



我們
WE
是 ARE
香港
HK

BRAND MANUAL

Cynthia Lu
Branding // ADVE 341
Fall 2015

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01. //

THE CORE

BELIEF

Hong Kong is more than its buildings, businesses, and attractions. The heart of the city is its people — their stories, memories, and relationships are what really make the city remarkable.

OBJECTIVE

Create a brand identity that captures the spirit of Hong Kong and invokes a sense of pride and unity among her people.

MANTRA

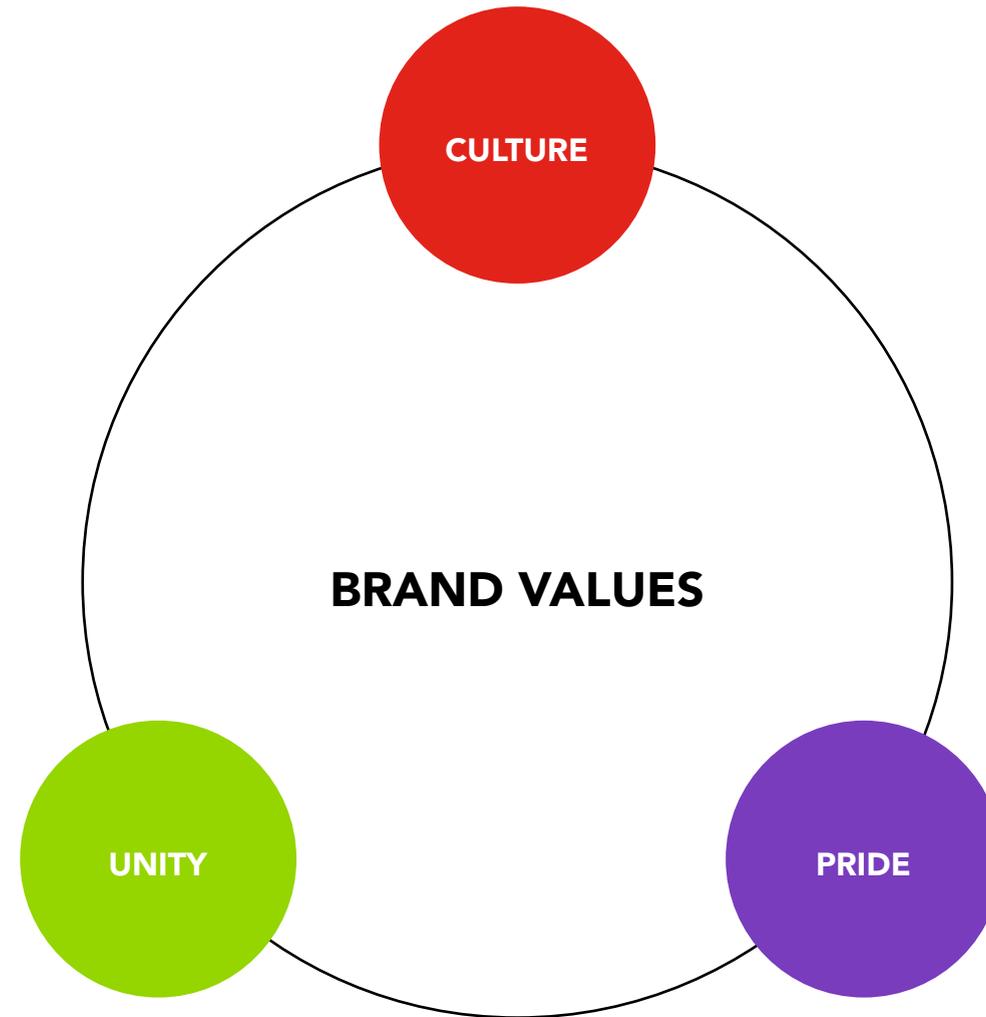
We are Hong Kong.

02. //

MANIFESTO

STANDARDS & BEHAVIORS

We welcome and embrace individuals and companies with a vision for the future and a desire to improve the world. We believe the open and competitive atmosphere of Hong Kong brings out the best results.

