

Harbourfront Commission

For discussion
on 21 July 2010

HC/07/2010

Logo for the Harbourfront Commission

PURPOSE

This paper invites Members' views on the six preliminary logo designs (**Annex**) for the Harbourfront Commission (the Commission).

RECOMMENDATION AND ADVICE SOUGHT

2. We recommend that –
 - (a) the Commission own a logo; and
 - (b) one of the six preliminary logo designs at **Annex** be adopted, if considered appropriate.

Members will be asked to advise whether these recommendations should be approved.

COMMISSION LOGO

3. The Commission is a new non-statutory advisory body to help promote harbourfront enhancement work. For the purpose of giving the Commission a unique image of its own and to promote public awareness of its activities, we recommend that the Commission own a logo and deploy it in its own correspondence, publication and publicity materials and in activities/projects sponsored or organised by the Commission. The logo will also be used in the Commission's official website.

4. The Information Services Department has prepared six preliminary logo designs at **Annex** for Members' consideration. If Members agree with the adoption of a logo but are not entirely satisfied with any of these six, they are invited to advise alternative means to create a suitable logo.

Secretariat
Harbourfront Commission
July 2010