

Annex: Brand Concepts

Branding 1



The letters “HK” extends and becomes the Wi-Fi symbol, representing the Wi-Fi network coverage in Hong Kong. It symbolizes an invisible bridge that seamlessly connects citizens with the world.

Branding 2



Drawing the Wi-Fi symbol using one single line signifies that everyone can connect to the Internet and disseminate information easily. As the design is similar to the Wi-Fi symbol, the public can easily associate it with Wi-Fi services, making the branding more effective and easier to be recognised.

Branding 3



Lighthouses are usually built at important locations to aid navigation on waterways. The design turns a Wi-Fi hotspot into a lighthouse in the digital world, lighting up the cyberspace for people to explore the Internet.

Branding 4



Wi-Fi links up people and the world for information exchange. A different colour is used for the letter “i” in the middle for two reasons:

- (1) “i” means “I”, representing “receiving and sending by me”.
- (2) the shape of “i” looks like a signal tower. It implies that the signals are being sent to all directions to connect the world.

Branding 5



The three rings on the symbol originate at the same point. They are interlocking with each other representing Wi-Fi signals connecting different entities. Placing “HK” inside the rings symbolizes the wide coverage of Wi-Fi in Hong Kong. “Three”, in Chinese, carries the meaning of “endless and infinity”.

What do the “three rings” represent? From the macroscopic point of view, they hold the meaning of a cooperative relationship among the “public sector”, “private sector” and “general public” whereas from the technological point of view, they stand for “laptops”, “tablets” and “smartphones”, which are the major mobile devices.