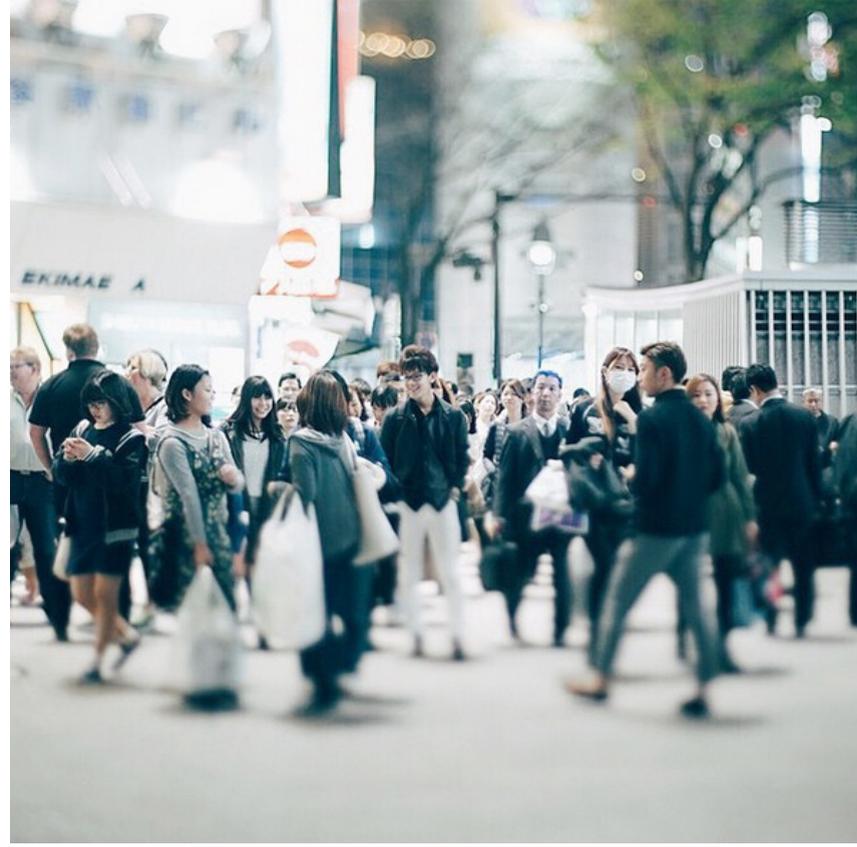


WE ARE

a city of millions of faces, each with a story to tell, and each a part of a vibrant, global culture. We are the elderly man, practicing his morning Tai Chi, and we are the young business woman, innovating ideas for a better tomorrow. We are the dim sum shop around the corner, frequented by generations of families, and we are the bright lights in Causeway Bay that never shut off. We are the warm breeze flowing through the lush mountain side, and the bustling sounds of street life that keep your heart pumping. We are the unforgettable days and nights in a place like no other, forged from the hands of all that call this place home. We are many things, and

WE ARE HONG KONG.

03. //
CULTURE



MOOD BOARDS

SOUND & ENVIRONMENT

Energetic
Vibrant
Bustling
Not unpleasant or harsh

TASTES

Modern
Bold
Diverse
Cultural (Chinese and global)
Authentic
Personal
Inspiring
Adventurous

TARGETS

Promote cultural pride among locals and ex-pats.
Promote Hong Kong to travelers and businesses as an exciting and vibrant place to grow and experience.

TRENDS

Desire for more authentic experiences
Rise of areas that offer diverse choices in convenient proximity
Need for self expression among youth
Need for balance in city life

04. //

BRAND PHILOSOPHY

Hong Kong is a renowned city like no other, that is home to millions of people. We believe each one of these people should feel happy and proud to call Hong Kong home. **WE ARE HONG KONG** is the voice that signifies our city is what we make it — because Hong Kong is our loved ones, it is our happy moments, and it is part of who we are. Hong Kong is us, and we are what make this city remarkable.

