



香港醫藥援助會

PROJECT CONCERN HONG KONG



BRANDING GUIDELINE

01

LOGO IDEA

The number 60 here encapsulates the PCHK logo and the four elements which represents the health services that PCHK has been serving since 1961.



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02

LOGO CONSTRUCTION (Vertical)

Please note: The logo should never be 'redrawn' or 'altered', always use the artwork supplied.



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03

LOGO CONSTRUCTION (Horizontal)

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04

EXCLUSION ZONE

The exclusion zone is the clear space surrounding the logo. No other elements must infringe this zone. The size of the exclusion zone is relative to the size of the logo. The exclusion zone of this logo is equal to the size of '香' from '香港醫藥援助會.'

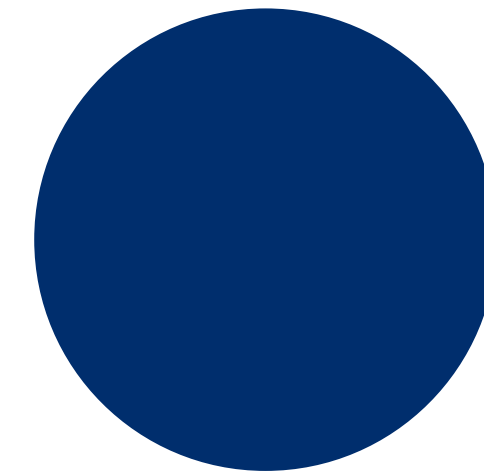


05



LOGO COLORS

The original blue of the logo is carried over to the 60th anniversary logo, as a way to stay loyal to PCHK's 60 years of fulfilling their mission and continued legacy for the future.



C: 100 M: 90 Y: 29 K: 19
R: 0 G: 46 B: 109
002E6D



06

LOGO VARIATIONS



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ORIGINAL



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BLACK



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WHITE

07

BUSINESS CARD DESIGN

The 60th anniversary business logo used the same elements for the logo to represent a straightforward health services for the low income sector in Hong Kong.



FRONT



BACK