UNIVERSITY MASCOT

Logo Guidelines
Content

01. Overview
02. Mascot Design
03. Mascot Usage
04. Colour Guide
05. Typography
06. Application
01. Overview
Overview

The University Mascot is a symbolic representation of the University that aims to build a strong brand and promote a spirit of collegiality within the University community. We have chosen to use the image of the tiger as the Mascot because CityU is as wise, vital and vigorous as a tiger; and like a tiger, we are strong and pro-active, traits evident in the forward-looking way that we pursue excellence in education and research.

The University Mascot Guidelines provide guidance on the use of the Mascot and its applications on communications materials. Those who wish to use the Mascot should comply with the guidelines as well as University Policy and Guidelines for the Use of the University's Name, Artistic-related Intangible and Tangible Assets, Visual Identity and Trade Marks [especially on D1, D2 and D4].
02. Mascot Design
Mascot Design

The University Mascot consists of three components: the tiger marque, the HKTECH TIGER logotype and a border encircling the two components. The position and proportion of the tiger marque and logotype are exclusively adjusted and under no circumstances should they be altered in anyway, and should only be reproduced with the approved artwork.
03. Mascot Usage
Safe Zone

The exclusive zone is provided for the University Mascot to ensure visibility and independence. It is prohibited to display other elements in the exclusive zone. The exclusive zone is equal to 1/4 the size of the logo (marked as x in the diagram).
Minimum size

To ensure the legibility of the University Mascot is maintained for print, the minimum size of the vertical University Mascot is 17mm wide for print materials or 63 pixels in digital publications.
Colour Mascot

Various coloured versions of the University Mascot are designed for different usage. The burgundy gradient fill and gradient border mascot logo are the primary logo colourway that can be used for a white background.

On monotone layouts where gradient printing is not applicable, single colour can be considered.
Co-branding with CityU Logo

In the co-branding arrangement, the vertical CityU logo version (lower left) is the preferred version, and the distance between the CityU logo and the University Mascot is half the size of the Mascot. The proportion of the size of each logo is exclusively adjusted and should be strictly followed.
Muse

Any distortion, transformation, effect, misuse or other colour application on the University Mascot are prohibited.

Do not distort or wrap the mascot logo.

Do not rotate the mascot logo.

Do not apply other colours on the mascot logo.

Do not change the typography setting the mascot logo.

Do not place the mascot logo on dark coloured background.

Do not apply any effect on the mascot logo.
04. Colour Guide
Here is an extraction of CityU’s Corporate Identity Manual for reference. For the University Mascot, the adoption of the colour palette for communication materials is not mandatory. The primary colour palette consists of CityU signature colours. The secondary colour palette features a variety of colours that can be used to enhance the energetic, innovative and forward-looking character of the University.

CityU's Corporate Identity Manual
05. Typography
Typography

DIN Family is chosen as the typeface for the University Mascot, a clean typeface family providing a variety of thickness for different mascot communications.
Typography

DIN Regular is chosen as the primary font for the University Mascot that can be used in both headings or paragraphs for different mascot communications.

DIN Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()
06. Applications
Digital

The University Mascot can be used in digital application, and the size of the mascot logo should be within 15% to 30% of the size of the screen.
Print

The University Mascot can be used in print matters and the size should be within 5% to 30% of the size of the print. The minimum margin for the mascot logo is 2x (x is 1/4 the size of the logo).
Mock Up

The mock up showcases the University Mascot presented in digital and print matter.