05. //

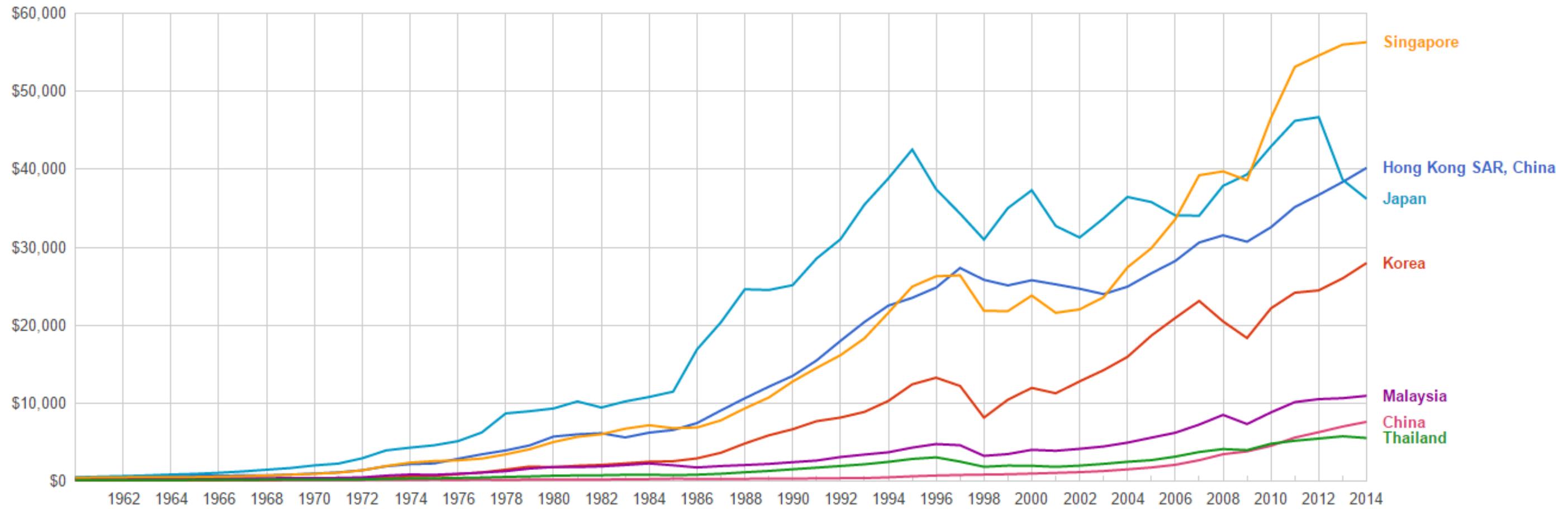
BRAND STRATEGY

STRATEGIC CREATIVE DRIVERS

To promote the core values of **WE ARE HONG KONG**, our brand must become present within the communities of Hong Kong.

Promote **CULTURE** in communities through reoccurring community events.

Promote **PRIDE** and **UNITY** by integrating **WE ARE HONG KONG** branding into public areas and creating advertising campaigns driven by inspirational messaging.



06. //

THE GAUGE

COMPETITIVE LANDSCAPE

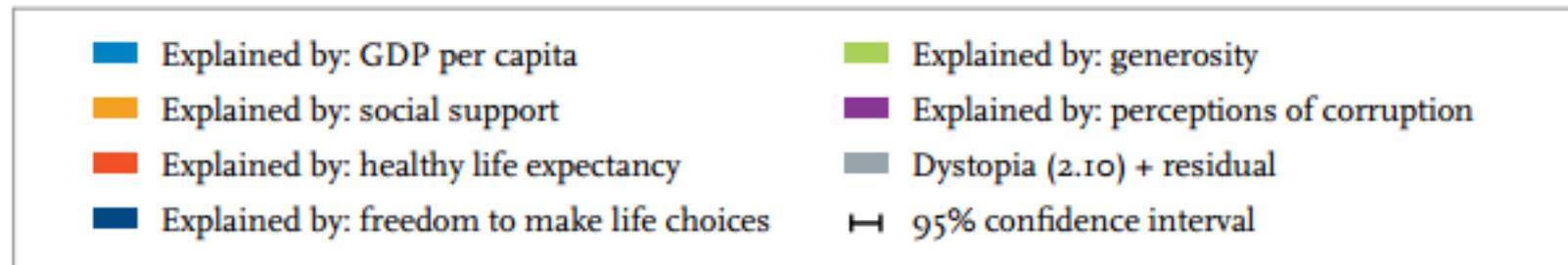
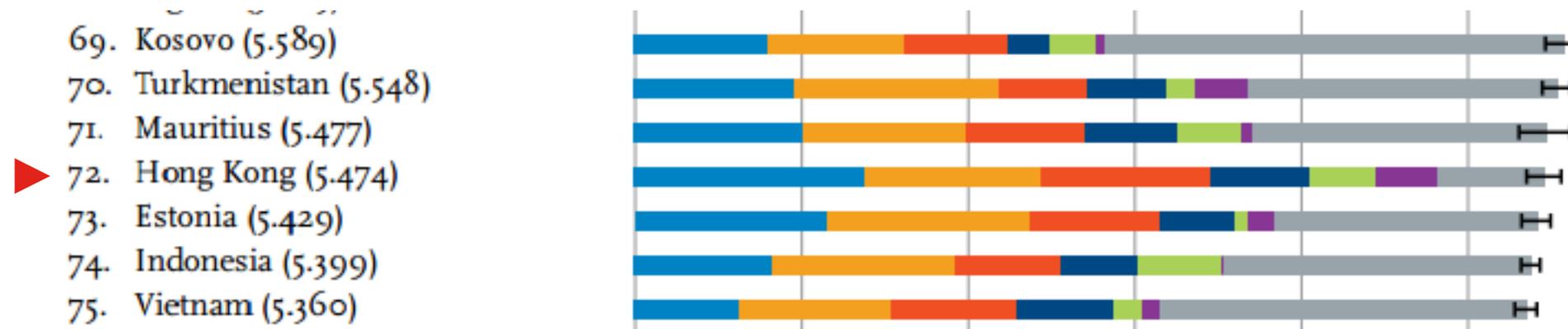
Competitors: Shanghai, Seoul, Singapore, Malaysia, Tokyo, Bangkok

Despite being a small city, Hong Kong exhibits steady and high GDP growth, that is only outshined by Singapore.



HAPPINESS REPORT

Although Hong Kong has one of the highest GDP in Asia, it has scored very low on happiness according to the World Happiness Report. Based on the report, Hong Kong scores moderately well in all categories, but very low the Dystopia category, meaning that the people's perception in Hong Kong is very negative.



