

**HK SHARK
FOUNDATION**

Brand Guidelines

August 2009 - Original

Welcome to the Brand Guidelines for the HK Shark Foundation.

HKSF is part of My Ocean, a registered Hong Kong charity dedicated to marine conservation. Almost all of our members live and work in Hong Kong and we are all committed to conserving shark populations.

We believe that presenting a clear and consistent picture of our brand will help to position us as a professional organisation, one to be taken seriously and treated with respect.

As more people become involved in using the brand, particularly third parties, these issues of clarity and consistency become more important. This is why it is also important to lay clear and simple guidelines about how to use our brand identity (i.e. our name, logo and other graphic elements such as colours and symbols).

If you have any questions on how to use this manual, please contact marketing@hksharkfoundation.org

Thank you.

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Official brand name

Our full English brand name is the HK Shark Foundation. This is the name that we use in our English language logo.

Our full Chinese brand name is 香港護鯊會 and is pronounced xiāng gǎng hù shā huì. In English, this means 'HK Shark Protection Group', which is very close in meaning to our English name.

Abbreviations

There are no acceptable abbreviations of our Chinese name.

There is only one acceptable abbreviation of our English name: HKSF.

The abbreviated version of our English name should only ever be used in the context of our full brand name in order to avoid being confused with other organisations that share the same initials, e.g. the Hong Kong Sailing Federation.

Acceptable uses of the HKSF abbreviation include:

1. On HKSF official materials, such as stationery, posters, factsheets, website etc – i.e. where the full name is clearly shown in the logo
2. Anywhere in body text after the full name has been used at least once – e.g. “I am writing to you on behalf of the HK Shark Foundation (HKSF). The HSKF is dedicated to shark conservation.”

Principles

HKSF wishes to be seen as a credible and professional organisation.

When members are talking or writing about our work, we respectfully ask that you follow these basic principles

1. **Be clear:** i.e. try to avoid using language that the average member of the public might not understand.
2. **Be accurate:** i.e. do not make sweeping statements that cannot be substantiated. Instead, only quote facts you are confident in and can, ideally, provide references for.
3. **Be rational:** Shark conservation is a subject that HKSF members feel passionately about. Unfortunately, not every one shares our views (yet!). Well balanced and well reasoned arguments are most effective at educating audiences and encouraging support. Radical gestures and emotive rants, however, may undermine our messages and prevent us from being taken seriously.
4. **Stick to the point:** HKSF's key message is all about sustainability. Sharks play a crucial role in marine ecosystems and unsustainable practices such as shark-finning threaten the survival of many shark species. Even though individual members may hold strong personal views on issues such as climate change, cruelty or mercury toxicity, these issues are difficult to defend from an organisational perspective: the link between climate change and shark populations has not been definitively proven, nor has the validity of perceived health risks from mercury consumption. Finally, cruelty is an issue that, unfortunately, affects many other species and, whilst HKSF does not condone it, we believe that sustainability is a stronger argument for supporting shark conservation. The more defensible our stand point, the harder it is for people to disagree with our goals.

For more information on HKSF's messages and beliefs, please visit our website www.hksharkfoundation.org

Our Tone of Voice

Lock-up - regular

The Corporate signature ('logo') is set in a fixed format called a Lock-up. The regular lock-up is the preferred lock-up and should be used wherever possible.



This is the preferred lock-up and should be used wherever possible.

Minimum size

It is important that the corporate signature is clearly legible. Therefore, the smallest size that the regular lock-up can be reproduced is 40mm.



40mm
Minimum size

Recommended sizes

A range of standard sizes for Corporate stationery and publications are recommended for the Corporate signature. These are shown below:



50mm

Exclusion zone

There is an exclusion zone set around the Corporate signature. No other graphic elements are allowed within this zone. This is to maximise the visual impact of the Corporate signature by maintaining a clear and uncluttered arrangement over it.



The exclusion zone distance 'X' is calculated to be the same distance as the height of the letter F in the Corporate signature (i.e. as the logo gets larger, so does the exclusion zone around it).



80mm

Lock-up - elongate

This is an alternative lock-up that should only be used in instances where the regular lock-up cannot fit (e.g. on a promotional bracelet or pen).

