



HONG KONG  
DESIGN  
INSTITUTE

香港知專  
設計學院

# HKDI

## IDENTITY GUIDELINE

17/4/2009

## Introduction

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Templates

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## Corporate Signature

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# Introduction

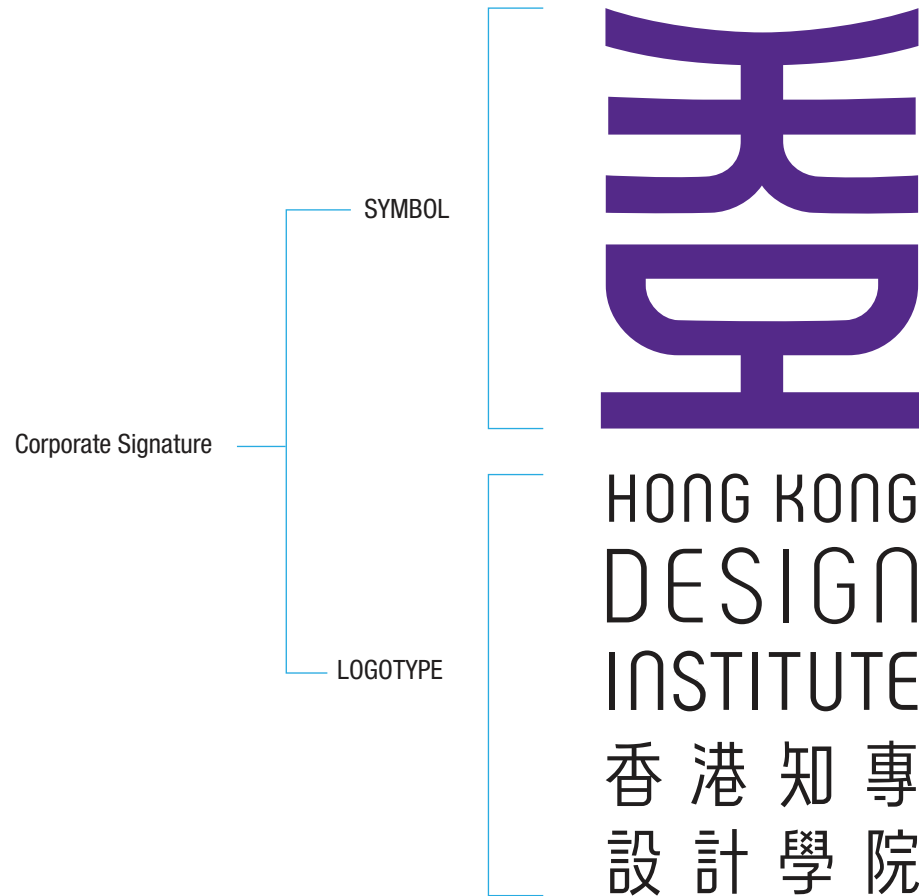
This brand identity guideline sets out the correct usage of the HKDI visual identity system. Correct and consistent application of the signature, typeface and colours from printed materials to digital and spatial environments - is imperative to build brand equity and visual recognition of the HKDI brand.

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# Corporate Signature



The HKDI's corporate signature is comprised of a symbol and a bilingual logotype. The design of the symbol is based on the "HKDI" letterforms and embodies an inherent cultural dimension.

The characters "HK" at the upper part of the symbol resemble the Chinese character "天" meaning sky or heaven, and "DI" at the lower portion has phonetic resemblance to "earth" "地" in Chinese.

Unifying heaven and earth conveys harmony, truth and beauty, all of which are fundamental elements in the nature and discipline of design.

In order to allow flexibility in a wide range of brand communication materials, two versions of the signature have been created. Application rules are set forth on the following pages.

## Signature Lockups – Full Colour

### Colour signature on white background



Whenever possible, the full colour version should be applied on white background, reversed version should be applied on corporate purple background.

### Reversed colour signature on purple background





## Signature Lockups – Black and White

### Single colour signature in black and white

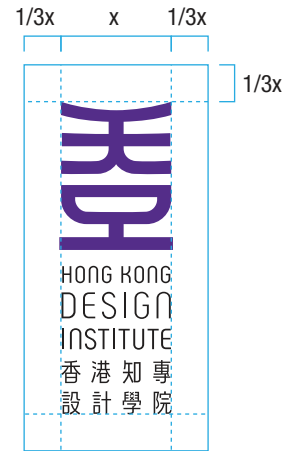


For one colour printing or special colour printing is not possible, the black and white version or the reversed white version should be used.

### Single colour signature in reverse white



## Minimum Clear Space



To achieve maximum visual impact and clarity, minimum clear space around the signature should be maintained. The signature must never appear to be linked to or crowded by copy, photographs or graphic elements.

For vertical signature, “ $x$ ” is the width of the symbol and is used as the basis for establishing the minimum clear space requirement which is  $1/3x$  of the signature.



For horizontal signature, “ $y$ ” is the width of the symbol and is used as the basis for establishing the minimum clear space requirement which is  $1/2y$  of the signature.

# Minimum Size



Minimum Width 6mm



Minimum Width 20mm

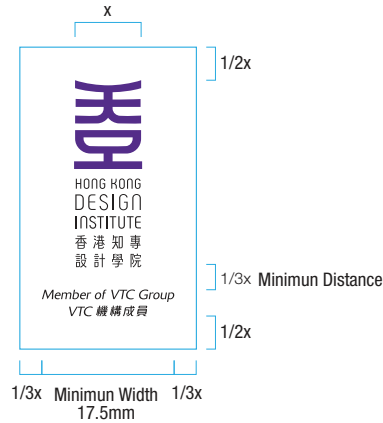
The minimum size of reproduction is shown at left. It should never be reduced further in order to maintain its clarity and legibility.

This version only applies to sponsorship or co-branding events/activities. In order to achieve better visibility, the minimum width of the endorsement line should be 30mm and the minimum width for identity should be 20mm. If the application cannot meet the minimum width requirement, then the endorsement line should be taken out.

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# Identity with UTC Endorsement



This version is applicable to items with limited space such as CD, souvenir and campus signage. The minimum width of the endorsement line should be 17.5mm. If the application cannot meet the minimum width requirement, the endorsement line should be taken out.

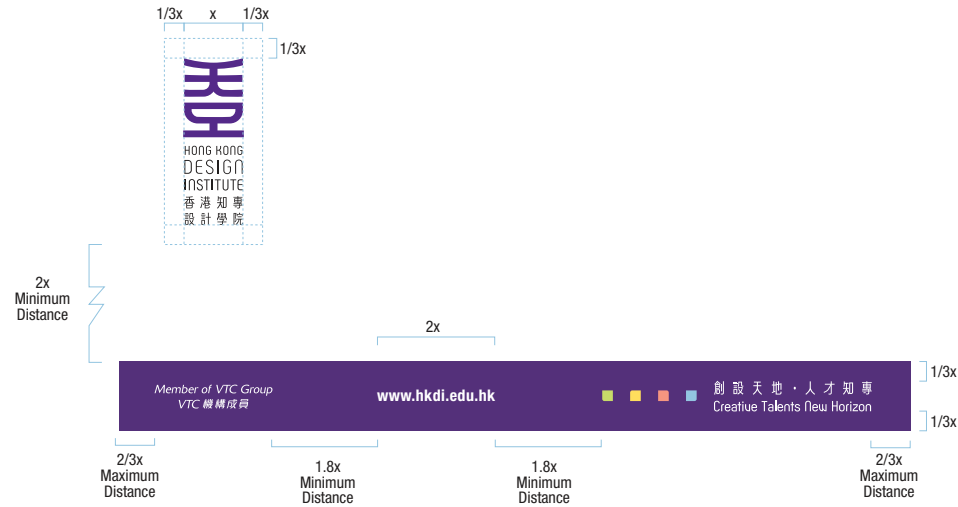
Sample Application  
CD Cover



Purple Bar

# Purple Bar

Version 1a



For consistent application, the endorsement line, website address and slogan are centred within the height of the bar.