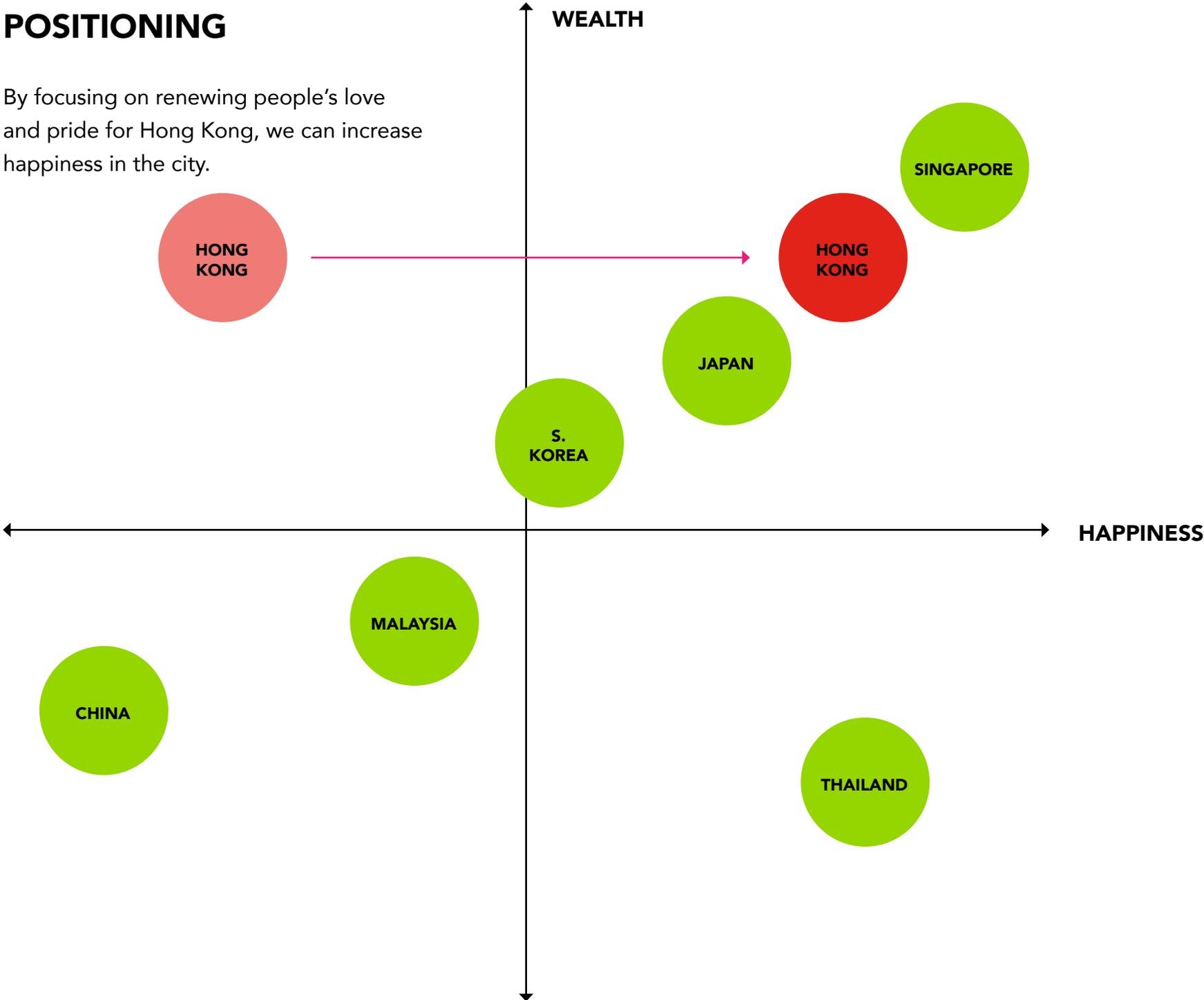
INSIGHT

Hong Kong's greatest weakness is the people's lack of satisfaction. This is caused by dissatisfaction with quality of living as well as recent political unrest.



POSITIONING

By focusing on renewing people's love and pride for Hong Kong, we can increase happiness in the city.



BRAND IDENTITY

01. // THE BIG IDEA

02. // IDENTITY ELEMENTS

03. // GRAPHIC & EDITORIAL ELEMENTS

04. // STATIONERY

01. //

**THE
BIG
IDEA**

我們
WE
是 ARE
香港
HK

LOGO CONCEPT

The logo for **WE ARE HONG KONG** intertwines Western and Chinese typography to signify the global culture of Hong Kong. The bold, serif typefaces communicate the passion and pride of the brand, as well as the brand's modern voice. The tightly gridded layout of the characters along with their jumbled placement reflects how Hong Kong is a tight jumble of different buildings, cultures, and people.

