and proportion, and should never be re-created or modified. Always use the master artwork downloadable from VTC Intranet and seek the review and approval by the Manager of Branding and Marketing team, External Affairs Office of HKDI.

Primary Signature, Vertical Lockup

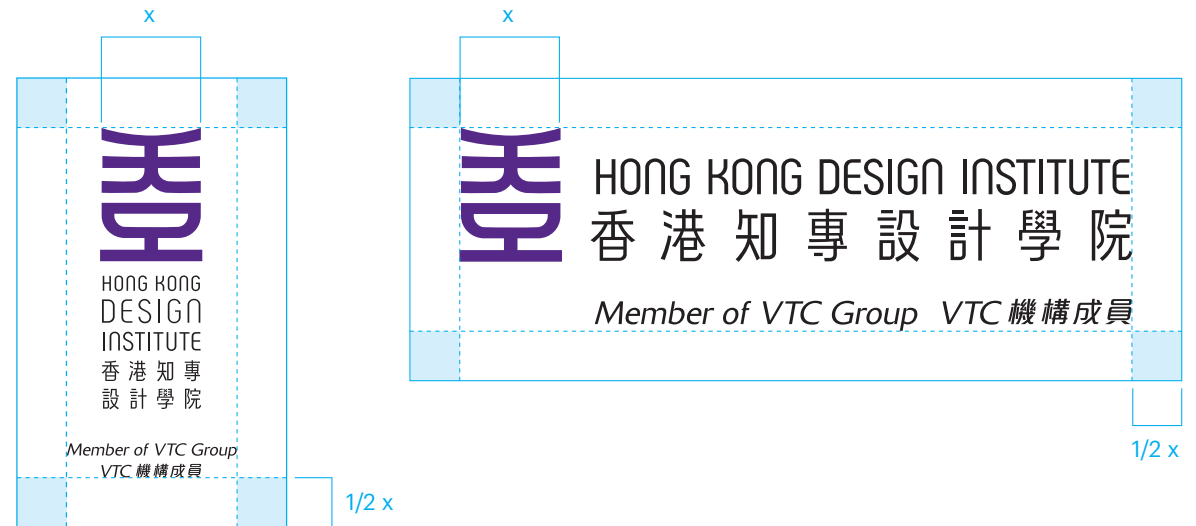Primary Signature, Horizontal lockup

English Signature

HKDI Symbol

Clear space & minimum size

Clear Space

To maximise visual impact and clarity, the signature should never appear to be linked to or crowded by copy, photographs or graphic elements. The clear space should be maintained at a minimum, established based on half of the width of the symbol (1/2x as illustrated on the right).

Minimum Size

Do not use the full signature when it is smaller than 35mm in width for horizontal lockup, and 17.5mm for vertical lockup. If the minimum application cannot meet the minimum width requirement, the VTC endorsement statement should be taken out, while the width of the HKDI symbol and bilingual signature should not be less than 20mm and 6mm for horizontal and vertical lockup respectively. Any further reduction would impair its legibility. This applies to both full colour and single colour signatures.

Members of VTC Group

Here are illustrations of some common examples of co-branding scenarios with other VTC Group Members. Always seek the master logo artwork from the External Relations Office of VTC via the External Affairs Office of HKDI and its vetting before final production.

Members of VTC Group VTC 機構成員

高科院
Thei

Members of VTC Group VTC 機構成員

SHAPE

Signature colours

The full colour signature should be applied on white background where possible. Reversed white signature on HKDI purple could be an option.

When colour printing is not possible, the black and white signature or reversed white signature on black background should be used.

Full Colour Signature

Single Colour Signature

Single Colour Signature, reversed white

Colour palette

Primary Palette

HKDI Purple in its designated tone and Black form the primary colour palette. Purple represents leadership and vigour while black conveys preeminence and sophistication.

Secondary Palette

A lighter shade of the primary colour palette is available as the secondary colour palette for usage as highlight or background colours.
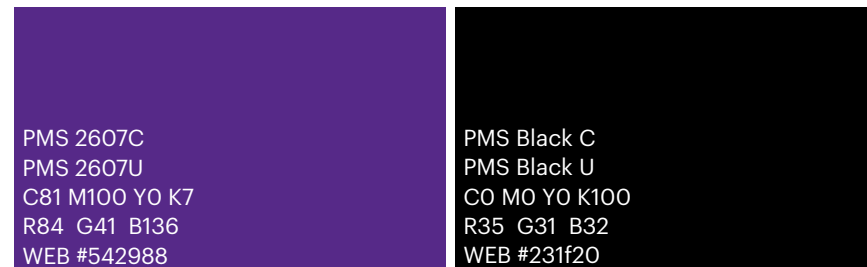
Departmental Colours

