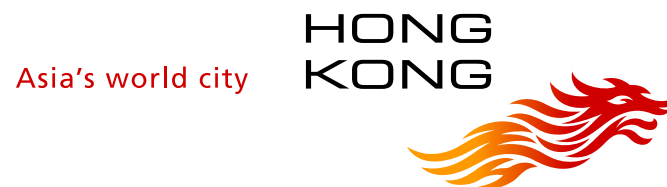


## English Version



The Primary Signature is the preferred version of Brand Hong Kong.

The Primary Signature is the full colour Dragon with the logotype and brandline, used in the horizontal lock-up (see page 8).

The Dragon symbol incorporates the Chinese characters and English initials for Hong Kong and must therefore always be used in a horizontal position, and facing left to right.

"Asia's world city" should always be used with lower case letters for "w" and "c" – including in all text forms such as titles, speeches and press releases.

## Chinese Version



## Bilingual Version