02. //

IDENTITY ELEMENTS

VERTICAL VS. HORIZONTAL

In special cases where the dimensions of the visual area are not suitable to for the vertical logo, the horizontal logo may be used. The vertical logo is preferred and the horizontal logo should only be used when absolutely necessary.

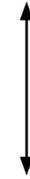


VERTICAL



HORIZONTAL

我們
WE
是 ARE
香港
HK



DESKTOP

Minimum height: 75 px @ 72 PPI

我們
WE
是 ARE
香港
HK



PRINT

Minimum height: 2 cm @ 300 DPI

我們
WE
是 ARE
香港
HK



TABLET

Minimum height: 50 px @ 132 PPI

我們
WE
是 ARE
香港
HK



MOBILE

Minimum height: 35 px @ 326 PPI

MINIMUM SIZE

For good legibility, the logo should never be displayed smaller than the following sizes.

RESPECT AREA

To maintain the integrity of the logo, other elements should not fall within a distance equal to the logo's "H."



PRIMARY COLOR PALETTE



PANTONE 485 C
CMYK (5, 98, 100, 0)
RGB (226, 35, 26)



PANTONE 226 C
CMYK (66, 83, 0, 0)
RGB (120, 60, 189)



PANTONE 375 C
CMYK (46, 0, 100, 0)
RGB (149, 214, 0)

SECONDARY COLOR PALETTE



PANTONE 116 C
CMYK (0, 18, 100, 0)
RGB (225, 206, 0)



PANTONE 3395 C
CMYK (85, 0, 65, 0)
RGB (0, 93, 139)



PANTONE Orange 021 C
CMYK (0, 83, 100, 0)
RGB (285, 80, 0)



PANTONE 333 C
CMYK (61, 0, 34, 0)
RGB (52, 217, 195)



PANTONE 213 C
CMYK (1, 98, 24, 0)
RGB (234, 29, 118)

我們
WE
是 ARE
香港
HK

4 COLOR

我們
WE
是 ARE
香港
HK

1 COLOR

我們
WE
是 ARE
香港
HK

BLACK

我們
WE
是 ARE
香港
HK

WHITE

PRIMARY COLOR COMBINATION

When the logo needs to be used in full color, this logo is recommended as the standard choice.

我們
WE
是 ARE
香港
HK

COLOR VARIATIONS

To show the diverse culture of Hong Kong, the elements of the logo can be changed to many different color combinations, not limited to the ones shown here.

我們 WE 是 ARE 香港 HK	我們 WE 是 ARE 香港 HK	我們 WE 是 ARE 香港 HK
-------------------------------	-------------------------------	-------------------------------

The following elements must be the same color:
香港 + HK, WE + ARE, 我們 + 是

我們
WE
是 ARE
香港
HK



我們
WE
是 ARE
香港
HK



BACKGROUNDS

If the logo is used against a background, a white logo should be used against a dark background and a black should be used against a light background. When using a colored logo, ensure that there is enough contrast between the logo and the background.



COLORED BACKGROUNDS

Using a white logo is preferred against a colored background. Colored logos can also be used on colored backgrounds, as long as the colors are not conflicting or too similar.

INCORRECT USAGE

When using the logo, it is important to not compromise the integrity, aesthetics, or legibility of the brand. Here are some examples of what not to do.



Do not place the logo on a cluttered background.



Do not use drop shadows, glows, or 3d effects on the logo.



Do not cut off the logo or place it against an edge.



Do not angle the logo, unless it is a crucial element of the design.



Do not use more than three colors for the logo.



Do not distort or stretch the logo.

03. //

GRAPHIC/ EDITORIAL ELEMENTS

TYPOGRAPHY

The typefaces used with **WE ARE HONG KONG** are the Avenir family and the Kozuka Gothic family.

WE ARE HONG KONG 我們是香港

Headline 1 // Avenir Black All Caps 48 pt // Kozuka Gothic Heavy 48 pt

A CITY OF MILLIONS OF FACES 一個城市的數以百萬計的面孔

Headline 2 // Avenir Black All Caps 18 pt // Kozuka Gothic Bold 18 pt

EACH WITH A STORY TO TELL 每個人都有自己的故事

Body bold // Avenir Black All Caps 12 pt // Kozuka Gothic Bold 13 pt

We are the elderly man, practicing his morning Tai Chi, and we are the young business woman, innovating ideas for a better tomorrow. We are the dim sum shop around the corner, frequented by generations of families, and we are the bright lights in Causeway Bay that never shut off. We are the warm breeze flowing through the lush mountain side, and the bustling sounds of street life that keep your heart pumping. We are the unforgettable days and nights in a place like no other, forged from the hands of all that call this place home.