No versions, formats or re-arrangements other than the above lock-ups are allowed. The Corporate signature must always be reproduced from the digital artwork template provided.



Exclusion zone

There is an exclusion zone set around the Corporate signature. No other graphic elements are allowed within this zone. This is to maximise the visual impact of the Corporate signature by maintaining a clear and uncluttered arrangement over it.



The exclusion zone distance 'X' is calculated to be the same distance as the height of the letter H in the Corporate signature (i.e. as the logo gets larger, so does the exclusion zone around it).

Minimum size

It is important that the corporate signature is clearly legible. Therefore, the smallest size that the elongate lock-up can be reproduced is 40mm.

Recommended sizes

There are no specific recommended sizes for the elongate lock-up. Instead, designers should use their judgement as to what size would best suit the application in question (provided, of course, that it is no smaller than the stated minimum size).



40mm
Minimum size



50mm



80mm

Our Logo (Cont.)

Lock-up - bilingual

Wherever possible, the regular and elongate formats of the logo are preferred for wide-spread use. This applies for all English language and bilingual (English/Chinese) applications.

Use of our English language logos helps to emphasise the international nature of our work. Our Chinese name may still be used in writing in body text.

However, in the case of Chinese-only applications, (e.g. a Chinese language newspaper that prohibits the use of English) or applications where there is no Chinese language body text (e.g. the HKSF business card), a bilingual version of the logo may be used as follows.



This logo is subject to the same exclusion zones and use restrictions as the English language logos.

Minimum size

It is important that the corporate signature is clearly legible. Therefore, the smallest size that the elongate lock-up can be reproduced is 40mm.



Exclusion zone

There is an exclusion zone set around the Corporate signature. No other graphic elements are allowed within this zone. This is to maximise the visual impact of the Corporate signature by maintaining a clear and uncluttered arrangement over it.



The exclusion zone distance 'X' is calculated to be the same distance as the height of the letter F in the Corporate signature (i.e. as the logo gets larger, so does the exclusion zone around it).

Use of Our Logo in Bilingual & Chinese Language Publications

Primary Colours

Our Corporate colours are shown below. Our Corporate signature can only be reproduced using these colours.

	Light Blue	Dark Blue	Black
Pantone (PMS)	Pantone 325C	Pantone 295C	Pantone Black C
Four-colour process	50C 0M 20Y 10K	100C 55M 0Y 55K	100K
RGB (Screen)	122R 192G 197B	0R 54G 108B	0R 0G 0B
Paint	-	-	-

Secondary Colours

In order to allow for greater creativity and visual impact, a selected palette of secondary colours has been created.

	Pale Blue	Orange
Pantone 290C	Pantone 290C	Pantone 172C
12C 0M 0Y 0K	12C 0M 0Y 0K	0C 65M 85Y 0K
227R 243G 252B	227R 243G 252B	226R 100G 38B
-	-	-

Please note: C/U = Coated/Uncoated

Corporate-colour format



Single-colour format



Reverse format



Corporate Colours & Signature Colour Application Methods



Do not reconfigure the logo in any way other than the approved formats.



Do not reproduce the signature in any other colours than those specified.



On print and screen applications, do not enclose the signature within a shape (e.g. a circle or square).



Do not use the signature to create sub-brand identities.



No words or strong visual elements are allowed within the exclusion zone.

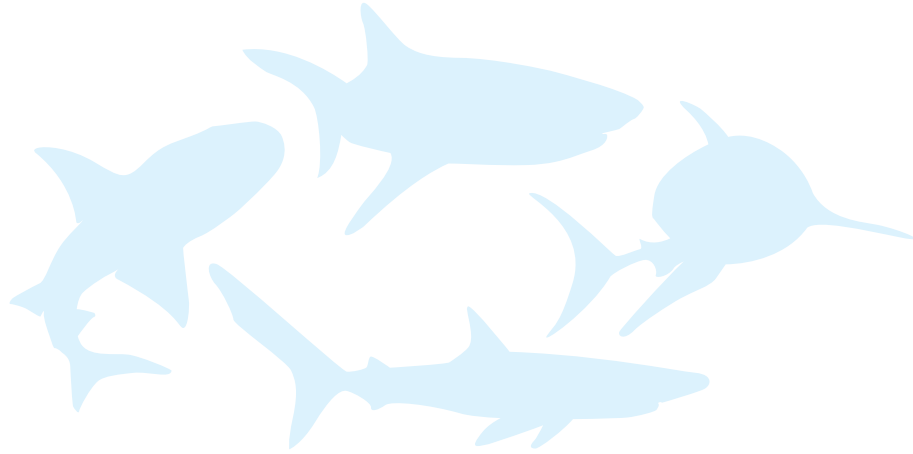


Do not use special effects such as distortion or 'drop shadows', to reproduce the signature.