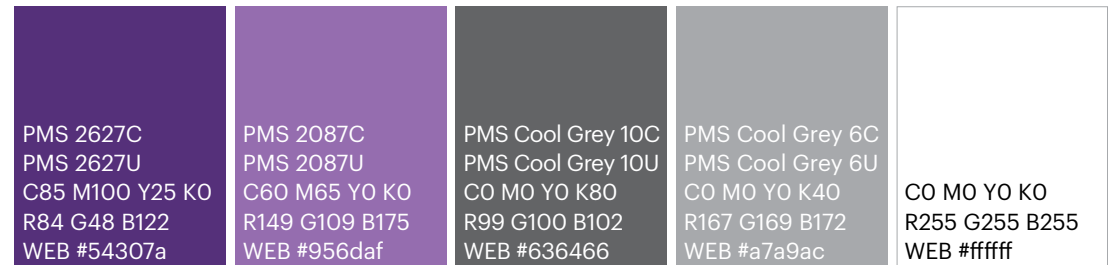Architecture, Interior and Product Design: Blue
Communication Design: Orange
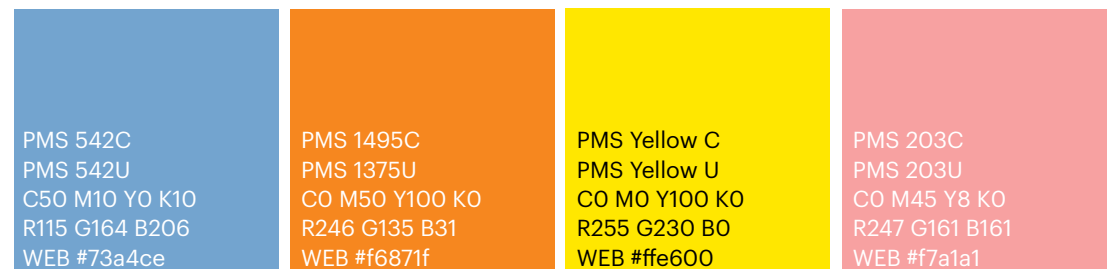Digital Media: Yellow
Fashion and Image Design: Pink

Primary Palette

PMS 2607C PMS 2607U C81 M100 Y0 K7 R84 G41 B136 WEB #542988	PMS Black C PMS Black U C0 M0 Y0 K100 R35 G31 B32 WEB #231f20

Secondary Palette

PMS 2627C PMS 2627U C85 M100 Y25 K0 R84 G48 B122 WEB #54307a	PMS 2087C PMS 2087U C60 M65 Y0 K0 R149 G109 B175 WEB #956daf	PMS Cool Grey 10C PMS Cool Grey 10U C0 M0 Y0 K80 R99 G100 B102 WEB #636466	PMS Cool Grey 6C PMS Cool Grey 6U C0 M0 Y0 K40 R167 G169 B172 WEB #a7a9ac	C0 M0 Y0 K0 R255 G255 B255 WEB #ffffff

Departmental Colours

PMS 542C PMS 542U C50 M10 Y0 K10 R115 G164 B206 WEB #73a4ce	PMS 1495C PMS 1375U C0 M50 Y100 K0 R246 G135 B31 WEB #f6871f	PMS Yellow C PMS Yellow U C0 M0 Y100 K0 R255 G230 B0 WEB #ffe600	PMS 203C PMS 203U C0 M45 Y8 K0 R247 G161 B161 WEB #f7a1a1
AIP	Communication Design	Digital Media	FID

Background control

Whenever possible, the full colour signature should be applied on light-coloured background. Reversed white signature should be used on a dark background. Adequate background contrast should be maintained to maximise visibility of the signature.

For special effects such as foil, blind emboss, engraving, molding etc. for premium production, please seek advice from the External Affairs Office.

Full colour signature on light-colored background

Full colour signature on photographic background

Full colour signature on pattern/texture background

Single colour signature on dark-colored background

Single colour signature on photographic background

Single colour signature on pattern/texture background

Incorrect Usage

Incorrect usage refers to any changes in colours, typefaces and proportions that deviate from the standard signature. The illustrated examples demonstrate some common incorrect usage which may not be exhaustive. Always reproduce the signature using the master artwork files.
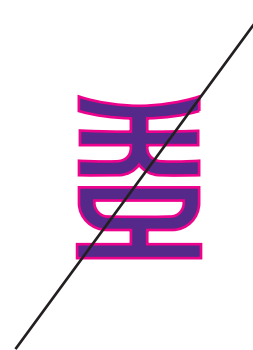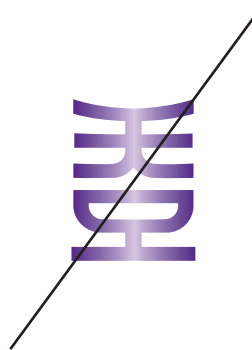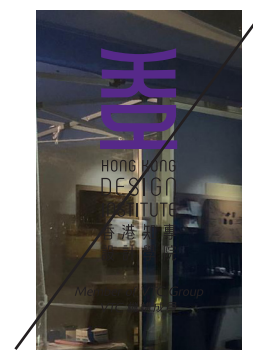
Typography

English Typeface

The English typeface is Graphik. With a rational grid composed of a wide range of weights and widths, the Graphik collection creates the maximum flexibility in communication for HKDI's visual identity across multiple touch points.