Version 1a

This version is the preferred usage for most HKDI marketing communication materials, such as course leaflets, advertising, promotional banners, booklets, etc.

Version 1b



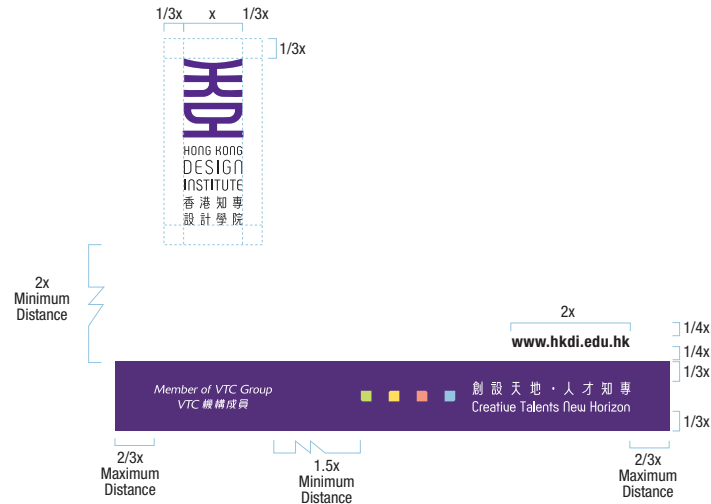
Version 1b

When the background is purple, a white line should be applied to distinguish the bar.

Purple Bar

# Purple Bar

Version 2a



Version 2a

When the purple bar is too short to fit the website address, it will appear at top right of the purple bar, flush right with the slogan. This version is the preferred usage for HKDI marketing communication materials.

Version 2b



Version 2b

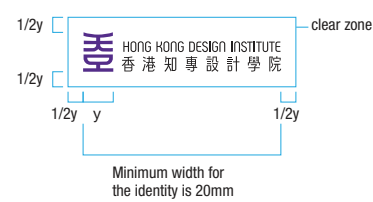
When the background is purple, use a white line to distinguish the bar.

# Identity for Sponsorship Usage

Figure 1



Figure 2



This horizontal version only applies to sponsorship or co-branding events/activities. For eligibility, the minimum width of the endorsement line is 30mm (Figure 1). If the application cannot meet the minimum width requirement, then the endorsement line should be taken out, and the minimum width of this version is 20mm (Figure 2).

## Sample Application Sponsorship Ad



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# Corporate Colour Scheme

## HKDI Purple (logo)



Pantone 2607C  
 Pantone 2607U  
 CMYK 81C 100M 0Y 7K  
 RGB R84 G41 B136  
 WEB 542988

## Black



CMYK 0C 0M 0Y 100K  
 RGB R35 G31 B32  
 WEB 231F20

## HKDI Purple (bar/background)



Pantone 2627C  
 Pantone 2627U  
 CMYK 85C 100M 25Y 0K  
 RGB R84 G48 B122  
 WEB 54307A

Colour is a prominent element within the identity system. Therefore, proper usage of corporate colours is crucial to the integrity of the brand expression.

Purple and Black are the corporate colours. Purple represents royalty, leadership and authority, suggesting vigour, richness and pre-eminent qualities.



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# Departmental Colour Scheme

**Grass Green**



Pantone 374C  
 Pantone 372U  
 CMYK 25C 0M 75Y 0K  
 RGB R199 G220 B105  
 WEB C7DC69

**Sunny Yellow**



Pantone 127C  
 Pantone 127U  
 CMYK 0C 10M 75Y 0K  
 RGB R255 G223 B93  
 WEB FFD55D

**Coral Pink**



Pantone 487C  
 Pantone 488U  
 CMYK 0C 50M 45Y 0K  
 RGB R246 G150 B128  
 WEB F69780

**Sky Blue**



Pantone 543C  
 Pantone 544U  
 CMYK 40C 10M 5Y 0K  
 RGB R148 G197 B224  
 WEB 94C5E0

The corporate colours are complemented by the four secondary colours below:

- Grass Green
- Sunny Yellow
- Coral Pink
- Sky Blue

The colours echo nature and its harmony, relating to the heaven and earth concept of the HKDI signature.

## Background Control

### Correct usage of HKDI signature on photographic or multi-coloured backgrounds



Purple signature on light photographic background



Purple signature on light textured background



Reversed white signature on dark photographic colour background



Reversed white signature on dark colour background

It is essential to ensure the clear visibility of the HKDI signature when it appears on a variety of backgrounds.

The signature should be purple if the background is light, and reverse white if the background is dark.

Individual colour can be used as background. In this case, all signatures must be purple.

The colours can be used for special events organised by the individual programme areas. The signature should always be printed in the minimum clear space as stated on page 9.

### Purple signature on individual colour background



# Incorrect Usage of Corporate Signature



Never reproduce the signature smaller than the recommended minimum size.



Do not use only part of the HKDI symbol.



Never apply a gradation to the HKDI symbol.



Never use the symbol in other than a vertical position.



Never create different signature lockup.



Never reposition and resize the elements of the HKDI signature.



Never reproduce the signature on texture.



Never create an outline around the signature.



Never reproduce the signature in different colours.



Never reproduce the signature on a background that does not offer sufficient contrast.



Do not put a frame around the logo unless in plaques for awards due to technicality in production.



Never reproduce the signature on a photographic background that does not offer sufficient contrast.

Never alter or reposition any part of the HKDI signature. The examples at left illustrate some, but not all incorrect usage of the signature. Always reproduce the signature in the specific colours and lockups as indicated in this Guideline.

## Typeface (For Display or Heading)

HKDI Medium  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
`~!@#\$%^&\*()\_+--=[/]{|}<::;>'”  
1234567890

HKDI Bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
`~!@#\$%^&\*()\_+--=[/]{|}<::;>'”  
1234567890

Typography is considered to be the brand voice of HKDI and is an important aspect of the identity system. The consistent use of typeface allows the audience to readily recognise the HKDI identity.

The HKDI fonts are specially designed to be used as display titles in the HKDI identity system. It consists of two weights, medium and bold. The letterforms are elongated with rounded corners for a distinctive and elegant effect to echo the rounded features of the logo and the Chinese title. Aesthetics and legibility are prime characteristics of the HKDI fonts.

## Typeface (For Body Text)

Helvetica Neue  
57 Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
`~!@#\$%^&\*()\_+ -= [ / ] { | } < : ; > ' ”  
1234567890

Helvetica Neue  
67 Medium  
Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
`~!@#\$%^&\*()\_+ -= [ / ] { | } < : ; > ' ”  
1234567890

Helvetica Neue  
77 Bold  
Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
`~!@#\$%^&\*()\_+ -= [ / ] { | } < : ; > ' ”  
1234567890

For body copy, the Helvetica Neue family of fonts will be used.

## Typeface (For Chinese Copy)

M 中黑體 香港知專設計學院以建構知識和發展專業為己任，  
為區內創意工業培育優秀的設計人才。

M 大黑體 香港知專設計學院以建構知識和發展專業為己任，  
為區內創意工業培育優秀的設計人才。

For Chinese copy, the M 中黑體 family of fonts  
will be used.

