
CITIES OF LOVE AWARDS

BRAND IDENTITY GUIDE



AWARDS

COLA SYMBOL

Every Type from “A” to “D” is available for official Logo. No priority among the types and choose according to the use. Proportion and position of CITIES OF LOVE and Logotype must be kept as above types.

The usage of COLA Symbol is strictly on the winning projects or products. It is not for name cards. Do consult the Organizer on the use of logo if you are unsure.

Undated

Type A

CITIES OF *love*
MERIT AWARD

Type B

CITIES OF *love*
DISTINGULISHED AWARD

Type C

CITIES OF *love*
SPECIAL MENTION AWARD

Dated (English)

Type D

CITIES OF *love*
MERIT AWARD 2017

Type E

CITIES OF *love*
DISTINGULISHED AWARD 2017

Type F

CITIES OF *love*
SPECIAL MENTION AWARD 2019

NECESSARY SPACE AROUND THE LOGO

It is important to ensure that plenty of clear space is left around the logo. Type A defines the minimum clear space of $1/6$ times the height of the logo, to maintain optimum legibility and avoid interference from the nearby text, complex illustrations, or other elements that might compromise the logo's impact.

Type B defines the minimum clear space of $1/10$ times the height of the logo, to maintain optimum legibility and avoid interference from the nearby text, complex illustrations, or other elements that might compromise the logo's impact. Allow for more clear space whenever possible.

Undated

Type A



Type B



NECESSARY SPACE AROUND THE LOGO

It is important to ensure that plenty of clear space is left around the logo. Type C defines the minimum clear space of $1/6$ times the height of the logo, to maintain optimum legibility and avoid interference from the nearby text, complex illustrations, or other elements that might compromise the logo's impact.

Dated (English)

Type C



COLA SYMBOL SIZE

The size for COLA symbol should be in 3cm by 9cm.

COLORS

Colors defined below must be observed. Color expression is requested to apply on white background in principle. The color quote should be as follow:

PanTone 711C

CMYK : C = 0%, M = 80%, Y = 78%, k = 18%

RGB : R= 209% G = 42% B = 46%

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