Application of Signatures & Unacceptable Signature Usage

Shark graphics

Our visual identity system displays sharks using a subtle silhouette style that emphasises their beauty and elegance. Designers should use their judgement in deciding how to apply the sharks (e.g. positioning, angle, colour).



HK SHARK FOUNDATION

Fastening Facts

- Sharks have been around for 400 million years - that's 200 million years BEFORE the dinosaurs.
- Sharks have seven senses - taste, touch, sight, smell, hearing, electrorease and a 'lateral line' of fluid-filled canals that detect tiny vibrations in the water.
- A shark's skeleton is made of cartilage, not bone, and its skin is covered in thousands of tiny tooth-like structures called dermal denticles.
- The whale shark can grow to over 29 metres in length but feeds only on tiny fish and plankton.
- Every year, more people are killed by shark bites, lightning, falling coconuts or even by vending machines than by sharks. Humans are more of a threat to sharks than they are to us.

Righting Facts

- Every year, an estimated 100 million sharks are killed for their fins, teeth and liver oil. The shark fin trade alone accounts for as many as 70 million sharks annually.
- In shark finning, a shark's fins are removed and retained whilst the body, or carcass is discarded at sea, often whilst still alive. Unable to swim, the shark usually sinks to the sea bed and drowns.
- Over 50% of the world's sharks' fins are traded through Hong Kong, with up to 27% of them supplied from the European Union (one third of European shark species already qualify for the CITES Red List of Threatened Species).
- Late maturity, long gestation periods and low reproductive rates mean that it is difficult for depleted shark populations to recover, e.g. the female Atlantic dusky shark does not reproduce until at least 20 years old, the spiny dogfish carries her pups for nearly two years and the sandtiger shark gives birth to just two pups at a time.
- Despite substantial commerce in shark products, only three species of shark - basking, whale and white sharks - are protected by restrictions on international trade.

HK Shark Foundation

The HKSF is part of My Ocean, a regional Hong Kong charity dedicated to marine conservation. We aim to raise awareness about shark conservation (with particular emphasis on the unsustainable practice of shark finning) and to assist support in reducing the consumption of shark products in Hong Kong.

Why we care

Sharks are apex predators and a crucial part of the marine food chain. Removing sharks from our oceans will threaten the delicate balance of our marine ecosystems. We should be protecting the earth's precious natural resources, not destroying them yet humans are killing sharks quicker than they can reproduce. The *3P* is not in now. HKSF believes the *only* / to act is Hong Kong.

What you can do

- Stop consuming shark products, including shark's fin soup.
- Spread the word.
- Tell your friends and family about the plight of sharks.
- Support the HKSF - make a donation, or volunteer your time.

Every action counts. Together we can make a difference.

info@hsharkfoundation.org
www.hsharkfoundation.org

HK SHARK FOUNDATION

Proud to support 'FIN' in the 'I Shot Hong Kong' film festival 2009.

FIN is a short documentary about the unsustainable practice of shark-finning. FIN has been produced by Josefina Bergsten, Claire Garner, Andy Limond and Alex Hofford.

Protect Our Oceans. Save Our Sharks. Support HKSF.
<http://www.hsharkfoundation.org/>

HK SHARK FOUNDATION

Under Construction

The world is currently under construction in the tropics and subtropical waters. The world is currently under construction in the tropics and subtropical waters. The world is currently under construction in the tropics and subtropical waters.

