

**“Hong Kong: Our Home” – Logo**

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The Campaign logo combines the Chinese character “家” (pronounced ‘Ga’ and meaning family or home), the letters “HK” and the universal symbol “+”. It represents the individual families which are the foundation of our society, as well as the Hong Kong family of which we are all a part.

The combined use of Chinese “家”, the “+” symbol and the English words “Our Home” highlights the blend of East and West that is a defining element of Hong Kong.

The “+” symbol, also pronounced in the same way as “家” in Chinese, stands for all things positive – the positive role of families in society, the “plus factors” that have driven Hong Kong’s social and economic development, and added value and energy for Hong Kong.

Purple is the colour of the native Bauhinia, our city flower, while the green symbolises Hong Kong's abundant natural heritage and aspiration to promote green living, sustainable development and healthy lifestyle.