

香港理財月
MONEY
MONTH
Hong Kong 2021

Brand Guidelines

Lockup Logo Usage

Clear Space

The clear space area around the Lockup logo is defined by half of the full height (Y) of the "IFEC" logo.

The clear space helps to make the logo more prominent and enhances its visibility.



Lockup Logo Usage

Logo Colourway

There are two colour options for the logo as demonstrated on the right.

The logo should always appear in its primary colourway.

Monochrome colourway should only be used when colour printing is unavailable, e.g. in faxes.

Primary Colourway:



Monochrome Colourway:



Lockup Logo Usage

Co-Branding Principles

The placement of logo is very important. The dominant brand should always be on the bottom left or top left while the partner logo(s) should always be on the right.

The minimum clear space between the logos is defined by half of the full height (Y) of the "IFEC" logo.

Demonstration:



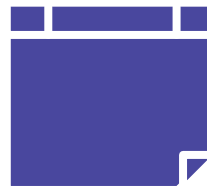
Colour Palette of Lockup Logo

Colour is a key component of the brand and the use should always be bold and simple.

Below are the production formats:

Printing - Pantone, CMYK
Digital - RGB, Hex

Primary Colours of IFEC :



IFEC Purple
Pantone 273U
C85 M85 Y0 K0
R100 G95 B155
HEX #645F9B



IFEC Orange
Pantone 144U
C0 M55 Y90 K0
R245 G140 B60
HEX #F58C3C



IFEC Grey
C0 M0 Y0 K90
R65 G65 B65
HEX #414141

White
C0 M0 Y0 K0
R255 G255 B255
HEX #FFFFFF

Primary Colours of Hong Kong Money Month:



Pantone 7578 C
C0 M79 Y100 K0
R220 G107 B47
DC682F



K100
R0 G0 B0
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