



Brand Guidelines

For over a century, Hongkong Land has crafted its brand to symbolise excellence. Now, with a modernised look and feel we continue to expand our reach and raise our profile.

This is your guide to the Hongkong Land brand. You'll get to know our vision, mission, story and visual identity. Everything here will help us continue to tell our story with maximum impact.

Identity

Our identity is the result of the collective use of carefully considered assets. From narrative, through to visual assets, each element has been developed to work together to form a strong and distinctive brand.



Design principles

These are our design values and how we measure, benchmark and evaluate our design decisions.

Design principles

Layered, dimensional, dynamic
Immersive human experience
Not boring

Experiential

Design principles

Confident, singular
Pride in heritage
Not fusty

Established

Design principles

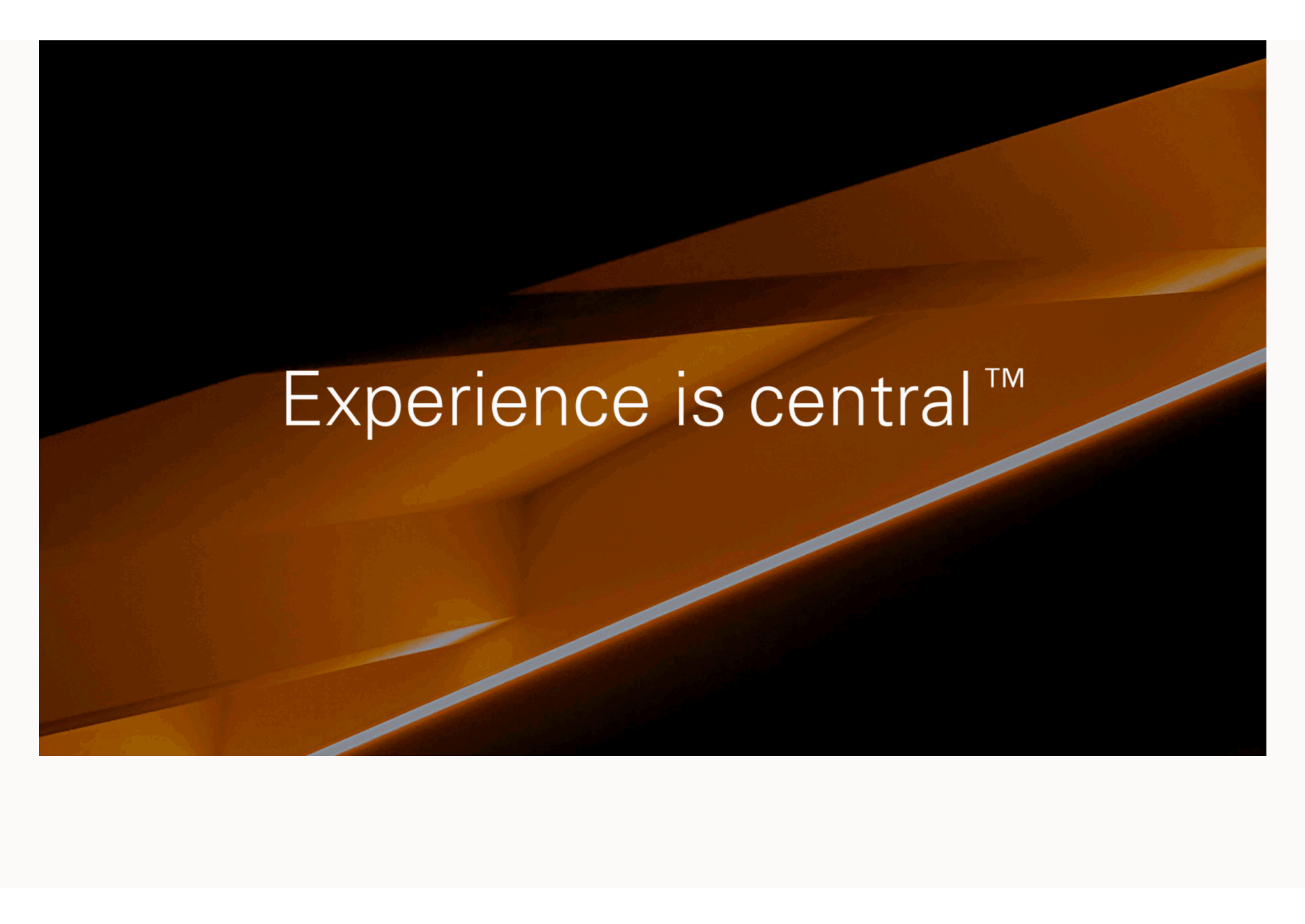
High quality, luxurious feel
Art directed, expertly crafted
Not corporate

Elegant

Narrative

This is the story we tell the world — it maps out our vision, mission, values and key messages.

[View section](#)



Experience is central™

Logo

Our Hongkong Land logo stands as a timeless representation of our legacy and adapts to reflect our presence across Asia.

[View section](#)



Wordmark

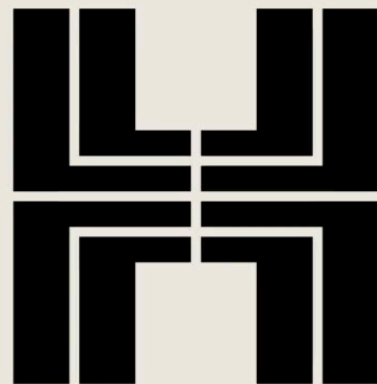
Symbol

Dual-language

Symbol

Originally created by legendary designer Henry Steiner, our iconic symbol has been in use for over 50 years.

[View section](#)



Typography

Our typography is simple and elegant. A combination of two typefaces that allow us to communicate in a huge number of languages.

[View section](#)

English

Univers is used for all English
and latin languages

Univers
AaBbCc

Chinese or other languages

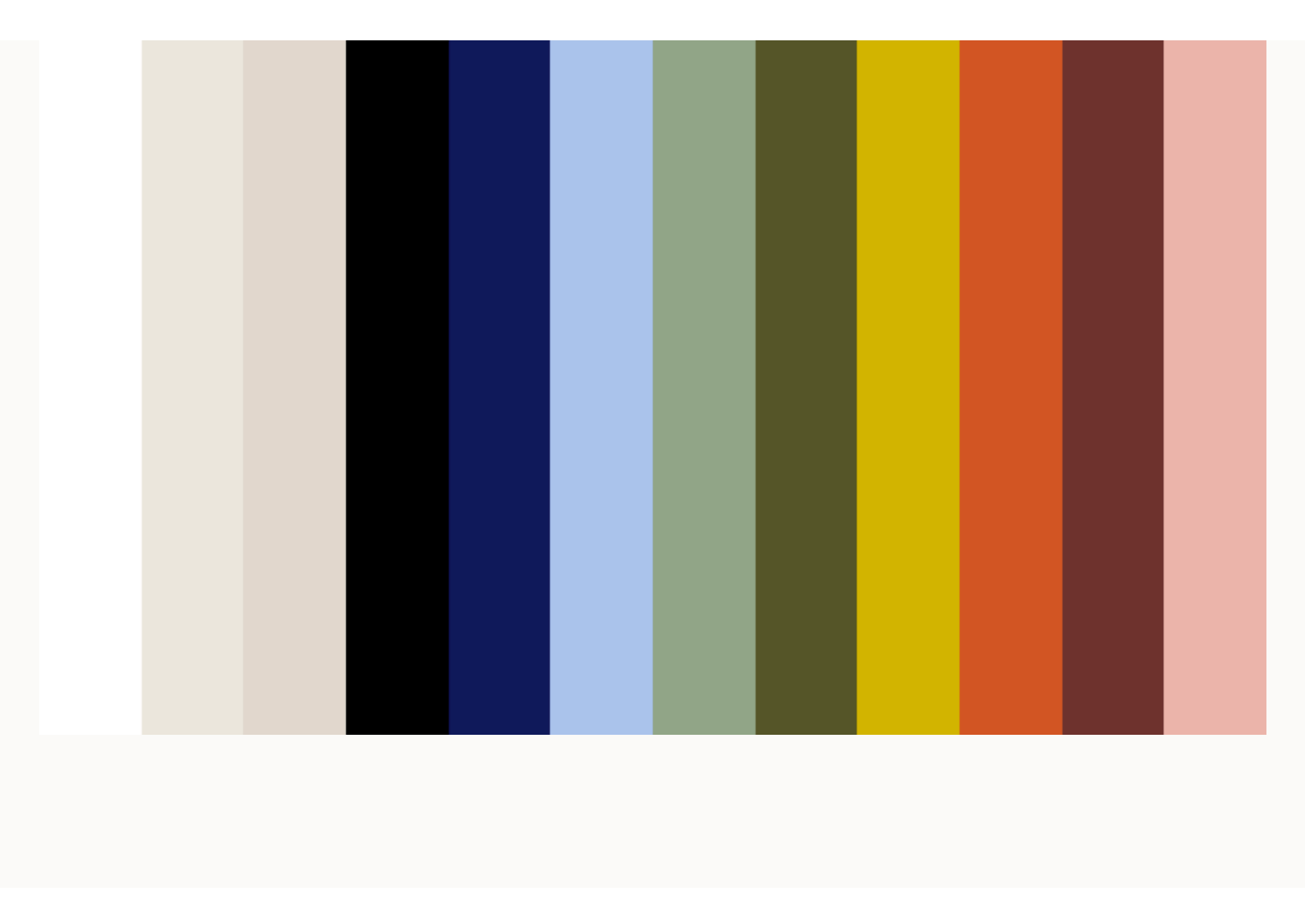
Noto Sans is a global font
collection for writing in all
modern and ancient languages

Noto Sans
這是一段

Colour

Our colour palette embodies simplicity and elegance, with neutral tones forming its foundation. Additional bolder tones can be utilised as accent colours throughout the identity.

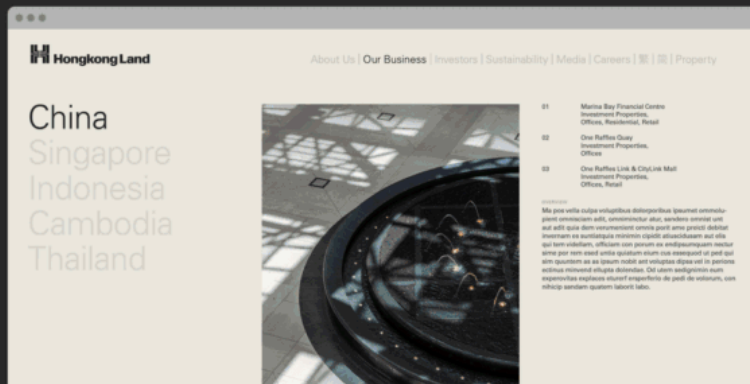
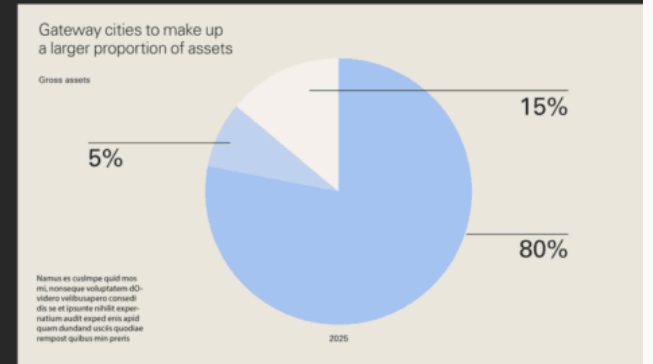
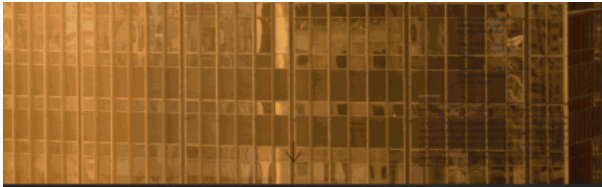
[View section](#)



Layout

Our layout system creates a premium sensibility through the use of white space and attention to detail.

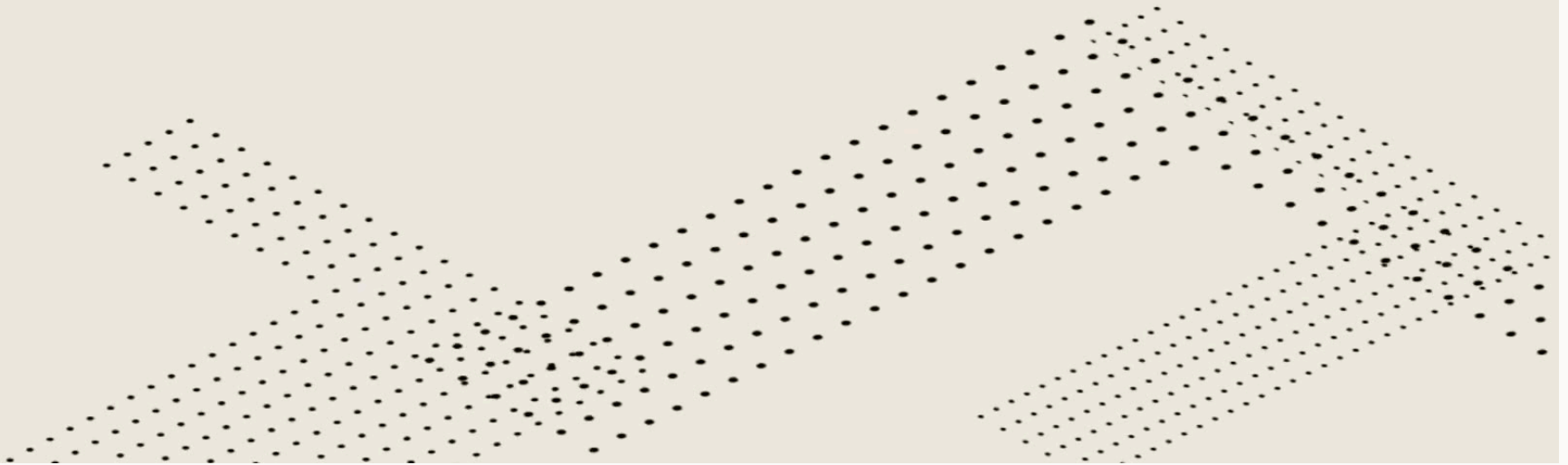
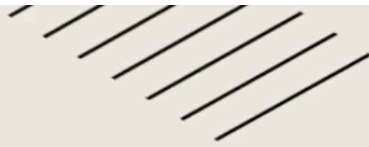
[View section](#)



Pattern

Inspired by the pathways and points of connection in the city, our dynamic pattern system brings texture and vibrancy to our identity.

[View section](#)



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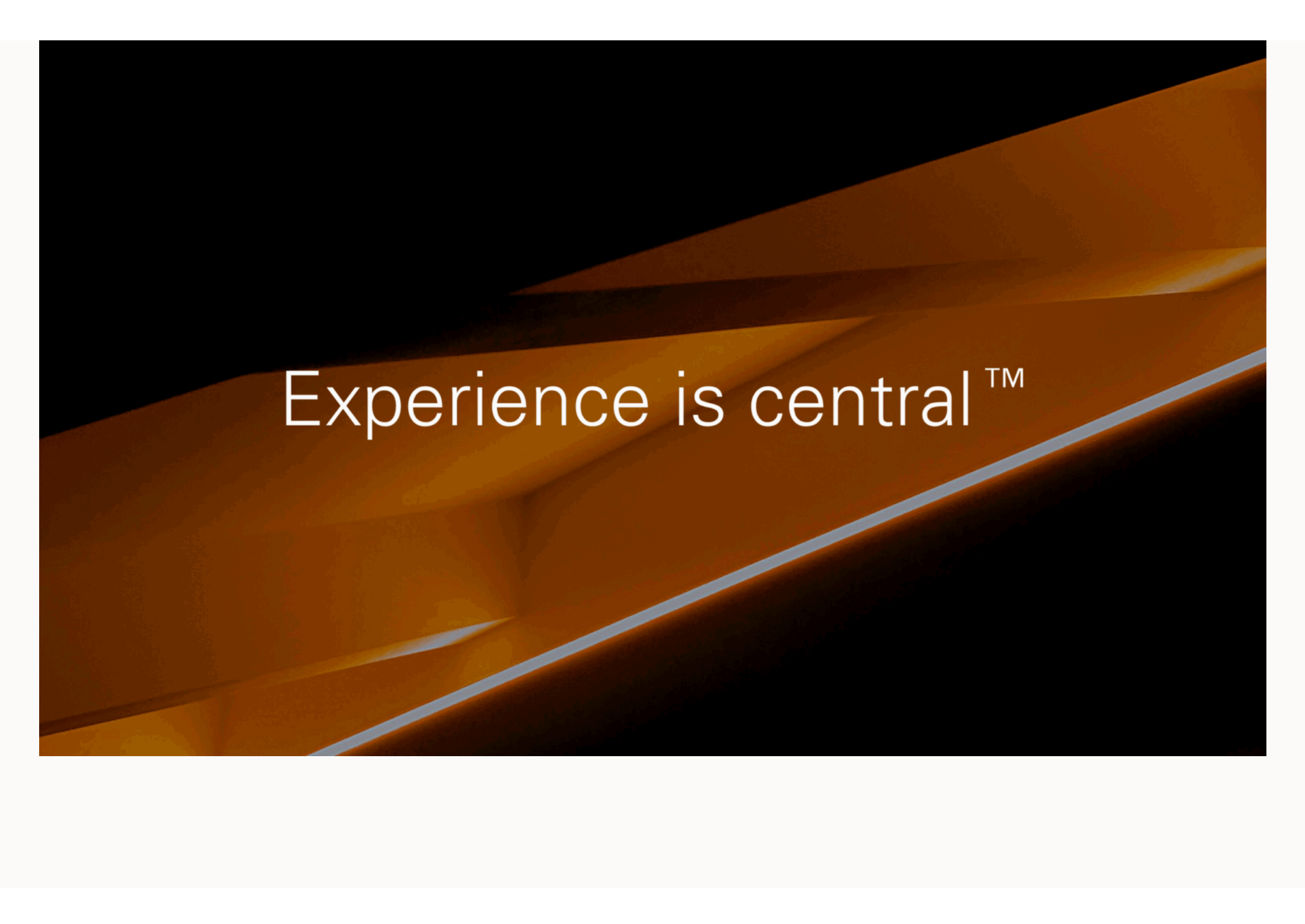
Narrative

This is the story we tell the world — it maps out our vision, mission, values and key messages.

central city cores are our future

Narrative

This is the story we tell the world — it maps out our vision, mission, values and key messages.



Experience is central™

We elevate the customer
experience by harnessing
our long-term real estate
experience

Experience is central™

We embrace the city core
model and Central Hong Kong
is our proof of concept

Tagline trademark

Our tagline is our trade mark, which we have applied for trade mark registration in a broad number of jurisdictions where we have operations, or are interested in. Before we are successful in obtaining registration in all these jurisdictions, the “TM” symbol in superscript should be placed at the top right corner of the “Experience is central” mark to give notice to third parties (or potential infringers) that rights in the mark are claimed.

Experience is central™

™ Glyph within typeface
Superscript

About us

An introduction summarising who we are as a business.

Short version

Hongkong Land specialises in experience-led city centres. We invest in, manage and develop real estate that defines the core of Asia's cities for generations.

Extended version

Hongkong Land specialises in experience-led city centres.

Combining place innovation with exceptional hospitality since 1889, we have created destinations that redefine the core of Asia's cities from Singapore to Shanghai.

These city cores offer a greater sense of welcome and become magnets for people, continuing to inspire generations. Our portfolio features cutting-edge offices, culture, hospitality and retail concepts, curated with world-leading luxury maisons — an approach that has been emulated by many others.

Excellence, innovation and hospitality — this is the experience that Hongkong Land delivers.

Key messages

The external messaging that evidence and deliver on our promise. They communicate the benefits Hongkong Land brings to the customer.



Innovation is our foundation

To tell Hongkong Land's story is to uncover over a century of innovation. We deliver bold new thinking, while remaining faithful to the highest standard of quality.

Powered by hospitality

Woven through every Hongkong
Land building is a greater sense of
welcome. Expect timeless design,
attention to detail and strong
relationships.



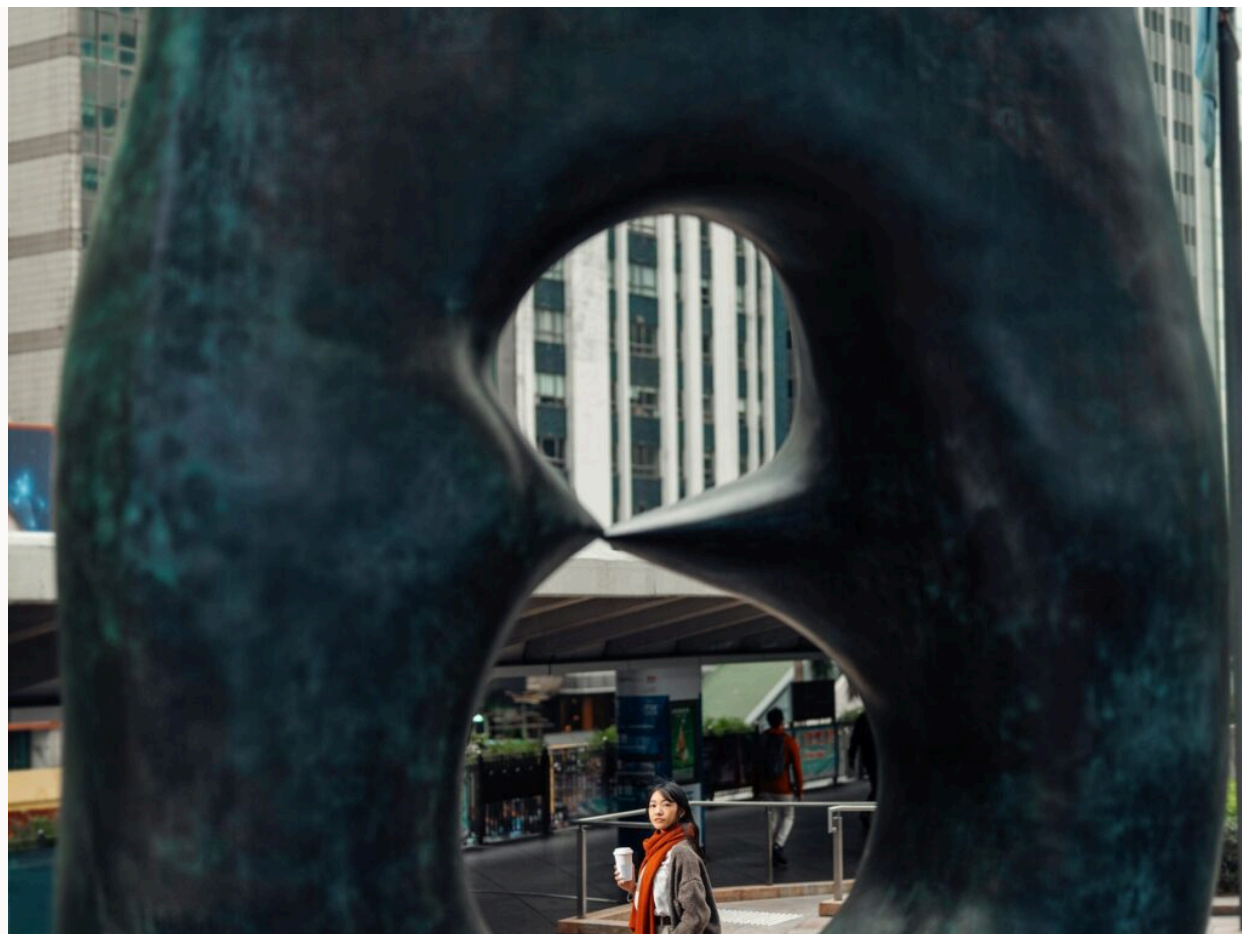


Defining the centre of Asia's cities

We invest in central locations that embody the culture of their cities and prove to be magnets for people and business.

Excellence since 1889

Visionary leadership,
uncompromising quality and a
commitment to the long term. We at
Hongkong Land are in constant
pursuit of setting new standards.



Our vision

The ambitious future that drives us.

We believe city centres are
the ultimate source of
connection, inspiration and
innovation



Our mission

How we make our vision a reality.

We create experience-led city
centres that unlock value for
generations



Our values

Guiding principles for how we operate internally and externally.

Always forward

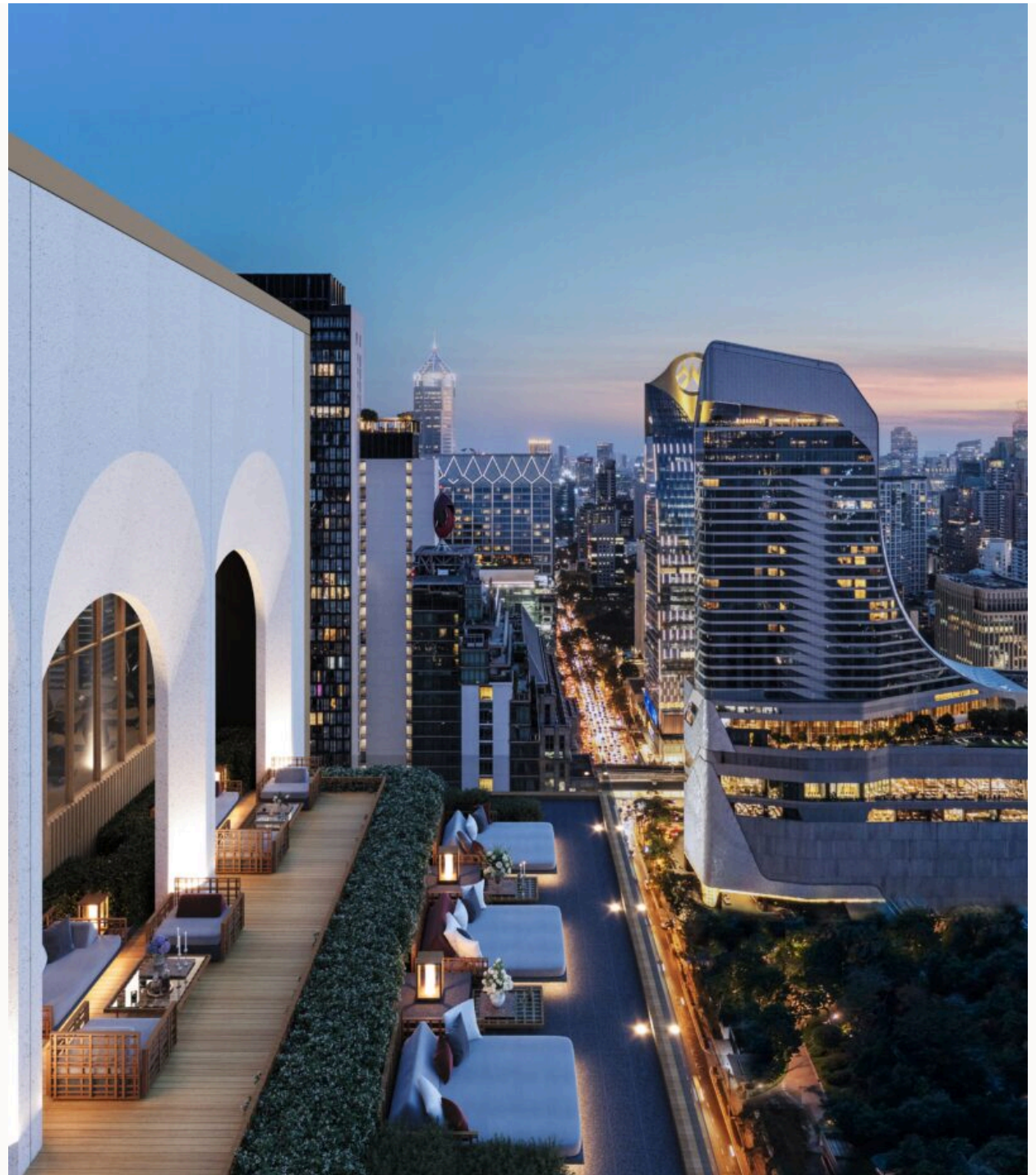
We innovate to maintain our competitive edge and earn the confidence of our investors and clients, who trust us to keep them ahead of the curve.

