

MASTER SIGNATURE ARTWORK WITH TAGLINE



KNOWLEDGE • HERITAGE • SERVICE

知識 • 傳承 • 服務

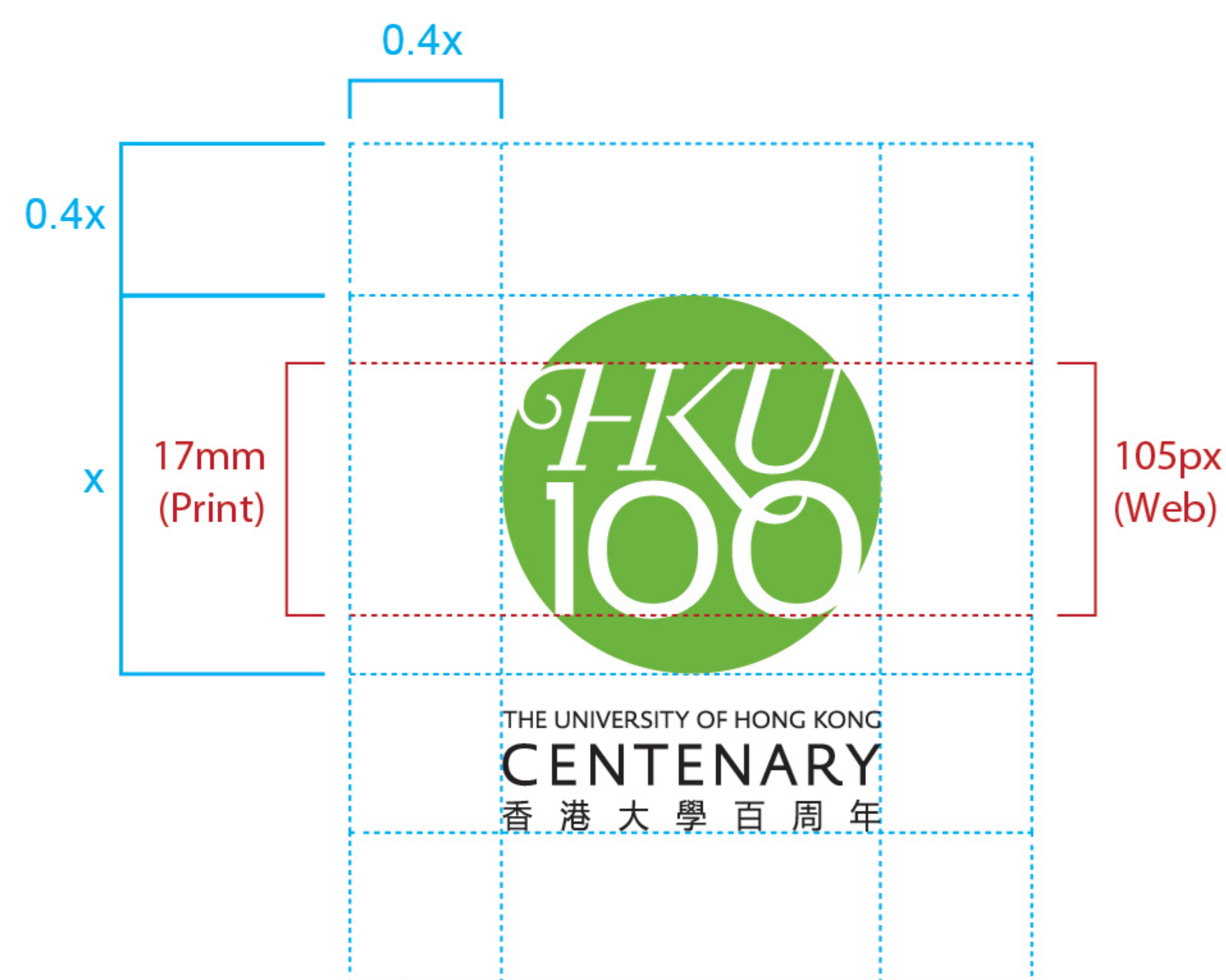
<http://100.hku.hk>

FONT

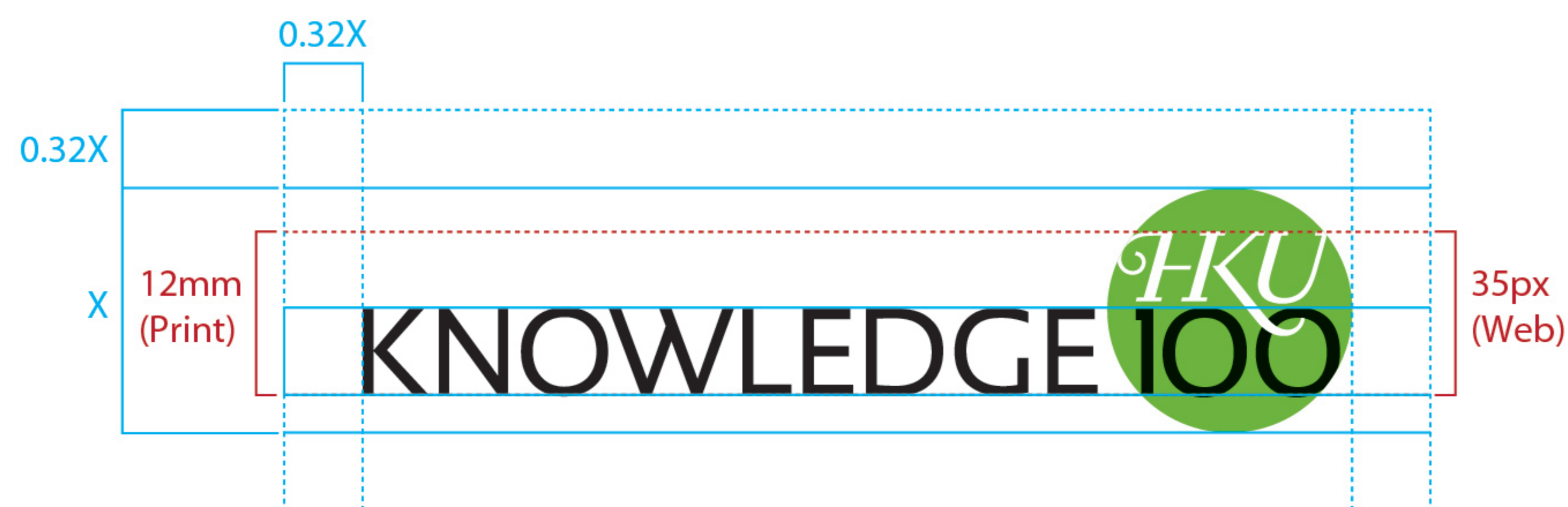
DTL Documenta ST Sans Regular [Eng]
& 方正蘭亭黑 [Chinese]
(Minimum size 12 pt)

RECOMMENDED SIZE WITH CLEAR SPACE

(Based on A4 size proportion)



THEMATIC SIGNATURE ARTWORK



COLOUR

FOR PRINT
For Coated Paper
PANTONE® 369C
Process C65/Y100



For Uncoated Paper
PANTONE® 368U
Process C55/Y100



FOR WEBSITE

R102 / G188 / B41



BLACK & REVERSE



The HKU100 signature is recommended to reproduce in/no less than 80% black.



NEGATIVE

Reversed on 369C / 368U

Always include a link to the Centenary website (<http://100.hku.hk/>) when placing the Centenary Signature on a web page.

The lock-up artwork without shield may be used when the shield already appears on the page of the print collateral/website.

* We recommend that you refer to the full guide whenever you develop marketing communications. Please visit the website <http://100.hku.hk> for more information.