

Proposed logo designs for the

海濱事務委員會

Harbourfront Commission

A new logo to replace the logo of the former

共建維港委員會

Harbour-front Enhancement
Committee

共建維港委員會
Harbour-front Enhancement
Committee



Essential elements (including visuals and imagery)
to be incorporated in the logo:

- Harbourfront
- Greenery
- People / human touch
- Lively / cheerful
- Buildings (low-rise)

Optional visual:

- Public - Private Partnership

An effective logo should be:

- Relevant
- Simple / symbolic
- Applicable
- Unique
- Able to achieve public awareness

Option 1



海濱事務委員會
HARBOURFRONT COMMISSION

Option 2



海濱事務委員會

Harbourfront Commission

Option 3



海濱事務委員會

Harbourfront
Commission

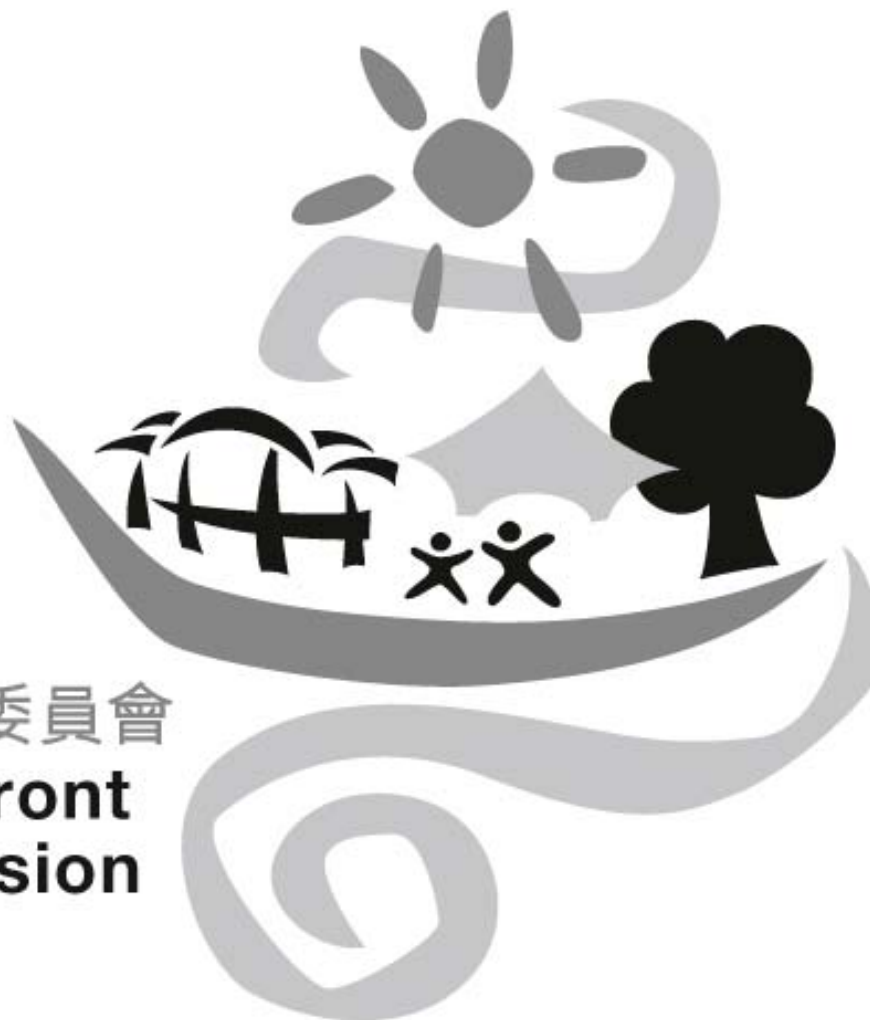
Option 4



海濱事務委員會
Harbourfront Commission

Option 5

海濱事務委員會
**Harbourfront
Commission**



Option 6



海濱事務委員會
**Harbourfront
Commission**

Q & A

Thank You