Behaviours:

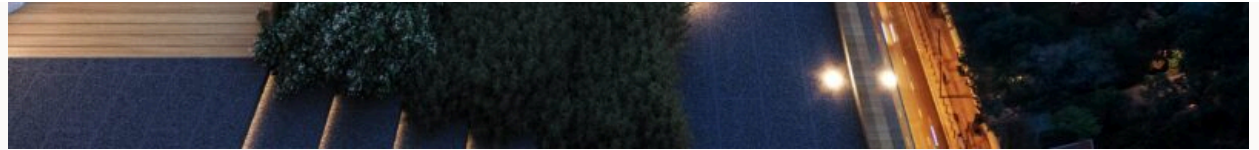
We are innovators: we find the new and next, creating industry-defining benchmarks.

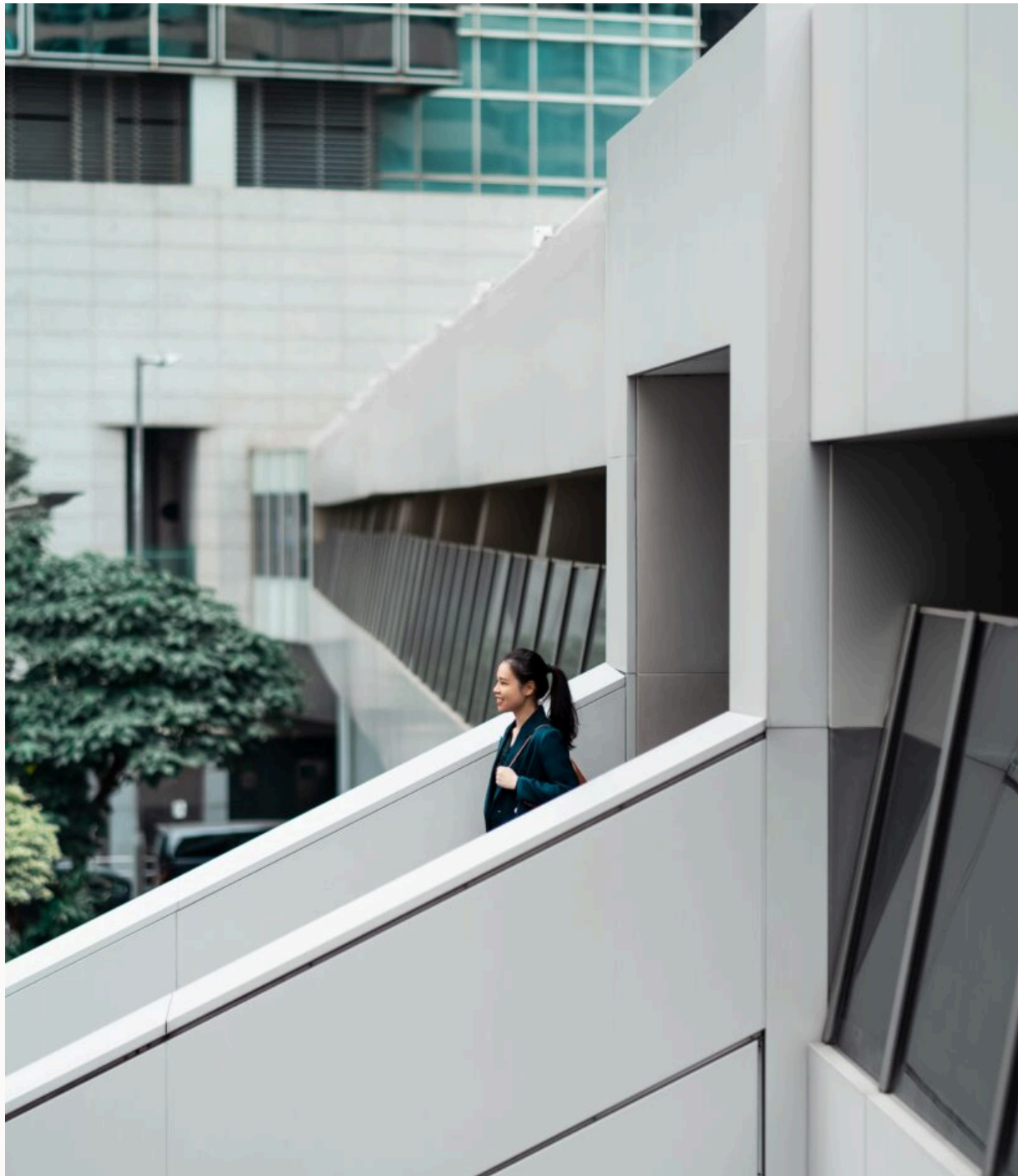
We champion bold thinking. Not quick to dismiss brave ideas, we encourage our colleagues to take leaps forward.

We celebrate Hongkong Land's product innovations and communicate how they benefit customers.



Customers trust us to find the best results for all. We are solutions-driven and outcomes-focused.





Think in generations

Dedication to quality is the cornerstone of our success. We act as stewards of craftsmanship with a vision for the long-term.

Behaviours:

We take pride in our enduring commitment to sustainability, doing better by the planet and our communities.

As long-term stewards, we bring a deep level of care and attention to everything we do.

We are in constant pursuit of excellence to create places that last. To our customers, Hongkong Land is a mark of quality.

Our perpetual integrity continues to build trust in customers. We deliver on our promises.



Be a bridge

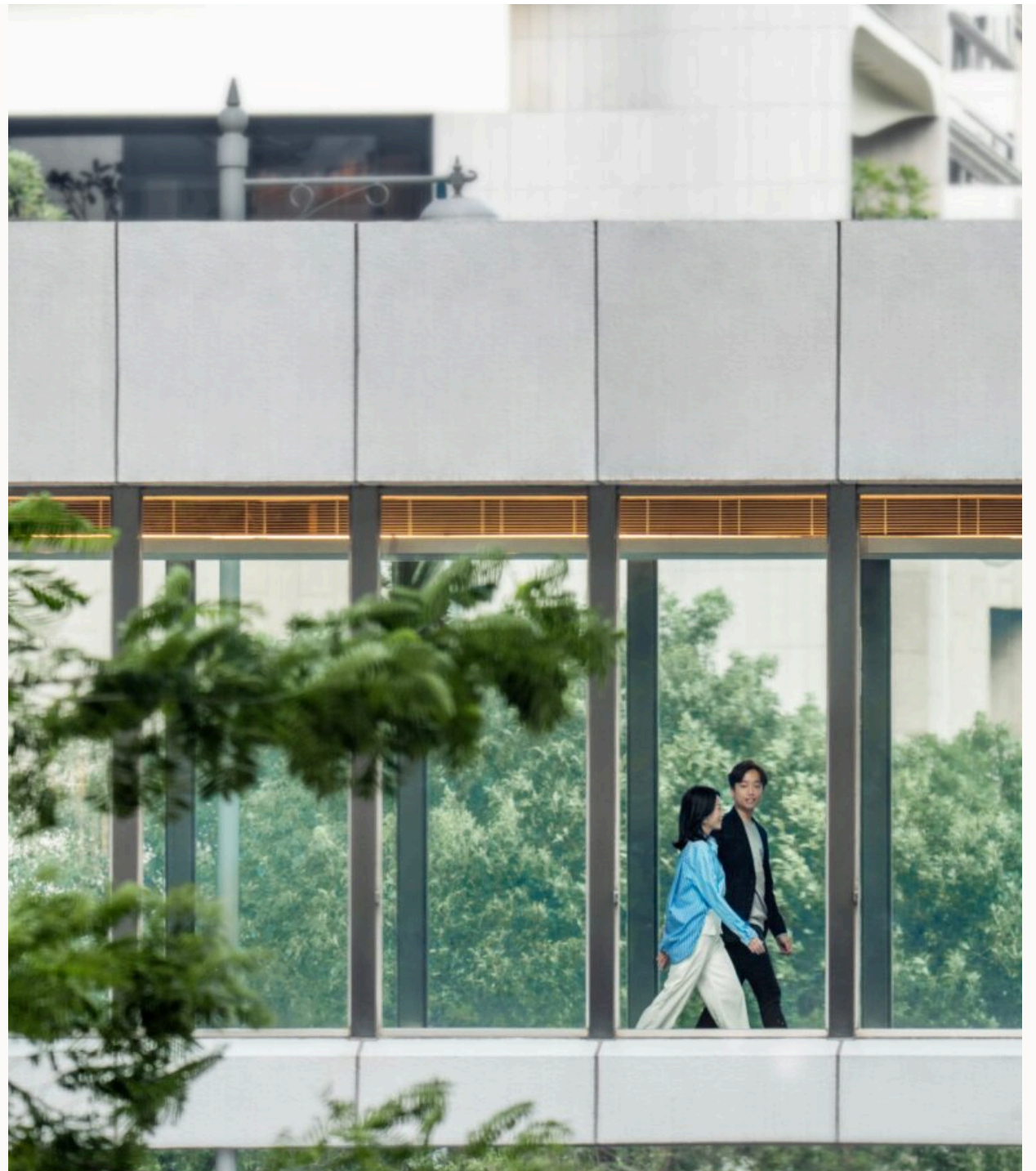
Lasting relationships create lasting business. We are trusted partners fostering meaningful connections between colleagues and customers.

Behaviours:

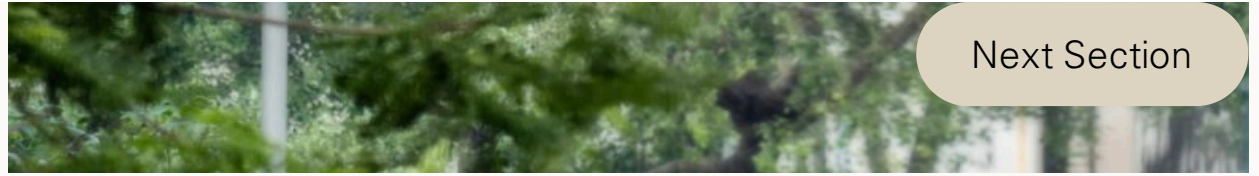
Each of us strengthens our Hongkong Land network, inside and out. As a team, we work collaboratively across departments and markets.

We invest in relationships. We are generous with our time — ensuring we understand customer needs and are supportive partners.

We think beyond boundaries and do more to create a greater sense of place.



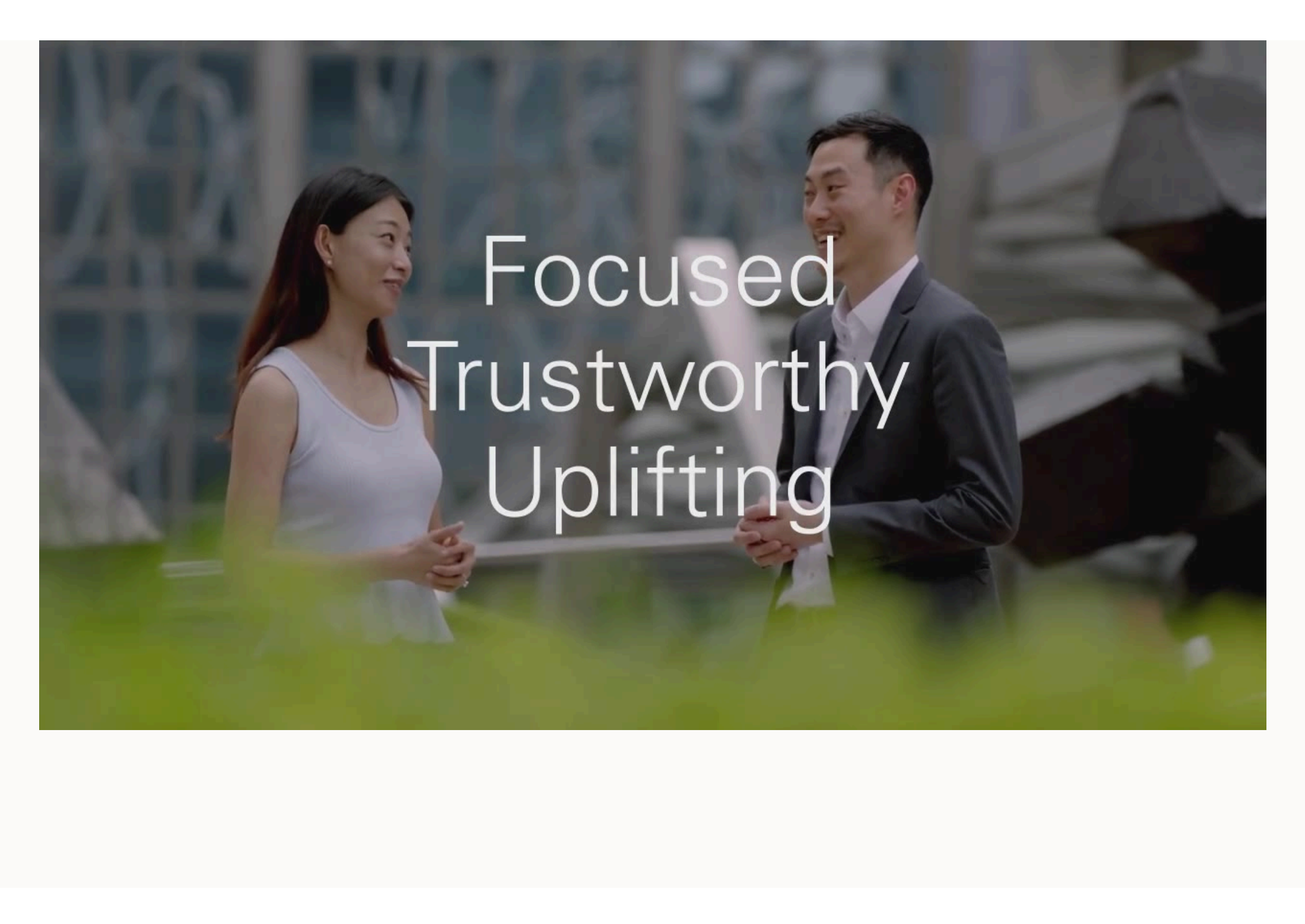
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Tone of voice principles

Our tone of voice is how we express our corporate brand's personality in the way we speak — written and verbally. Our personality is focused, trustworthy and uplifting. Try to keep these traits in mind as you prepare any communications.



Focused
Trustworthy
Uplifting

Be focused

As a business, we are resolutely focused on our business strategy and delivering excellence in everything we do. We are a dynamic organisation with a clear set of goals. We believe in best-in-class, are outcomes-focused and solutions-led. That shows up in the way we communicate:

- We are succinct and clear — we get straight to the point.
- We use active, not passive, language e.g. Hongkong Land built Exchange Square instead of Exchange Square was built by Hongkong Land.



- We avoid ambiguity and generalisations. We look to be specific and point to our areas of expertise.
- We avoid using jargon or acronyms. These obscure the clarity of what we're trying to convey. Where we do need to use complex terminology, we follow it with a straightforward definition.
- We don't overload our text with lots of adjectives and adverbs.
- We seek to include the valuable impact of what we are doing, how it will affect the end user, beneficiary or wider community — not just our business.

- We focus on creating and maintaining premium properties in our work, and this is reflected in how we express ourselves. In practice, this means we closely follow the brand guidelines and review our materials to ensure they are well-written.

For example, we start a sentence with... 'We are investing in a programme that will deliver...' instead of 'Hongkong Land is pleased to announce that soon a new programme will commence where we will be...'

Be trustworthy

We are a responsible business, that knows success is achieved as a result of partnership and collaboration. We care for all of our communities, tenants, and the people we employ and serve. We can emphasise this in our tone of voice:

- We speak like an equal partner, making sure to be respectful and inclusive.
- We are industry experts, but we do not assume the audience has prior knowledge, nor do we patronise. Our explanations make sure what we are doing and why we are doing it is easy to understand.

- We are human in the way we write, we speak directly to our audience, use natural, everyday language and are plain speaking.
- We speak about 'we' and 'our team', and not in the third person.
- We look for chances to highlight collaboration and collective co-operation, giving credit to our people, tenants, partners.
- We are genuine and credible. When we talk about commitments and targets, we also include examples of action and current progress. We don't make claims we can't back up, and we consider where absolute statements can be disputed.



- We remember we are a multi-market business often speaking to and wanting to earn the trust of global audiences. We look for chances to reference the breadth of our portfolio.
- We take the time to ensure accuracy. We always take the time to check our communications before we issue them, especially when we have translated them to make sure the nuance, true meaning and correct tone remains.
- We uphold the highest standards when it comes to data privacy and confidentiality.

For example we avoid simply stating
'Hongkong Land has achieved
outstanding corporate results' and
add in inclusive language and
examples; 'Our team's hard work
means we've achieved [specific
outcomes].'

Be uplifting

We are excited about our potential to unlock value for future generations through our properties and our work. Our long-term thinking and ambition can be seen in our communications:

- We are focused on ultra-premium properties and create experience-led city centres that last. We often refer to the experience in our choice of words. We speak to the value of our placemaking — how these city centres become a long-term source of connection and inspiration.
- We are positive and enthusiastic (as often as appropriate). Demonstrating this through language can make us more appealing and approachable.



- We are forward-looking. When we refer to our heritage, history and legacy we connect it to how it is underpinning what we are going to do next.
- We show, not tell. We demonstrate our leadership and pride through examples and evidence. We do not use boastful language or embellish.
- We seek out stories of innovation, being first-movers and pioneers in our work and behaviour at Hongkong Land, to build anticipation for future innovations we will lead.

For example, we connect who we have been with who we will be: 'Westbund Central is the epitome of how Hongkong Land makes investments that define city-centres. It will create spaces for connection and inspiration for generations to come, as we have done for more than a century in Hong Kong.'

General best practice

- Clear and easy to understand communications are the best received and retained. Be as natural as possible.
- Remember who you are speaking to. Always think of how it will be read or heard by your audience as you consider what you want to say and do not assume they have prior knowledge.
- Consider how you can make your content more digestible. The way you structure is important — your most important message should come early on, not at the end.
- Signposting, headings and bullet points can help you communicate with clarity.
- In written communications varying your sentence length can help keep your communications engaging, but avoid overly long sentences!
- Avoid information overload. Data can be useful for evidence, but always be selective and explain why it is relevant.
- Simplicity is even more important in digital writing, where there is a high volume of competition for attention. Consider using words your audience might search for e.g. via Google. You should only have one ask of your audience. In social media, avoid having too much 'linked' text, such as using more than three hashtags in a single post.

English writing style

- Use British English spelling, for example:
- Recognise (not recognize) or organise (not organize)
- Organiser (not organisor)
- Centre (not center)
- Programme (not program)
- Colour (not color)
- Metres (not meters)
- Dates should appear in the sequence of day/month/year, with the date number and no suffixes on the number, for example, 8 July 2025 – not 8th July 2025.
- Must always put “\$” in front of money amounts such as HK\$, US\$ or S\$ and make it clear as to what currency i.e. HK, US or RMB. No full stops. Spell out HK\$XXX million or billion.
- am and pm should have no full stops and there should be no space between the numerals and letters, i.e. 2am, 4pm, 7:45pm.
- Use sq. ft (no full stop after ft) for square feet; sq. m. (full stop after m) for square metres.
- Use full stops after or between these notations: e.g., etc., and i.e.
- When “the Company” means Hongkong Land, have an upper case c.
- Southeast Asia (not South East Asia).
- Leave one space after a full stop (period), i.e. between two sentences.
- Avoid using block capitals for large amounts of text as it is quite hard to read. As a main principle, use initial capitals (each word begins with a capital letter) for: Hongkong Land (the Company), people’s names, titles, departments, job titles, buildings, cities, countries, organisations and brand names.
- For titles aim to use sentence-case capitalisation in general, instead of capitalising most words. For example, “Experience is central,” not “Experience is Central”

- Spell out numbers up to nine, use numerals for numbers over nine (10) and for dates, addresses and prices. Exception here is if the sentence starts with a number e.g. Nine years after the founding of the Company.

Chinese writing style

For Chinese writing style and glossary, please click this button to learn more.

[Learn more](#)

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Logo

A symbol of trust and excellence for over 50 years, our logo stands as a timeless representation of our legacy.

Consistent use of clearspace, thoughtful colour application, and precise execution ensure the logo remains recognisable across all contexts, preserving its prestige and bringing its original lustre to every touchpoint.



Logo

Our logo

Inspired by the ancient Chinese character for longevity, our logo embodies enduring strength and heritage.

Our logo is composed of both our 'H' symbol and our wordmark. Our English wordmark is always present and an additional language can be used whenever relevant to the market it is being used in.

[Download logo](#)

Usage must be approved by the corporate communications team.



Wordmark

Symbol

Dual-language

Logo

Language variations

The English wordmark is always present, no matter which logo variation.

The choice of logo should reflect the languages used within the application. For example, if the content is written in Traditional Chinese, use the Traditional Chinese version of the logo.

English



Traditional Chinese



Mainland China



Logo Animation

Our animated logo has been created for use in the dynamic digital world.

A dual-language version is also available for use.



Logo Clearspace

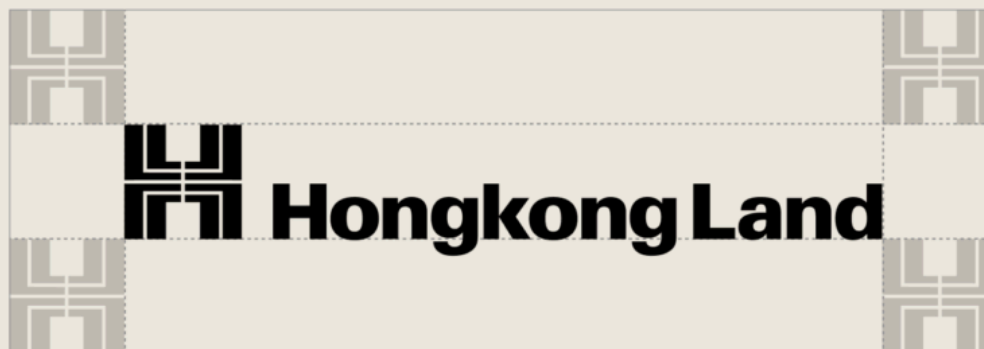
Avoid crowding our logo. When placing other elements nearby, ensure a minimum clearspace is used.

The amount of clearspace required is defined by the size of the logo used. This space will ensure sufficient distance from margins and surrounding elements.