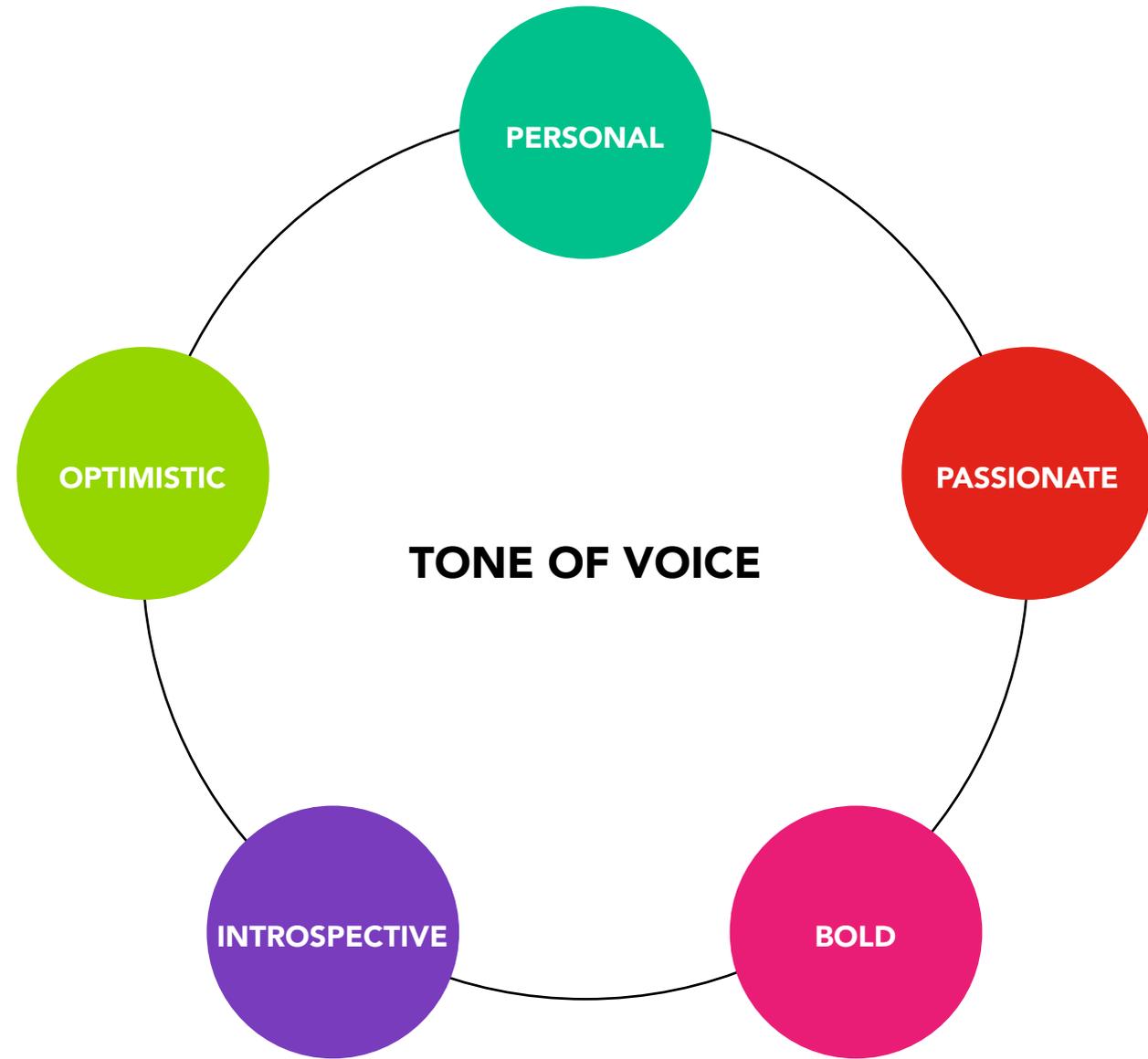
我們是老人, 練他的早晨太極, 而我們是年輕的女商人, 創新思路, 共創美好明天。我們是蠢蠢欲動, 通過幾代人的家庭經常光顧的點心店, 我們是明亮的燈光在銅鑼灣, 從來沒有關閉。我們是和煦的微風流經茂密的山邊, 和街道生活繁華的聲音, 讓你的心臟血。我們是令人難忘的日日夜夜裡沒有像其他的地方, 所有調用這個地方回家的手偽造的。

Body copy // Avenir Roman 12 pt // Kozuka Gothic Roman 13 pt



PHOTO DIRECTION

WE ARE HONG KONG aims to capture the story of the Hong Kong people, and show authentic glimpses of life in Hong Kong. The photo direction is very nostalgic and personal.



VISUAL LANGUAGE CONCEPTS

To combine imagery with the bold aesthetic of **WE ARE HONG KONG**, the brand's colors can be overlaid onto images.



04. // STATIONERY

我們
WE
是 ARE
香港
HK

30/10/15

Jon Doe
CEO
Company X
123 Main St.

Dear Mr. Doe,

Solupisquam ra de laccusam sit labore dolendam undio. Nequasi dolupictur? Teseque volupta tinumene nimirvendo ipsapelia et, voluptaquis magnis si berspit as adiae nobissim que pro et estis era quaeprenat esed endus.

