



KEEP

**VISUAL IDENTITY
GUIDELINES**

VERSION 1
MARCH 2015

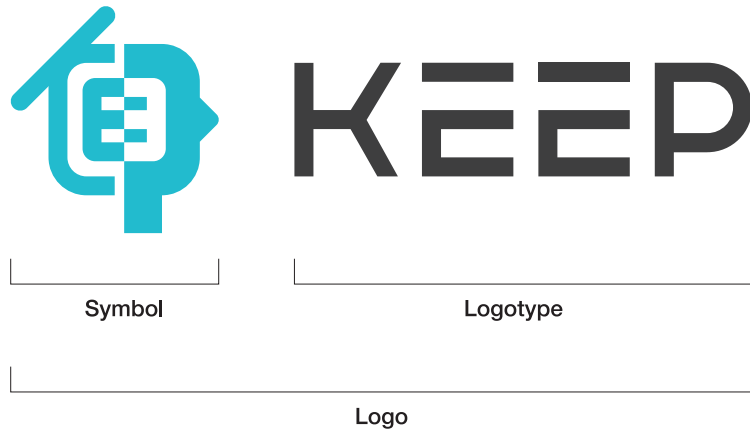


Full Logo

KEEP logo is created in a professional look to brand our project.

The KEEP logo is made up of two elements: the symbol and the logotype. The symbol is constructed mathematically.

We use the same version in print and on screen.



Clear Space

And sufficient clear space should be applied surrounding the logo in 1x distance. To ensure the integrity and legibility of the logo lock-ups, the area directly surrounding them should be protected.

When the logotype or fullname is use, a clear space of 25% the symbol's height should be maintained.






25% Clear space



Minimum Logo Size

To ensure that our logo are clearly visble in all applications, the minimum size of logo and symbol should be 10mm in height for print. If logotype is applied, the minimum size should be 5mm in height.

Logo	Symbol	Logotype
 10mm	 10mm	 5mm

Monochrome Logos

The preferred color for our logo is in our designed colors. In some cases, a full color logo may not be practical or possible due to limitations in printing. For these instances we may use a gray version or a one-color black or white logo.

Gray logo on white background



Black logo on white background





Logo Color

Please refer to the color breakdowns on this page when it is used in any application.


Colored version



	CMYK	RGB	HEX
 KEEP Blue	C 70 M 0 Y 20 K 0	R 37 G 182 B 206	#25B6CE
 KEEP Dark Grey	C 0 M 0 Y 0 K 90	R 60 G 60 B 60	#3C3C3C


Gray version



	CMYK	RGB	HEX
 KEEP Gray	C 4 M 0 Y 0 K 75	R 98 G 98 B 98	#626262

Black version



	CMYK	RGB	HEX
 KEEP Black	C 0 M 0 Y 0 K 100	R 0 G 0 B 0	#000000

If you have any questions about our visual identity and its application in details, please do not hesitate to contact info@keep.edu.hk.

Thank you.