Width above
140px/50mm

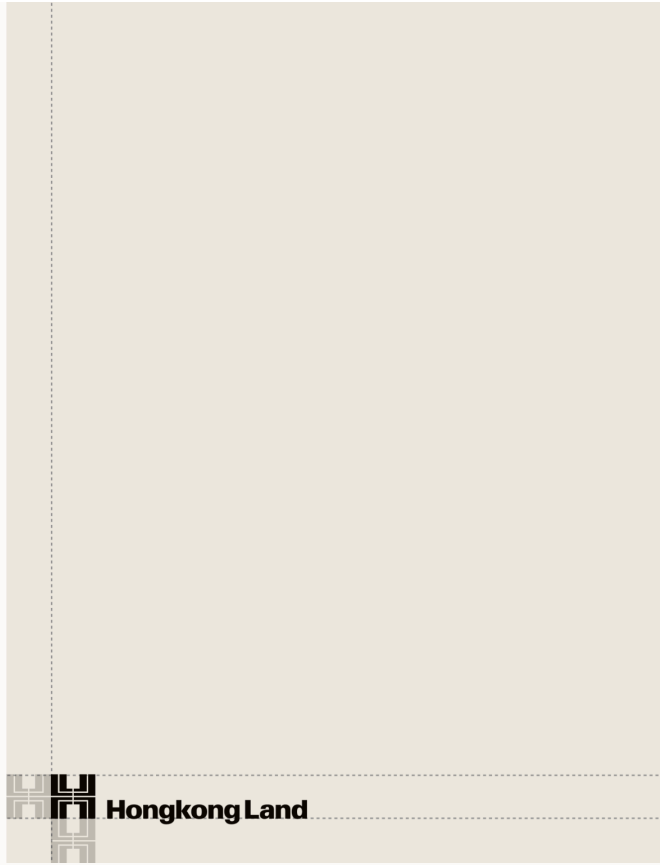


Width below
140px/50mm

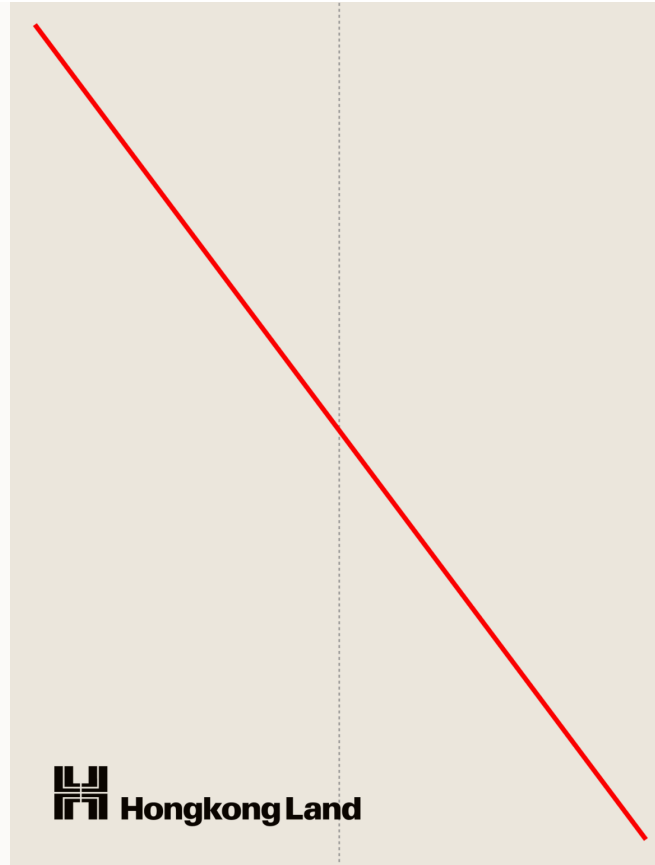


Logo Scaling

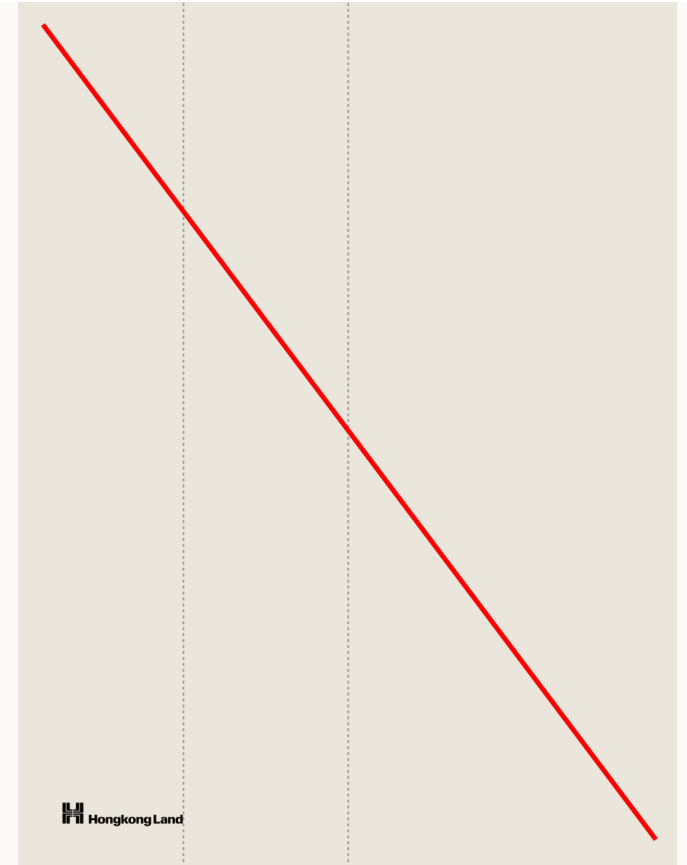
The scale of our logo should be addressed on a case-by-case basis and depending on the application. However, please follow the below guidance to ensure the logo scale remains appropriate across our identity.



The optimum logo height is equal to the height of the margin/logo clearspace.



The logo should not scale larger than 50% of the composition width.



The logo should not scale smaller than 25% of the composition width.

Logo

Minimum size

To ensure legibility and design integrity, the logo should not be scaled smaller than 35mm for print, and 80px for digital (width).



Minimum print width: 35mm

Minimum digital width: 80px

Logo Positioning

There are three main positioning options for our logo. This offers flexibility when applying logos across various applications.

1

2

3

 Hongkong Land

 Hongkong Land

 Hongkong Land

Logo Colour

Our logo should only be used in colours from our neutral palette. It should predominantly be used in either Black or White.

When placed over imagery, choose a colour which will ensure sufficient contrast between the background and the logo.

Neutrals



Black on accent



White on accent

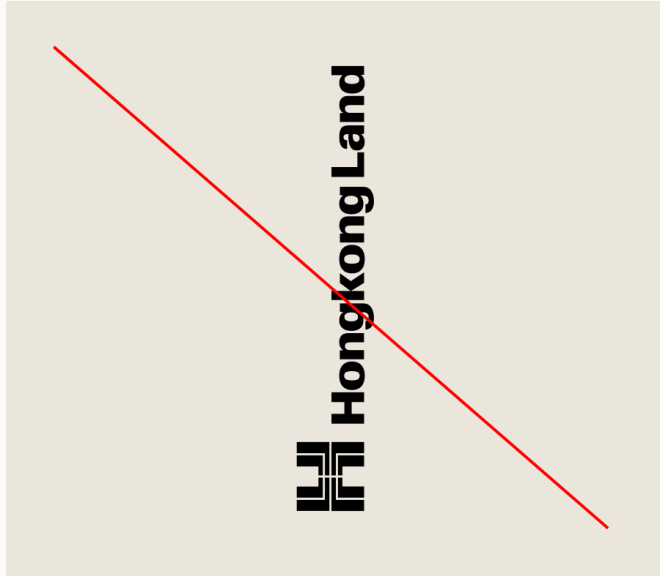


White on image



Logo Misuse

To maintain consistency, the logo must not be altered, modified, or embellished in any way. Avoid any reinterpretation or distortion to preserve its integrity.



Do not place the logo on a vertical axis.



Do not use the wordmark without the symbol



Do not distort or warp the logo in any way.



Do not alter the lock up of symbol and wordmark



Do not use the logo as a framing device for imagery.



Do not apply a stroke to the logo.



Hongkong Land®

A beige rectangular box containing the text "Hongkong Land®" in a bold, black, sans-serif font. A red diagonal line crosses the box from the top-left to the bottom-right.

Don't add a trademark symbol to the logo



Hongkong Land

A beige rectangular box containing the text "Hongkong Land" in a bold, black, sans-serif font, with the entire phrase italicized. A red diagonal line crosses the box from the top-left to the bottom-right.

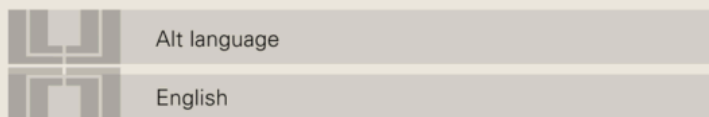
Don't recreate the logo or make it italic

Logo

Lockup variations

The framework below outlines how dual language variations of the logo can be created. This system accommodates different languages, ensuring versatility while maintaining brand consistency.

The alternative language is always placed above the English wordmark. The English wordmark sets the overall width for the text area.



Lockup variations

To ensure consistency in the use of our logo, please avoid the following actions.

Avoid centered alignment of logotype and symbol



Do not reposition any part of the logo



Do not simplify or remove logo components



Logo Partnerships

When partnering with another logo, maintain a visual balance in size between the logos, to ensure one does not appear dominant over another.

Always leave a gap equal to the width/height of our symbol between each logo.

Partnerships

Logo sizing





Don't make a square logo the same height as our logo



Don't use a logo at the same width if it is significantly taller



Don't use the partner logo at more than 2.5x the height of our logo

Partnerships

Horizontal Construction



Partnerships

Horizontal Construction





Square logos should be roughly double the height of our logo



Wide partner logos should match our logo in width if they are a similar height



Vertical partner logos should have more height than our logo

Logo

Logo and tagline

When placing the logo alongside our tagline, ensure the logo is the most prominent element. The tagline should be positioned in a supportive capacity.

Option 1:

The logo and tagline sit together on the same baseline and are separated with a keyline.



Hongkong Land



| Experience is central[™]

Option 2:

The tagline sits on the same baseline as the logo, but against the opposite margin.

Option 3:

The tagline is left aligned with the logo but sits on the opposite margin below it.



Experience is central™



Experience is central™



Experience is central™

Experience is central™

Logo
Est.1889

We celebrate our long and innovative history with the sign-off
Est.1889. This does not need to appear in every application, but it
gives us the ability to celebrate the length of our experience.

Option 1:

All the elements sit on the same baseline and are evenly spaced across the layout.

Option 2:

The tagline sits on the opposite margin to the logo, and the date sits on the same baseline as the tagline.



Experience is central™

Est.1889



Experience is central™

Est.1889

Logo

Department logos

When attaching a team or department name to our logo, reduce the spacing to 50% height of the logo and set the name of the team in Univers.



South Asia Legal Team

X

50% X

35% X

Logo

Regional logos

Logo only applications:

If creating an application which only uses the logo, the region name can be placed below the logo. When attaching a region to our logo, reduce the spacing to 50% height of the logo and set the name of the region in Univers.



Chongqing

X

50% X

35% X

All other applications:

If you are creating an application which contains more content than just the logo, you have two choices.

The first is to lock the region up to the logo as outlined above. This must however be the only use of the logo in the application. Never use more than one logo per layout.

The second option is to write Hongkong Land and the region name in Univers or Noto. This can then be used amongst the other copy present in the layout and should never be placed directly next to the logo.

Hongkong Land | Chongqing

Hongkong Land
Chongqing

Hongkong Land
Chongqing

Hongkong Land
Chongqing



 **Hongkong Land**
Chongqing



Endorsement logos

For all endorsement logos and guidance please refer to our previous brand guidelines by clicking the button here.

Endorsement logos

Usage must be approved by the corporate communications team.

Property logos

For all property logos and guidance please refer to our previous brand guidelines by clicking the button here.

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Property logos

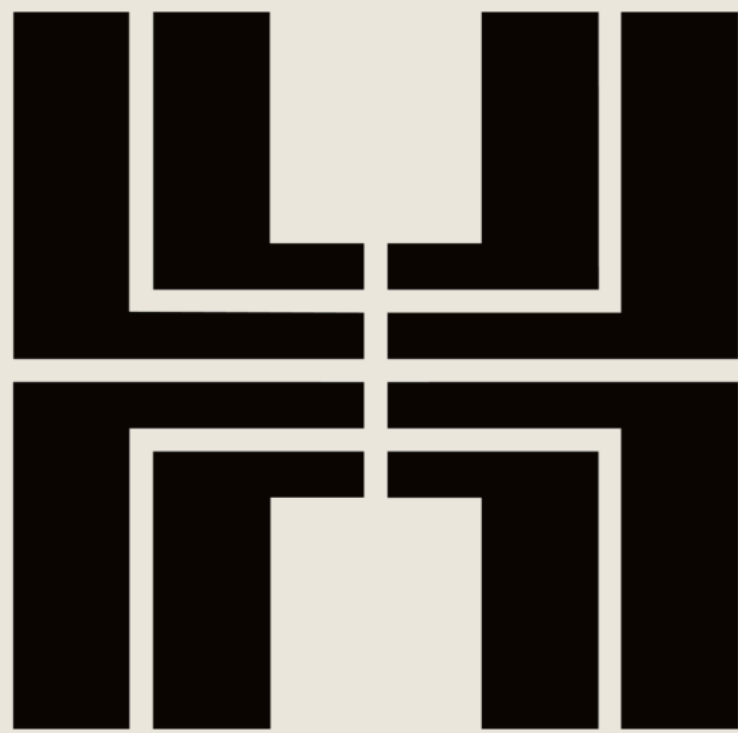
Usage must be approved by the corporate communications team.

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Symbol

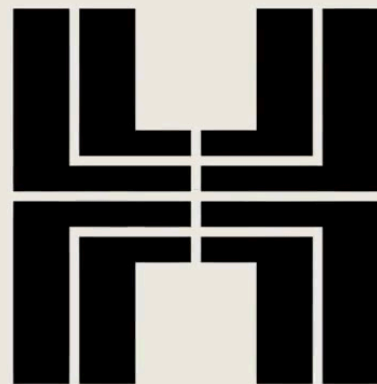
Originally created by legendary designer Henry Steiner, our symbol has been in use for over 50 years. The now iconic H symbol took its inspiration from the floor plans of buildings, the walkways between them and the ancient Chinese character for longevity.

Consistent use of clearspace, thoughtful color application, and precise execution ensure the symbol remains iconic across all contexts, preserving its prestige and bringing its original lustre to every touchpoint.



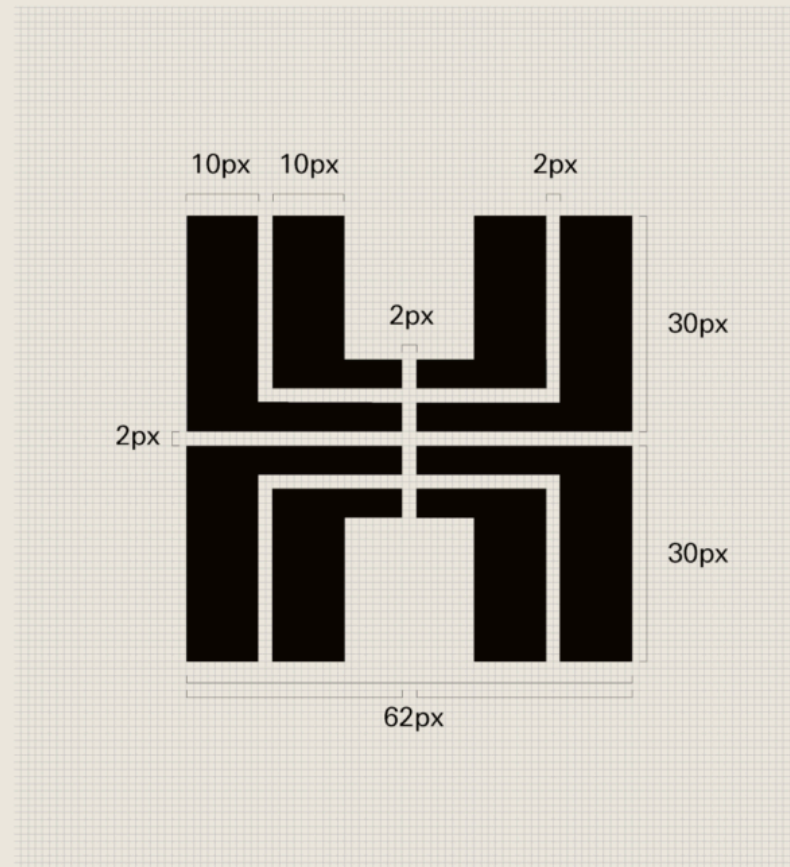
Symbol Animation

Our animated symbol evolves for the digital world, bringing dynamic and expressive movement to our identity.



Symbol Construction

Our symbol has been redrawn for the digital age, with a pixel structure in mind. It's area is now a perfect square.



Symbol Usage

Our symbol is a dynamic visual element that allows us to represent the brand without the need for the full logo, giving us the flexibility to create a wide range of visual materials whilst maintaining brand recognition.

If the symbol is used alone, the company name should be present somewhere on or next to the application.

Small scale



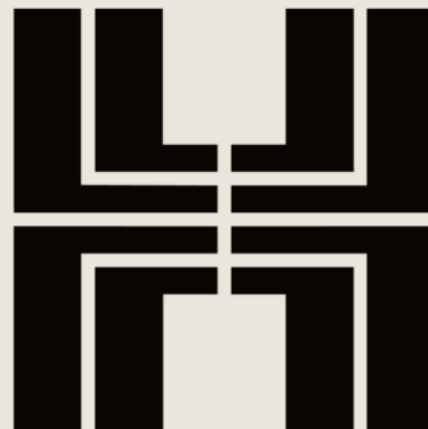
Heroic moment



Positioning Heroic moment

In a heroic capacity, the symbol should be positioned prominently in the centre of the composition.

1



Positioning

Supportive placement

In instances where the symbol is being applied in a more supportive capacity, it should be positioned in the corners of a layout and align with the margins.

1

2

3

4

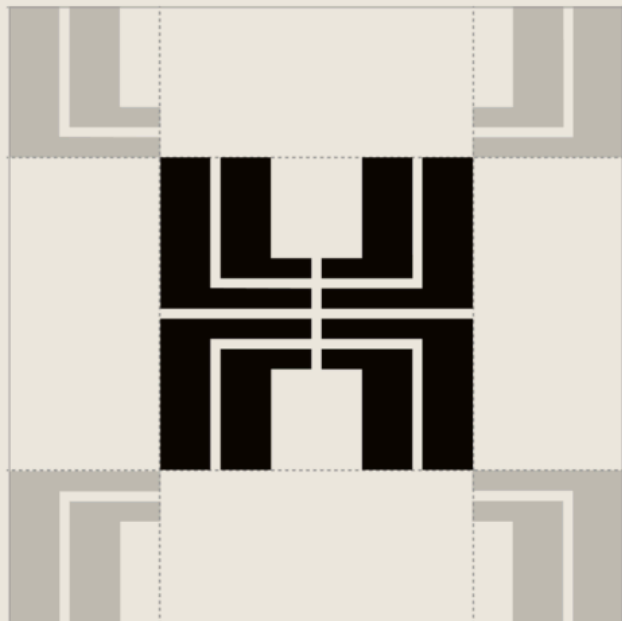
5



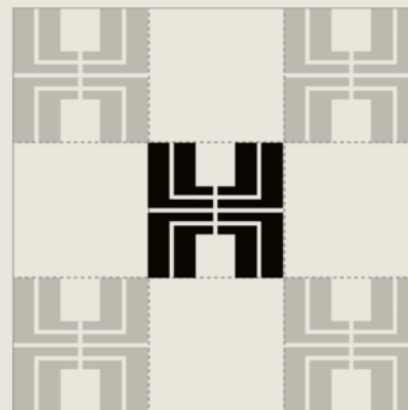
Symbol Clearspace

Our symbol requires a clearspace defined by the size of the symbol.
This ensures sufficient distance from any margins and surrounding
elements, maintaining the symbol's's prominence and visual integrity.

Width above
50px/18mm



Width below
50px/18mm



Symbol

Scaling — Minimum size

Our symbol has been carefully crafted to maintain legibility, even at small sizes.

Our recommended minimum size (width) is 20 pixels for screen, and 10 mm in print.



Minimum print: 10mm
Minimum digital: 20px

Symbol

Colour

Our symbol should only be used in colours from our neutral palette. It should predominantly be used in either Black or White.

When placed over imagery, choose a colour which will ensure sufficient contrast between the background and the symbol.

Neutral backgrounds



Black on accent



White on accent



White on image

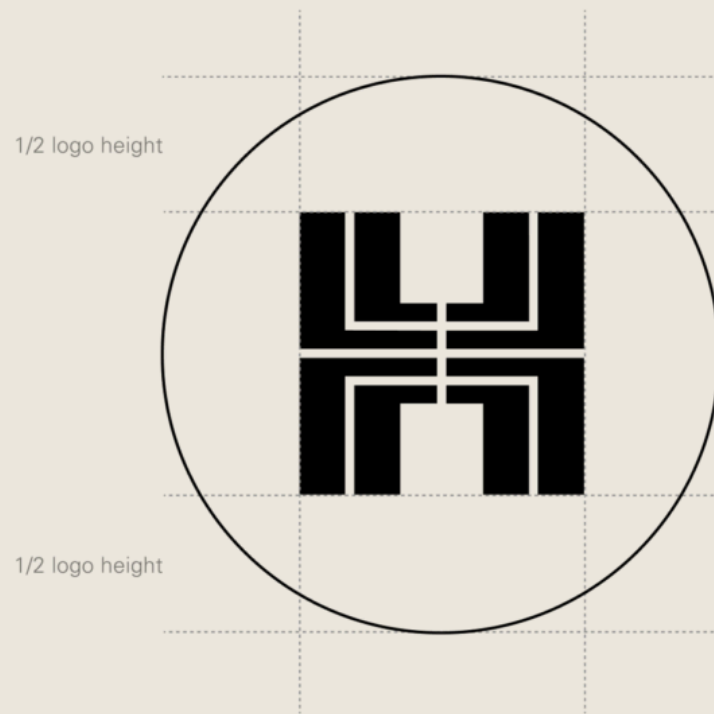


Symbol Icons

The symbol should be used for all social icons and favicons.

Icons

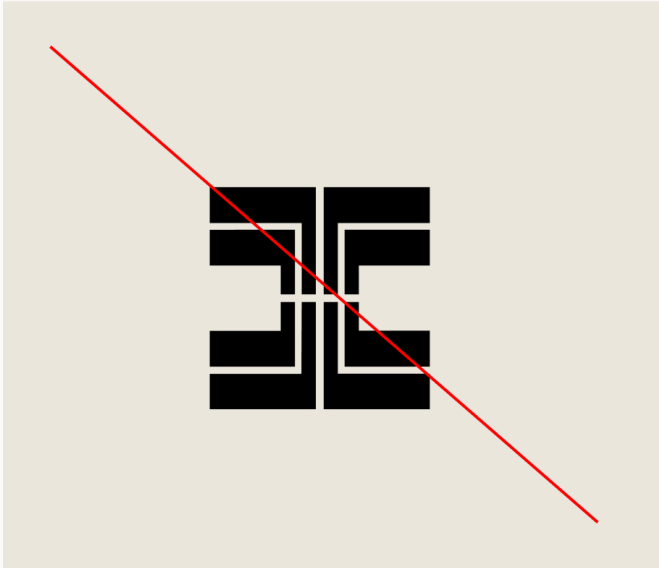
Construction



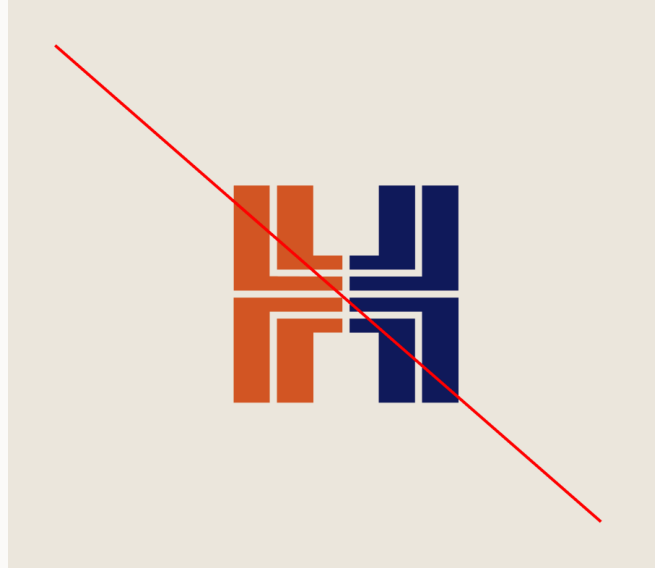


Symbol Misuse

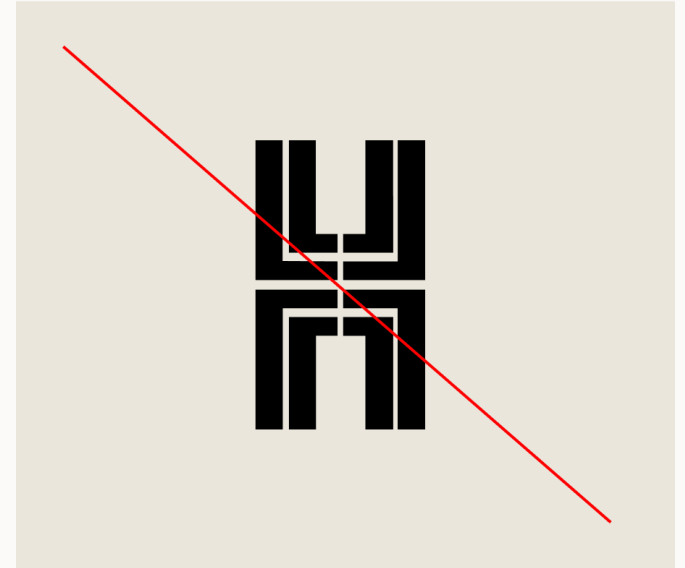
To maintain consistency, the symbol must not be altered, modified, or embellished in any way. Avoid any reinterpretation or distortion to preserve its integrity.



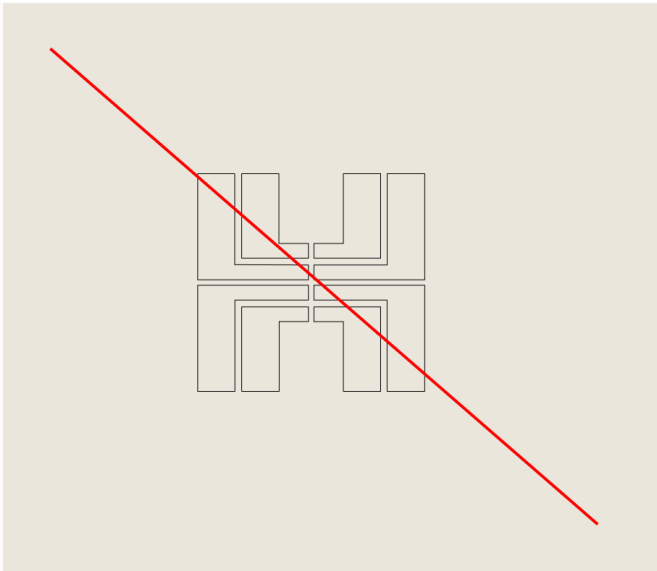
Do not rotate the symbol



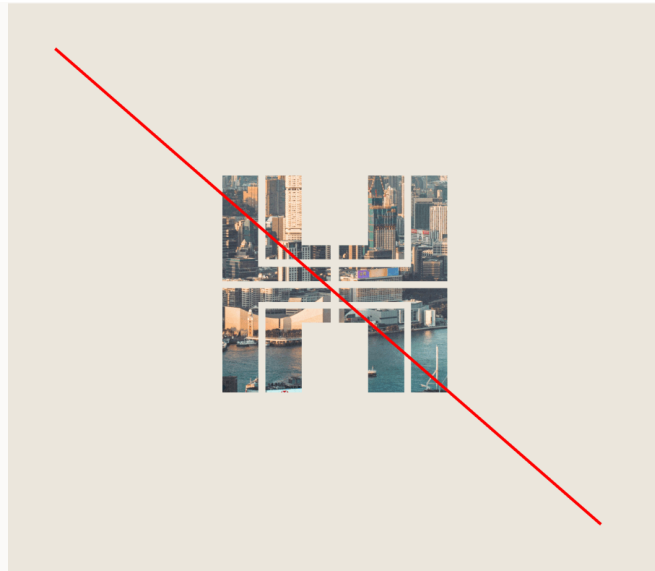
Do not apply multiple colours to the symbol



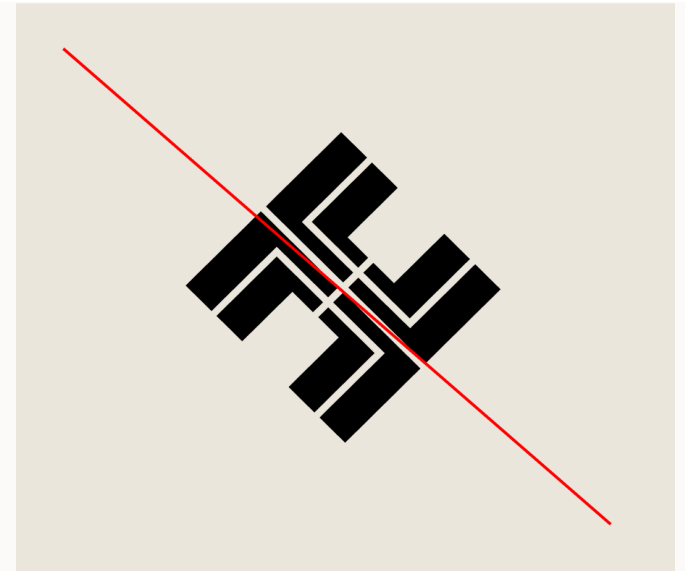
Do not distort or warp the symbol in any way



Do not outline or create a keyline around the symbol



Do not use the symbol as a framing device for imagery



Do not rotate the symbol

[Previous Section](#)

[Next Section](#)

Typography

Our typography is timeless and elegant. The combination of two typefaces creates a system that allows us to communicate across many languages.