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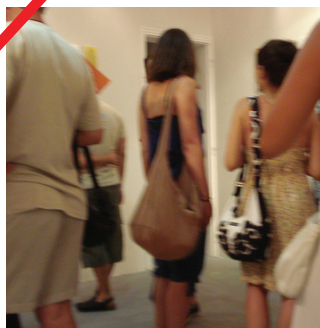
## Correct Imagery Style – People



The photography used should be natural, direct, dynamic, engaging and most importantly demonstrate the “think-and-do” learning and teaching approach of HKDI. The images illustrate interactions in a wide range of activities and also showcase students design works.



## Incorrect Imagery Style – People



The following imagery style for people should be avoided:

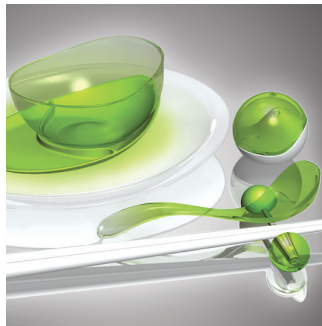
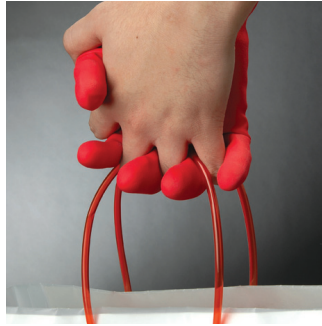
- strange angle / hidden camera angle
- tourist type of group photo
- funny face expression
- lack of focal point
- capture people's back instead of front
- posed portrait
- blur image



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## Correct Imagery Style – Student Work



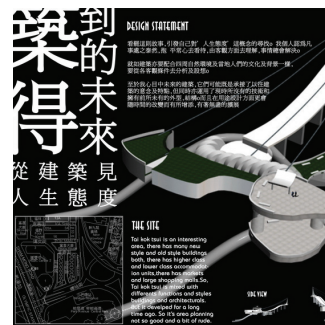
Student works are the true reflection of the HKDI learning experience which include creativity, fun, culture sensitivity and global perspective which are key components of the HKDI brand promise.

When selecting student work for promotion materials, focus on the design and avoid busy backgrounds.

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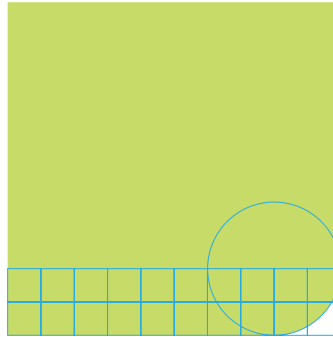
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# Incorrect Imagery Style – Student Work



Presentation boards of students should not be used in promotion materials.

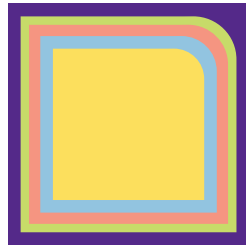
## Visible Language



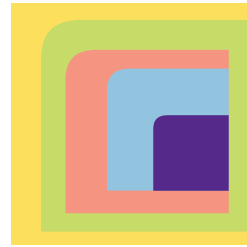
The SQUARE is a simple, pure and basic form commonly used in design. Because of its flat base, straight edges and right-angled corners, the SQUARE symbolises stability a quality essential for a firm foundation, and fitting to portray HKDI's solid design education.

To make it a unique feature of HKDI and to complement the signature's rounded letterforms, each of the square corners is rounded off, where applicable, to further represent each programme area.

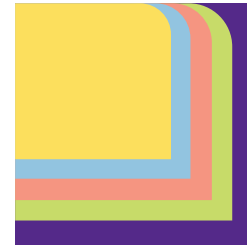
# Visible Language



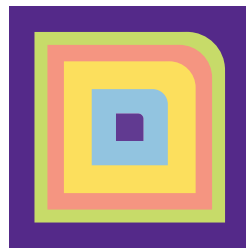
Progression 1



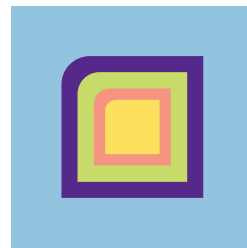
Progression 2



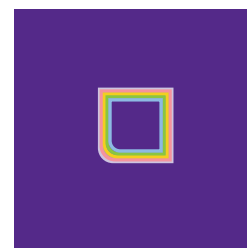
Progression 3



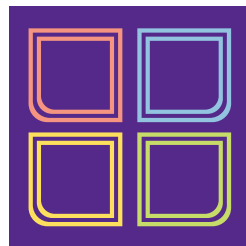
Focus 1



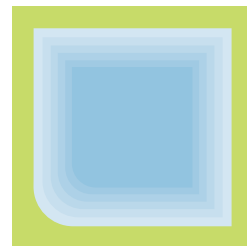
Focus 2



Focus 3



Vibrancy 1



Vibrancy 2



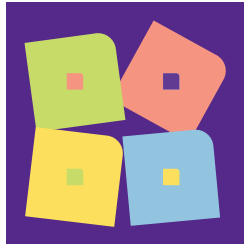
Vibrancy 3

Compositions derived from the creative interpretations of the colourful spaces made up the **VISIBLE LANGUAGE** of the HKDI brand identity. It is distinctive and easily recognisable, reflecting HKDI's vibrancy, versatility, cultural fusion and multi-dimensional synergy.

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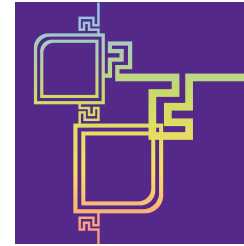
# Visible Language



