

# Using Our Logos

## Hong Kong International Film Festival Logo Guidelines

"The use of the following logos is strictly reserved for the organisation of the Hong Kong International Film Festival, its official partners, sponsors as well as companies publishing promotional material for the selected, nominated and/or award-winning films. Any other use without authorization from the Hong Kong International Film Festival Society is strictly prohibited."

### About HKIFF Logo

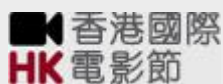


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### Different Language Version

Chinese version



English version



Bilingual version



### In special circumstances

The logo may be used on its own in special circumstances.



## Minimum size of logo



## Logo Colour

Full-colour version (spot colour)		100% Black Pantone 1807 C 80% Black
Full-colour version (process colour)		100% Black 5C 100M 100Y 30K 80% Black
Black & White version (process colour)		100% Black 100% Black 100% Black

Logo colour on different background (full-colour version)



Colour logo for use on light backgrounds



Colour logo for use on dark backgrounds



Logo colour on different background  
(black & white version)

White



Black logo for use on light backgrounds

60% Black

50% Black



Colour logo for use on gray backgrounds

100% Black



White version for use on gray backgrounds



White version for use on dark backgrounds



Use white version on backgrounds where colour  
version is not clearly visible

Unacceptable usage

Never reproduce the logo on a background that does not offer sufficient contrast for the logo



Never create an outline around the logo



Do not put the logo "in a box". The only exception is in the case of computer hyperlinks.



Do not change the proportional scale of the logo element



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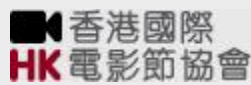


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## Hong Kong International Film Festival Official Selection Logo Guidelines

The use of the Hong Kong International Film Festival logotypes is reserved exclusively for the official selections of the Festival. All the downloadable logotypes are only for the purposes of film promotion and brand communications. Any other use without authorization from the Hong Kong International Film Festival Society is strictly prohibited. For additional information, please contact the Communications Department: [pr@hkiff.org.hk](mailto:pr@hkiff.org.hk)

### Official Selection

The use of this logotype is reserved for films in the Official Selection.



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