Hong Kong

香港

Mainland China

中国大陆

Singapore

新加坡

Cambodia

កម្ពុជា។

Thailand

ประเทศไทย

Tokyo

東京

Our typefaces

Univers links us with our heritage, whilst Noto allows us to communicate globally, with the typeface being available in over 1,000 languages.

Univers is used for English and all languages using the latin alphabet, whilst Noto's global font collection should be used for all other languages.

If the typefaces below aren't available on your computer, please contact corpcomm@hkland.com.

English

Univers is used for all English
and latin languages

Univers
AaBbCc

Chinese or other languages

Noto Sans is a global font
collection for writing in all
modern and ancient languages

Noto Sans
這是一段

Predominantly the Light weight of the typeface is used for all copy.

The Regular weight is used occasionally for emphasis and adding additional hierarchy.

Univers Light

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
0123456789.,&?!

Univers Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
0123456789.,&?!

Univers Bold

**ABCDEFGHIJKLMNO
PQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
0123456789.,&?!**

Noto Sans TC
Light

這是一段示範文字
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
1234567890

Noto Sans TC
Regular

這是一段示範文字
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
1234567890

Noto Sans TC
Medium

這是一段示範文字
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Noto Sans SC
Light

这是一段示范文字
ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
pqrstuvwxyz
1234567890

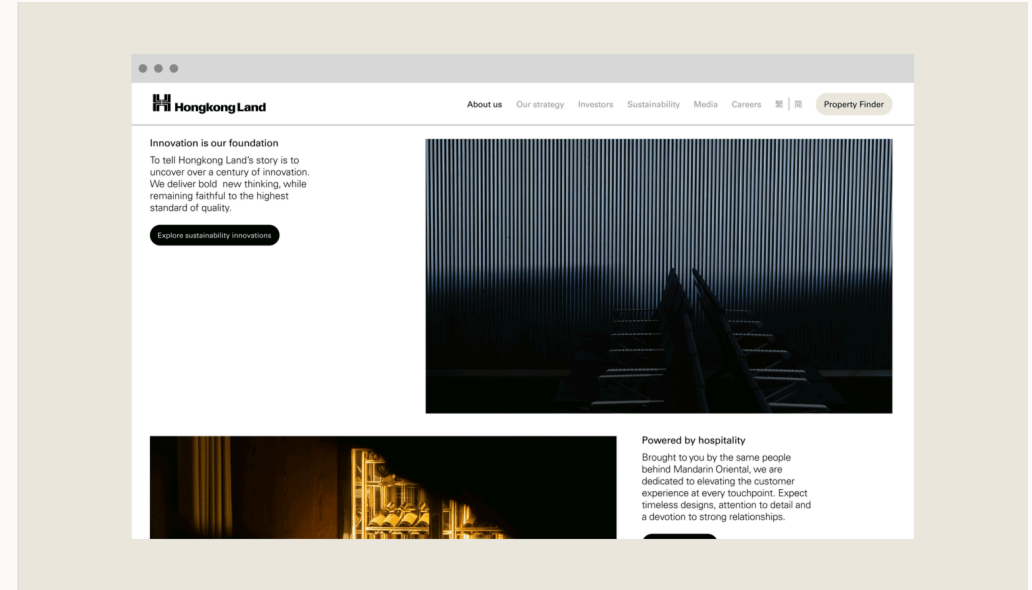
Noto Sans SC
Regular

这是一段示范文字
ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
pqrstuvwxyz
1234567890

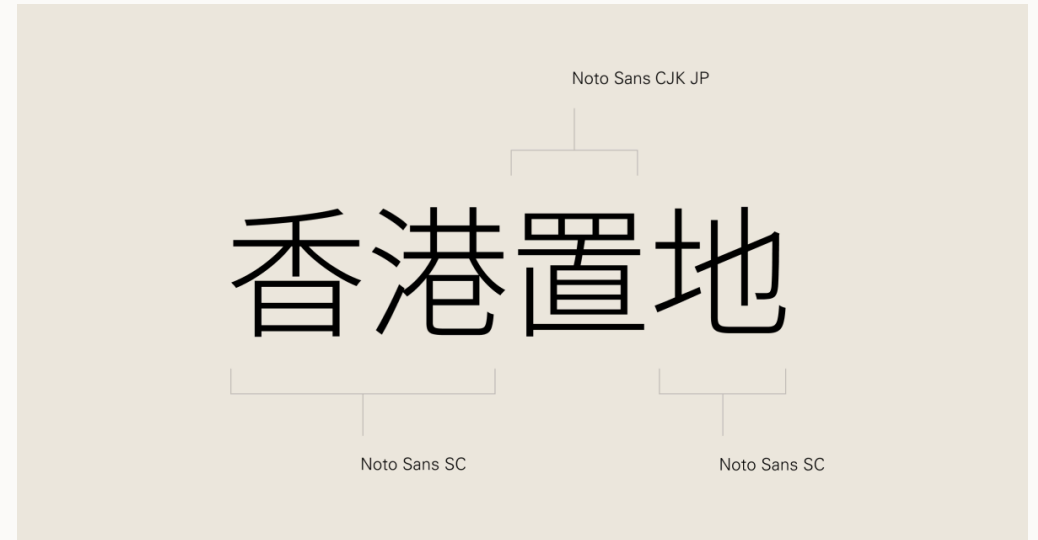
Noto Sans SC
Medium

这是一段示范文字
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

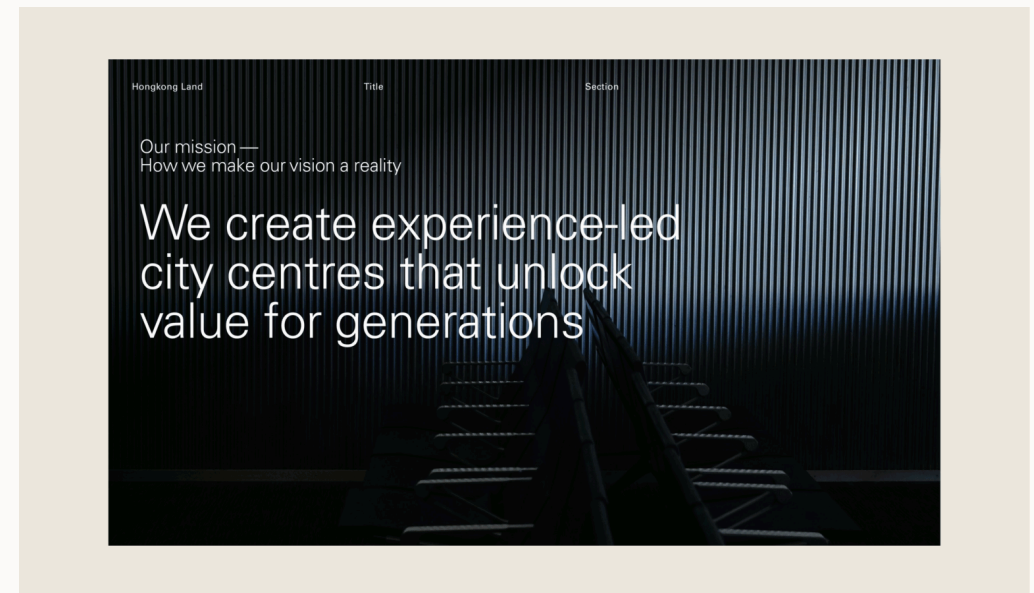
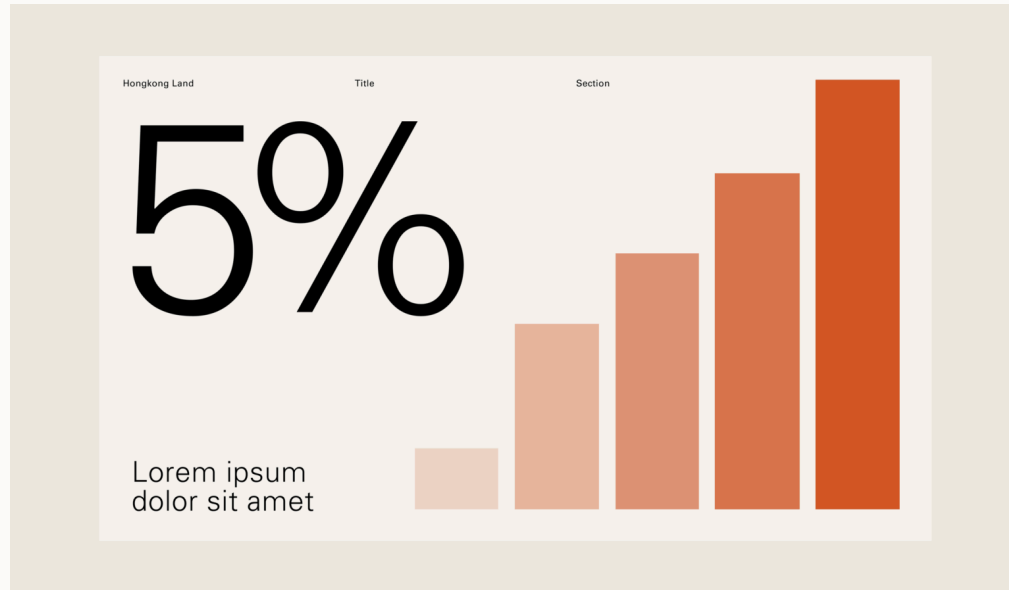
Below are examples of varying font weights within the same size establishing a clear hierarchy.



To use the Chinese company name correctly in text format, Noto Sans JP should be applied to the character '置'.



Below are examples of using different font sizes with the same weight which creates a high-contrast hierarchy.



Typography Styling

The following guides outline how to set type at a number of sizes and how to create a sense of hierarchy.

Glossary

Descriptions for some of the technical terminology used in this section.



English

Headlines

Univers Light

Leading = Font size

Tracking = -5

Headlines at 80pt would have 80pt leading

*Set justification to 80% based
on the desired word spacing.

Lorem ipsum dolor sit amet

Subheading

Univers Light

Leading = 110% of font size

Tracking = -5

Headlines at 30pt would have 33pt leading

*Set justification to 80% based
on the desired word spacing

Lorem ipsum dolor sit amet, consectetur
adipiscing elit, Vevo dolor adipiscing elit, sed diam
nonummy nibh euismod tincidunt.

Body

Univers Light

Leading = 130% of font size

Tracking = 0

Headlines at 20pt would have 26pt leading

*Set justification to 80% based
on the desired word spacing

Lorem ipsum dolor sit amet, consectetur
adipiscing elit, vevo dolor.
Sdipiscing elit, sed diam nonummy nibh euismod
tincidunt ut laoreet dolore magna aliquam
erat volutpat, ut wisi enim ad minim veniam.

Caption

Univers Light

Leading = 130% of font size

Tracking = 0pt

Headlines at 10pt would have 13pt leading

*Set justification to 80% based
on the desired word spacing

Lorem ipsum dolor sit amet, consectetur
adipiscing elit, vevo dolor.
Lorem ipsum dolor sit amet, consectetur.

Traditional Chinese

Headlines

Noto Sans TC Light

Leading = 120% of font size

Tracking = 0pt

Headlines at 80pt would

have 96pt leading

這是一段繁體中文 示範文字

Subheading

Noto Sans TC Light

Leading = 120% of font size

Tracking = 0pt

Headlines at 40pt would

have 44pt leading

置地公司於亞洲各地從事物業規劃、建築及管理，改善市民過往與未來的生活、工作和社交方式，我們對此深感自豪。

Body

Noto Sans TC Light

Leading = 130% of font size

Tracking = 0pt

Headlines at 20pt would

have 26pt leading

置地公司為大型上市的物業投資、管理及發展集團。置地公司於1889年創立，一直肩承市場領先者角色，創建「以體驗為導向」的城市核心，並透過結合創新元素、營造社區體驗、待客摯誠的服務標準與可持續發展理念，釋放潛在價值，惠澤世代。

Caption

Noto Sans TC Light

Leading = 130% of font size

Tracking = 0pt

Headlines at 10pt would

have 13pt leading

置地控股有限公司於百慕達註冊成立，在倫敦證券交易所的標準板塊擁有第一上市地位，同時亦在百慕達及新加坡作第二上市。置地公司乃怡和集團成員之一。

Simplified Chinese

Headlines

Noto Sans SC Light

Leading = 120% of font size

Tracking = 0pt

Headlines at 80pt would

have 96pt leading

这是一段简体中文
示范文字

Subheading

Noto Sans SC Light

Leading = 120% of font size

Tracking = 0pt

Headlines at 40pt would

have 44pt leading

置地公司于亚洲各地从事物业划、
建筑及管理，改善市民往与未的生活、
工作和社交方式，我此深感自豪。

Body

Noto Sans SC Light

Leading = 130% of font size

Tracking = 0pt

Headlines at 20pt would

have 26pt leading

置地公司大型上市的物业投、管理及发展集团。
置地公司于1889年立，一直肩承市先者角色，
建“以体向”的城市核心，并透合新元素、造体、
待客摯的服务准与可持发展理念，放潜在价值，
惠世代

Caption

Noto Sans SC Light

Leading = 130% of font size

Tracking = 0pt

Headlines at 10pt would

have 13pt leading

置地控股有限公司于百慕达注册成立，在敦券交易所的准板拥有第一上市地位，
同时亦在百慕达及新加坡作第二上市。置地公司乃怡和集团成之一。

Typography

Bi-lingual applications

Often two languages will be required to be used at once. The examples below outline two different approaches to create balance on the page.

Single column: Univers + Noto Sans

Bilingual Heading

雙語文字

Ut optus illam, oditem et et dolorec tempore pudant minti bea sumquia Vevo qua tiorumquos doluptatur alit, in rerovid esedis mo omnit, esequia qui cusaecto do dolum, quam hillore coreseque conestiis Vevo.

置地公司為大型上市的物業投資、管理及發展集團。置地公司於1889年創立，一直肩承市場領先者角色，創建「以體驗為導向」的城市核心，並透過結合創新元素。

Across two columns: Univers + Noto Sans

Bilingual Heading

繁體中文 示範文字

Ut optus illam, oditem et et dolorec tempore pudant minti bea sumquia Vevo qua tiorum quos doluptatur alit, in rerovid esedis mo omnit, esequia qui cusaecto do dolum, quam hillo re coreseque conestiis Vevo.

置地公司為大型上市的物業投資、管理及發展集團。置地公司於1889年創立，一直肩承市場領先者角色，創建「以體驗為導向」的城市核心，並透過結合創新元素。

If Latin characters appear when using Noto for an alternative language, please keep everything in Noto and do not change the Latin characters to Univers.

Multiple languages: Noto Sans

Multiple languages: Noto Sans

香港置地
Hongkong Land
香港中環交易廣場第一座八樓
電話 +852 8888 8888
手機 +86 000 0000 0000
sample@hkland.com
hkland.com

柬埔寨金邊Khan Daun Penh,
Sangkat Wat Phnom
106街19至20號

Typography

Alignment

Type is primarily left aligned but can be centred when there is a small amount of copy to lay out or when emphasis is needed for large titles.

Alignment

Headline

Use left-aligned text for headlines.

Left-aligned

向左對齊

Centered headings are acceptable for emphasis in headlines

Centered type
文字置中

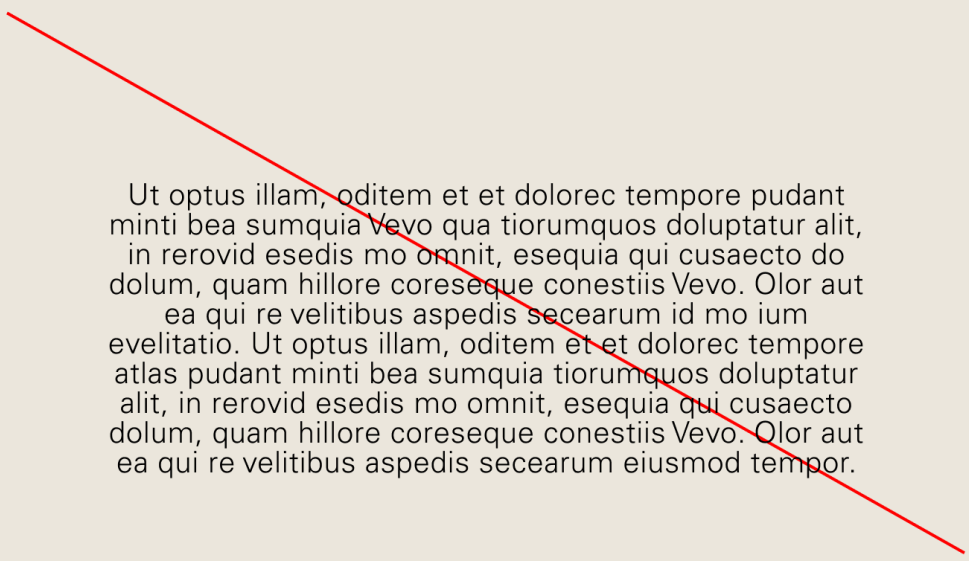
Alignment

Body text

Left-align paragraphs for optimal legibility.

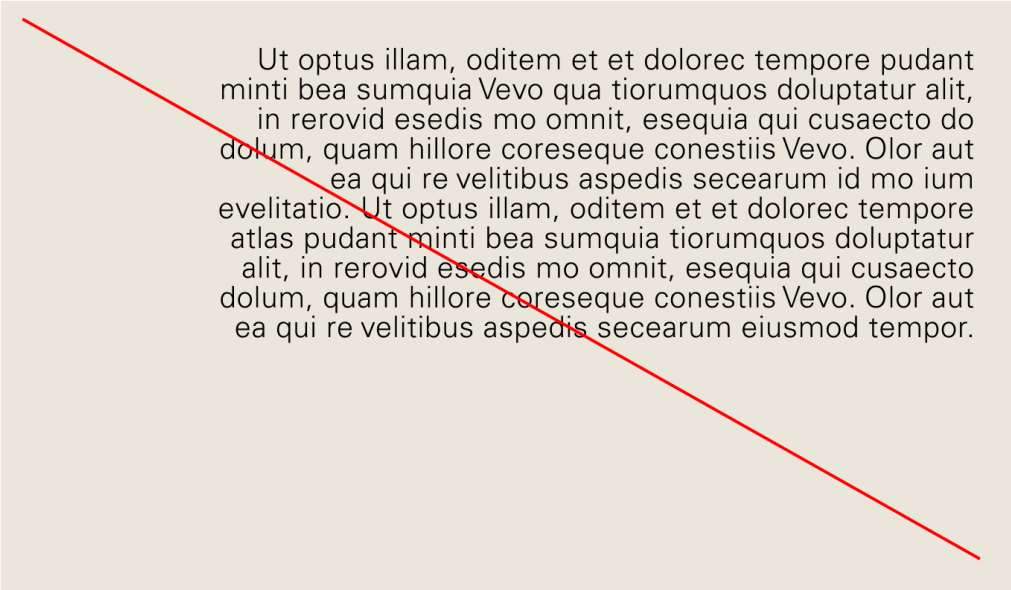
Ut optus illam, oditem et et dolorec tempore pudant
minti bea sumquia Vevo qua tiorumquos doluptatur alit,
in rerovid esedis mo omnit, esequia qui cusaecto do
dolum, quam hillore coreseque conestiis Vevo. Olor aut
ea qui re velitibus aspedis secearum id mo ium
evelitatio. Ut optus illam, oditem et et dolorec tempore
atlas pudant minti bea sumquia tiorumquos doluptatur
alit, in rerovid esedis mo omnit, esequia qui cusaecto
dolum, quam hillore coreseque conestiis Vevo. Olor aut
ea qui re velitibus aspedis secearum eiusmod tempor.

Avoid centered paragraphs to maintain clean, professional layouts.



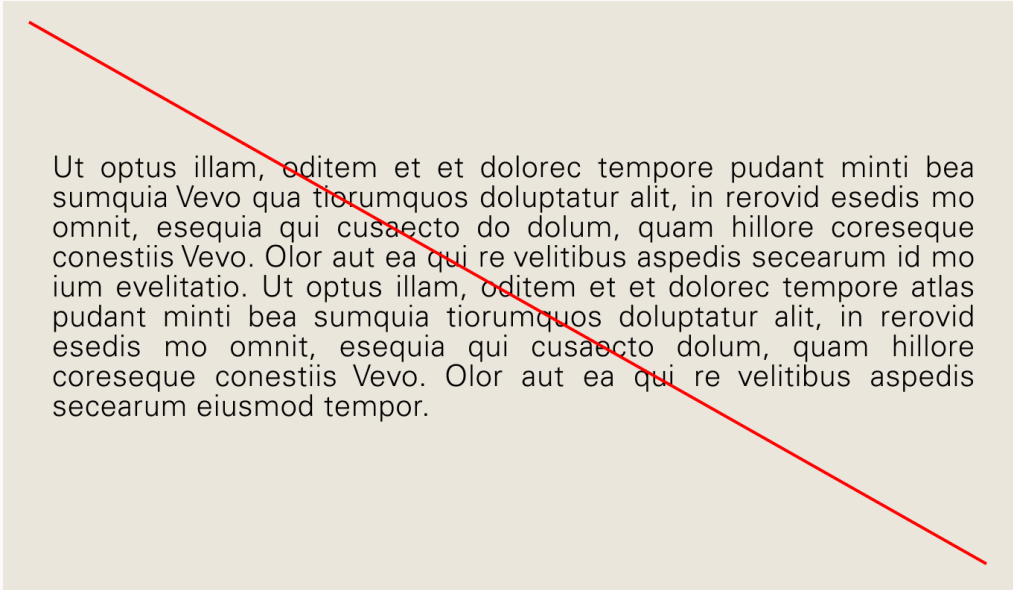
Ut optus illam, oditem et et dolorec tempore pudant
minti bea sumquia Vevo qua tiorumquos doluptatur alit,
in rerovid esedis mo omnit, esequia qui cusaecto do
dolum, quam hillore coreseque conestiis Vevo. Olor aut
ea qui re velitibus aspedis secearum id mo ium
evelitatio. Ut optus illam, oditem et et dolorec tempore
atlas pudant minti bea sumquia tiorumquos doluptatur
alit, in rerovid esedis mo omnit, esequia qui cusaecto
dolum, quam hillore coreseque conestiis Vevo. Olor aut
ea qui re velitibus aspedis secearum eiusmod tempor.

Avoid right-aligning paragraphs to maintain consistent text flow.



Ut optus illam, oditem et et dolorec tempore pudant minti bea sumquia Vevo qua tiorumquos doluptatur alit, in rerovid esedis mo omnit, esequia qui cusaecto do dolum, quam hillore coreseque conestiis Vevo. Olor aut ea qui re velitibus aspedis secearum id mo ium evelitatio. Ut optus illam, oditem et et dolorec tempore atlas pudant minti bea sumquia tiorumquos doluptatur alit, in rerovid esedis mo omnit, esequia qui cusaecto dolum, quam hillore coreseque conestiis Vevo. Olor aut ea qui re velitibus aspedis secearum eiusmod tempor.

Do not justify text as this leads to uneven word spacing.



Ut optus illam, oditem et et dolorec tempore pudant minti bea sumquia Vevo qua tiorumquos doluptatur alit, in rerovid esedis mo omnit, esequia qui cusaecto do dolum, quam hillore coreseque conestiis Vevo. Olor aut ea qui re velitibus aspedis secearum id mo ium evelitatio. Ut optus illam, oditem et et dolorec tempore atlas pudant minti bea sumquia tiorumquos doluptatur alit, in rerovid esedis mo omnit, esequia qui cusaecto dolum, quam hillore coreseque conestiis Vevo. Olor aut ea qui re velitibus aspedis secearum eiusmod tempor.

Typography Misuse

To ensure a quality output, please avoid the following.

Don't use all caps

Don't apply accent colours to type

Don't use incorrect leading values

A beige rectangular box containing the text "EXPERIENCE IS CENTRAL™" in all caps. A red diagonal line is drawn across the box from the top-left to the bottom-right, indicating this is an incorrect example.

EXPERIENCE IS
CENTRAL™

A beige rectangular box containing the text "Experience is central™" where "Experience" and "central" are in orange and "is" is in black. A red diagonal line is drawn across the box from the top-left to the bottom-right, indicating this is an incorrect example.

Experience is
central™

A beige rectangular box containing the text "Hongkong Land is a major listed property investment, management and development group." with very tight line spacing. A red diagonal line is drawn across the box from the top-left to the bottom-right, indicating this is an incorrect example.

Hongkong Land is a
major listed property
investment,
management and
development group.