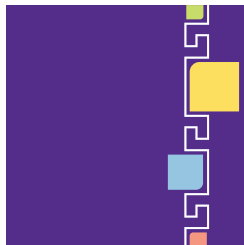
Pop Fusion 1



Pop Fusion 2



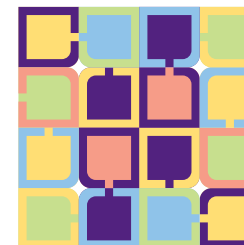
Pop Fusion 3



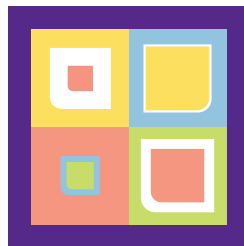
Pop Fusion 4



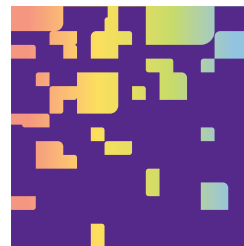
Connection 1



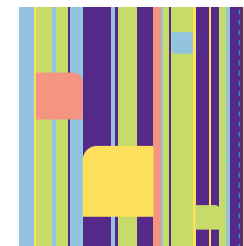
Connection 2



Interaction 1



Interaction 2



Interaction 3

1. Corporate Communication

- Business Card
- Letterhead
- Envelope
- Event Signage
- Power Point
- Document

# Business Card Template

## Corporate Level



## Departmental Level



# Letterhead Template

## 1. Corporate Communication

Business Card

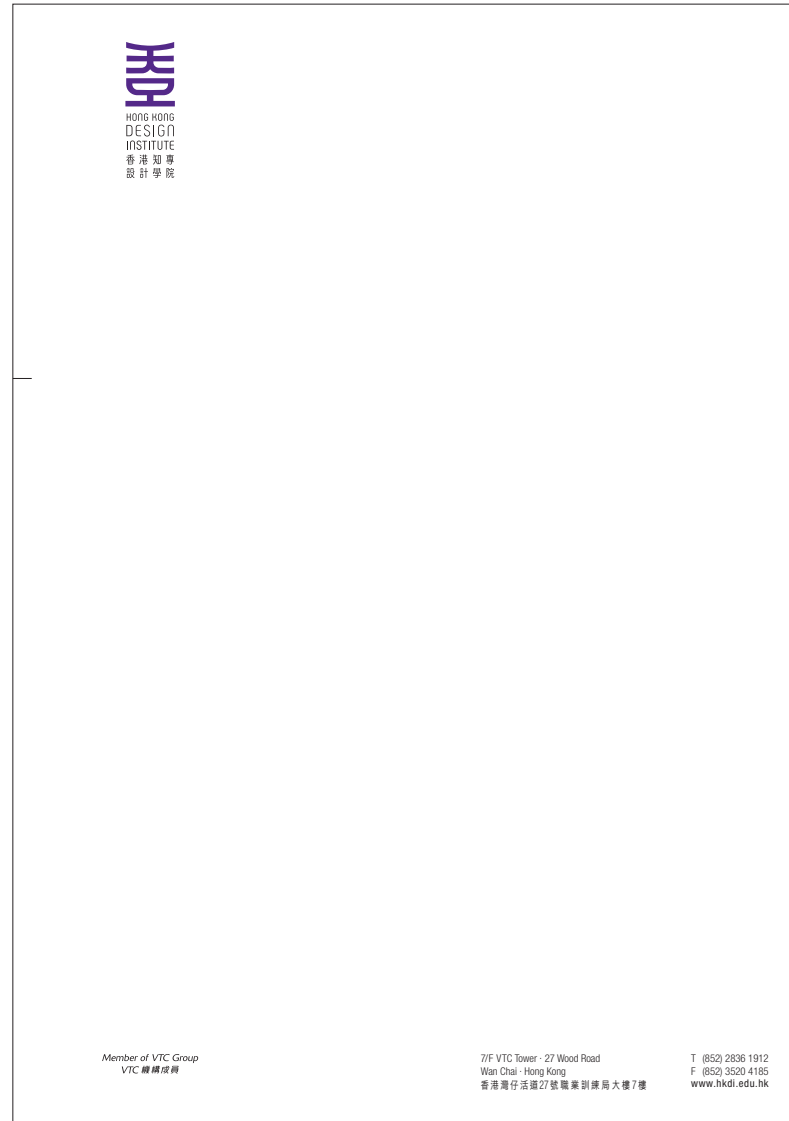
**Letterhead**

Envelope

Event Signage

Power Point

Document



## 1. Corporate Communication

Business Card

Letterhead

Envelope

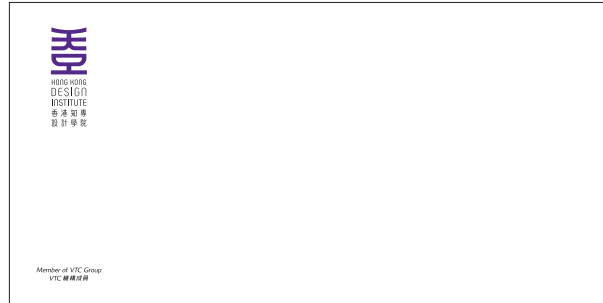
Event Signage

Power Point

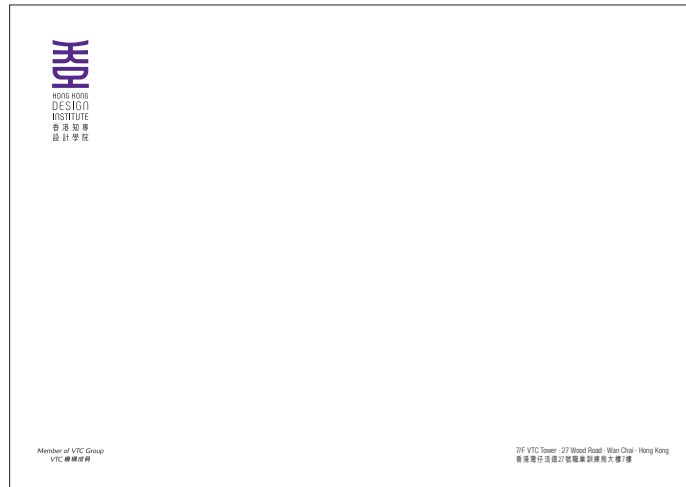
Document

# Envelope Template

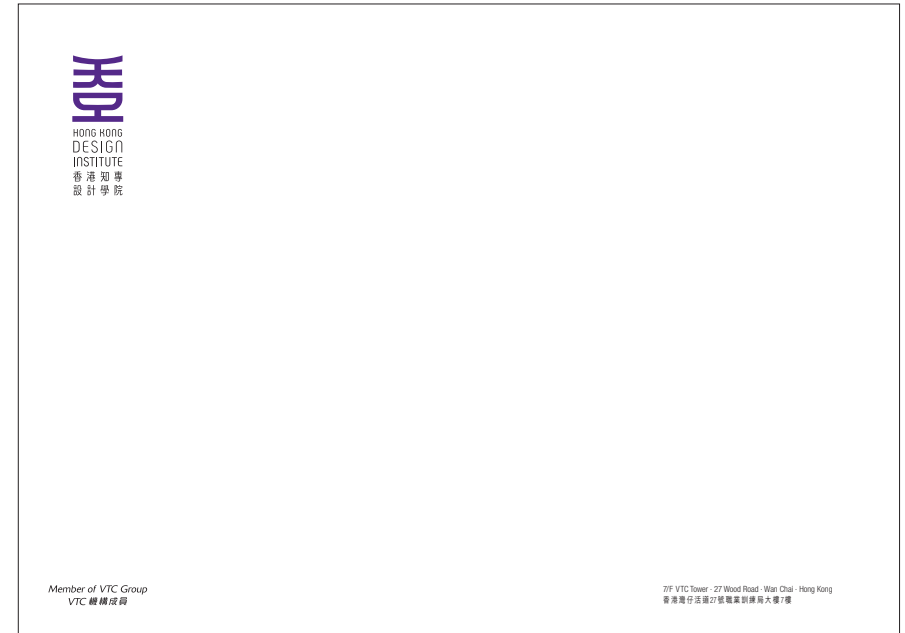
## DL Envelope



## A5 Envelope



## A4 Envelope





# Event Signage Template

## 1. Corporate Communication

Business Card

Letterhead

Envelope

Event Signage

Power Point

Document

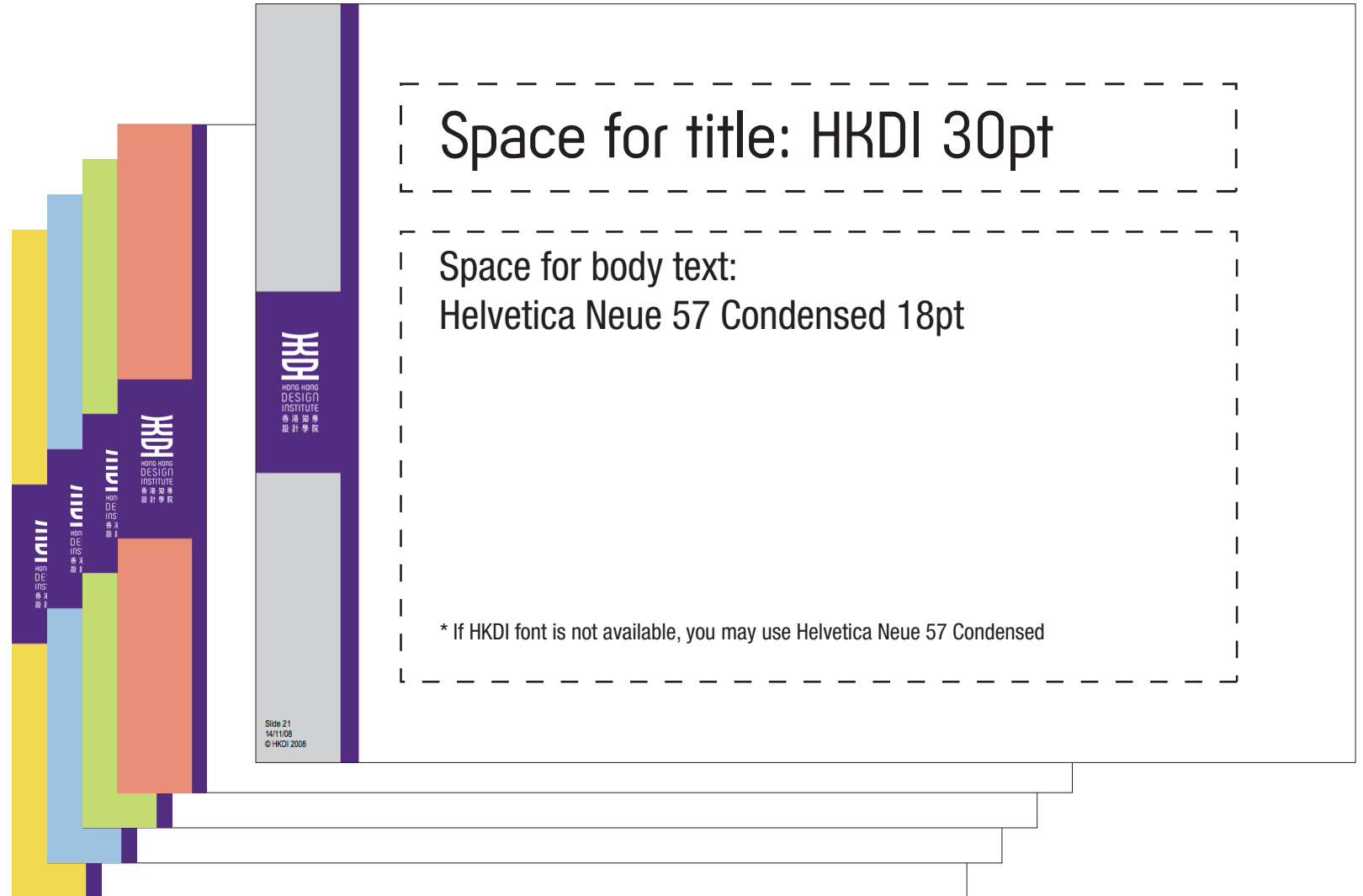


The image shows a template for an event signage presentation. It features a white background with a purple footer. On the left side, there is a logo for the Hong Kong Design Institute (HKDI), which consists of a stylized 'HKDI' symbol above the text 'HONG KONG DESIGN INSTITUTE' and '香港知專設計學院'. The main text in the center reads 'HKCRC Rebranding Programme Presentation' in a large, bold, black font, followed by the time '2:30-5:30pm' in a slightly smaller bold font. The footer is a solid purple bar containing the text 'Member of VTC Group' and 'VTC 機構成員' on the left, the website 'www.hkdi.edu.hk' in the center, and a logo of four colored squares (green, yellow, orange, blue) followed by the slogan '創設天地·人才知專' and 'Creative Talents New Horizon' on the right.

1. Corporate Communication

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# Power Point Template



# Document Template

## 1. Corporate Communication

Business Card

Letterhead

Envelope

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ASSESSMENT FORM 2008-2009																											
Department of Design Course / Year <b>012162</b> Module <b>Typographic 1</b> Project <b>Type Poster</b>																											
			Name	Class No.																							
			Week <b>1-4</b>	Group <b>A</b>																							
<b>Research and Analysis</b>	<b>20%</b>	<b>F</b>	<b>C</b>	<b>B</b>	<b>A</b>																						
Range and Understanding of Research	10%	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>																					
Visual research	10%	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>																					
Comments																											
Date																											
<b>Design Development</b>	<b>40%</b>	<b>F</b>	<b>C</b>	<b>B</b>	<b>A</b>																						
Depth and variety of explorations	20%	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>																					
Communication effectiveness	20%	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>																					
Comments																											
Date																											
<b>Technical Competence</b>	<b>20%</b>	<b>F</b>	<b>C</b>	<b>B</b>	<b>A</b>																						
Use of computer software	10%	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>																					
Communication & Aesthetics	10%	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>																					
Comments																											
Date																											
