HONG KONG ACADEMY OF MEDICINE

Logo Guidelines

Meaning of the logo

The emblem consists of the following elements:

- an oval ground containing an upright staff with a serpent (the traditional symbol of the medical profession);
- an open book (symbolising medical knowledge, and on whose pages the four characters of the Chinese motto appear);
- a bauhinia blossom (representing Hong Kong);
- concentric coloured rings of increasing diameter (symbolising ever-increasing medical knowledge and ever-flourishing medical enlightenment); and
- a ribbon on which the Latin motto is inscribed.

The Latin motto “Opus Medicinae Salus” means “The work of medicine is health”. The Chinese motto “博學啓康” means “Study leads the way to good health”.

Colour guide

<table>
<thead>
<tr>
<th></th>
<th>Pantone</th>
<th>RGB</th>
<th>CMYK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Red</td>
<td>180C</td>
<td>192R 67G 55B</td>
<td>0C 65M 71Y 25K</td>
</tr>
<tr>
<td>Green</td>
<td>581C</td>
<td>94R 93G 49B</td>
<td>0C 1M 48Y 63K</td>
</tr>
<tr>
<td>Yellow</td>
<td>871C</td>
<td>163R 144G 56B</td>
<td>0C 12M 66Y 36K</td>
</tr>
<tr>
<td>Black</td>
<td>000C</td>
<td>255R G255 B255</td>
<td>0C 0M 0Y 0K</td>
</tr>
</tbody>
</table>
**Logo in different backgrounds**

- The full-color positive logo should always be used on light/white backgrounds to ensure visibility.
- The full-colour positive logo can also be used on dark backgrounds if the logo’s visibility is maintained.
- The black and white logo should be used when colour application is not possible.
- The logo may be reversed to white only on a very dark/black background to create a maximum visual impact.

**Size of the logo**
The width of the logo must always be at least 15 mm (W) for print.

**Minimum clear space**
To ensure the Academy logo’s clarity and visibility, a minimum clearance between the logo and other elements must be maintained. The recommended minimum clearance is illustrated as below:
Incorrect use of logo

- Do not rotate
- Do not distort
- Do not change the colours
- Do not add effects like shadows or gradients
- Do not place the logo over busy photographic background with a white box
- Do not add graphics
- Do not add colour in the transparent part
- Do not place the logo over backgrounds which result in poor colour contrast

The Academy reserves the right to its sole discretion to terminate or modify permission to display the logo, and may request that third parties modify or delete any use of the logo that does not comply with the above guidelines.