



第四十二屆香港電影金像獎 THE 42ND HONG KONG FILM AWARDS
標誌使用手冊

LOGO USAGE GUIDELINE

最後更新：2024年2月

標準標誌

Standard Logo

以下所列四款標誌均可使用。整個標誌在任何情況下，均不能更改形狀或結構。

4 logos below can be used. The logo must be used in fixed format and proportion. They are never to be altered.



標準顏色規格（彩色版本）

Logo Color (Full Color Version)

除Pantone® 802C顏色外，標誌還可以選擇在不同情況下應用黑色和白色。

Apart from the Pantone® 802C color, HKFAA offers the flexibility to incorporate Black and White in various scenarios.



RGB: 0, 0, 0, 0
CMYK: 0, 0, 0, 100



Pantone® 802C
RGB: 0, 255, 0



RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

顏色應用 (彩色版本)

Color Usage (Full Color Version)

背景與標誌顏色必須有足夠對比，可參考以下例子。

Always provide sufficient contrast with the background against which the logo appears, below are some examples for reference.



標誌下載

Logo Download

條款及細則 Terms & Conditions:

標誌只限獲提名之電影公司作宣傳使用。

The logos should only be used by nominated film companies for promotional purposes.

嚴禁未經授權之使用。

Unauthorized use is strictly prohibited.

如有任何不當使用標誌及爭議，香港電影金像獎協會保留解釋權及要求相關方立即移除標誌的權利。如未能遵守，協會將會採取進一步法律行動。

In case of improper use of the logo and disputes arising thereof, the Hong Kong Film Awards Association Limited reserves the rights of interpretation, including the explicit right to ask for taking down the logo. Failure to comply will result in the Association taking further legal action.

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