Don't mix font weights

Experience is
centralTM
體驗即**核心**

Don't distort type

Experience is
centralTM
體驗即核心

Don't use incorrect tracking values

Hongkong Land is a
major listed property investment,
management and development
group.
置地公司為大型上市的
物業投資、管理及發展
集團。置地公司於
1889年創立，一直肩
承市場領先者角色

Don't set the leading too loose

Experience
is centralTM
體驗即 核心

Don't use inconsistent font weights

Hongkong Land is a
major listed property
investment,
management and
development group.
置地公司為大型上市的
物業投資、管理及發展
集團。置地公司於
1889年創立，一直肩
承市場領先者角色

Don't use inconsistent spacing

Hongkong Land is a
major listed property
investment,
management and
development group.
置地公司為大型上市
的物業投資、管理及
發展集團。置地公司
於1889年創立，一直
肩承市場領先者角色

Don't outline type

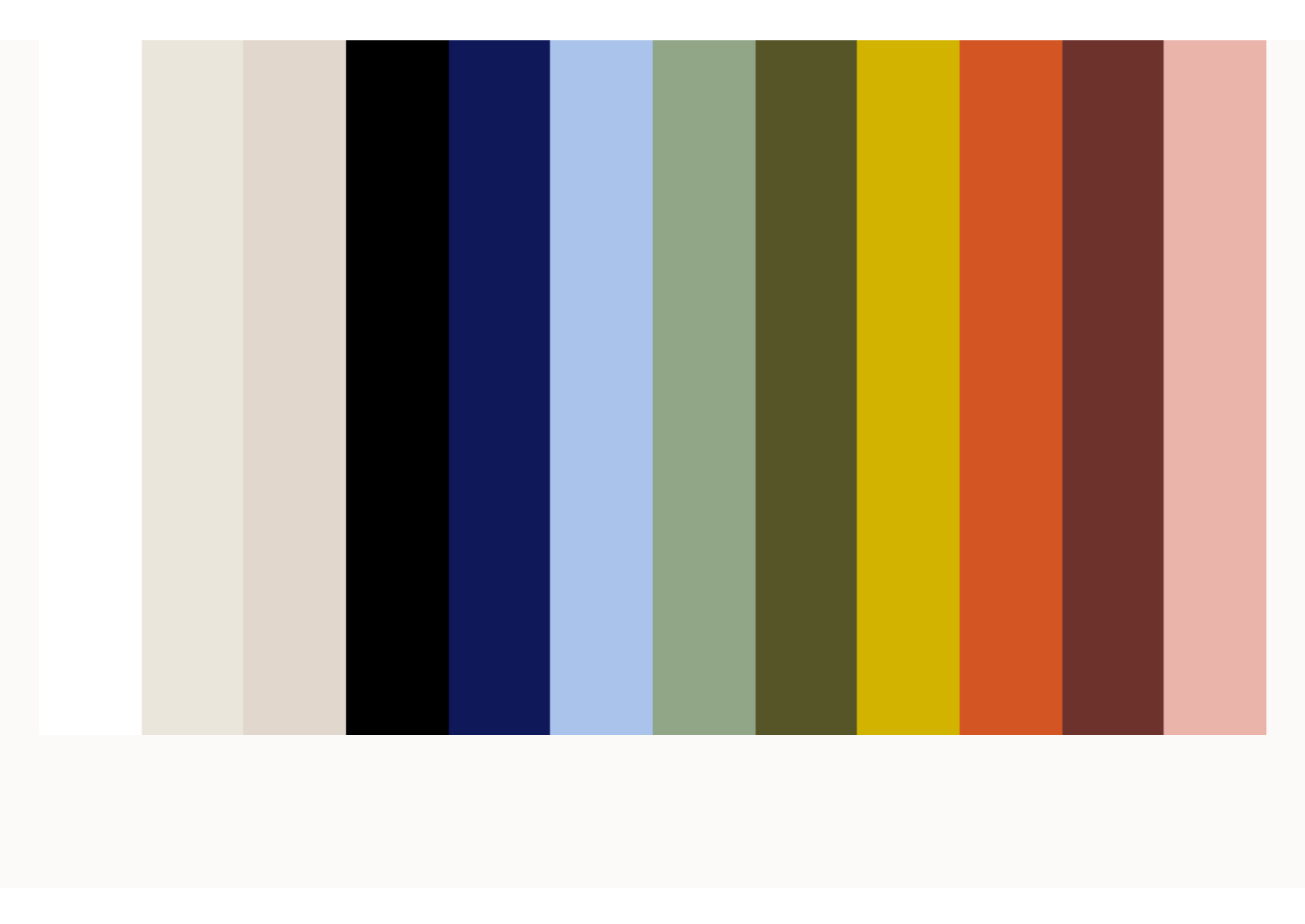
~~Experience
is central™
體驗即核心~~

Previous Section

Next Section

Colour

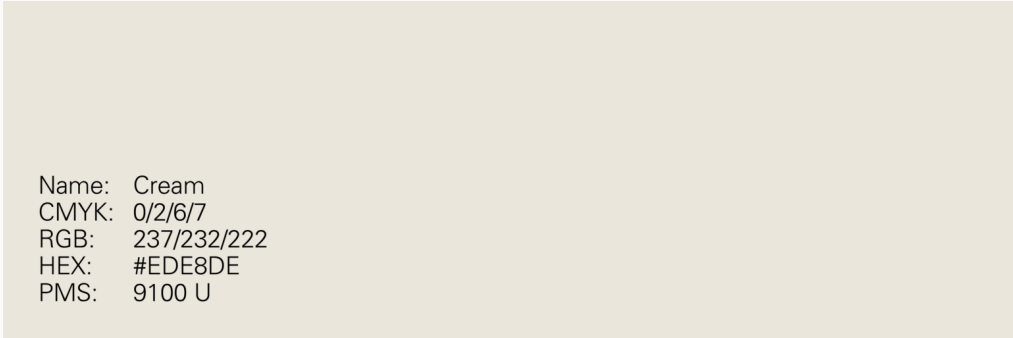
Our colour palette embodies simplicity and elegance, with neutral tones forming its foundation. Additional bolder tones can be utilised as accent colours throughout the identity.



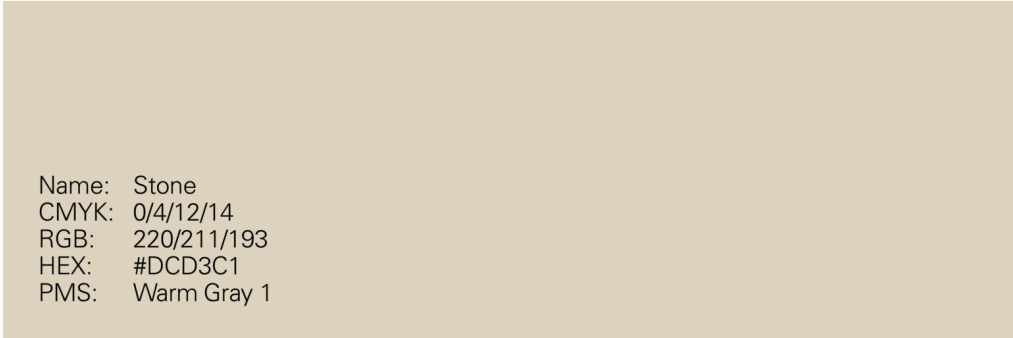
Colour

Primary neutral colours

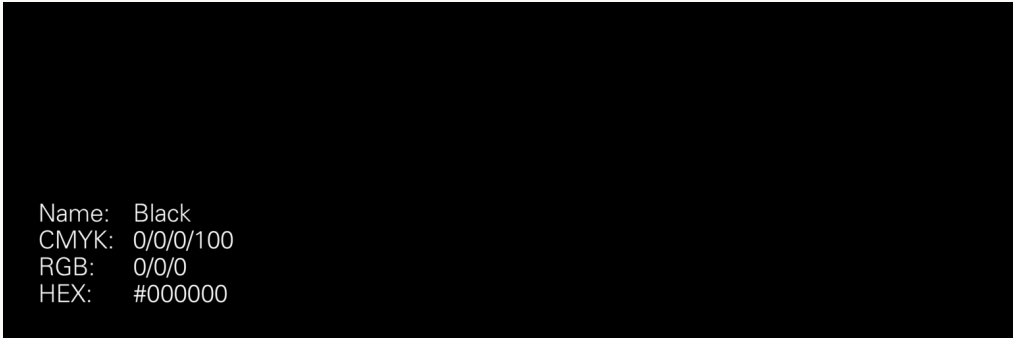
The foundation of our colour palette is formed by a collection of neutral tones. They ensure the identity feels premium and sophisticated, whilst also ensuring legibility across applications.



Name: Cream
CMYK: 0/2/6/7
RGB: 237/232/222
HEX: #EDE8DE
PMS: 9100 U



Name: Stone
CMYK: 0/4/12/14
RGB: 220/211/193
HEX: #DCD3C1
PMS: Warm Gray 1



Name: Black
CMYK: 0/0/0/100
RGB: 0/0/0
HEX: #000000



Name: White
CMYK: 0/0/0/0
RGB: 255/255/255
HEX: #FFFFFF

Colour

Primary accent palette

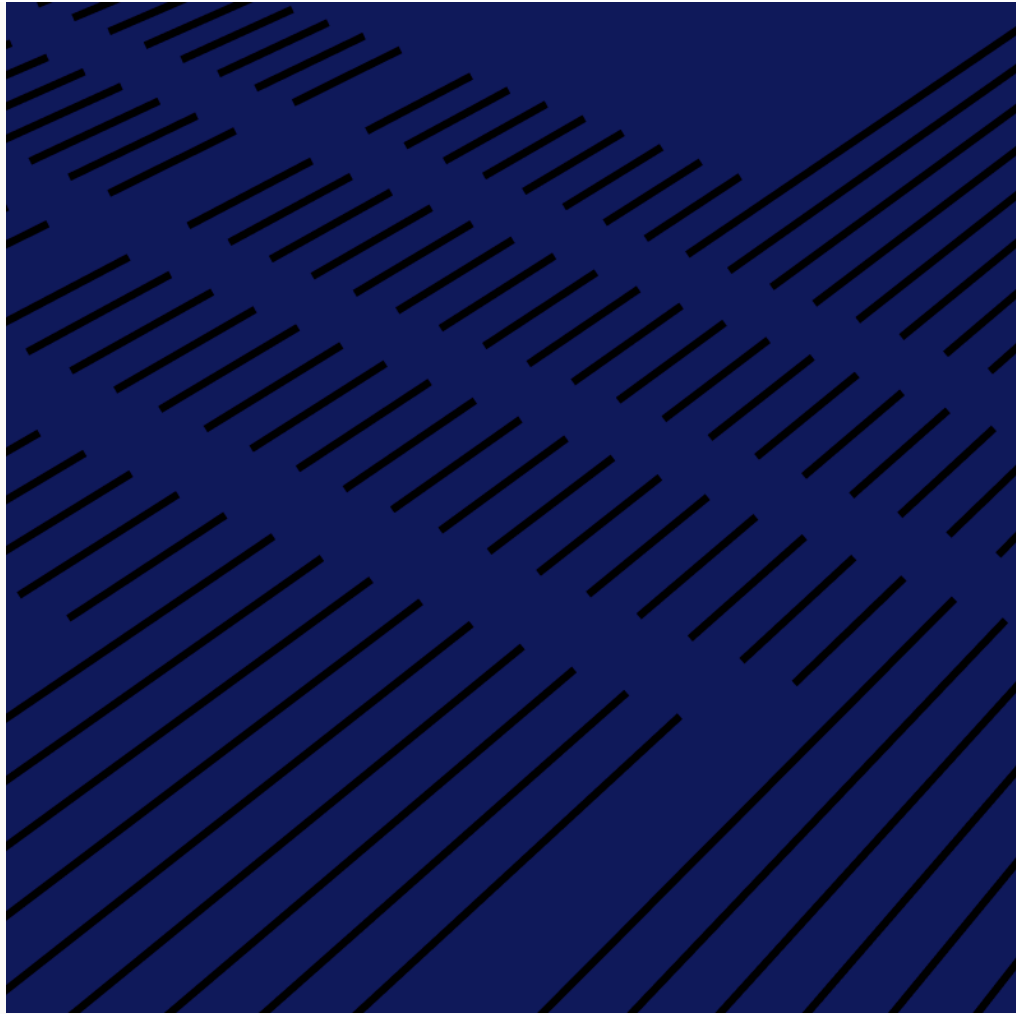
Our primary accent colours are the default colours to be used beyond our neutral tones in applications. There's no requirement to use a specific blue for a particular type of application and this should be addressed on a case-by-case basis.

Our dark blue nods to our
heritage and long-term experience

Name: Dark blue
CMYK: 79/72/0/65
RGB: 19/25/90
HEX: #13195A
PMS: 2758 U

Our light blue speaks to our
innovative approach

Name: Light blue
CMYK: 28/18/0/6
RGB: 172/197/239
HEX: #ACC5EF
PMS: 658 U



Colour

Secondary accent palette

Our secondary palette unlocks a selection of accent colours which can be used instead of blue. They are bright, dynamic tones that pair well with our neutral colours.

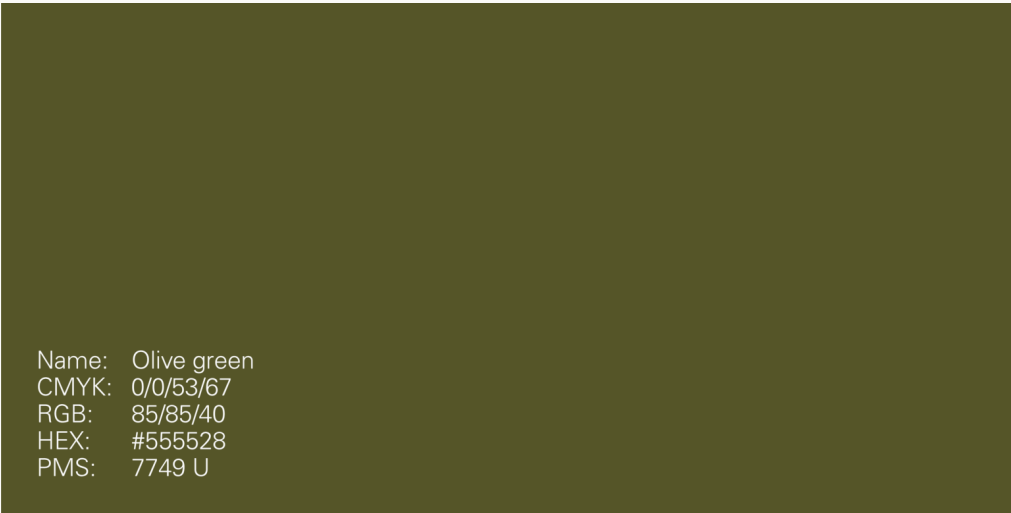
Only one accent colour should be used in a layout, unless being used to colour code information.



Name: Orange
CMYK: 0/58/82/18
RGB: 210/88/37
HEX: #D25825
PMS: 158 U



Name: Maroon
CMYK: 0/65/60/75
RGB: 111/50/47
HEX: #6F322F
PMS: 202 U



Name: Olive green
CMYK: 0/0/53/67
RGB: 85/85/40
HEX: #555528
PMS: 7749 U



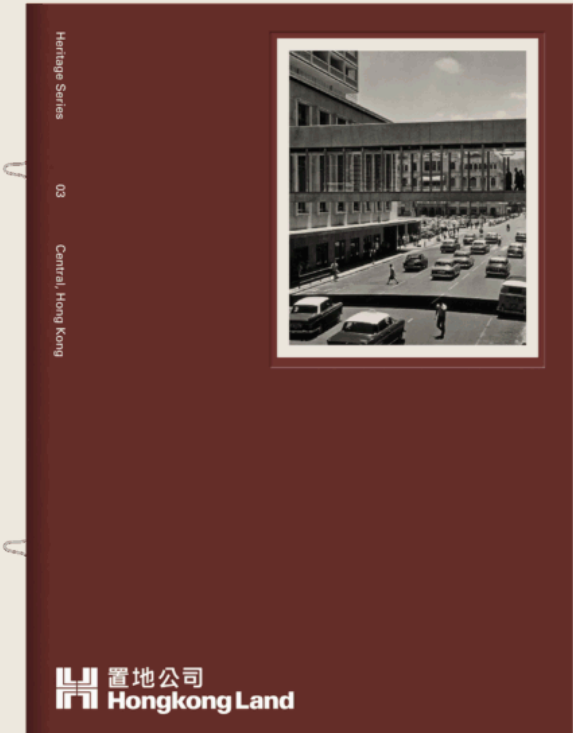
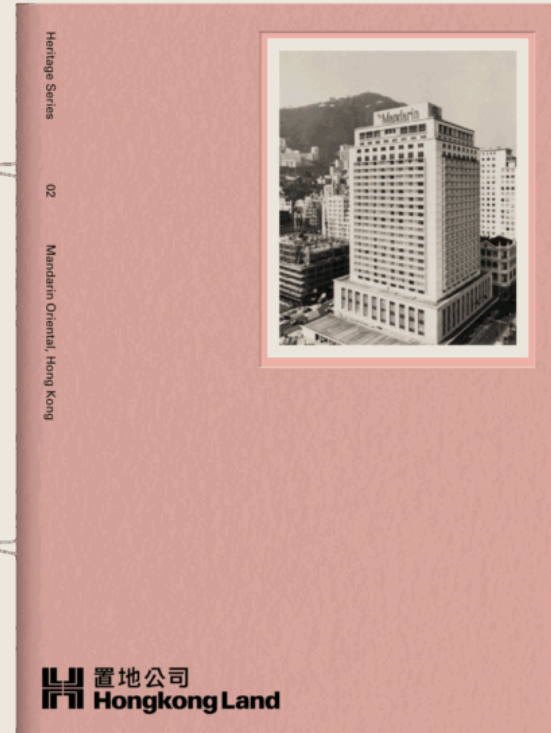
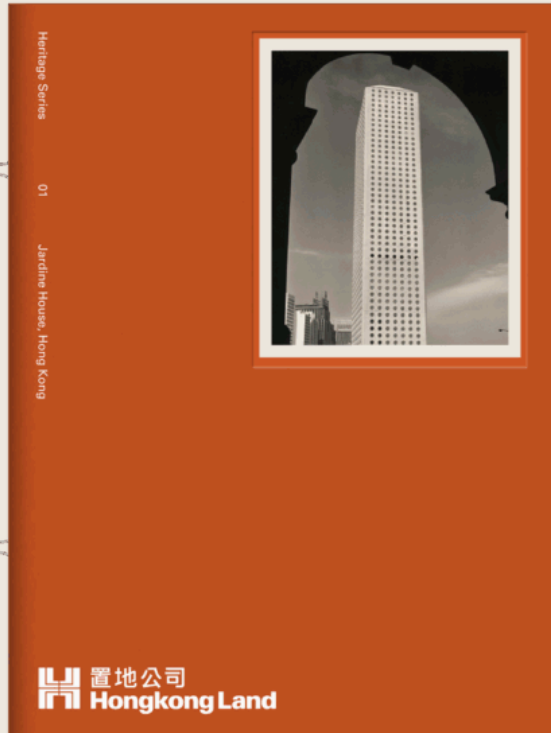
Name: Yellow
CMYK: 0/14/100/18
RGB: 210/180/0
HEX: #D2B400
PMS: 610 U

A solid rectangular block of a light pink color.

Name: Pink
CMYK: 0/24/28/7
RGB: 236/180/170
HEX: #ECB4AA
PMS: 7605 U

A solid rectangular block of a pale green color.

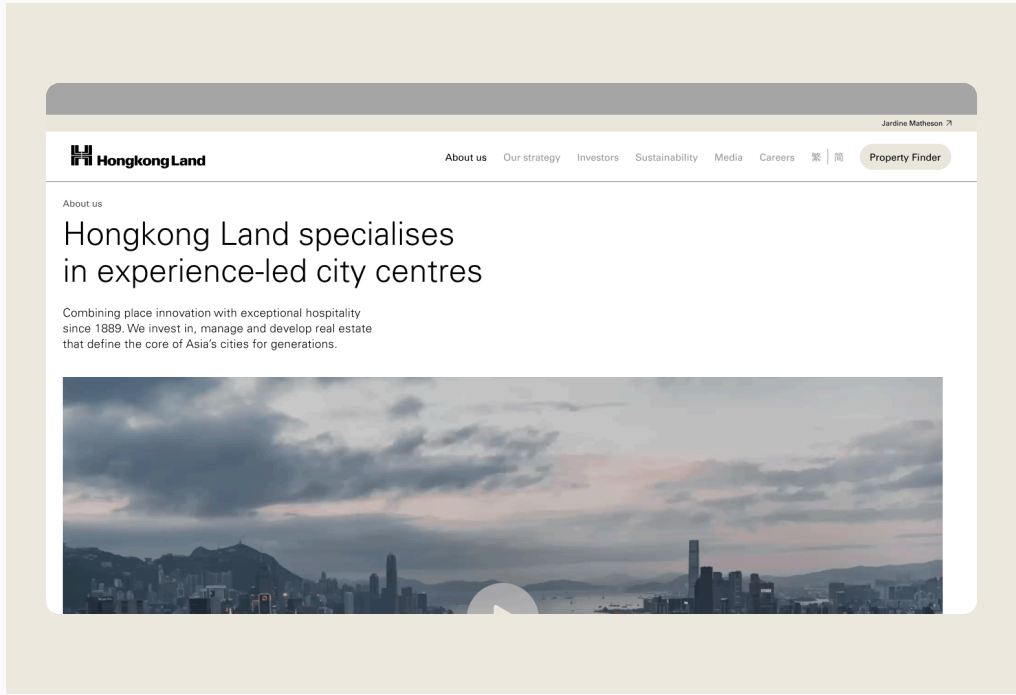
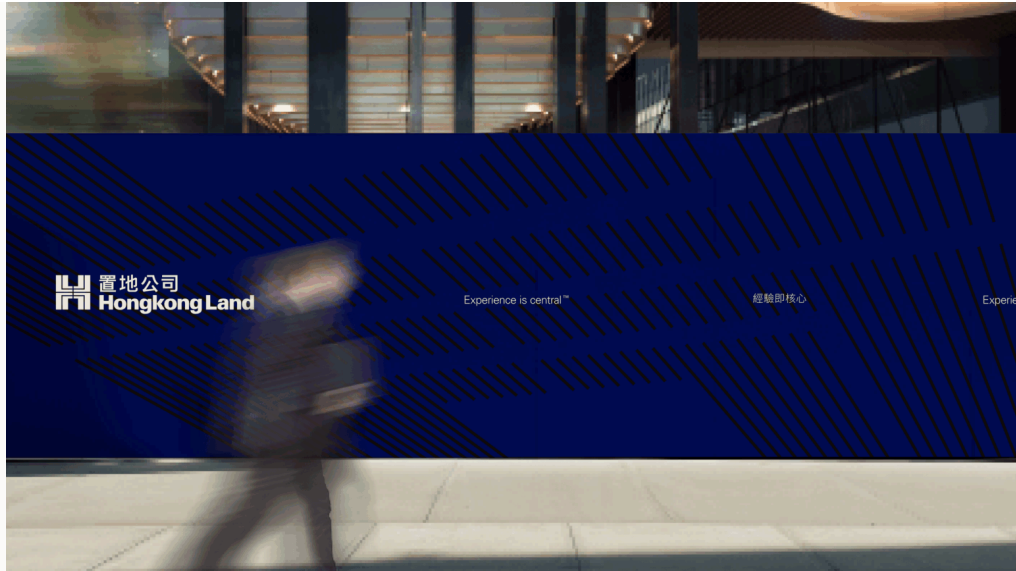
Name: Pale green
CMYK: 12/0/18/35
RGB: 146/166/136
HEX: #92A688
PMS: 5595 U

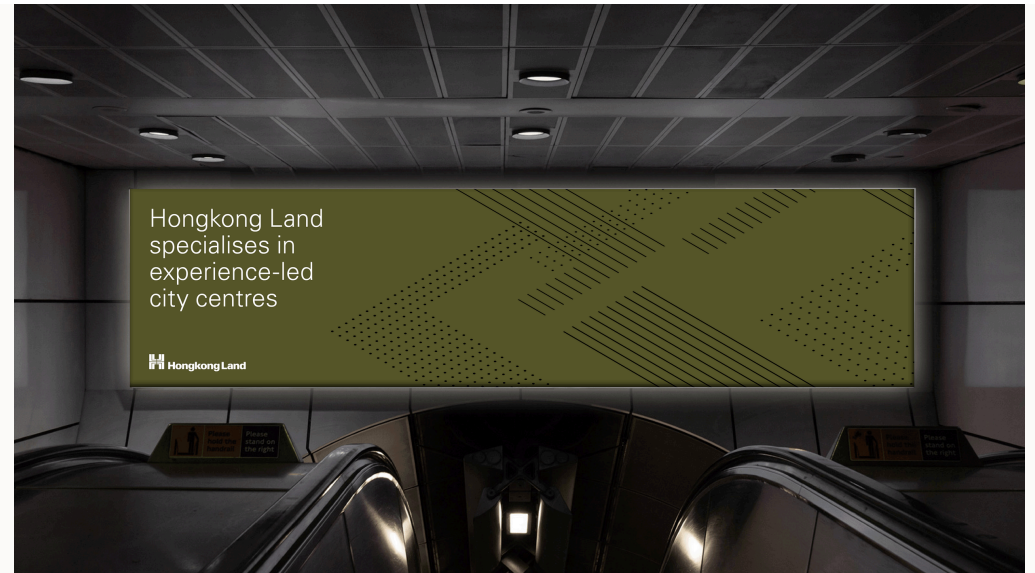
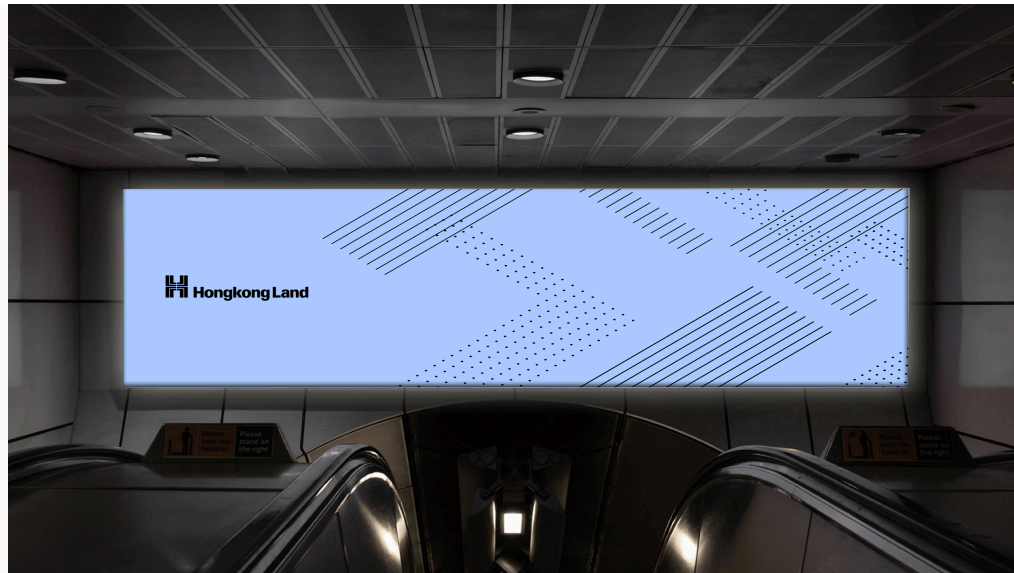




Colour Usage

Different colour combinations can be used to change the tone of an application, therefore the colour palette chosen will depend on the messaging and content in the application.





