香港青年獎勵計劃

THE HONG KONG AWARD FOR YOUNG PEOPLE

Branding Guidelines

(June 2022)

CONTENT

"Global Bird" logo

180°   45°

Stand alone Global Bird minimum height 10mm

○ Critical Point

90°
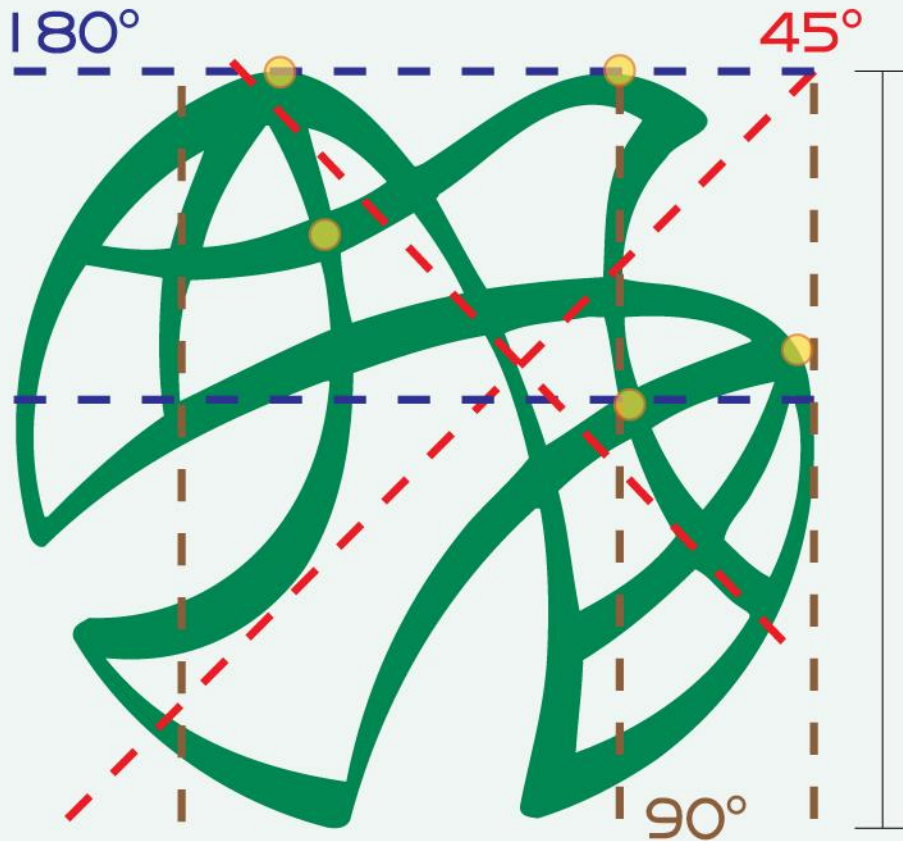
Primary Color

Pantone 348 C
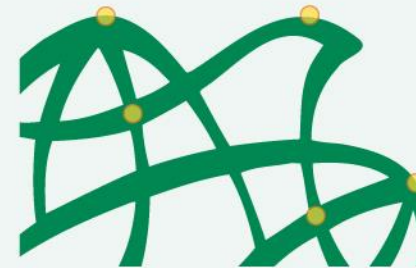
EXAMPLE A

EXAMPLE B

The cropped Global Bird should include 5 critical points

Usage of Global Bird
- **DO NOT** rotate the Global Bird
- Minimum height of the stand alone Global Bird is 10mm
- **DO NOT** distort the Global Bird

➢ **Global Bird as logo**
- **DO NOT** change logo color

➢ **The Global Bird can only be changed for design purpose only**
- The Global Bird can be cropped
- The cropped Global Bird must include the 5 critical points
- Color of the Global Bird can be changed

Logo Usage Limitation

➢ Logo and text in logo must be shown clearly
➢ **DO NOT** distort the logo

Logo Usage Priority

1. Horizontal Logo
   - Minimum Width of Logo: 35mm

2. Vertical Logo
   - Minimum Height of Logo: 20mm

3. Stand alone "Global Bird" logo
   - Minimum Height of Logo: 10mm

Logo Typeface ： 華康華綜體

Horizontal Logo

Pantone 348 C

Logo Exclusion Zone
- Exclusion zone is 25% of the logo height
- Ensure maximum stand out, clear of text or graphic within the exclusion zone

Horizontal Logo minimum width 35mm

35mm

Logo Limitation

- Minimum width of the Horizontal Logo is 35mm
- Logo color and text width ratio can only be changed for design purpose

Logo Typeface ： 華康華綜體

Vertical Logo

香港青年獎勵計劃
THE HONG KONG AWARD FOR YOUNG PEOPLE

4X

■ Pantone 348 C

香港青年獎勵計劃 100%
THE HONG KONG AWARD FOR YOUNG PEOPLE 35%

Logo Exclusion Zone

- Exclusion zone is 25% of the logo height
- Ensure maximum stand out, clear of text or graphic within the exclusion zone

