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語言學學會



Linguistics Society  
AAHKUSU

# A quick reference to the Visual Identity Manual 視覺識別指南懶人包

*This document is a quick reference to the Visual Identity Manual, which can be found on  
這是節錄自 Visual Identity Manual 的懶人包。全文可以在下面網址找到：*  
<https://sites.google.com/a/connect.hku.hk/lingsoc-branding/downloads>

*You can also find all the downloadable files on the branding portal  
所有下載都可以在 branding portal 找到：*  
<https://sites.google.com/a/connect.hku.hk/lingsoc-branding/downloads>

# Different variants of the logotype 標識的各種變體

The logotype comes in many variants to suit your design.

我們的標識有不同的變體，以便迎合不同設計需要。

**IMPORTANT!** Remember to read "Usage notes" on page 4 as well.

**重要！** 記得要仔細閱讀第 4 頁的「使用須知」。

## Lock-ups 排位

### Primary 第一



### Secondary 第二



## Language 語言

### English 英文



### Chinese 中文



### Bilingual 雙語



## Colour 色彩

### Standard 標準



### Greyscale 灰階



### Negative 反白



### Greyscale negative 灰階反白



### Monochromatic 單色

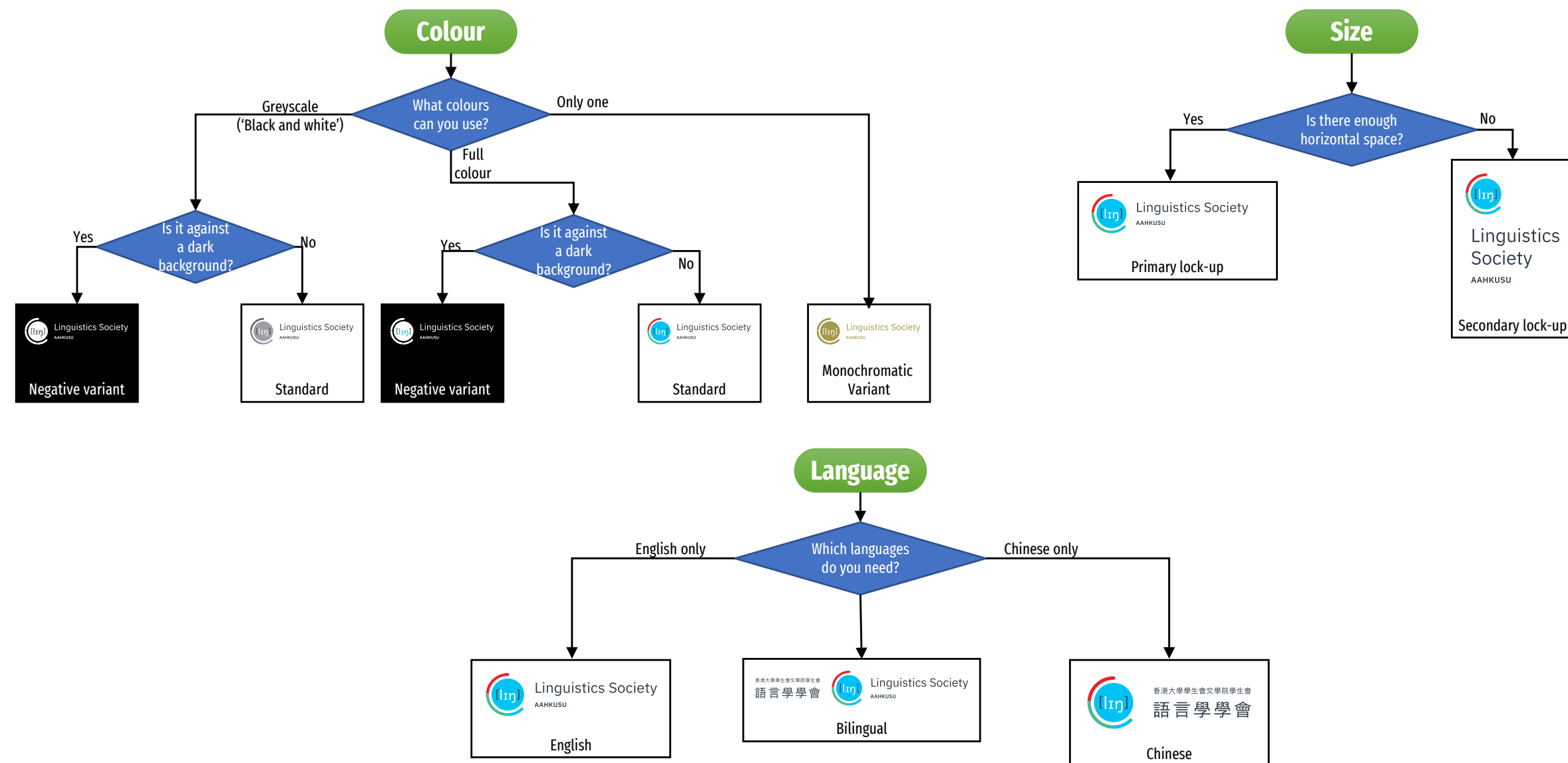


## How to choose a variant

You need to decide on which colour, size and language combination to use. You can use the flowcharts below to help you. Once you've decided, you can look for the corresponding file on the branding portal.