Colour Pairing

It is essential that colour pairings are kept consistent and maximise legibility.

Black sits over light colours

Experience is central™

Experience is central™

Experience is central™

Experience is central™

Experience is central™

Experience is central™

White sits over dark colours

Experience is central™

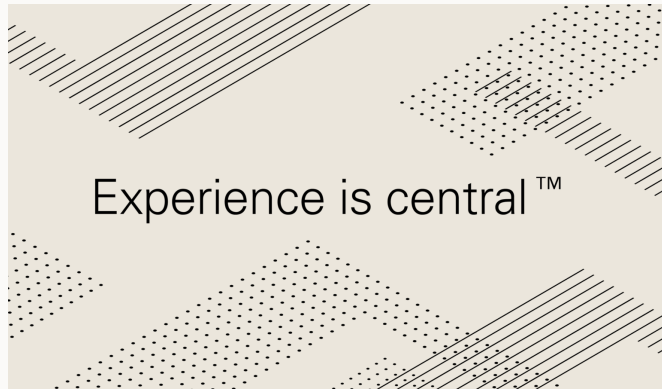
Experience is central™

Experience is central™

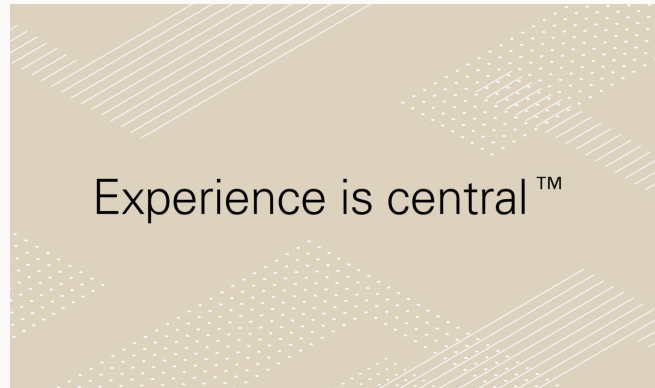
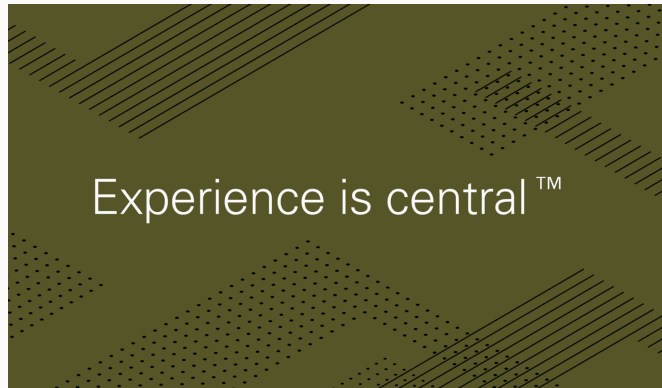
Experience is central™

Experience is central™

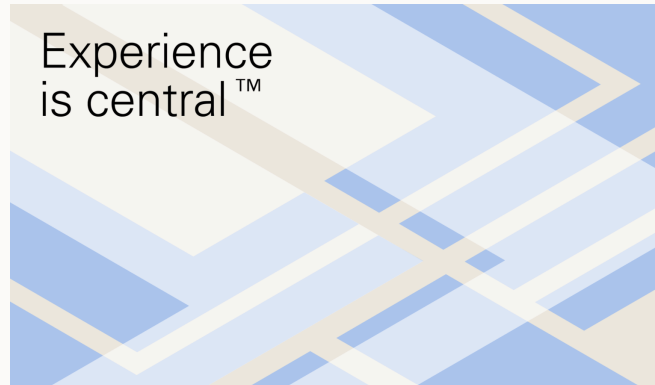
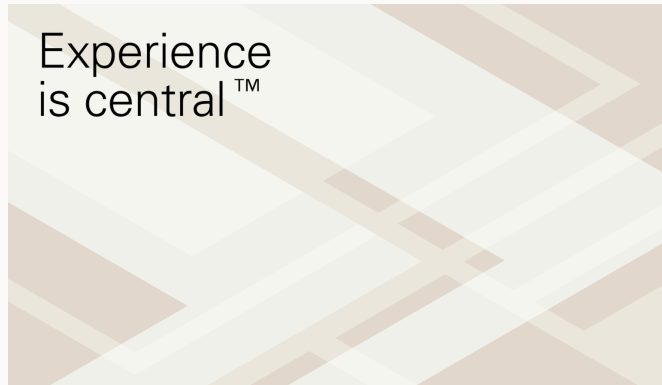
Patterns can be matched to the text colour



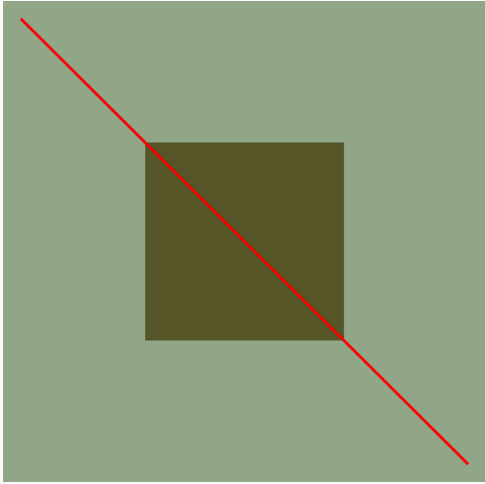
For more focus on messaging, patterns can have less contrast with the background



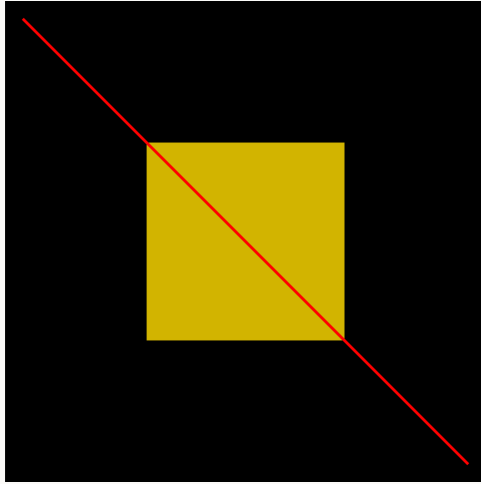
Black sits over solid patterns with accent colour



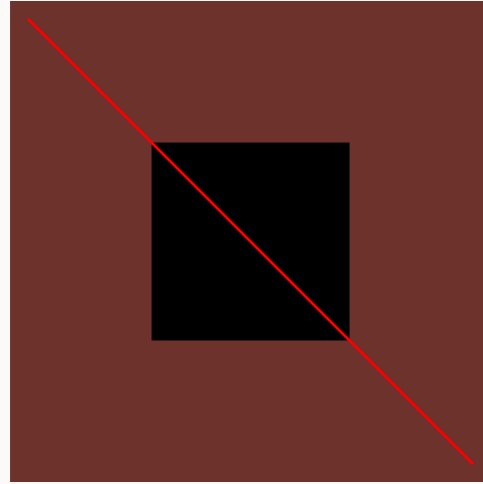
Pairing Misuse



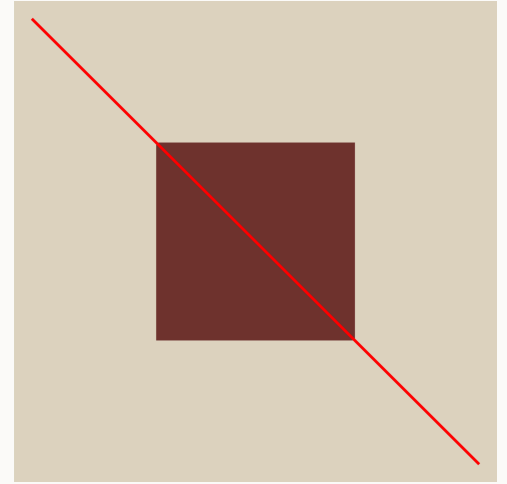
Don't pair two accent colours



Don't set an accent colour over black



Don't pair accents with non-contrasting neutrals



Don't set an accent over a neutral

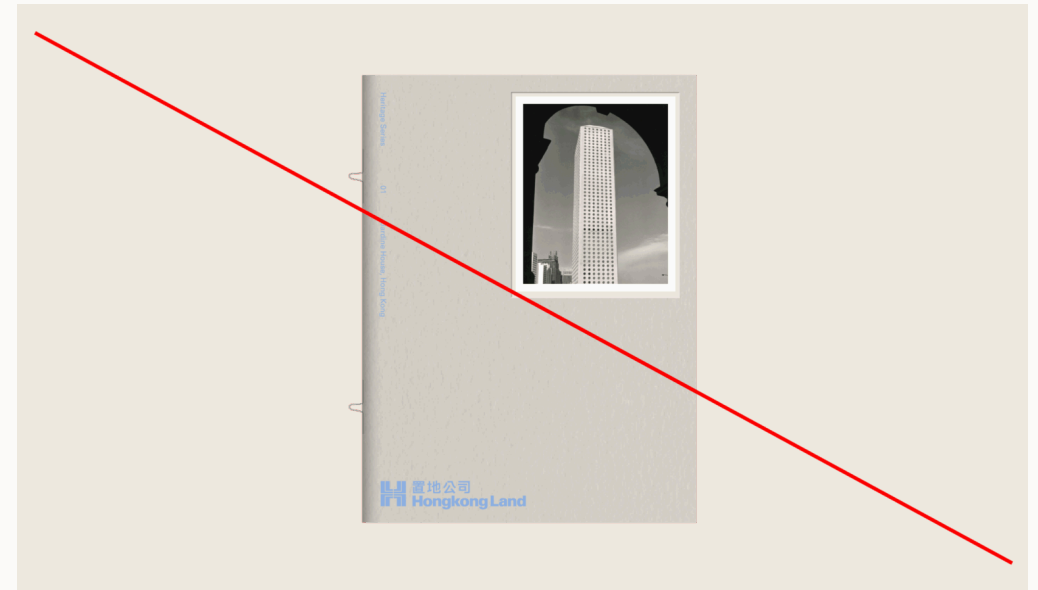
Colour Misuse

Examples of colour pairings to avoid.

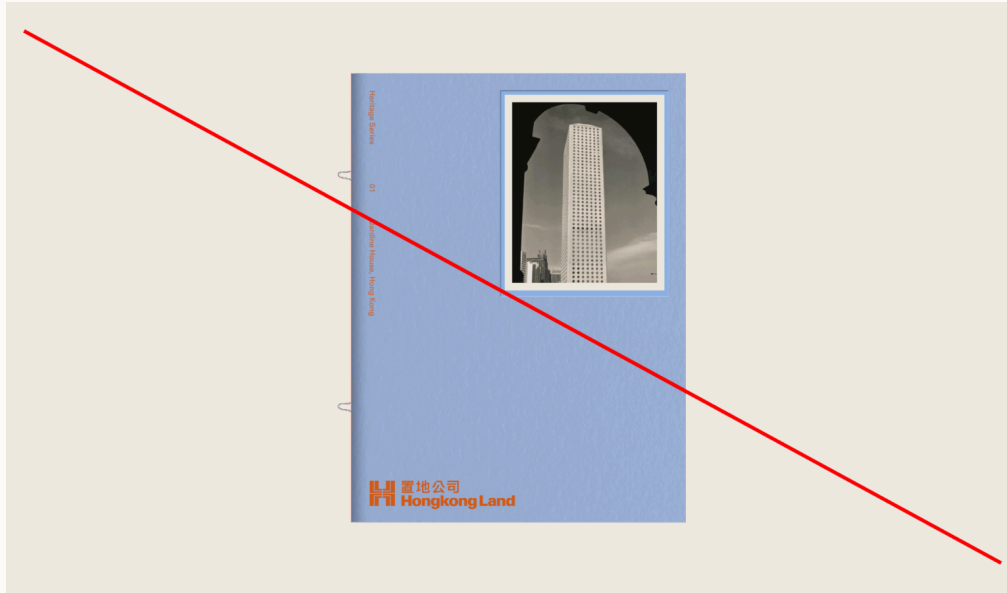
Don't use multiple accent colours within a single composition



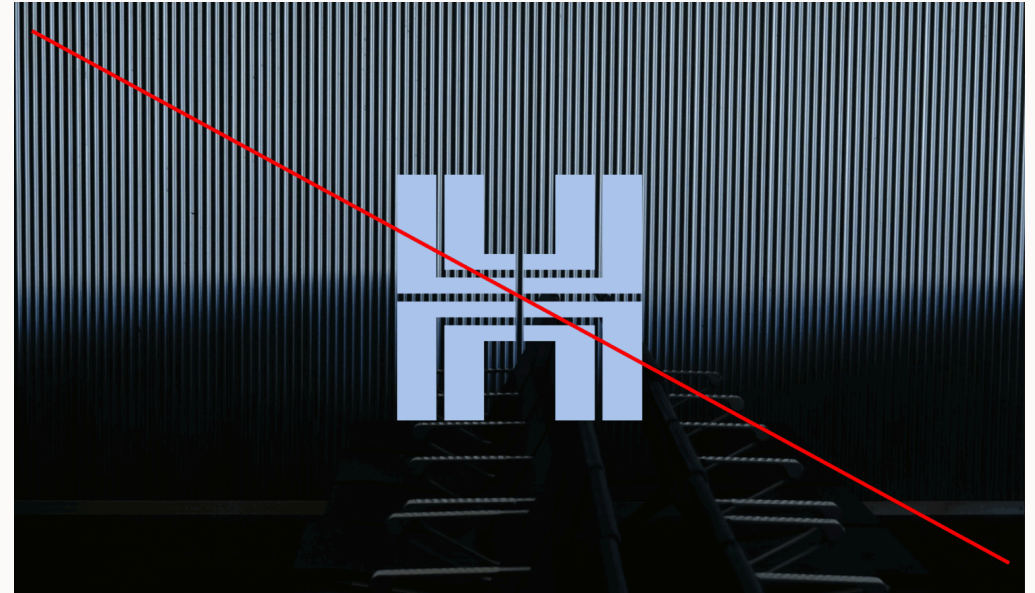
Don't apply accent colours to typography or logos



Don't set one accent colour over another



Don't apply accent colours over imagery

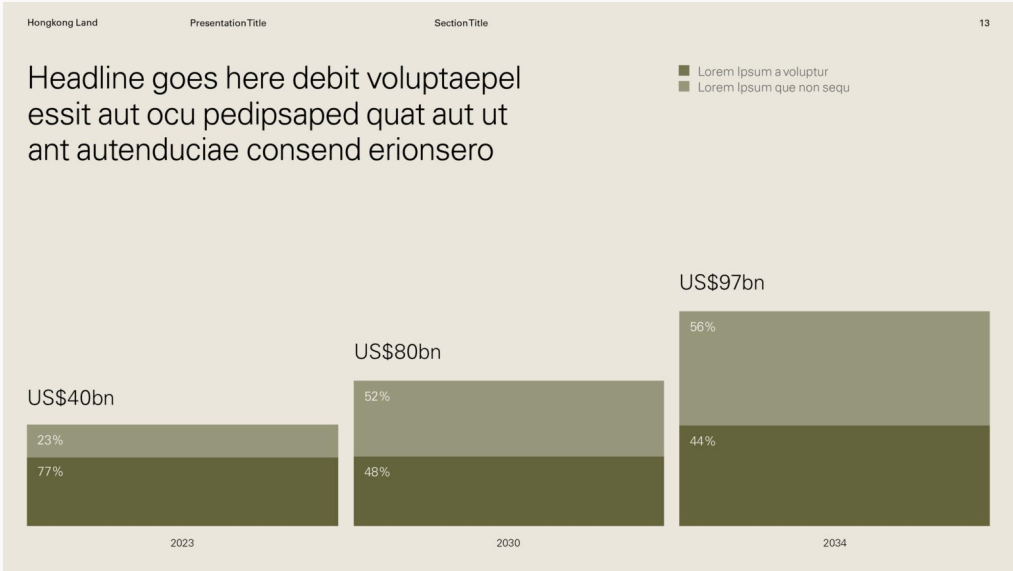
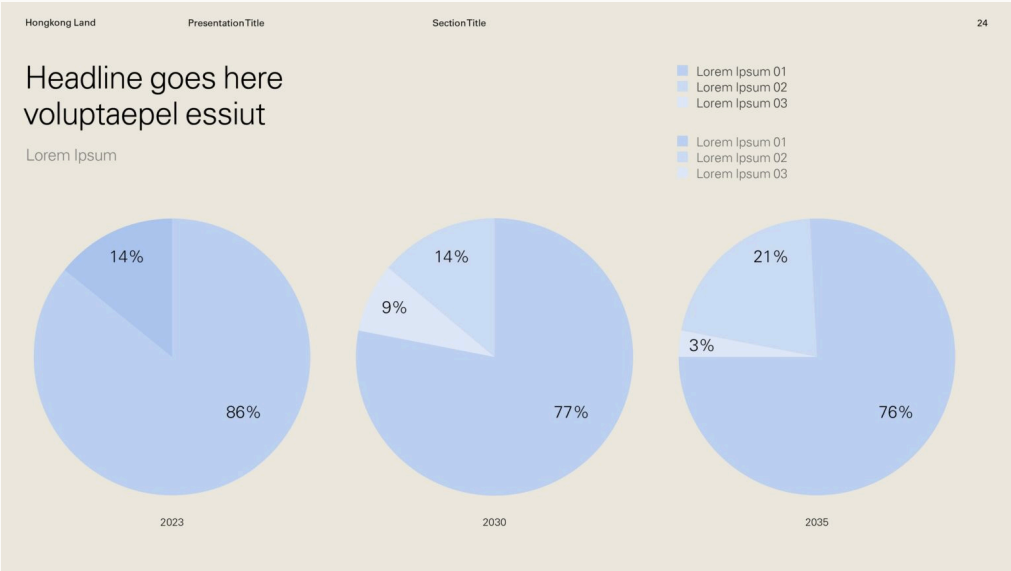


Colour Tints

A combination of tints can be useful when communicating complex data. Always ensure good contrast between the colours used and aim to use tints from no more than two core colours at once.

Colour — Tints
Usage

The primary use of tints will be for handling multiple data sets within singular applications, such as infographics

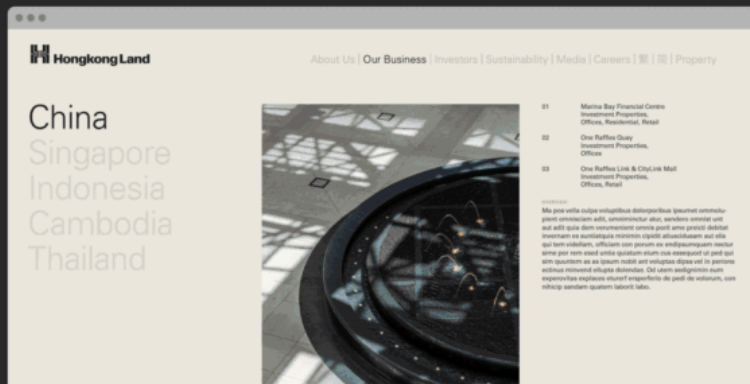
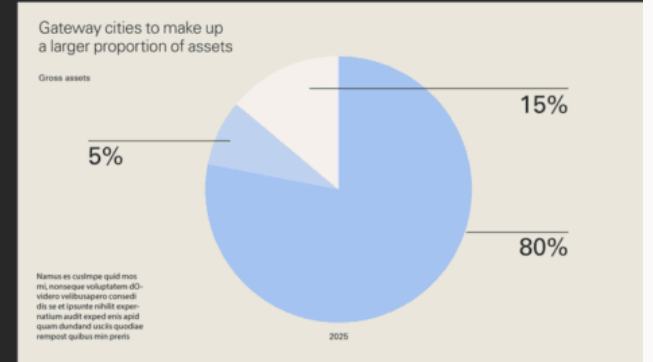
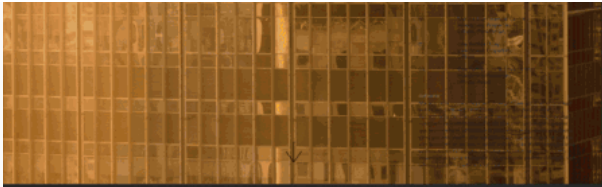


Previous Section

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Layout

Our layout system creates a premium sensibility through the use of white space and attention to detail.

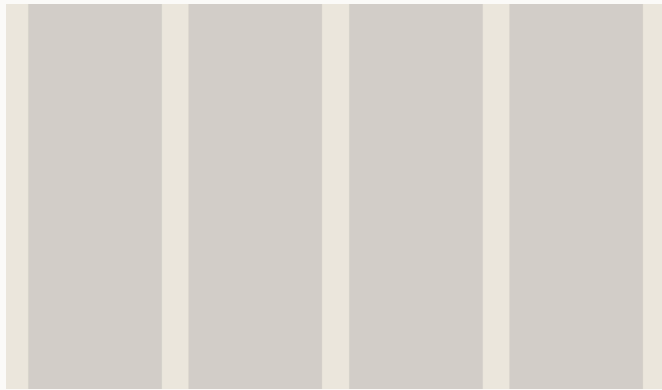


Layout Overview

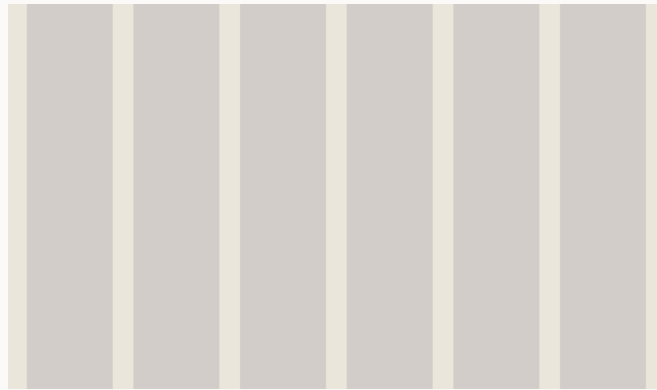
Overview Grid

Although there is not a single defined grid for the identity, we suggest that the underpinning grid adapts depending on the application. The more content heavy (such as websites), the denser the grid becomes.

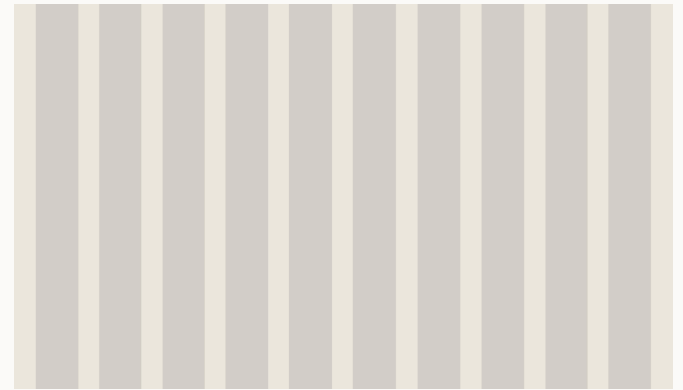
4 column



6 column



8 column



Overview

Spacing

Taking an editorial approach, we look to embrace white space and allow room around all elements within a composition.

Lorem ipsum
dolor sit amet



Lorem ipsum
dolor sit amet



5%

01 Ciende vero blanto quid qui
quas aut prendaectiis am dic
tem de pere vollaboribus eton
blabo. Nam, invelestrum.

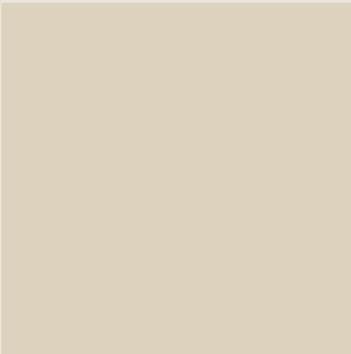


Subheading

Subheading



Ciende vero blanto quid qui
quas aut prendaectiis am dic
tem de pere vollaboribus eton
blabo. Nam, invelestrum.



Subheading

Ciende vero blanto quid qui quas
aut prendaectiis am dic tem de
pere vollaboribus eton blabo. Nam,
invelestrum. Ciende vero blanto
quid qui quas aut prendaectiis am
dic tem de pere vollaboribus eton
blabo. Nam, invelestrum.

Ciende vero blanto quid qui quas
aut prendaectiis am dic tem de
pere vollaboribus eton blabo. Nam,
invelestrum. Ciende vero blanto
quid qui quas aut prendaectiis am
dic tem de pere vollaboribus eton
blabo. Nam, invelestrum.