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Sincerely,

Cynthia Lu

WE ARE HONG KONG // 292 TAI PO RD.
5129 3785 // HELLO@WEAREHK.COM

我們
WE
是 ARE
香港
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WE ARE HONG KONG // 292 TAI PO RD.
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☎ 5129 3785
✉ cynthia@wearehk.com

CREATIVE DIRECTOR

陸欣婷
CYNTHIA
LU



BRAND EXPERIENCE

01. // CORPORATE IMMERSION

02. // ENVIRONMENTAL IMMERSION

03. // MULTIMEDIA IMMERSION

04. // PRODUCT & SERVICE IMMERSION

05. // COMMUNITY BUILDING

01. //

CORPORATE IMMERSION

AD CAMPAIGN

Hong Kong is everything we are. It is us, our family, and our friends. Everyone in Hong Kong has a story, and that is what we want to celebrate in our advertising.

CAMPAIGN CONCEPT

The objective of the campaign is to convey **"WE ARE HONG KONG"** in a simple, powerful message. This message is also conveyed through a personal and emotional visual.



MORE
STORIES
THAN
BUILDINGS

故事
多於
高樓
大廈

我們
WE
是 ARE
香港
HK



ROAD
CITY

OUR MEMORIES
我們的回憶
OUR CITY
我們的城市

我們
WE
ARE
香港
HK

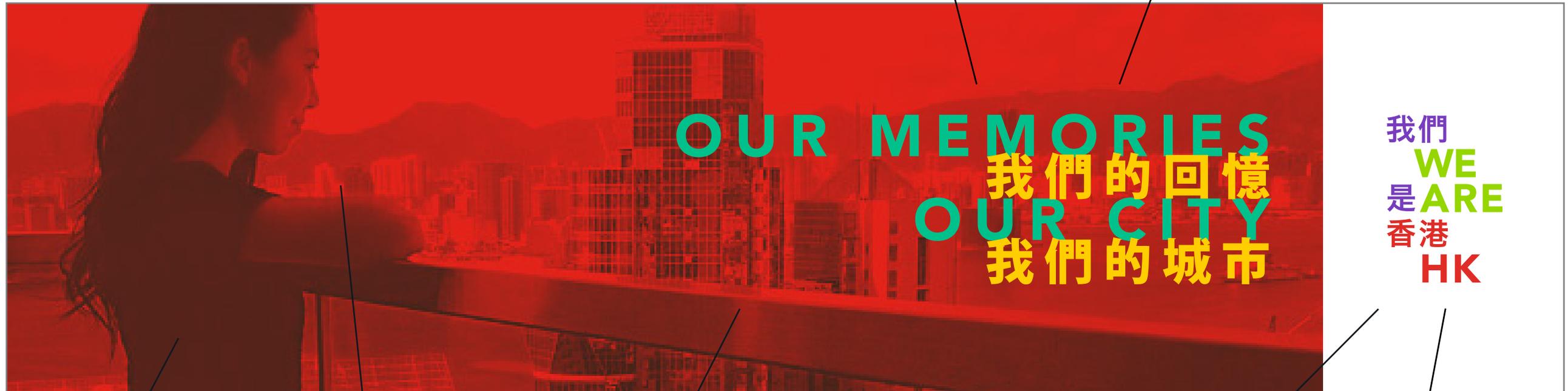


AD DESIGN SYSTEM

Here is how we apply the brand identity to our ads to ensure our message is expressed in a consistent manner.

a simple, passionate headline that expresses how Hong Kong is its people

alternate lines of Chinese and English to show unity and culture



the visual is faded and overlaid with a brand color

visual shows a simple, personal moment

headline is set in a contrasting brand color that is easily legible against the background

logo is right of headline

logo in white

PUBLICATION CONCEPT

Our publication aims to build community by recording and sharing a diverse collection of short narratives and photos of people's lives in Hong Kong.



PUBLICATION DESIGN

Layouts should be kept simple and balanced, with strong contrasts in the size of text and visual elements.

Photo with color treatment on on page

English and Chinese headlines imposed on photo



A MOMENT IN TIME 在某個時刻

Otam labori conseqa boratem a volecus doluptur, sum qui se sum entemo officitio volupicid estotae verios ipsamus eum hilloritium ipistii stibus maio minveris sam quide vent reped que parum lationserum et, eum experep raecest iorror aut eos re, si sitatur epediss imporrum et ratur modi autaeptatur? Quidenimus, officae nem haribea nulpa sum re poreicit re preribu saniend enimpor itatatem cor si nihicid endaeris sum nis sequis et ad exernam volupta tumqui sequi optatur apis volorestios idelibu sciureria alis venis et expernam quam eum hario tem et reiciae nonsendus commolu ptatur, untioirecto consequi nobitatur, seque etur am dercita sitiatur, sum et officium aut aborept ationsed que