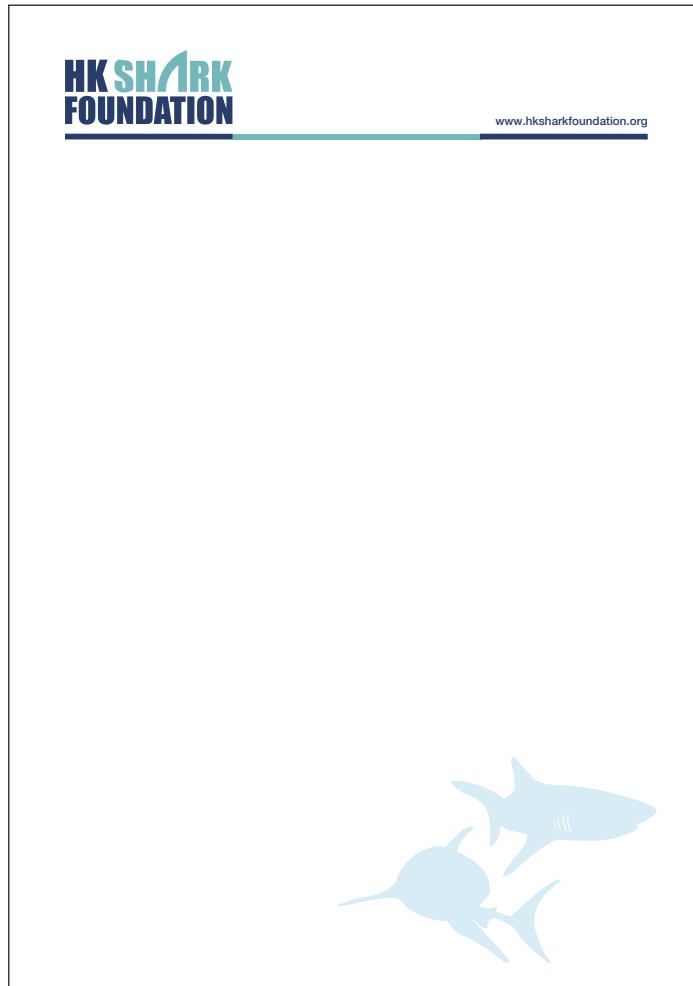
© 2009 Hong Kong Shark Foundation. All rights reserved. Privacy & Security

Up to 73 million sharks are killed for their fins every year. Over 50% of the world's shark fins are traded through Hong Kong. Save our sharks.

HK SHARK FOUNDATION
www.hsharkfoundation.org

Graphic elements

Letterhead



Business card



Stationery

Helvetica Neue 65 Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ,.;'”
abcdefghijklmnopqrstuvwxyz

Helvetica Neue 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ,.;'”
abcdefghijklmnopqrstuvwxyz

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ,.;'”
abcdefghijklmnopqrstuvwxyz

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ,.;'”
abcdefghijklmnopqrstuvwxyz

CHei2-XBold-HKSCS- U XBold

鯊魚早在恐龍出現前的兩億年就已經存活於地球上，
至今已超過四億年！

MHei-Bold-HKSCS- U Bold

鯊魚早在恐龍出現前的兩億年就已經存活於地球上，
至今已超過四億年！

華康超黑 DF Hei UBold-B5

鯊魚早在恐龍出現前的兩億年就已經存活於地球上，
至今已超過四億年！

華康粗黑 DF Hei Bold-B5

鯊魚早在恐龍出現前的兩億年就已經存活於地球上，
至今已超過四億年！

華康中黑 DF Hei-B5

鯊魚早在恐龍出現前的兩億年就已經存活於地球上，
至今已超過四億年！

Typeset printing

Professionally designed, typeset and printed publications and advertising should utilise the combination of three contrasting Chinese and English typefaces.

Helvetica Neue 65 Medium/CHei2 are more appropriate for use as headings and subheads, whilst Helvetica Neue 55 Roman/MHei are more appropriate for text.

The equivalent web fonts

Chinese: DF Hei
English: Arial

Computer printing

Desktop published stationery and communications printed internally should utilise the following fonts. These match the style of the Typeset fonts.

Chinese: DF Hei
English: Arial

Arial Bold/DF Hei UBold-B5/DF Hei Bold-B5 are more appropriate for use as headings and subheads in documents, whilst Arial Regular/ DF Hei-B5 are more appropriate for the body text of documents and for letters.

Corporate Typefaces



These brand identity guidelines have been kindly produced by Lloyd Northover.