Overview

Spacing misuse

Don't pair heroic logo with large display typography

Lorem ipsum
dolor sit amet



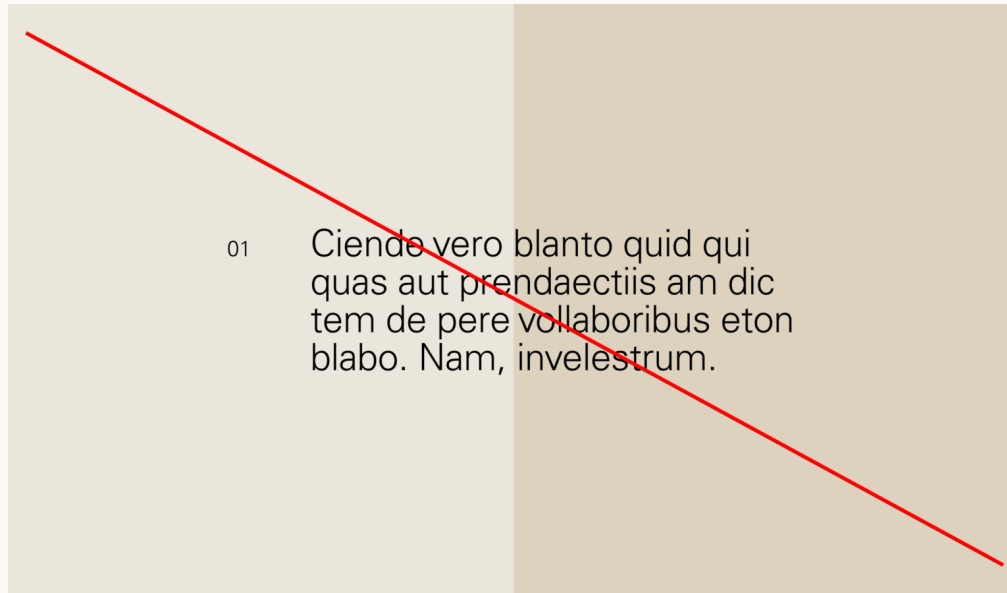
Ensure we are creating a clear hierarchy of content in layouts

Lorem ipsum
dolor sit amet

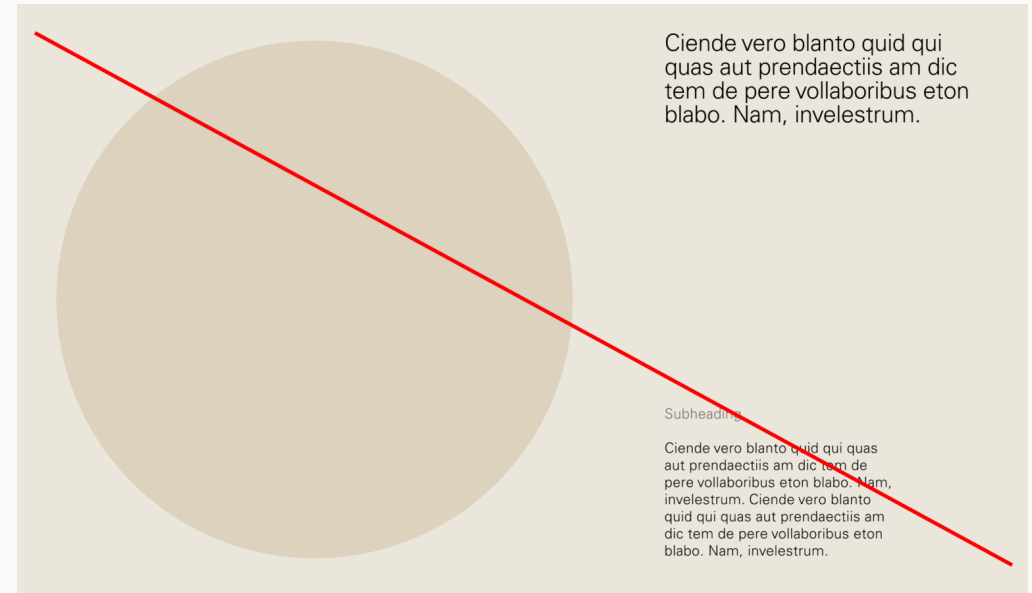


Lorem ipsum
dolor sit amet

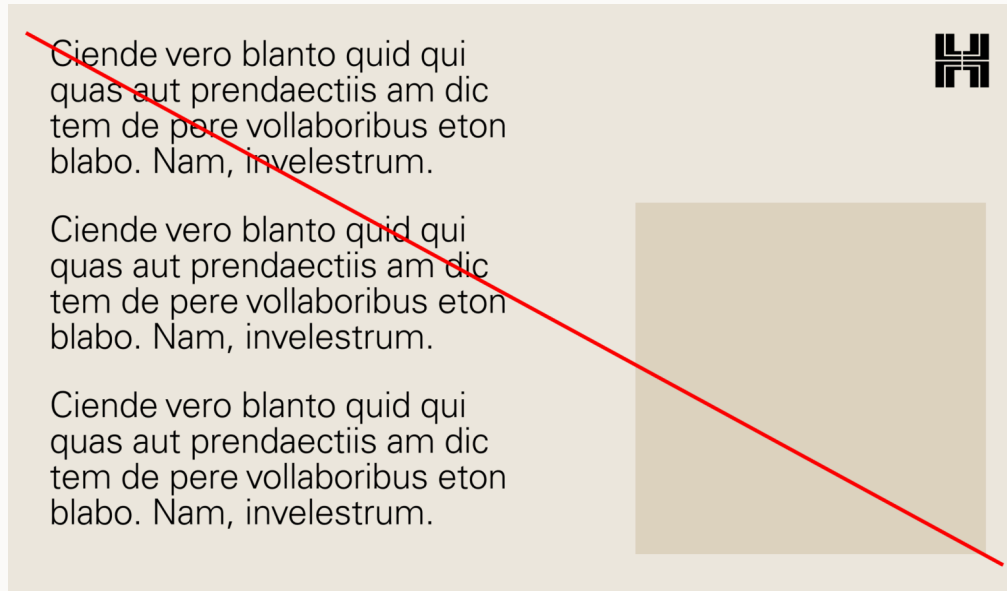
Don't set type partially over imagery



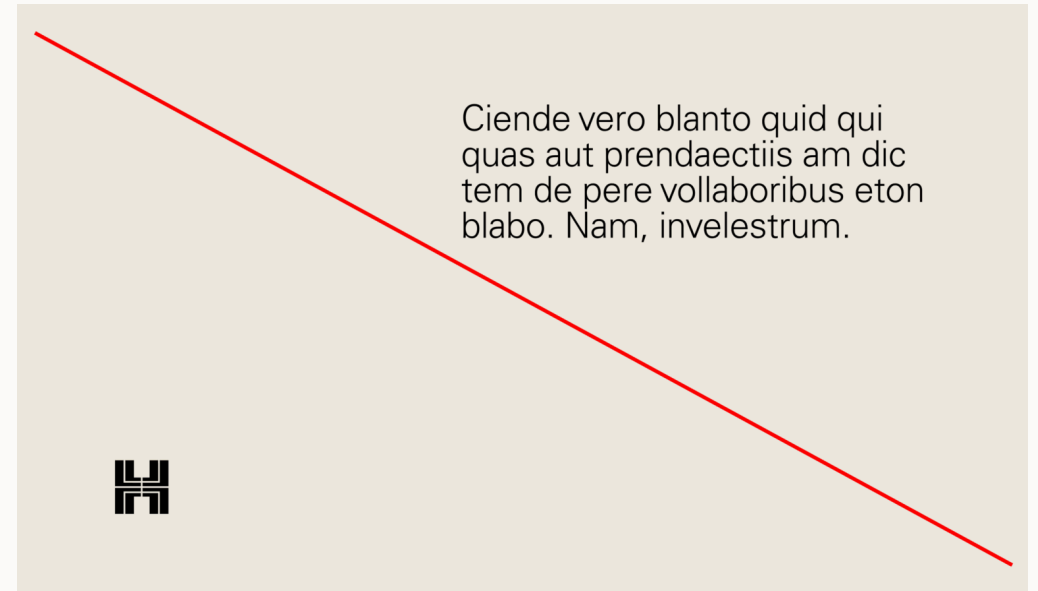
Don't frame imagery within a circle



Don't crowd layouts



Don't place content on uneven or disproportional margins



Layout Construction

Construction Positioning

Keep typographic positioning simple, the majority of our compositions begin at a point on the left margin, and form a base from which to build content around.

1

Lorem ipsum
dolor sit amet

2

Lorem ipsum
dolor sit amet

3

Lorem ipsum
dolor sit amet

Construction

Line length

Line lengths refer to the width of a text box and should be addressed on a case-by-case basis. For body copy, the optimal line length is roughly 8–11 words.

Ciende vero blanto quid qui quas aut
prendaectiis am dic tem de pere
vollaboribus eton blabo. Nam,
invelestrum dic tem.

Ciende vero blanto
quid qui quas aut

Ciende vero blanto quid qui quas aut
prendaectiis am dic tem de pere vollaboribus
eton blabo. Nam, invelestrum dic tem.

Ciende blanto
quas aut

Ciende vero
blanto

Ut optus illum, oditem et et dolorec tempore
pudant minti bea sumquia Vevo qua tiorumquos
doluptatur alit, in rerovid esedis mo omnit, esequia
qui cusaecto do dolum, quam hilore coreseque
conestis Vevo. Olor aut ea qui re velitibus aspedis
secearum id mo ium evelitatio. Ut optus illum,
oditem et et dolorec tempore atlas pudant minti
bea sumquia tiorumquos doluptatur alit.

Layout

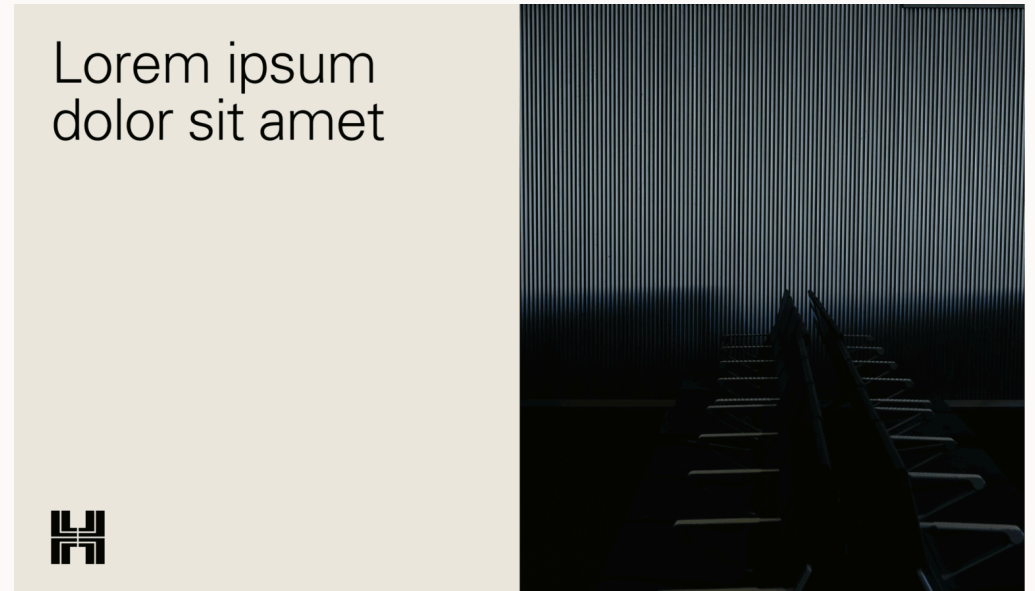
Type and image

Layouts containing type and image should be kept simple. We must ensure that we don't crowd a composition and that image and typography are legible.

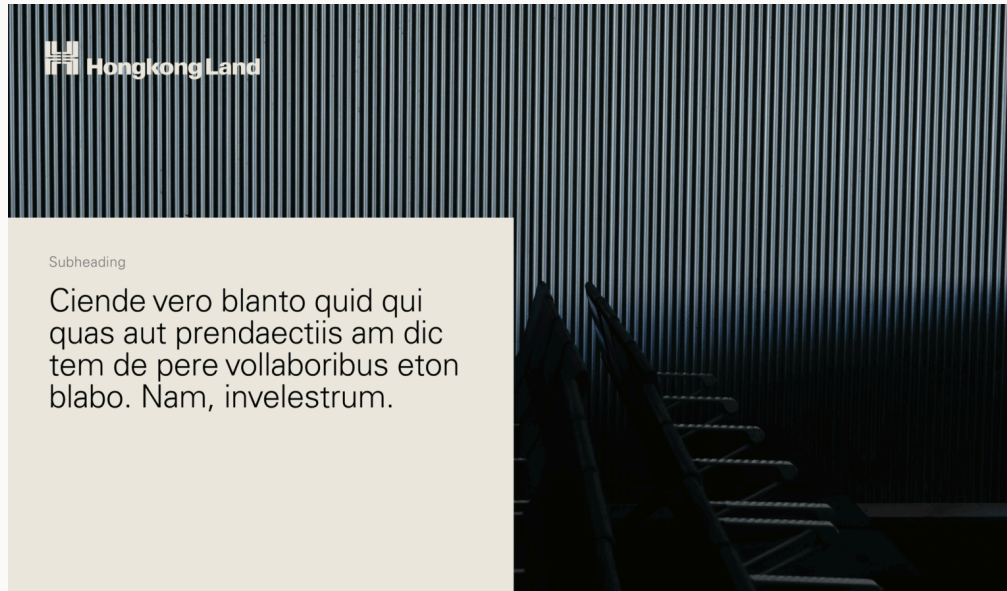
Type on image



50:50 type & image



Corner text box (long-form)



Text box overlay (display)



Layout

Image framing

There are three ways imagery can be framed throughout the identity.

Full bleed



In rectangular boxes



In angled frames



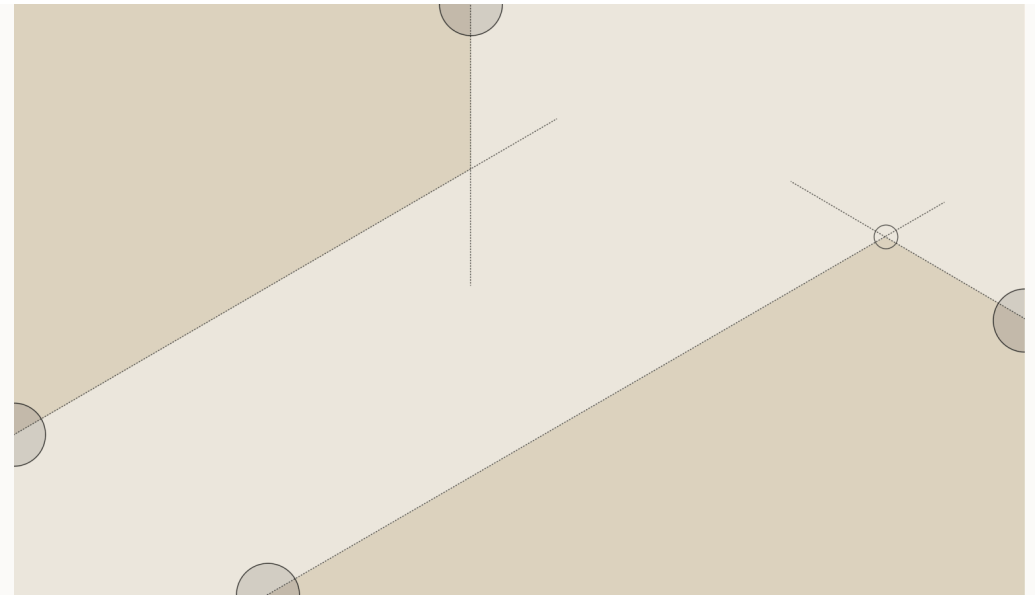
Layout

Angular image framing

Derived from the 30° angles within our patterns, imagery can be placed within unique angular shapes. This device is useful for displaying multiple images within a layout, but should be used sparingly. The primary way to use imagery will always be in rectangular frames.



Image frame should be cropped at a 30° angle



Two sides of each shape must bleed off the edges of the layout, so only one corner should be seen. The angle of this corner should always be 120°. It is created by joining the angled line with a vertical or a line at 30° in the opposite direction.

Angular image framing Examples

Single images within shapes



Two images within shapes

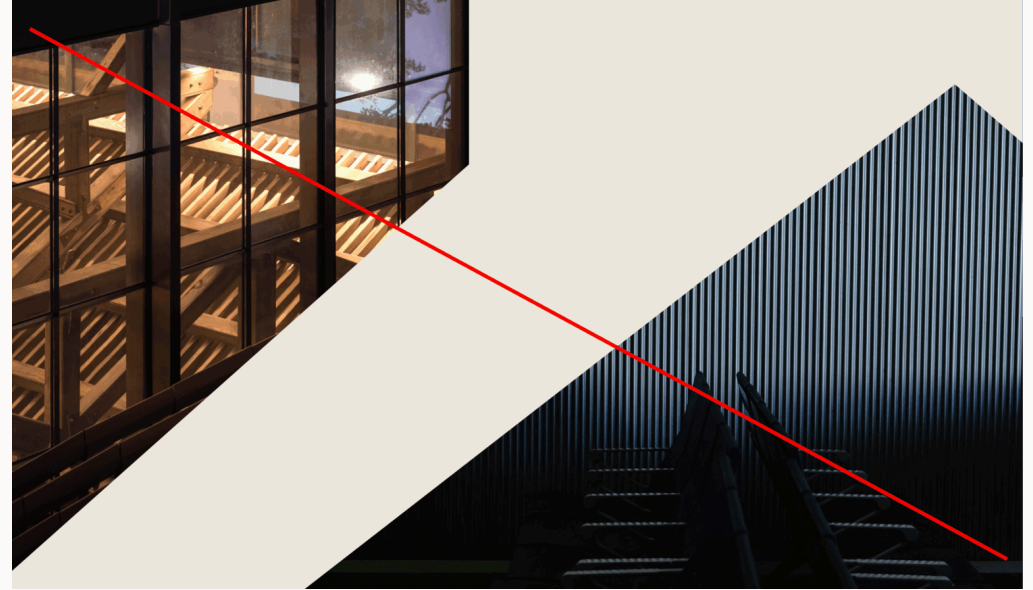


Angular image framing Misuse

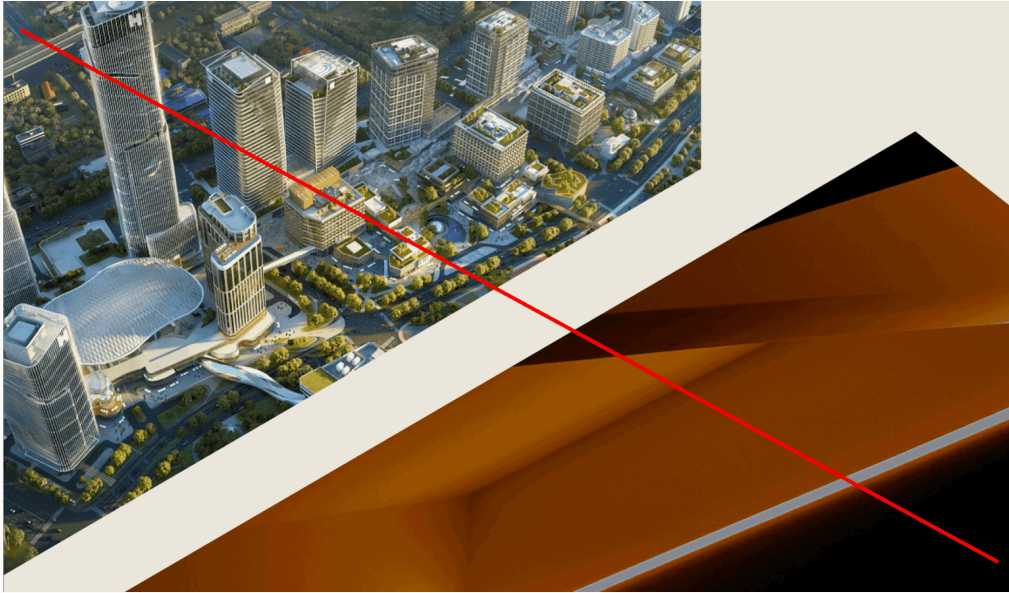
Don't use frames consisting of more than one corner



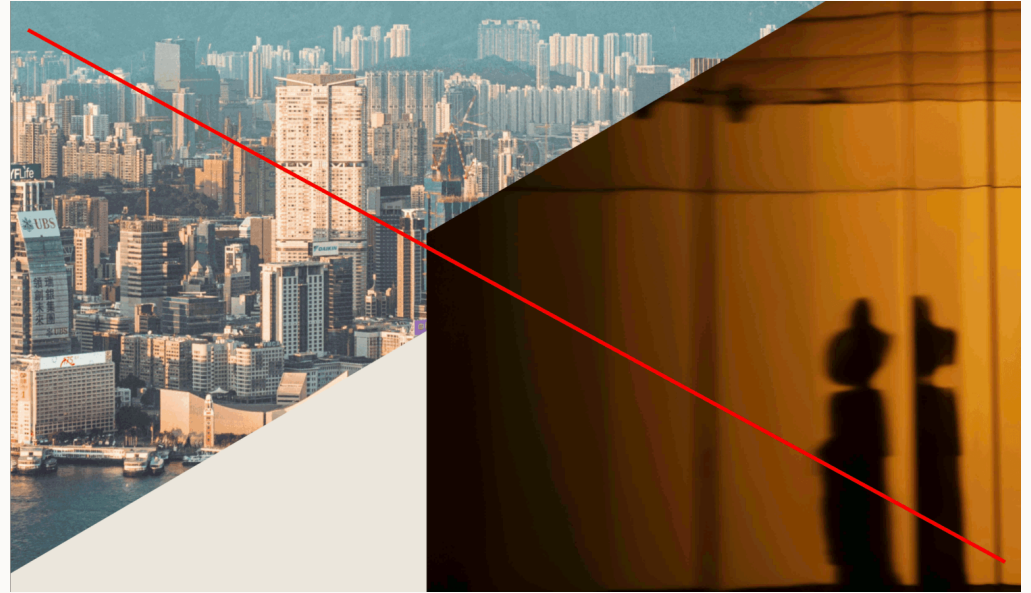
Don't use frames that aren't a 30° angle



Ensure there is space around image frames



Don't overlap two image frames

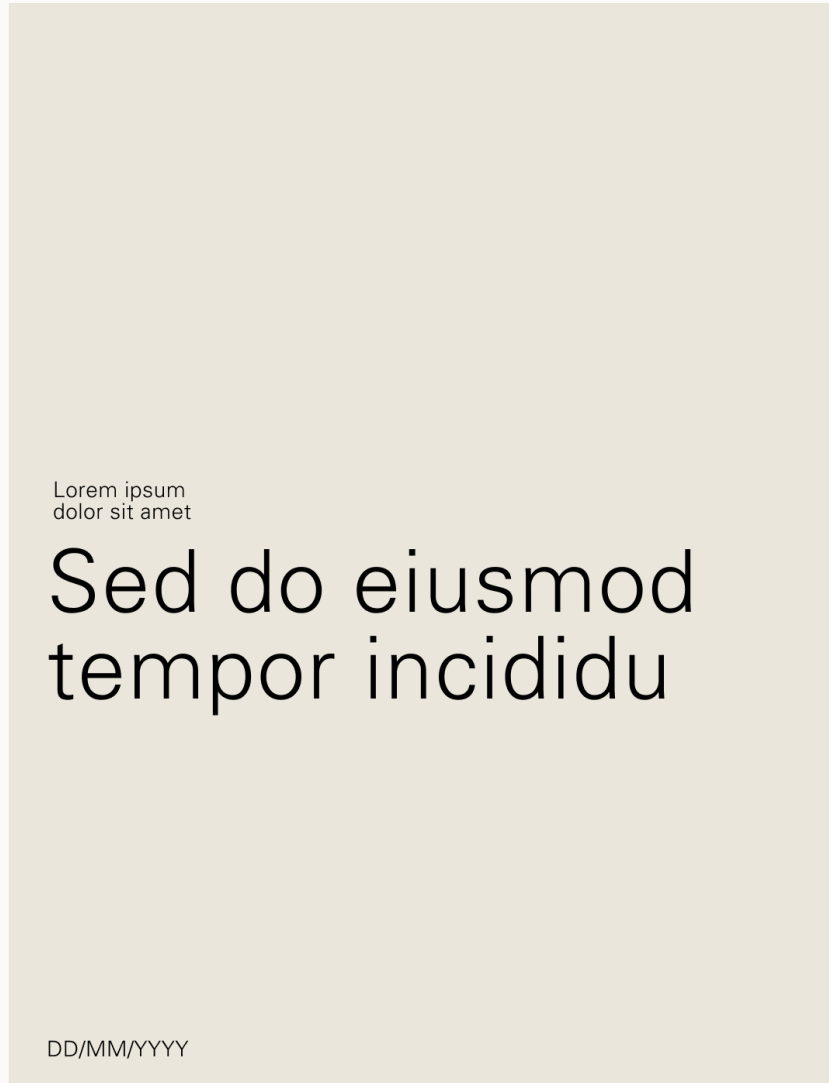


Layout

Micro detailing

To ensure a sophisticated look, attention to detail when setting type is vital. The examples below outline some of the finer details in our system.

High contrast in size between headings and subheadings



High contrast in size between headings and subheadings



High contrast between text and numbers

Lorem ipsum
dolor sit amet

Lorem ipsum
dolor sit amet

25

High contrast between text and numbers

Lorem ipsum
dolor sit amet

Lorem ipsum dolor sit amet,
consectetur adipiscing elit, sed do
eiusmod tempor incididunt ut
labore et dolore magna aliqua. Ut
enim ad minim veniam, quis
nostrud exercitation.

5%

Using tinted text to create hierarchy

Lorem ipsum dolor
adipiscing elit

Sed do eiusmod tempor
incididunt ut

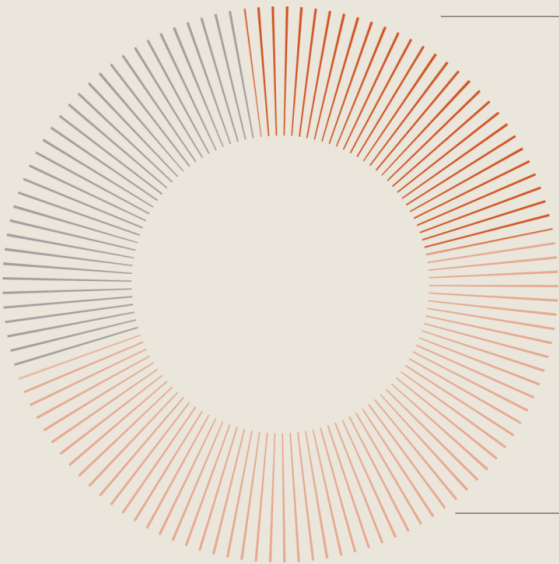
Lorem ipsum
Lorem ipsum dolor sit amet,
consectetur adipiscing elit, sed do
eiusmod tempor incididunt ut
labore et dolore magna aliqua. Ut
enim ad minim veniam, quis
nostrud exercitation.



Using tinted text to create hierarchy

Lorem ipsum dolor
adipiscing elit

Sed do eiusmod
tempor incididunt ut
Lorem ipsum dolor
adipiscing elit



Sed do eiusmod
tempor incididunt ut
Lorem ipsum dolor
adipiscing elit

Sed do eiusmod
tempor incididunt ut
Lorem ipsum dolor
adipiscing elit

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Pattern

Inspired by the pathways and points of connection in the city, our dynamic pattern system brings texture and vibrancy to our identity.