<b>Presentation Skill &amp; Professional Attitude</b>	<b>20%</b>	<b>F</b>	<b>C</b>	<b>B</b>	<b>A</b>																						
Ability to give comprehensive presentation to the audience	10%	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>																					
Punctuality & time management	10%	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>																					
Comments																											
Date																											
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>Grade</th> <th>Signature &amp; Initial</th> <th>Date</th> <th>Student's Signature</th> <th>Date</th> </tr> </thead> <tbody> <tr> <td>Tutor</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Moderator</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Grade *</td> <td>100%</td> <td>F 0-29</td> <td>C 30-44</td> <td>B 45-74</td> <td>A 75-100</td> </tr> </tbody> </table> <p><small>*Score given at the end of the semester and subject to moderation.</small></p>							Grade	Signature & Initial	Date	Student's Signature	Date	Tutor					Moderator					Grade *	100%	F 0-29	C 30-44	B 45-74	A 75-100
Grade	Signature & Initial	Date	Student's Signature	Date																							
Tutor																											
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Grade *	100%	F 0-29	C 30-44	B 45-74	A 75-100																						

PERFORMANCE REMINDER 2007-2008	
Department of Design Course / Year Module Project	
Name	
Class No.	
Week	
Group	
This letter is a formal reminder regarding your poor academic performance as follows: <input type="checkbox"/> Failing to achieve a pass grade _____ module / project title <input type="checkbox"/> Failing to hand in an assignment / project 3 working days after the deadline. <input type="checkbox"/> Lack of motivation and participation in assessments and tutorial. <input type="checkbox"/> Attendance rate _____ module / project title is only _____ % ( <i>Grade F not appropriate</i> )	
1. Hand in your assignments/projects on time. 2. Improve your learning attitude, attend tutorials and put effort in your work. 3. Attend class in order to achieve an attendance rate of 80%. ( <i>Grade F not appropriate</i> )	
You are reminded that if you fail to complete this work you may fail the project/module. If you fail the module you may still be able to complete the course. The General Academic Regulations (GARs) are explained in the student handbook. GARs 3.1 states that the minimum pass mark for a Module 40%. For Self-Financing Level 1 students, an attendance rate of at least 80% is required in order to pass the module. GARs 3.4 states that students not satisfying the minimum attendance requirement of 80% per module will not be allowed to sit for the final examination nor be awarded 'module mark' grade if the module is assessed with 100% continuous assessment. <i>Check for assurance</i>	
If you have difficulty, questions or do not understand these regulations, you must seek advice from your 'module / class' tutor immediately. ( <i>Check for assurance</i> )	
Class Tutor	Course Leader Academic Leader
<b>Acknowledgment of Receipt by Student</b>	
Student's Name	
Student Number	
Course Title / Course Number	
Academic Year	
Date	
(Signed by the student) You must return a copy of this letter duly signed to the Department of Design, HKDI/SA, Suite, Room 117, 21 Yuen Wo Street, Sha Tin, N.T. within 2 weeks from the date of issue. If you do not do this, you will be required to attend an interview with the Academic Leader.	
<small>Copy to: Student File via Head of Department, Academic Leader, Course Leader, Class Tutor, Meeting Room No. 10 (SA-C), N.E. 107</small>	