## 如何選擇變體

你需要決定標識應該使用甚麼色彩、大小及語言組合，從而選擇合適的變體。下面的流程圖可以幫助你決定使用哪一個變體。決定後便可以到 branding portal 下載相應的檔案。



## Usage notes

There are some things that you must not do to the logotype. This is to make sure it looks cool and professional. Remember, when the logotype looks good, we look good.



The **clear space** is shown above in pink (the width being one-third of the height of the globe).

**Nothing** – graphics, text, even the page margin – should appear in the clear space. The clear space must show only the background.

The logotype files you download from the branding portal already include the clear space – it is the extra space around the logotype.

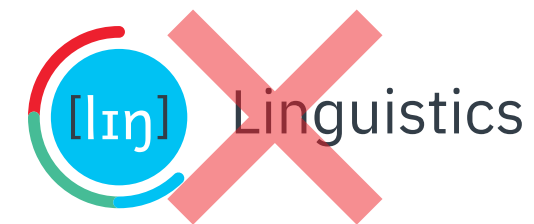
上面以粉紅色標示的地帶是**留空範圍**（等同“globe”的三分之一高）。

留空範圍內**不可以有任何圖案及文字**。留空範圍只能出現背景，並不准越過紙張邊緣。

從 branding portal 下載的標識檔案，四周多出來的透明空間是留空範圍。

## 使用須知

使用我們的標識時，有些事情是不准做的。這是為了保持大眾對我們的標識的印象。學會的標識印象與大眾對學會的形象有緊密、直接的關係。



Do not extend, crop or in any way modify the logotype

Do not extrapolate from the logotype. Supplementary text must be placed outside of the clear space

不准延伸、剪裁或以任何方式修改標識。不准類推出其他設計。附加文字必須放在留空範圍以外。

## Usage notes

There are some things that you must not do to the logotype. This is to make sure it looks cool and professional. Remember, when the logotype looks good, we look good.



*Do not compress or expand the logotype. You must always retain the original proportions when resizing the logotype*

不准按扁或拉長標識，縮放時必須保持原有的長寬比

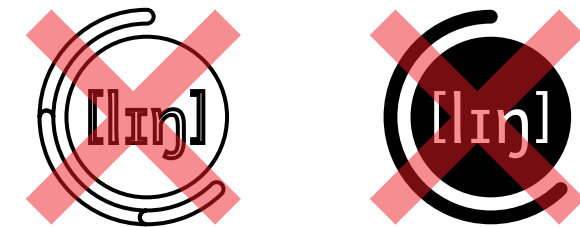
## 使用須知

使用我們的標識時，有些事情是不准做的。這是為了保持大眾對我們的標識的印象。學會的標識印象與大眾對學會的形象有緊密、直接的關係。



*Do not change the colour, tint or fade of the logotype, except the Monochromatic variant*

不准改變標識的顏色或其深淺度（單色變體除外）



*Do not outline the logotype*

*Do not recreate a monochromatic variant yourself. Use the given variant*

不得以框線勾畫標識，亦不得自行將標識轉成單色（請使用提供的單色變體）

## Usage notes

There are some things that you must not do to the logotype. This is to make sure it looks cool and professional. Remember, when the logotype looks good, we look good.



*Do not apply any effect on the logotype, such as bevel, glow, and drop shadow*  
不得為標識添上任何效果，包括浮凸、螢光及陰影



*Do not create new lock-ups*  
不得自製排位

## 使用須知

使用我們的標識時，有些事情是不准做的。這是為了保持大眾對我們的標識的印象。學會的標識印象與大眾對學會的形象有緊密、直接的關係。



*Do not use low-quality versions of the logotype. Graphic designers should always use the vector image of the logotype*  
不可以使用模糊的標識 設計師應使用標識的向量圖版本



*Do not use your own typeface to recreate the logotype.*  
不准以其他字體自製標識



*Do not produce greyscale printouts of the Standard lock-up. Use the Greyscale variant for black and white printing.*  
標準標識不准轉換成灰階色 黑白印刷應直接使用灰階變體

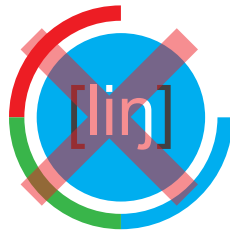


*Do not replace the Globe with any other visual identity element*  
不准以其他視覺元素取代 Globe



## Usage notes

There are some things that you must not do to the logotype.  
This is to make sure it looks cool and professional. Remember,  
when the logotype looks good, we look good.



