

**LOGO GUIDELINE**

HKU Culture & Humanities Fund

LOGO SIGNATURE



Standard Signature

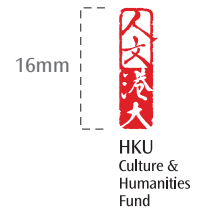


Horizontal Signature



Vertical Signature

Minimum Size




## AREA OF ISOLATION

Minimum Clear Space



## STANDARD COLOUR

### Standard Colour Version

 Pantone 1797C  
Process 7C 100M 100Y  
RGB 227, 27, 35

 Pantone Black  
Process 100K  
RGB 0, 0, 0



Standard Colour Version



Reversed Version

### Black & White Version

 100K



Black & White Version



Reverse the signature to white on a 60% or darker background