VAT SIM
香港 HK

Branding Guidelines

v1.0

Introduction

The existing logo of the VATSIM Hong Kong vACC has been in place since before 2014. It has witnessed the growth of the vACC for almost a decade, and is starting to show its age. VATSIM and other neighbouring vACCs have updated their branding to adapt them to modern design expectations.

The new logo is inspired by the iconic "checkerboard" which provided a visual reference for pilots operating into Kai Tak Airport.

Through the new branding, we hope to capture some of Hong Kong's rich legacy as an aviation hub and to attract more pilots and controllers to participate in events hosted by the Hong Kong vACC on VATSIM.

This guideline was created to document the recommended practices when using our brand assets. Deviation from these practices may be allowed, subject to approval by the Hong Kong vACC Public Relations Director (ACCHKG7) on a case-by-case basis.

Logo

There are 4 logo variants available for different backgrounds and use cases.

VATSIM 香港HK

USE ON WHITE BACKGROUNDS

VATSIM 香港HK

USE ON KAI TAK RELATED OCCASIONS

VATSIM 香港HK

USE ON LIGHT BACKGROUNDS

VATSIM 香港HK

USE ON DARK BACKGROUNDS

Logo:
Clearance

Please leave at least 1 "checker" of space between the logo and its nearest margin when used in any marketing publications.

Logo:
Incorrect Usage

1.2

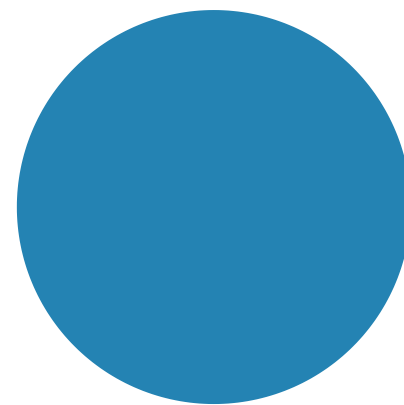Please do not edit, flip, rotate, or distort the logo in any way.

Primary:

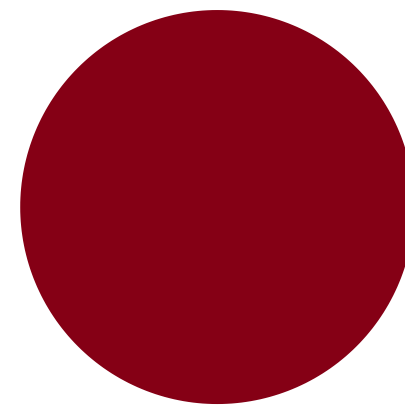A modern cyan colour that represents Hong Kong International Airport

Secondary:

A retro maroon that represents Kai Tak Airport's iconic checkerboard

For digital publications, use RGB
For prints, use CMYK
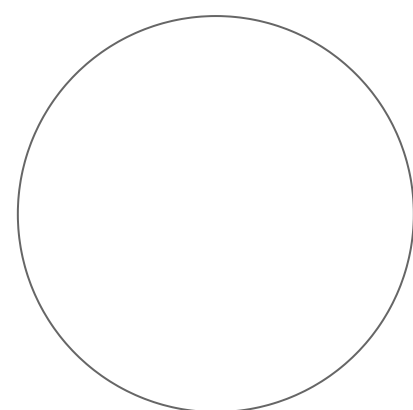
PRIMARY

#2483B3
RGB:
36/131/179
CMYK:
80/27/0/30

SECONDARY

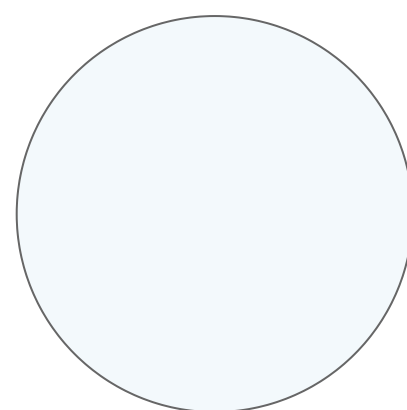#850015
RGB:
133/0/21
CMYK:
0/100/84/48

*This section applies to contents that only involve the HKvACC.

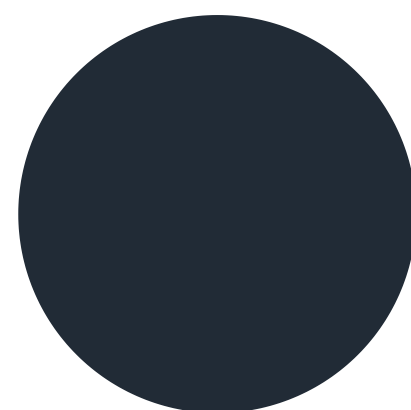For digital publications, use RGB
For prints, use CMYK
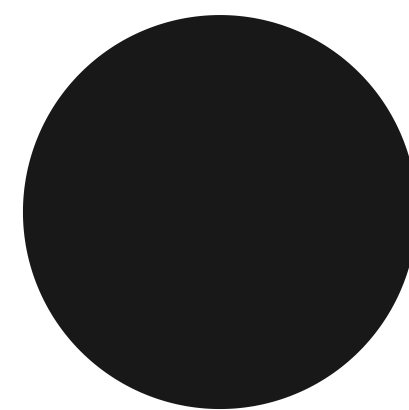
WHITE

#FFFFFF
RGB:
255/255/255
CMYK:
0/0/0/0

LIGHT

#F3F9FC
RGB:
243/249/252
CMYK:
4/1/0/1

DARK

#212B36
RGB:
33/43/54
CMYK:
39/20/0/79

BLACK

#000000
RGB:
0/0/0
CMYK:
100/100/100/100

Typography

*This section applies to contents that only involve the HKvACC.

Display Font – Outfit
Suggested font for presentations, visual diagrams, and marketing materials.

Text Font – Fixel Text
Used for printed documentations (e.g. standard operating procedures, policies, charts, and cue cards).

Typography

Outfit

AaBbCcDdEeFfGg
HhIiJjKkLlMmNn
OoPpQqRrSsTtUu
VvWwXxYyZz
0123456789
!"#$%&'()*+,-./:;<=>?@

Typography

Fixel Text

AaBbCcDdEeFfGg
HhIiJjKkLlMmNn
OoPpQqRrSsTtUu
VvWwXxYyZz
0123456789
!"#$%&'()*+,-./:;<=>?@

Best Practices/ Examples: CPT poster

- Leave a suitable margin between the edges and text/logos
- Use an appropriate variant/colour of text and logo to improve readability
- Give emphasis by making use of different font sizes and weights

Example:

- A 80% to transparent gradient using one of our designated brand colours (#212B36) is used to improve the clarity of logos towards the bottom
- The background image is blurred to draw attention to the text instead of the image

What NOT to do: CPT poster

4.2

- Do not put text contents/logos close to the edges
- Do not use an incorrect variant of the logo
- Do not choose colours that conflict with the background
- Do not use a non-brand font for no particular reason
- Do not use a distracting background image

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