*Do not recreate  
the logotype*  
不可自製標識

## 使用須知

使用我們的標識時，有些事情是不准做的。這是為了保持大眾對我們的標識的印象。學會的標識印象與大眾對學會的形象有緊密、直接的關係。



*When placing the logo over a background photo or other element, make sure the logotype is clearly visible and doesn't get overpowered by the background. This may mean choosing a different photo, using the Negative variant or repositioning the logotype so it rests on a less busy area of the photo.*

將標識放在背景圖片或其他元素之上時，必須確保標識清楚易見，並不會被背景淹沒。

有需要時，應換掉背景、改用反白變體，或將標識搬到一個不太眼花撩亂的位置。

## Pairing with other logotypes

Sometimes you will need to put our logotype next to someone else's. Here are examples on how to do it. Make sure you follow the regulations (see the Visual Identity Manual for details).



*Our logotype should be placed on the right if possible. Logotypes of external organisations and sponsors should maintain sufficient distance from our logotype.*

我們的標識應盡量放在右邊。外間團體及贊助商的標識應與我們學會的標識保持一定的距離。

## 併合其他標識

有時候我們學會的標識要放在別人的標識旁。你可以參考下面的例子。緊記必須遵守有關規例（詳見 Visual Identity Manual）



*Do not use the HKU100 logotype or the 'Quicksilver' logotype of the University.*

不可使用大學的百周年標識或「Quicksilver」標識。



# Recommended file format

There are many file formats to choose from on the branding portal. These tables can help you choose the right format for the job.

## By purpose

	EPS	SVG	JPG	PNG	PDF	EMF
Banners/signs	✓				Alt	
Spreadsheets (Excel)		✓	Alt	Alt	Alt	
Online images			Alt	✓		
Promotion materials	✓			✓	Alt	
Slideshow (Powerpoint)		✓	Alt	Alt	Alt	Alt
Documents (Word)		✓	Alt	Alt	Alt	Alt
Video / Quicktime Movie	✓					Alt

✓ = recommended option

Alt = alternative option

The various file formats are all available for download on the branding portal.

# 建議使用的檔案格式

Branding portal 上有許多不同的標識版本，提供不同的檔案格式下載。請參考以下表格，選取合適的檔案格式。

## By software

	EPS	SVG	JPG	PNG	PDF	EMF
Adobe After Effects	✓				Alt	
Adobe Illustrator	✓				Alt	
Adobe InDesign	✓				Alt	
Adobe PageMaker	✓				Alt	
Adobe Photoshop	✓			Alt	Alt	
Adobe Premiere Pro	✓			Alt	Alt	
Web publishing software /Adobe Dreamweaver	✓			Alt	Alt	
Cinema 4D	✓				Alt	
Final Cut Pro	✓			Alt	Alt	
Microsoft Excel (2016)		✓		Alt		
Microsoft PowerPoint (2016)		✓		Alt		
Microsoft Word (2016)		✓		Alt		
Microsoft Excel (versions prior to 2016)			Alt	Alt		✓
Microsoft PowerPoint (versions prior to 2016)			Alt	Alt		✓
Microsoft Word (versions prior to 2016)			Alt	Alt		✓

# Typefaces

# 字型

## Signature 學會名稱

IBM Plex Sans Medium  
맑은 고딕 (Malgun Gothic)

Linguistics  
Society  
語言學學會

*Not used in text. Used only when  
the Society name appears alone.*

學會名稱單獨出現時使用  
一般正文不會使用

## Brand sans serif 學會形象無襯線字型

Fira Sans  
思源黑體

## Brand serif 學會形象襯線字型

Charis SIL  
思源宋體

## Office alternatives 一般文書替代字型

Verdana / Verdana Pro  
Palatino / Palatino Linotype  
新細明體 (PMingLiU)

## IPA 國際音標

Charis SIL  
Andika IPA\_LingSocAAHKUSU

## LaTeX

Charis SIL  
Charter BT (charter)

## Quick tutorial 快速入門

<https://youtu.be/sByzHoiYFX0>

*For details and special typefaces, refer to the Visual  
Identity Manual.  
詳情及其他特殊字型，  
請參考 **Visual Identity Manual**。*

Typefaces must be used sparingly. Limit yourself to at most two to three typefaces per work. When many typefaces are used at once, each of them shouts for attention. This detracts emphasis from important elements. Texts without emphasis should be set in Fira Sans or Charis SIL.

同一出版物不應使用太多字型，最多兩至三個即可。使用太多不同的字型，反而會使每個字型喧賓奪主，失去了強調的效果。不需要強調的文字應採用 Fira Sans 或 Charis SIL。



Display typeface refers to type that is specifically used for headlines or small amounts of non-body copy (such as a player's name on the back of a sports jersey). These typefaces should not be used for long texts or details.

標題字型是為了標題或其他短小，正文以外的文字而設計的。這些字型不應用於長文本或描述詳細資料的文字。

## DISPLAY FONTS *Script fonts*

Body copy is defined as the main information on a page, usually found in paragraph form. Because of the amount of text and the detailed nature of information conveyed, a highly-readable typeface is preferable.

正文是一頁中的主要資訊，通常以段落形式出現。正文通常字多資訊細節多，因此應選用非常易讀的字型。

Body typeface (serif)

Body typeface (sans serif)