PROJECT BRIEF 2007-2008				
Department of Design Course / Year Module Project				
			Name	Class No.
			Week	Group
<b>Music in Creative Visual Expression</b>				
(Week 28 - 36)				
Objectives This project is designed to enable students - To strengthen creative thinking and practical graphic design knowledge - To explore visual expression of music language in an abstract manner - To acquire skills of music packaging design with appropriate materials and construction - To adopt design elements of image, graphics, typography and color in creative approach - To convey a message effectively by visual communication				
Brief In this project, you are asked to design a CD package based on a sound track from a musician or a band that you are interested in. You can choose one of the following types of music as the theme of your design: - Jazz and Blues (Jenny H. Sommer-Blochinger) - Classic (Barthelme, Chabauty) - New Age (Chris. David Gordon) - Rock and Pop (Mark. Davies) - Funk (Black 182, The Clash)				
To create a CD package, firstly you must familiarize the background of the musician and the type of music they play. Listening to the music can give you the idea of the specific feeling and imagination that can be translated into visual image. The music can be upbeat, mysterious, sentimental, or even fatal etc. In any event the graphics on the package should always reflect the music. Your design should project the concept and the spirit of the sound track chosen.				
Your design should include the following: - The CD package designed in two-dimensional or three-dimensional with a size not bigger than 28cm x 25cm x 2cm and there is no restriction on materials used. - The CD package should have graphic images and typographic elements on front cover. - All presentation boards involving visual and final graphic design works. - An 11-page folder including all research, design and production records. - An 11-page folder including all research, design and production records. All design should include the name of the musician and the sound track in English.				

TUTORIAL RECORD 2007-2008				
Department of Design Course / Year Module Project				
			Name	Class No.
			Week	Group
Date	Comment / Recommended Action	Signature		
		Tutor	Student	
		Module Tutor		
		Date		

WARNING LETTER 2007-2008	
Department of Design Course / Year Module Project	
Name	
Class No.	
Week	
Group	
You were formally reminded regarding your poor performance on _____ module / project. You are receiving this letter because your performance is still below the required standard. <input type="checkbox"/> Failing to achieve a pass grade _____ module / project title <input type="checkbox"/> Failing to hand in an assignment / project 3 working days after the deadline. <input type="checkbox"/> Lack of motivation and participation in assessments and tutorial. <input type="checkbox"/> Attendance rate in _____ module / project title is only _____ % ( <i>Grade F not appropriate</i> )	
You must: _____	
You are again reminded that if you fail to complete this work you may fail the project/module. If you fail the module you may still be able to complete the course. The General Academic Regulations (GARs) are explained in the Student handbook 0708 (3-11) which states that the minimum pass mark for a Module is 40%. ( <i>Double / not appropriate</i> ) For students of Level 1 of 4-Level Higher Diploma, an attendance rate of at least 80% is required in order to pass the module. In the Student handbook 0708 (7-7) states that students not satisfying the minimum attendance requirement of 80% per individual module will not be allowed to sit for the final examination nor be awarded 'module mark' grade if the module is assessed with 100% continuous assessment, unless approval of the Principal has been granted.	
If you want to complete the course, these academic regulations must be observed. You are being given every opportunity and encouragement to fulfill the minimum requirements of the course. It is recommended that you put extra effort to improve your performance. Please speak to your module/class tutor immediately to discuss any difficulty you have.	
Class Tutor	Course Leader Academic Leader
<b>Acknowledgment of Receipt by Student</b>	
Student's Name	
Student Number	
Course Title / Course Number	
Academic Year	
Date	
(Signed by the student) You must return a copy of this letter duly signed to the Department of Design, HKDI/SA, Suite, Room 117, 21 Yuen Wo Street, Sha Tin, N.T. within 2 weeks from the date of issue. If you do not do this, you will be required to attend an interview with the Academic Leader.	
<small>Copy to: Student File via Head of Department, Academic Leader, Course Leader, Class Tutor, Meeting Room No. 10 (SA-C), N.E. 107</small>	

It is suggested to use the HKDI Typeface (Helvetica Neue Condensed) on body text. For more information about the HKDI Typeface, please refer to page 16.

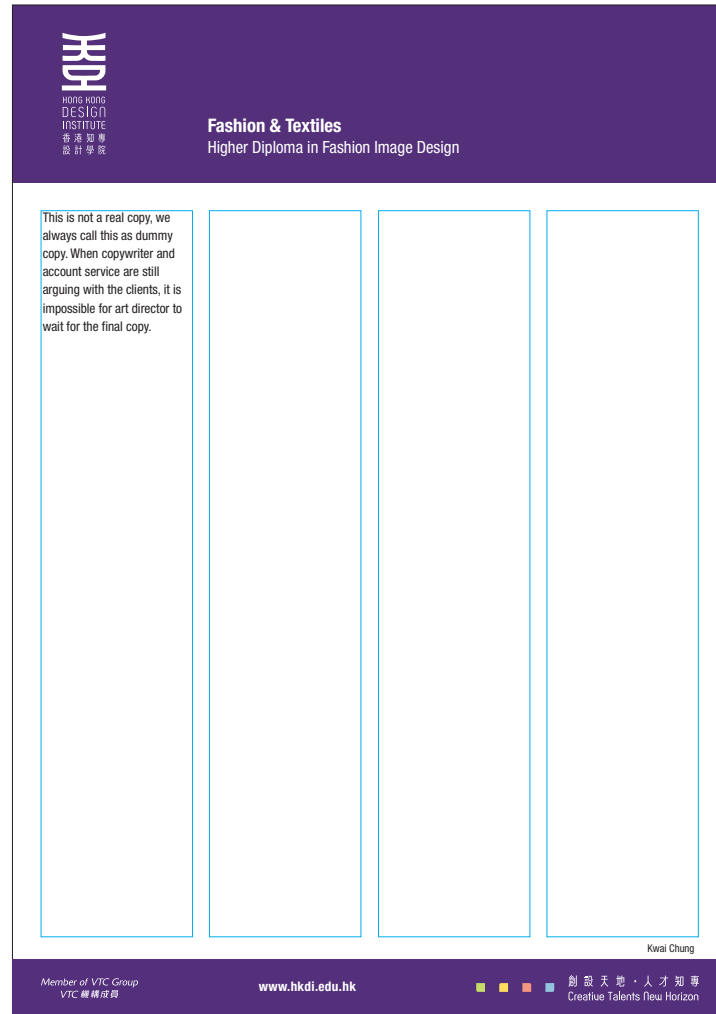
2. Marketing Communication

- A4 Leaflet
- Booklet
- e-inuite
- Backdrop
- Poster

# A4 Leaflet Template

## Corporate Level

Version 1



Example



2. Marketing Communication

- A4 Leaflet
- Booklet
- e-inuite
- Backdrop
- Poster

# A4 Leaflet Template

Version 2



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INSTITUTE  
香港知識  
設計學院


**Fashion & Textiles**  
Higher Diploma in Fashion Image Design

This is not a real copy, we always call this as dummy copy. When copywriter and account service are still arguing with the clients, it is impossible for art director to wait for the final copy.