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Subheadline and short personal narrative

ationsed que dolorat velitisto optam sero beaqui utem quatiis cus eum velibus daernatur molenient ea cus et auditat iumquia volore

Caption

02. //

ENVIRONMENTAL IMMERSION

SIGNAGE DESIGN





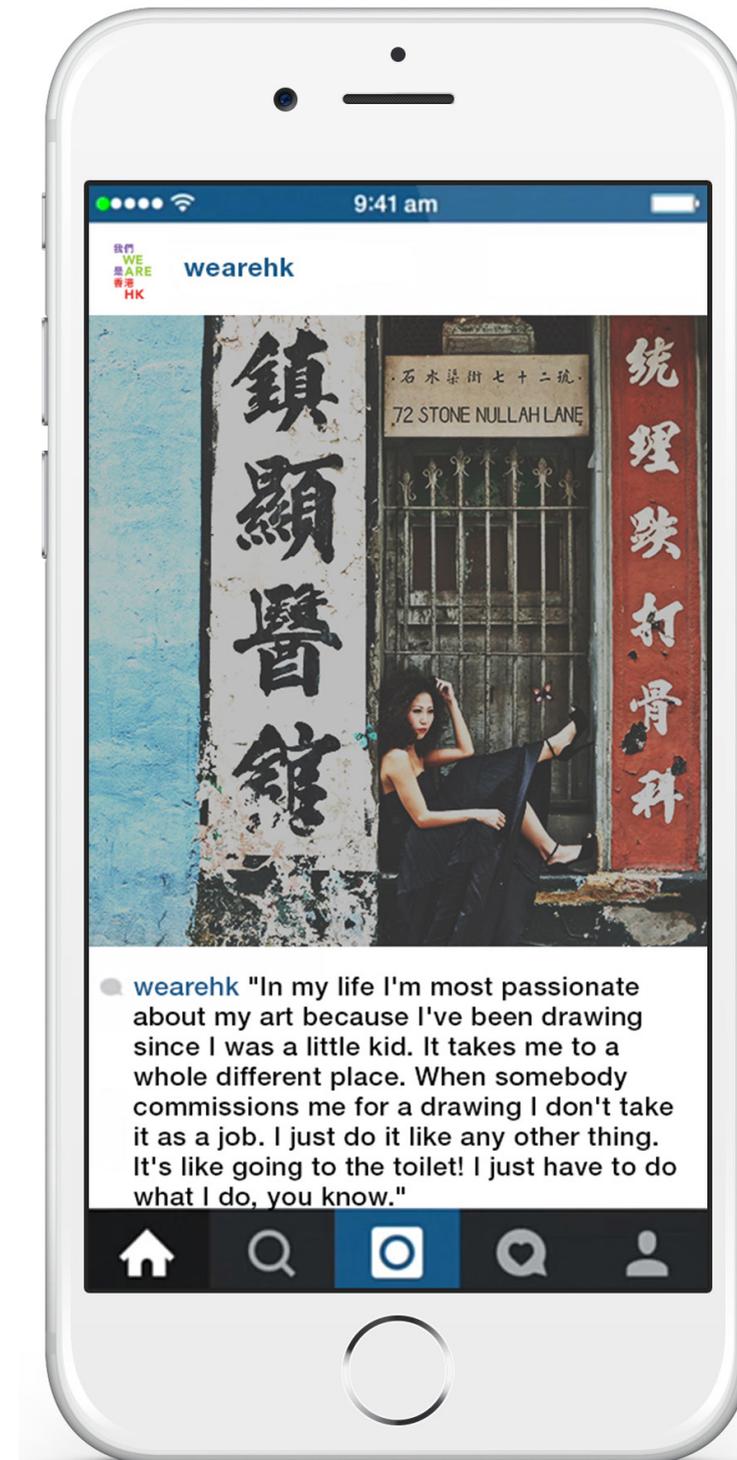
DRESSING / VEHICLE LIVERY

03. //

MULTIMEDIA IMMERSION

SOCIAL MEDIA

On social media, **WE ARE HONG KONG** is about creating dialogue and giving voice to the people of Hong Kong. Every week, we will collect stories and photos from a variety of people in Hong Kong and share on social media channels. There will also be contests and chances for people to submit their own stories.



VIDEO CONCEPT

We will also share stories through videos on Youtube. Videos range from personal interviews to group questionnaires, or even montage.



Fifty People One Question: Hong Kong (Your dream in life?)
<https://www.youtube.com/watch?v=1nIE28j2ob0>



04. //

PRODUCT & SERVICE IMMERSION



05. //

COMMUNITY BUILDING



EVENT INTEGRATION

We Are Hong Kong branding should be present at events and holidays throughout the year, both cultural (full moon festival) and modern (music festival).

HONG KONG STORIES

Actively collect stories from a variety of people in Hong Kong and share through social media channels and publications.