



## August 2017

### Visual Identity Manual

This manual serves as the standard for "Global Volunteer Day 2017" print and digital collateral production.

Visual assets are provided to business units (BUs) separately for greater flexibility in terms of local adaptation. Specifications and rules set forth in this manual must be observed for a holistic and consistent presentation of the programme's visual identity across markets.

For further enquiry, please contact Group PR's Zoe Yeung ([ZoeY@aswatson.com](mailto:ZoeY@aswatson.com)).

# Visual Identity - Logo

Assets provided in the following formats: AI, PNG, JPEG



Pantone 2665C  
CMYK: C65 M70 Y0 K0  
RGB: R116 G91 B163  
Web: 745BA3



Pantone 144C  
CMYK: C0 M48 Y100 K0  
RGB: R248 G152 B29  
Web: F8981D



Pantone Process Magenta C  
CMYK: C0 M100 Y0 K0  
RGB: R230 G0 B126  
Web: E6007E



Pantone 299C  
CMYK: C85 M19 Y0 K0  
RGB: R0 G157 B220  
Web: 009DDC

GVD 2017 logo application is illustrated on the left. This is the only approved logo and no alternative version is allowed. The logo can be applied in email template, event banner, sticker, T-shirt, etc.

# Visual Identity - Logo

Assets provided in the following formats: AI, PNG, JPEG



**A.S. WATSON**  
Global Volunteer Day 2017



CMYK: K72  
RGB: R105 G105 B105  
Web: 696969



CMYK: K45  
RGB: R160 G160 B160  
Web: A0A0A0

It is highly recommended to print and use the GVD logo in full colour, but when and only when absolutely necessary, a greyscale or inverted-white version is allowed.

# Visual Identity - Logo Inverted -White

Assets provided in the following formats: AI, PNG



**A.S. WATSON**  
**Global Volunteer Day 2017**

It is highly recommended to print and use the GVD logo in full colour, but when and only when absolutely necessary, a greyscale or inverted-white version is allowed.

# Visual Identity - Logo (clear area & minimum size)

Theme logo for generic usage (Rectangle)



Minimum size

- 20mm (print)
- 90px (Screen)



This page specifies the minimum clear area and size requirements of logo.

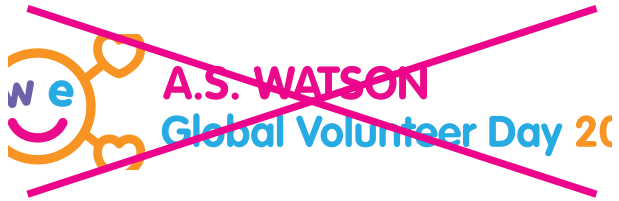
Minimum clear area margin (X) :  
The height of "A.S. WATSON"

Minimum print size :  
With height of logo at least 20mm

Minimum screen size :  
With height of logo at least 90pixel

# Visual Identity - Prohibited Logo Application

No cropping



No rotation



No application of full colour logo against non-white background



The logo is recommended to overlay on white background, no cropping, rotation, or white outline can be applied.

# Applications in Practice - Banner (with BU event-specific details)

Assets provided in the following formats: AI, PNG, JPEG

size : 3ft x 8ft (For Hong Kong BUs)



size : 3ft x 15ft (For other BUs)



## Banner

**Size of banner:** Other than the provided 3ft x 15ft, BU can choose to produce event banner in an alternative size: 3ft x 8ft.

**Event name:** Name of the event should run immediately below the GVD logo, either aligned centre with or alongside the GVD logo.

When necessary, text on the visual assets can be translated, in a rounded font in resemblance to VAG Rounded.

It's not recommended to include on the banner further details of the event, e.g. date, time, location, etc.