Kwai Chung

Member of VTC Group  
VTC 機構成員

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創設天地·人才知專  
Creative Talents New Horizon

Example



HONG KONG  
DESIGN  
INSTITUTE  
香港知識  
設計學院

**Trend Spotting**  
at Business of Design Week 2008

**Keynote Speaker**  
**Mr Liang Tan**  
 Senior Design Director, Landor Associates

Since coming to Hong Kong in 1996, Liang has been instrumental in leading multi-disciplinary projects for large corporate clients such as Bloomberg, IBM, Swire Properties, Cathay Pacific, Cosco and luxury brands such as Louis Vuitton, Hermes, Dolce & Gabbana, and Swarovski. Malaysian born of Chinese descent and brought up in Australia, Liang has a strong understanding of cross-cultural trends and issues that are relevant to both business and social context.



**12 December 2008 (Friday)**  
**5:00 – 6:30 pm**  
**Innovation Forum, Hall 7B**  
**HK Convention & Exhibition Centre**  
**1 Expo Drive, Wan Chai, HK**




**RSVP**  
Please email / fax the reply slip to [adasyiu@vtc.edu.hk](mailto:adasyiu@vtc.edu.hk) / 3520 4185 before 28 Nov 08

**Enquiry**  
Ms Ada Wu  
T 2836 1951  
F 3520 4185

**HKDI Alumni Speakers**

**Dr Ellen Lau**  
Cable Consultancy Limited

Graduated from Jewellery Design at Lee Wai Lee Technical Institute in 1989, Ellen worked as a jewellery designer gaining hands-on knowledge on design application, manufacturing and sales. An all-round expert in the trade, she attained gemology diplomas and accreditations in business administration.

**Mr Tequila Chan**  
Associate Professor – Cheung Shantou University – Cheung Kong School of Art and Design

A graduate of Graphic Design at Tsing Yi Technical College in 1998, Tequila is a specialist in creating interactive and multimedia arts, design and software. He is now the Associate Professor of Shantou University.

**Mr Garry Wong**  
Fashion Executive Director  
Modele de Prudence

Garry was a graduate of Fashion Design at Sha Tin Technical Institute in 1993. Upon graduation, he started his own brand, "Modele de Prudence" with chain stores in Tsim Sha Tsui and Causeway Bay. His brand is now in overseas markets, including Europe, Mainland China and Taiwan.



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# Booklet Template

## 2. Marketing Communication

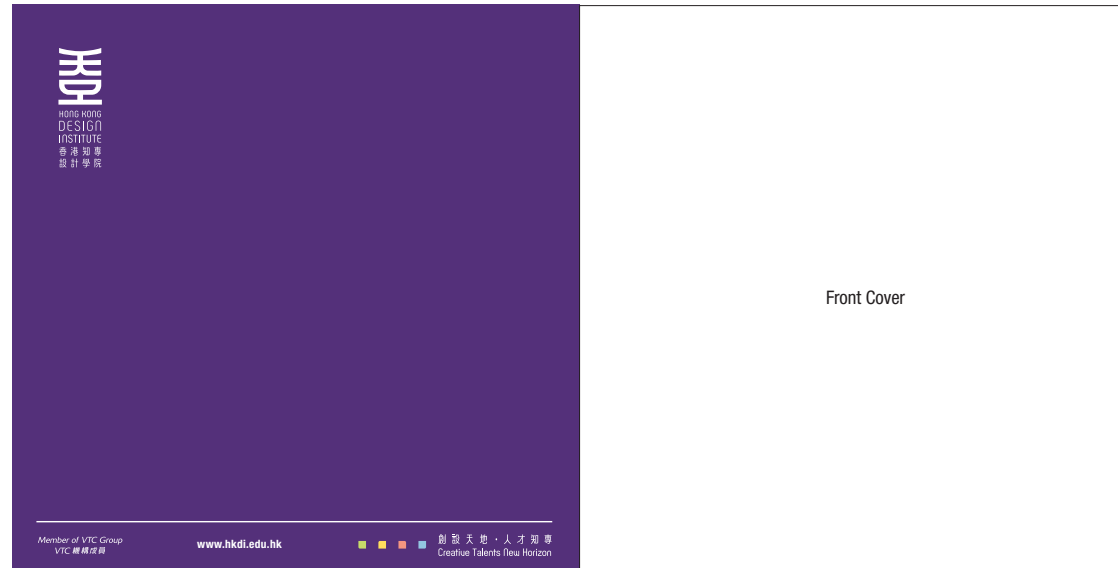
A4 Leaflet

Booklet

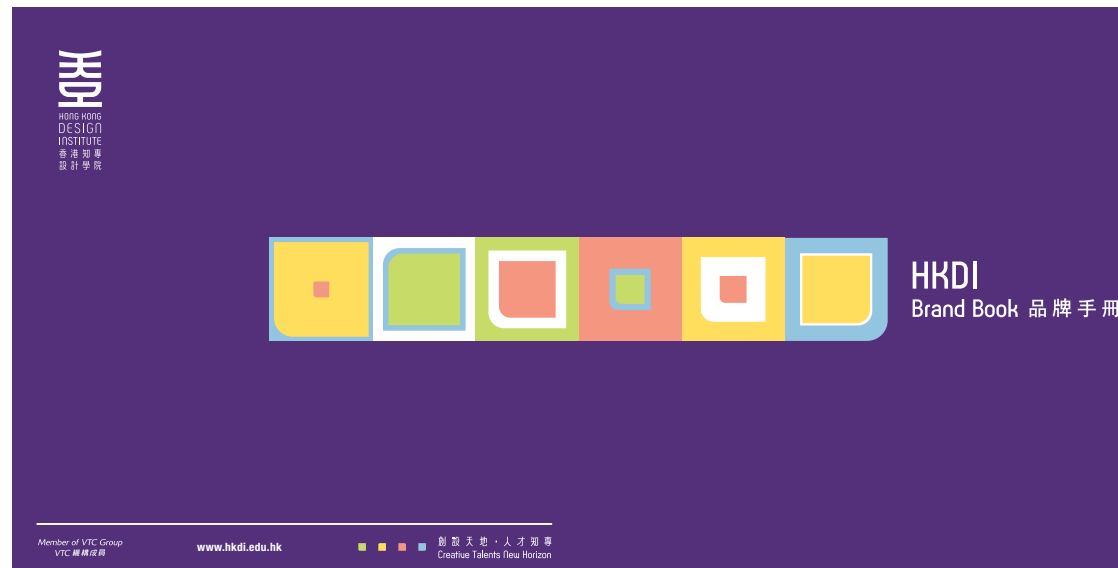
e-invite

Backdrop

Poster



### Example



## 2. Marketing Communication

A4 Leaflet


Booklet

e-inuite

Backdrop

Poster

# e-inuite Template



**Invitation on World Master Series**  
 新埭強設計獎2007全球華人大學生平面設計比賽  
 獲獎作品巡迴展覽研討會  
 Travelling Exhibition and Seminar of Kan Tai-keung  
 Design Award 2007  
 Worldwide Chinese University Students Graphic  
 Design Competition  
**21.5.2008 – 28.5.2008**

e-inuite contents

The Hong Kong Design Institute (HKDI) regularly invites design masters from around the world to give talks and personal sharing on their experience and insights of the design world. Design origins from inspirations and exposure. It is our mission to bring to our students the global perspectives and cultural sensitivity which are essential in the practice of design.