When Graphik fonts are not available, Noto Sans Display (available for free download from Google Fonts) should be used as the alternative English typeface.

Graphik

Graphik Light
Graphik Light Italic
Graphik Regular
Graphik Regular Italic
Graphik Medium
Graphik Medium Italic
Graphik Semibold
Graphik Semibold Italic
Graphik Bold
Graphik Bold Italic

Graphik Compact

Graphik Compact Light
Graphik Compact Light Italic
Graphik Compact Regular
Graphik Compact Italic
Graphik Compact Medium
Graphik Compact Medium Italic
Graphik Compact Semibold
Graphik Compact Semibold Italic
Graphik Compact Bold
Graphik Compact Bold Italic

Noto Sans Display

Noto Sans Display Light
Noto Sans Display Light Italic
Noto Sans Display Regular
Noto Sans Display Italic
Noto Sans Display Medium
Noto Sans Display Medium Italic
Noto Sans Display Semibold
Noto Sans Display SemiBold Italic
Noto Sans Display Bold
Noto Sans Display Bold Italic

Typography

Chinese Typeface

The Chinese Typeface is [Monotype Hei](#) (蒙納黑體), a clear and neutral type style that matches with the Graphik family.

M Hei HK

蒙納正線體 Light

蒙納中黑體 Medium

蒙納黑體 Bold

Imagery style

The photography used should be natural, dynamic and engaging, with selective focus.

Architectural shots should be clean and illustrate the form of the subject, and avoid distortion.

Event photos should demonstrate the depth of view and highlight interactions. Posed photos are not preferred.

Student work photos may include photography and rendering which focus on the design. Presentation boards should not be used in promotional materials.

