

Updated DNA of Brand Hong Kong 2010

Core Values

Every world-class city has certain values that people cherish or aspire to. Hong Kong's core values, as reflected in the attitudes and aspirations of its people, help set the city apart.

New Core Values	Meaning
Free	Hong Kong is an open society, where economic and social freedoms are cherished.
Enterprising	Efficient, industrious and resilient, Hong Kong people are renowned for their “can-do” spirit, entrepreneurial skills and an ability to create opportunities.
Excellence	Quality, professionalism and progress are valued highly in Hong Kong, enabling world-class achievements in many fields.
Innovative	Hong Kong people value creativity and originality, and are forward-looking and adaptable. They seek to achieve an education system and social environment conducive to creativity.
Quality Living	Hong Kong people strive for quality of life that encompasses a green living environment, work-life balance, and a lifestyle that appreciates arts and culture, and treasures Hong Kong's nature and heritage.

Attributes

Attributes are the perceived characteristics that make a place distinctive, memorable and identifiable.

New Attributes	Meaning
Cosmopolitan	Hong Kong has a global outlook and combines the best of East and West. It is a world in a city.
Secure	In Hong Kong, rule of law is upheld and every effort is made to ensure a just, corruption-free society where people can feel secure and businesses can compete on a level playing field.
Connected	Globally connected with a first-rate infrastructure and communications network, Hong Kong is the gateway to China and the rest of the world.
Diverse	Pluralistic and tolerant, Hong Kong has a rich culture and traditions, and a modern cityscape that contrasts with a rural landscape full of varied plant and animal life.
Dynamic	Energetic, vibrant, flexible - these are the words most often used to describe Hong Kong.

Positioning and Platform

Hong Kong – Asia's world city

Hong Kong is a free and dynamic society where creativity and entrepreneurship converge. Strategically located in the heart of Asia, it is a cosmopolitan city offering global connectivity, security and rich diversity, and is home to a unique network of people who celebrate excellence and quality living.

Visual Identity

The visual identity of BrandHK, which has taken on a more contemporary look, maintains the virtues of the original dragon logo – a mythical and powerful icon that links the city's historic past with its energetic modernity.

The blue and green ribbons that extend from the dragon symbolise blue sky and a sustainable environment, while Lion Rock – which represents the Hong Kong people's "can-do" spirit – is silhouetted by the red ribbon. The fluid shape of the ribbons evokes versatility, and the multiple colours signify the city's diversity and dynamism.