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### Example



**Invitation on World Master Series**  
 新埭強設計獎2007全球華人大學生平面設計比賽  
 獲獎作品巡迴展覽研討會  
 Travelling Exhibition and Seminar of Kan Tai-keung  
 Design Award 2007  
 Worldwide Chinese University Students Graphic  
 Design Competition  
**21.5.2008 – 28.5.2008**



研 討 會

**研討會**  
 2008年5月21日 下午2時至4時  
 講者：新埭強博士 廣東話主講  
 香港專業教育學院(摩理臣山分校)一樓賽馬會演講廳  
 香港灣仔愛群道6號  
 須預先登記·下載報名表格[www.hkdi.edu.hk/new.html](http://www.hkdi.edu.hk/new.html)  
 查詢 2836 1951



香 港 站

**展覽**  
 2008年5月21日 下午4時至6時  
 2008年5月22至28日 上午10時至下午6時  
 (星期六下午1時至6時及星期日休息)  
 香港專業教育學院(摩理臣山分校)禮堂  
 香港灣仔愛群道6號  
 免費入場



香 港 站

**Seminar**  
 21 May 2008 2:00pm – 4:00pm  
 Speaker: Dr Kan Tai-keung Conducted in Cantonese  
 1/F Jockey Club Lecture Theatre, IVE (Morrison Hill)  
 6 Oi Kwan Road, Wan Chai, Hong Kong  
 RSVP only. Please download application form from  
[www.hkdi.edu.hk/new.html](http://www.hkdi.edu.hk/new.html)  
 Enquiry 2836 1951



香 港 站

**Exhibition**  
 21 May 2008 4:00pm – 6:00pm  
 22 – 28 May 08 10:00am – 6:00pm  
 (Closed on Saturday 1:00pm – 6:00pm and Sunday)  
 Hall, IVE (Morrison Hill)  
 6 Oi Kwan Road, Wan Chai, Hong Kong  
 Free Admission

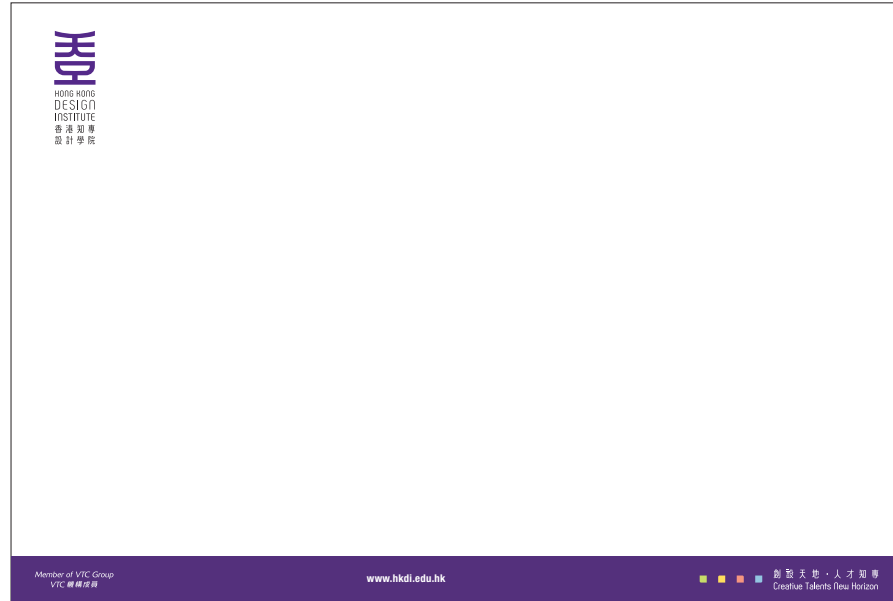
The Hong Kong Design Institute (HKDI) regularly invites design masters from around the world to give talks and personal sharing on their experience and insights of the design world. Design origins from inspirations and exposure. It is our mission to bring to our students the global perspectives and cultural sensitivity which are essential in the practice of design.

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# Backdrop Template

## 2. Marketing Communication

- A4 Leaflet
- Booklet
- e-invite
- Backdrop
- Poster



### Example



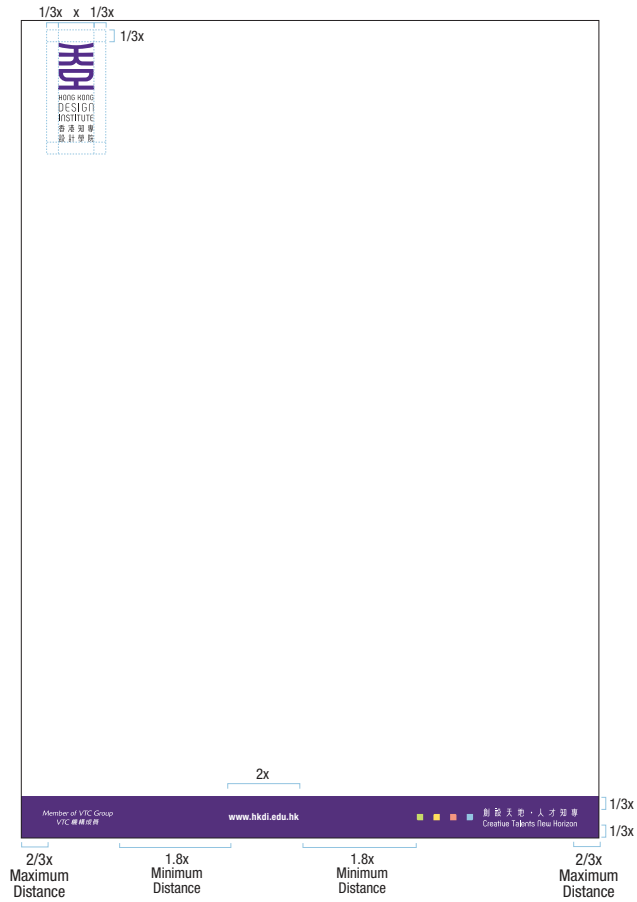


# Poster Template

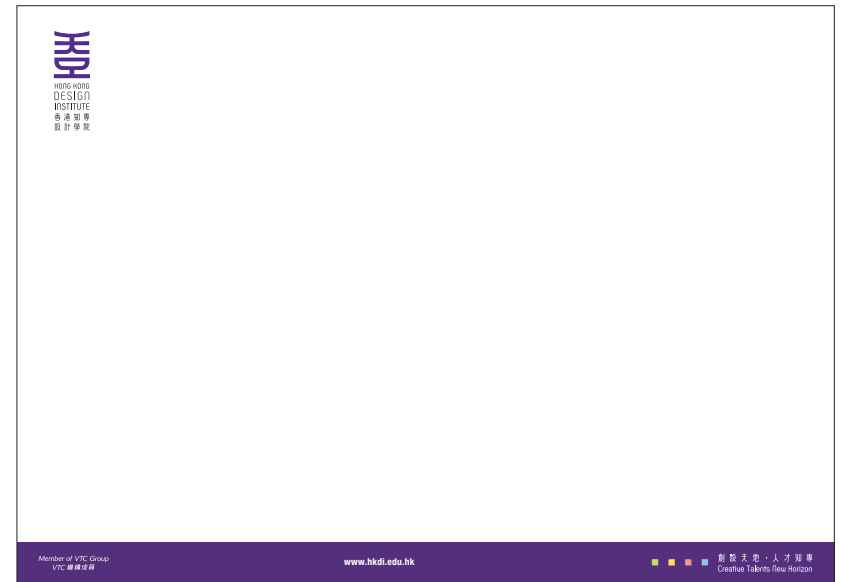
## 2. Marketing Communication

- A4 Leaflet
- Booklet
- e-invite
- Backdrop
- Poster

Vertical version



Horizontal version



\* Please resize this template, depend on different sizes of production.

## Master Artworks



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