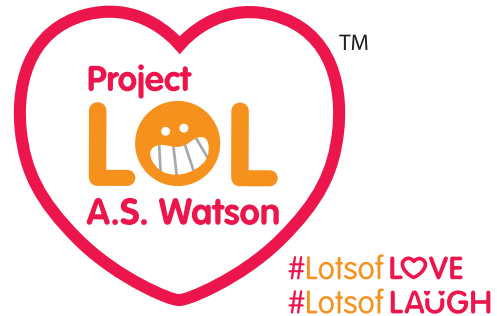


Visual Identity - Logo



Pantone 1925C
CMYK: C0 M100 Y64 K0
RGB: R237 G23 B77
Web: 231F20



Pantone 144C
CMYK: C0 M51 Y100 K0
RGB: R247 G146 B30
Web: F7921E

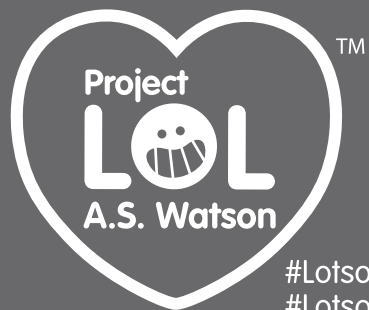
Project LOL logo application is illustrated on the left. This is the only approved logo and no alternative version is allowed. The logo can be applied in email template, event banner, sticker, T-shirt, etc.

Visual Identity - Logo (Inverted-White)

It is highly recommended to print and use the Project LOL logo in full colour, but when necessary a inverted-white version is allowed.



#更多關愛
#更多歡笑



#Lotsof LOVE
#Lotsof LAUGH



#更多關愛
#更多歡笑
#Lotsof LOVE
#Lotsof LAUGH

Visual Identity - Logo (clear area & minimum size)

Theme logo for generic usage (Rectangle)



Minimum Clear Area
Note : "X" equals to the height of "A.S. WATSON"

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

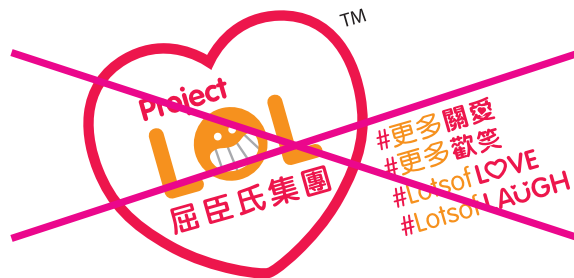
Minimum screen size :
With height of logo at least 90pixel

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.