Do's

Don'ts

Architectural photography

Event photos

Student work

Applications

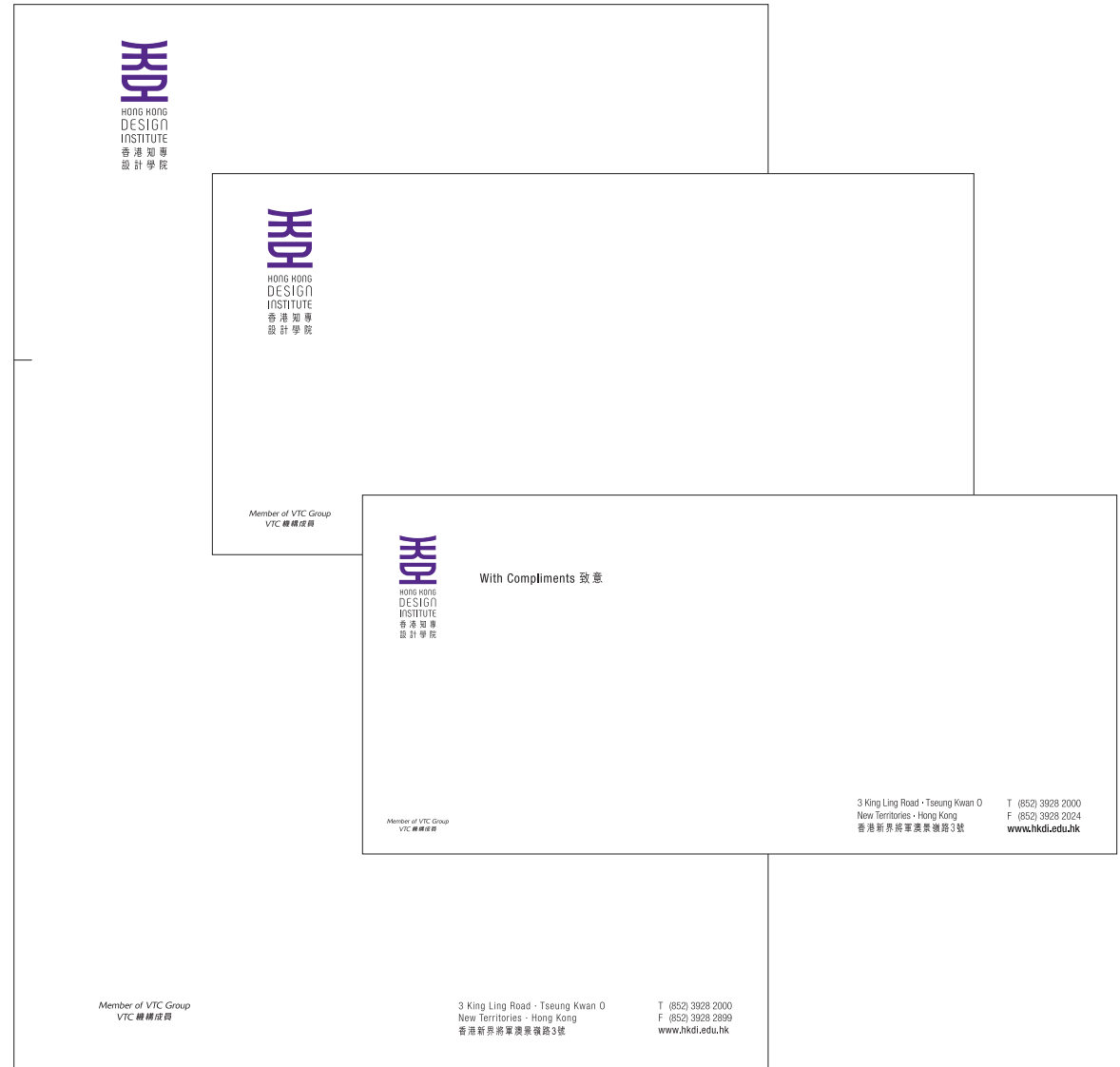Name Cards

Corporate level (front and back)

HONG KONG
DESIGN
INSTITUTE
香港知專
設計學院

中文名
職級名稱

Name
Job Title

Qualification

T +852 0000 0000
M +852 0000 0000
F +852 0000 0000
staff@vtc.edu.hk

Hong Kong Design Institute
Room C819d, 3 King Ling Road
Tseung Kwan O, NT, Hong Kong

香港知專設計學院
香港新界將軍澳景嶺路3號C819d室

www.hkdi.edu.hk

Member of VTC Group
VTC 機構成員

Departmental level (front) *Back of the cards share the same design as the corporate level*

Architecture,
Interior and
Product Design

建築、室內及產品設計

Communication
Design

傳意設計

Digital
Media

數碼媒體

Fashion and
Image Design

時裝及形象設計

Member of VTC Group
VTC 機構成員

Applications

Letterhead, compliment slip and envelop

Applications

Download Email signature

Chan Tai Man
Manager | External Affairs Office
Hong Kong Design Institute
T 852 3928 0000   **M** 852 9123 0000
www.hkdi.edu.hk

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

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

Imagination Shapes the World

105mm

Applications

Download [PowerPoint template](#)

Presentation title: Graphik semibold, 30pt
1 June 2022

Member of VTC Group

Divider title: Graphik semibold, 30pt

Graphik regular, 20pt
This is dummy text for position only. It can be a short description of the following section or
• In bullet point format

For sections without specific headings. This paragraph can serve as an introduction of the below contents. You may consider to use different font weight or font colours to highlight some key points such as **semibold type** or **purple-coloured fonts**.

HKDI | two-year Higher Diploma programmes

PEEC | part-time lifelong learning programmes

Career Prospects

Architecture, Interior and Product Design

Architectural designer
Landscape designer
Interior designer
Product designer /
Furniture designer
Project coordinator
Jewellery designer
Stage designer / Set designer
Exhibition designer / Curator

Digital Media

Animator
Cinematographer
Film / TV director and scriptwriter
Film / TV music scoring and sound designer
Interactive media designer
Photographer
Transmedia producer
Visual effects artist

Communication Design

Art director
Comic artist
Creative director
Graphic designer
Illustrator
Mural designer
User interface designer
UX designer

Fashion and Image Design

Digital content editor
Digital marketing officer
E-commerce / fashion brand executive
Fashion buyer
Fashion stylist
Fashion / technical / media designer
Hair and make-up stylist
Theme costume designer
Wardrobe supervisor

Two-year Higher Diploma Programme Structure

	Sem 1	Sem 2	Sem 3	Sem 4	Sem 5
Language					
Whole Person Development					
Profession Specific Studies					
Work Integrated Learning					
Creative Thinking & Cultural Studies					
Expanded Studies					

2 Years

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hong-kong-design-institute

hkdichannel

www.hkdi.edu.hk

Applications

Download [Video template](#)

Watermark on video

Ratio 16:9 (1920x1080px)
Logo width: 80px

Ratio 4:3 (1920x1440px)
Logo width: 80px

Logo on ending screen

Ratio 16:9 (1920x1080px)
Logo width: 230px

Ratio 4:3 (1920x1440px)
Logo width: 230px

Applications

Download <u>Virtual backgrounds</u>