Vertical Logo minimum height 20mm

20mm

Logo Limitation

- Minimum height of the Vertical Logo is 20mm
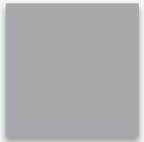- Logo color text height ratio can only be changed for design purpose

Logo Color Palette

- **DO NOT** use the White Out Logo on a complicated or dazzling 4-color background
- White Out Logo should be used on dark background
- White Stroke should be applied to the Logo at dazzling 4-color background
- * Logo color can only be changed for design purpose

Pantone 872   **Gold Award**

Pantone 877   **Silver Award**

Pantone 876   **Bronze Award**

Logo Color Palette

Do not reproduced or replaced with another color

Logo Typeface : **Arial Bold**

Pantone 348 C
C: 91 M: 34 Y: 100 K: 0
R: 0   G: 126   B: 61

Service Section

Pantone 192
C: 0 M: 94 Y: 64 K: 0
R: 228 G: 0 B: 70

Physical Recreation Section

Pantone 123
C: 0 M: 19 Y: 89 K: 0
R: 225 G: 199 B: 44

Skills Section

Pantone Cyan
C:100 M: 0 Y: 0 K: 0
R: 0   G: 158   B: 200

Adventurous Journey Section

Pantone 376
C: 54 M: 0 Y: 100 K: 0
R: 113   G: 161   B: 0

Residential Project Section

Pantone 512
C: 56 M: 100 Y: 12 K: 1
R: 136 G: 37 B: 129

Logo Color Palette

- never be reproduced or replaced with any other color

Permission of Using IAA logo

It should be noted that the IAA Logo will only be used in the following AYP publications and digital media: Certificate, Annual Report, Handbook, Record Book, Letterhead and Website. OAs are not required to use the IAA Logo. If any OA wishes to use the logo, prior approval has to be obtained from the Award Office.

User Guide for Using IAA Logo

- Minimum height of the Logo is 11mm
- **DO NOT** change logo color
- Text width ratio cannot be changed
- Reverse White on dark background

Logo
height

b

a

1/8 document
height

Proud to deliver

THE INTERNATIONAL AWARD
FOR YOUNG PEOPLE

Placing logo onto various sizes of documents

A3 – logo height: 22mm
- **a: 18mm**
- **b: 12.5mm**
- **type: 10pt**

A4 – logo height: 15.5mm
- **a: 11mm**
- **b: 8mm**
- **type: 7pt**

A5 – logo height: 11mm
- **a: 7.5mm**
- **b: 5.5mm**
- **type: 5pt**

DL – logo height: 11mm
- **a: 7.5mm**
- **b: 5.5mm**

LOGO TREATMENT

Typeface：華康華綜體

"AYP" TEXT TREATMENT

Typeface：Arial Bold (English)

CONTENT TEXT TREATMENT

Recommended Typeface　：黑體 (Chinese)

Arial (English)

'AYP' refers to "The Hong Kong Award for Young People"
(Text treatment required in Arial Bold)

Usage Guideline:

- **"**The Hong Kong Award for Young People **(AYP)"** should be used at the **1st appearance** of the organization name in an article
- Thereafter use **'AYP'** whenever possible

English	Chinese	Meaning / Application
Frequently used terms and phrases		
The Hong Kong Award for Young People / THE HONG KONG AWARD FOR YOUNG PEOPLE	香港青年獎勵計劃	Name of Organization
AYP	獎勵計劃	Short form for "The Hong Kong Award for Young People"
the Award in Hong Kong / the Hong Kong Award	本港的獎勵計劃 / 香港的獎勵計劃	
the Award	獎勵計劃	The Award name internationally
Award programme	獎勵計劃(內容)	The programme of the Award
Gold Award recipients	金章得獎者	To address young people who received Gold Award during presentation ceremony
Gold Award holders	金章持有人	To address young people who received Gold Award
Gold Award achiever		To address those special gold award holders, e.g. 1st Gold Award holder
Award participants	獎勵計劃參加者	
Award leaders	獎勵計劃領袖	Including OA/UU staff, leaders, assessors, expedition instructors, council and committee members etc.
Volunteers	義工	
Award Council	獎勵計劃理事會	
Award Office	獎勵計劃總辦事處	

'AYP' refers to "The Hong Kong Award for Young People"

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English	Chinese	Meaning / Application
Recommended terms and phrases		
young people / youths / youngsters	青年 / 青年人	e.g. Care about the development of our young people
youth organizations	青年服務團體	
to gain / achieve an Award	獲取獎章	To gain, achieve but not to take a test or examination
to present the Gold Award certificates	頒發金章獎狀	
to do the Award / **AYP**	參加獎勵計劃 / **AYP**	
to run / operate the Award /**AYP**	推行獎勵計劃 / **AYP**	