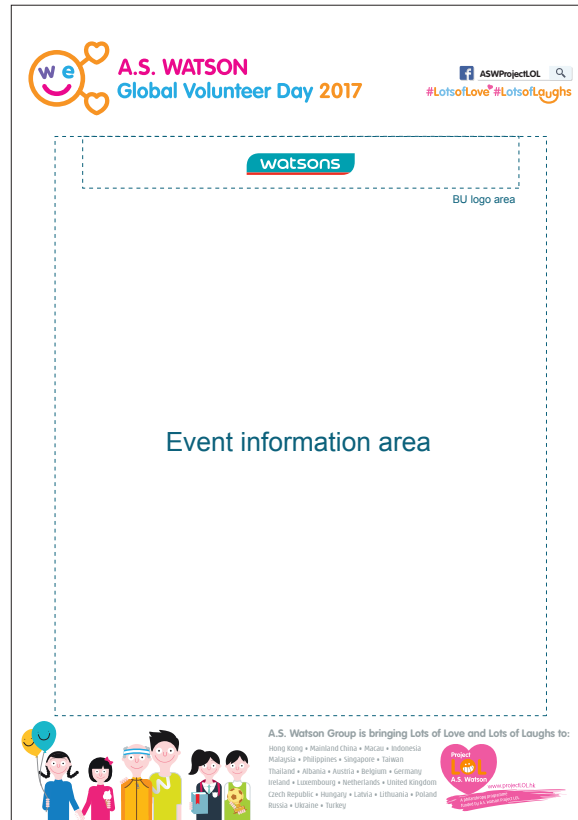
**Typesetting:** VAG Rounded in black colour only for event name.

If an alternative size not specified here is desired, please follow the principles stated, and let Group PR review the design before putting through production.

# Applications in Practice - Poster / Circular

Assets provided in the following formats: AI, PNG, JPEG, DOC

size : 210 x 297mm



## Poster / Circular

**BU Logo:** BU logo should be aligned centre on the page, as illustrated here.

**Facebook search bar:** The Facebook Page will be served as a hub of GVD related information this year. The search bar here serves as a reminder to readers about the Page.

**Global presence:** As a global programme, a list of ASW operating markets is included at the bottom of the poster to emphasis the reach of our volunteering efforts.

# Applications in Practice - PowerPoint Template

Assets provided in the following formats: AI, PNG, JPEG, PPT

Cover page



Content page



**PowerPoint Template**  
BU can use the illustrated templates in PowerPoint format for internal communications.

# Applications in Practice - Sticker

Assets provided in the following formats: AI, PNG, JPEG + DOC

Option A  
size: 12cm x 4.5cm



Option B  
size: 105 x 57mm (with BU logo)



## Sticker

Event sticker layouts are provided for in-house / production house printing. The sizes stated are the minimum requirements.

BU logo can be added on the sticker, which should go right above and be aligned alongside the text on the GVD logo, as illustrated in Option B.

A printing template is provided for in-house printing (5x2), BU will need to source the correct label model AVERY 3425.

If alternative label size is used, please use the assets provided.

# Applications in Practice - T-shirt

Assets provided in the following formats: AI, PNG, JPEG

Front



The heart-shaped logo of Project LOL on the left sleeve should be visible in its entirety from the front as much as possible.

Back



right sleeve graphic



## T-Shirts

At least one side of the T-shirt needs to be printed with GVD logo.

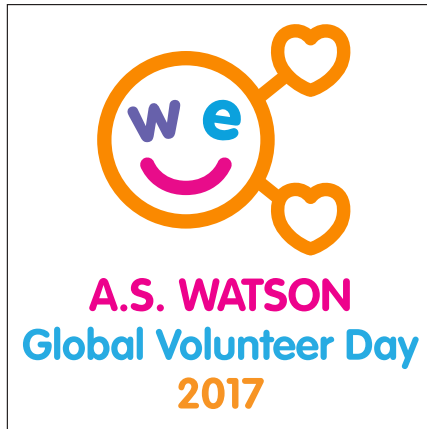
The heart-shaped logo of Project LOL on the left sleeve should be visible in its entirety from the front as much as possible.

BU logo can be added above the GVD slogan on the left sleeve, while event messaging can be added on the back as supplementary information.

# Applications in Practice - Facebook

Assets provided in the following formats: AI, PNG, JPEG

Profile picture



Cover photo



# Applications in Practice - Pin

Assets provided in the following formats: AI, PNG, JPEG

size : 85mm(W) x 85mm(H)