Experience is central™

經驗即核心

Experience

Pattern Introduction

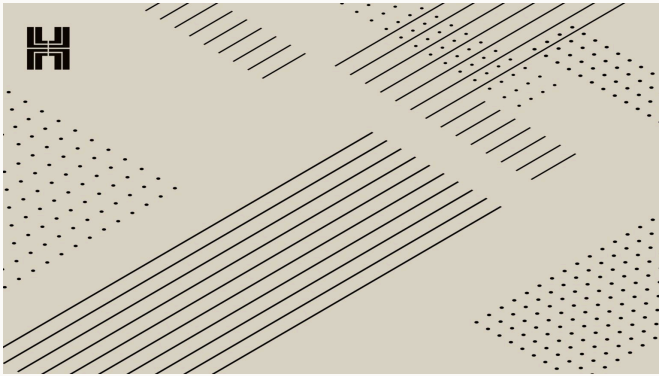
All patterns have been constructed from our symbol. By placing the symbol on a 30 degree isometric grid and separating the modules, we have a base to create endless textural applications for the brand.



Pattern Pattern styles

To further extend the possibilities of our pattern language, three different styles can be utilised:

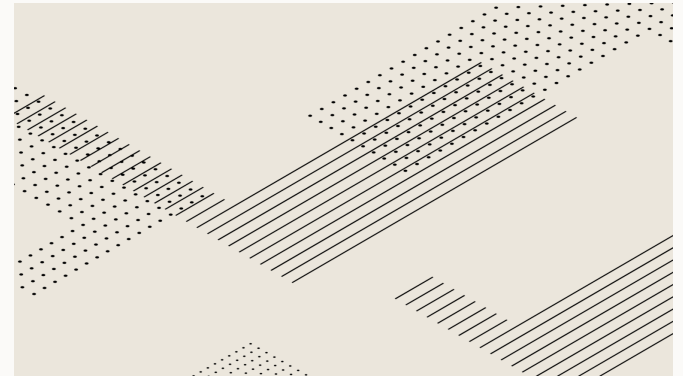
Textured pattern
Example



Solid pattern
Example



Perspective pattern
Example

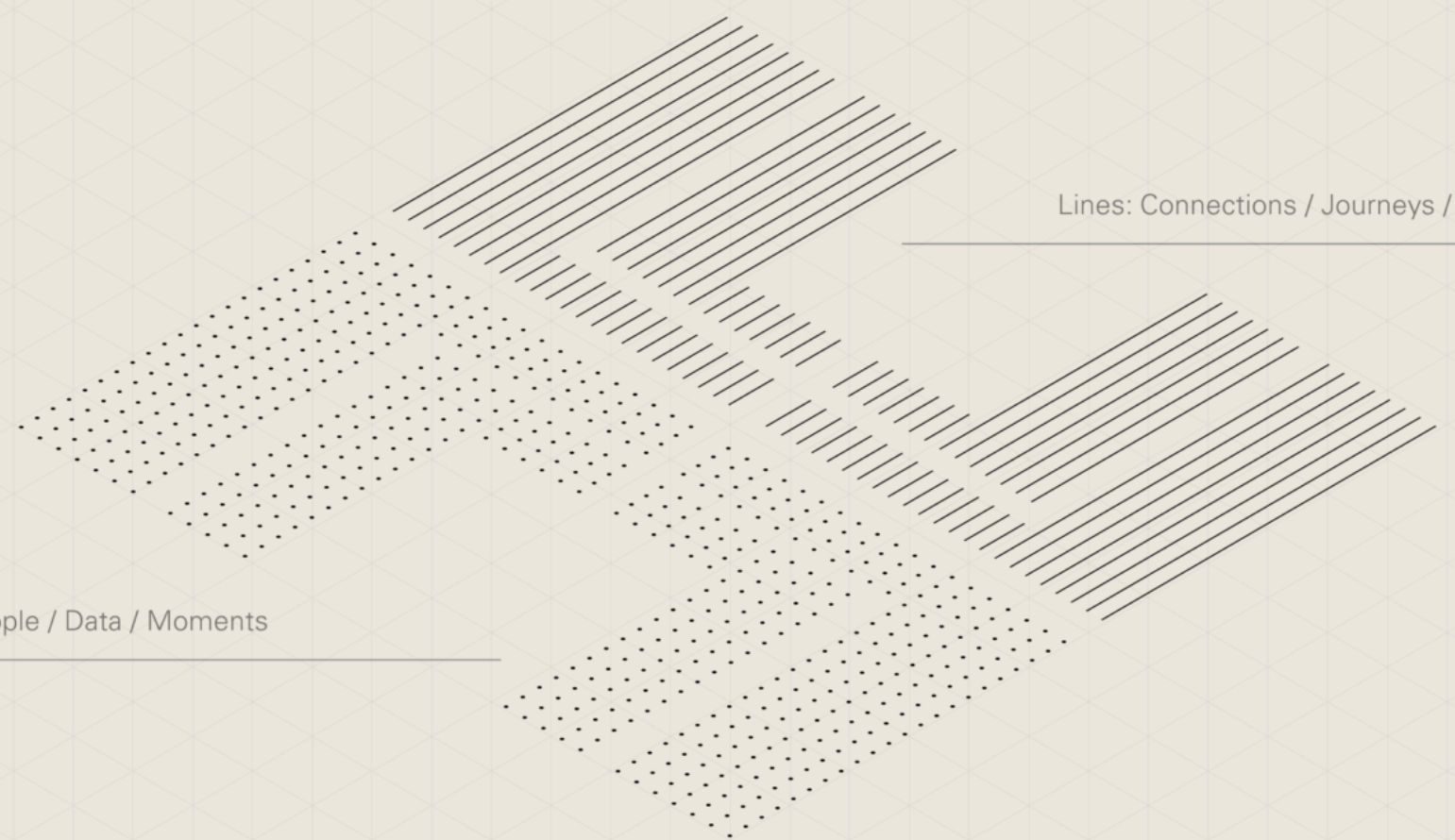


Pattern

Textured pattern

Applying texture to the symbol modules we are able to further communicate the idea of city life by representing people with dots, and pathways/journeys with lines.

Due to the gaps between the lines and dots, this style of pattern works well on top of imagery or plain colour backgrounds.

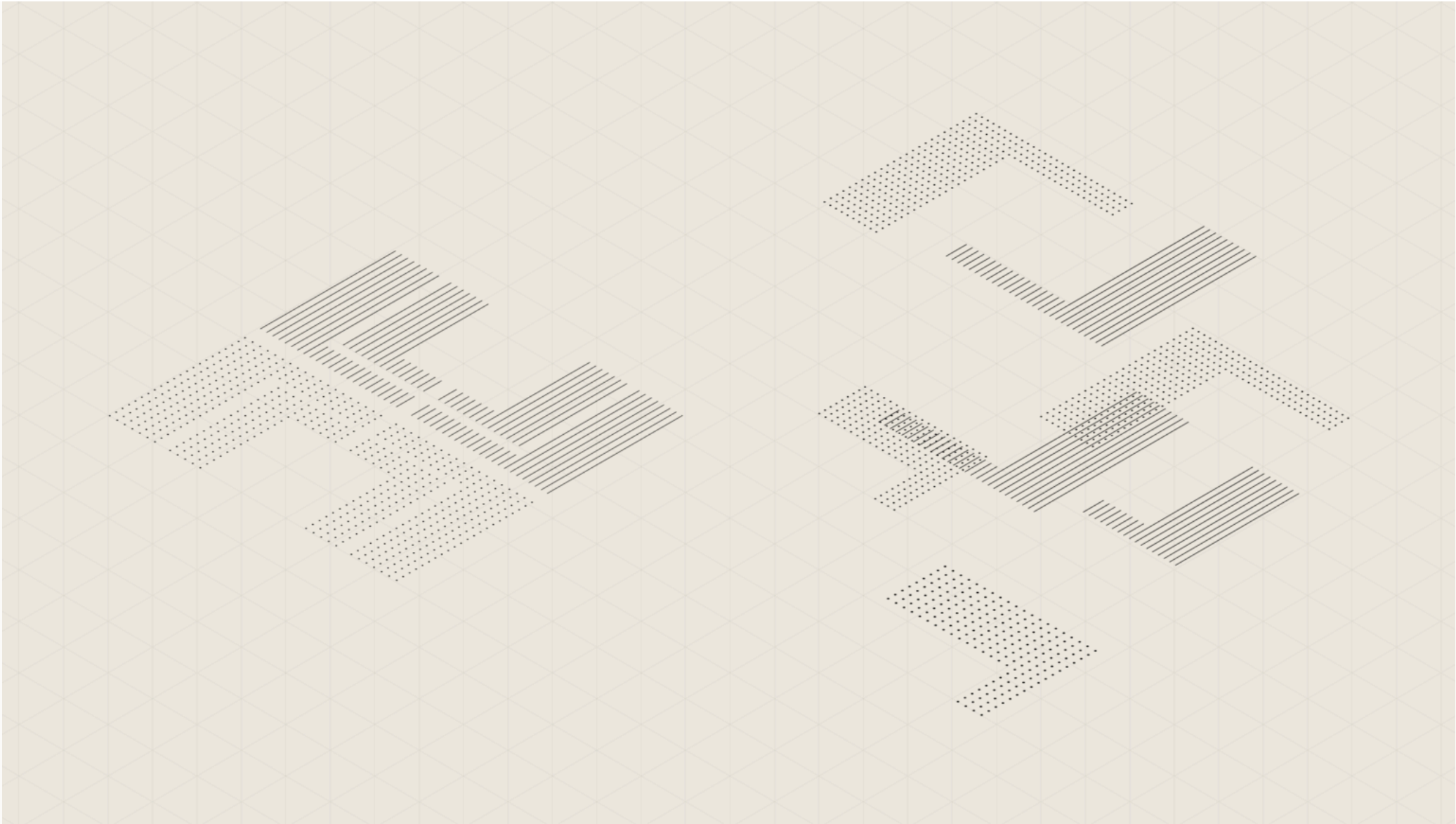


Dots: People / Data / Moments

Lines: Connections / Journeys / Walkways

Textured Pattern Construction

To build a pattern, the individual modules are separated on the X,Y and Z axis.

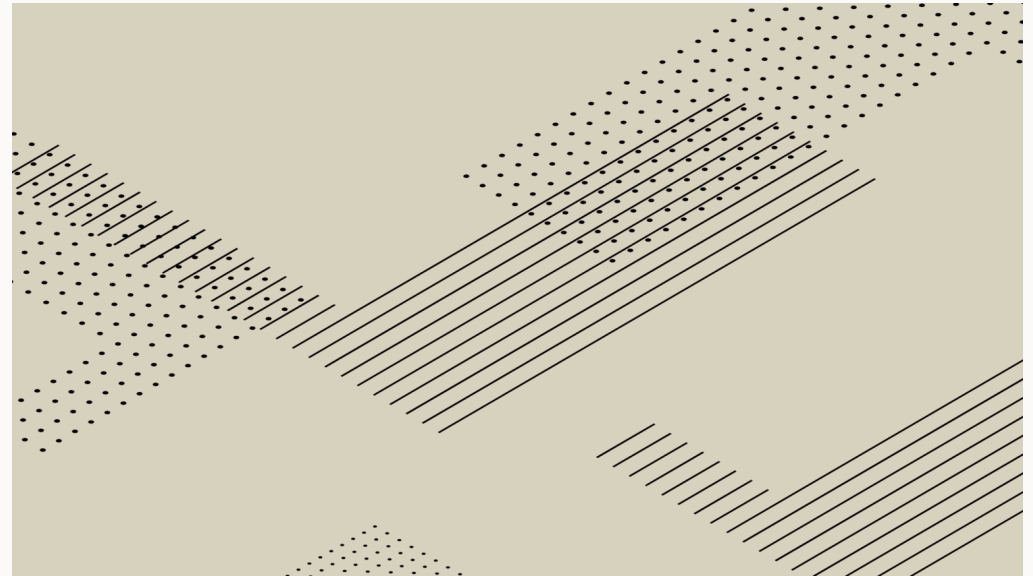
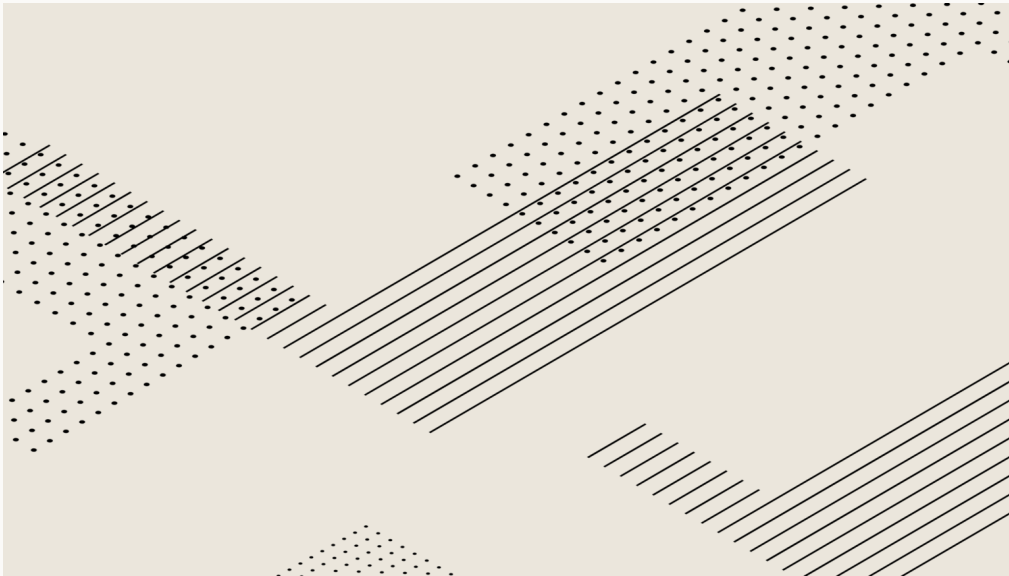


Textured Pattern Colour

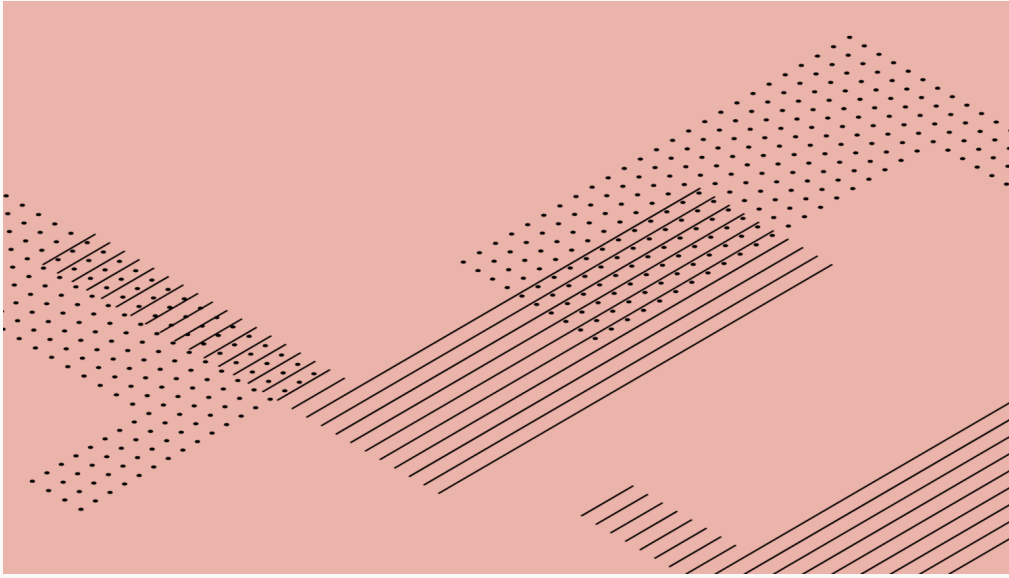
The prominence of the pattern can be adapted through the use of colour. All elements of this pattern should be used in one singular colour at a time.

The colour combinations for the textured pattern have been limited to ensure consistency throughout brand applications. Only use it in our neutral colour tones.

Black on neutrals



Neutral on accent colour



White on image



Misuse

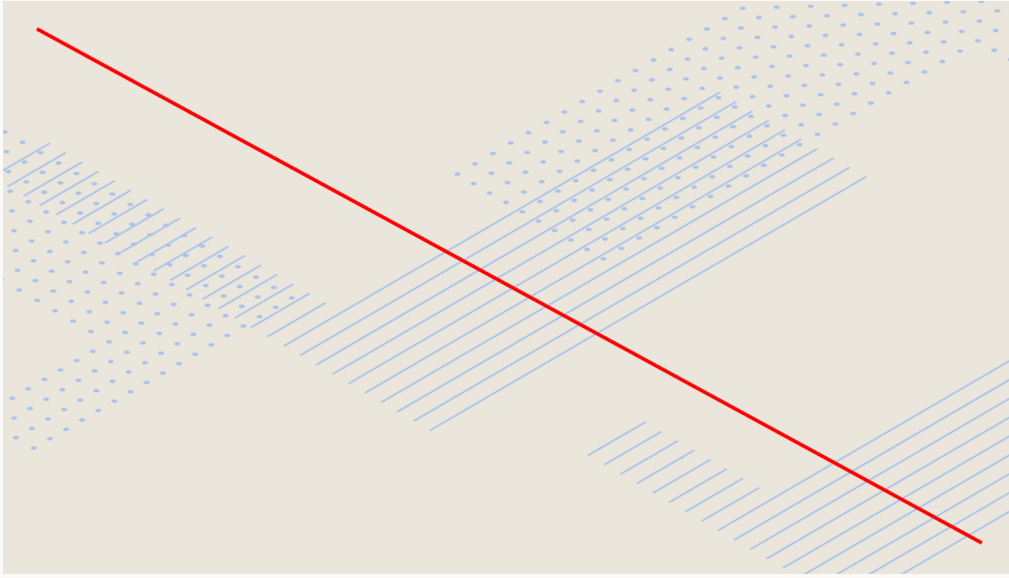
Don't apply an accent colour over imagery



Don't apply black to the pattern over imagery

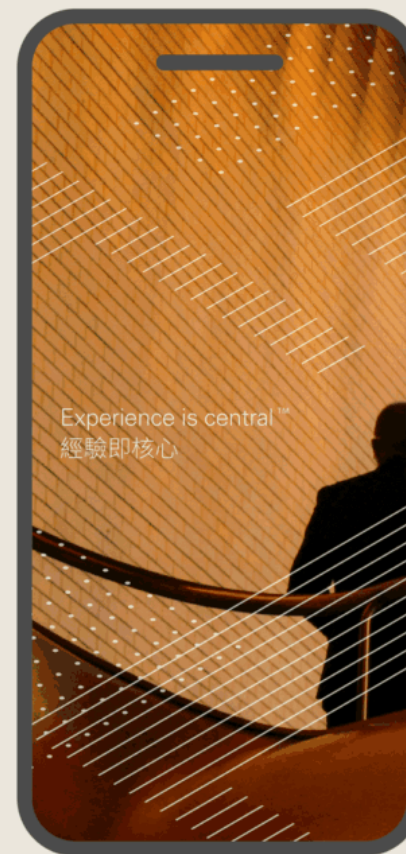


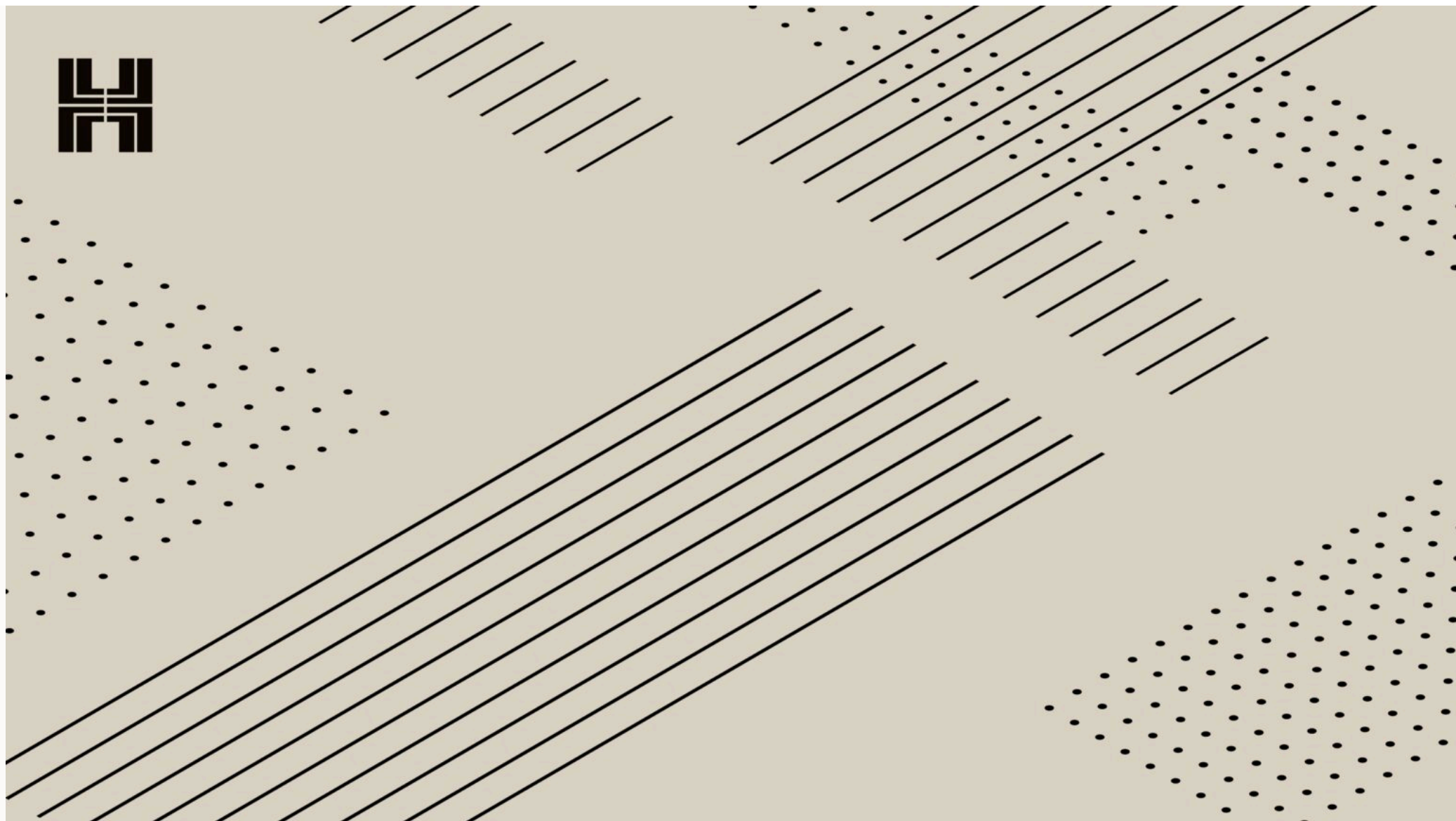
Don't apply an accent colour to the textured pattern



Textured Pattern Examples





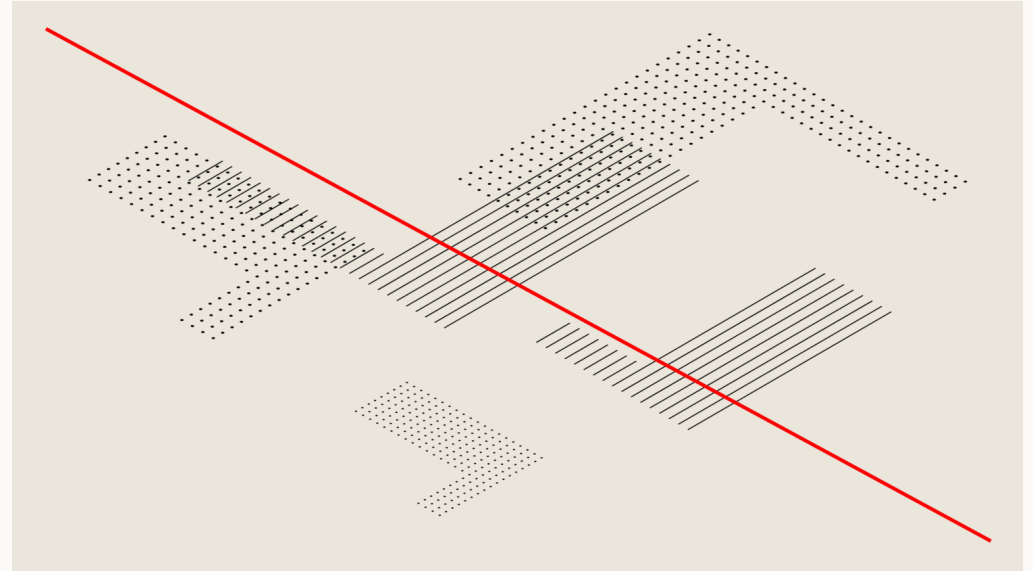


Textured Pattern Misuse

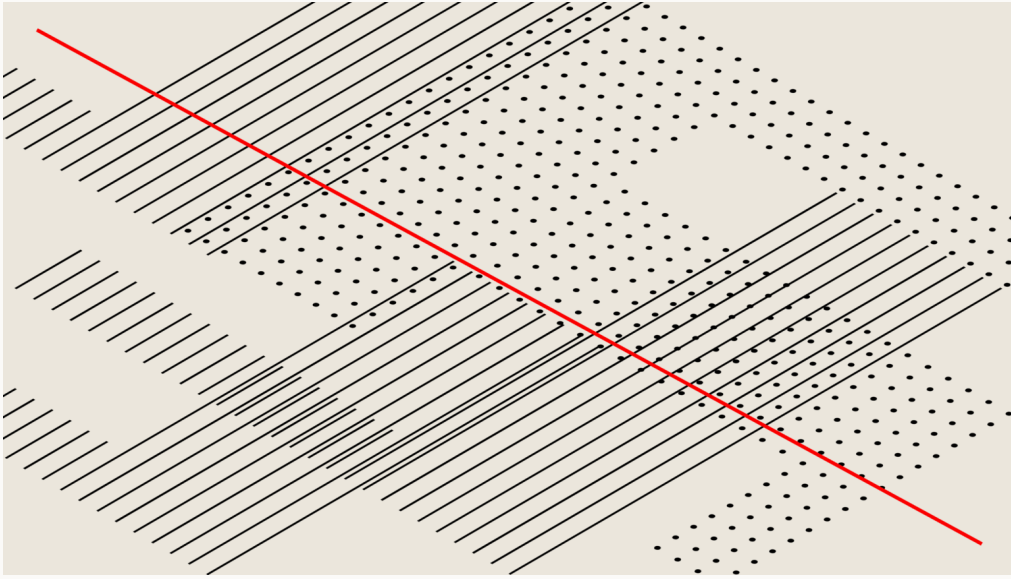
Don't cover typography with patterns



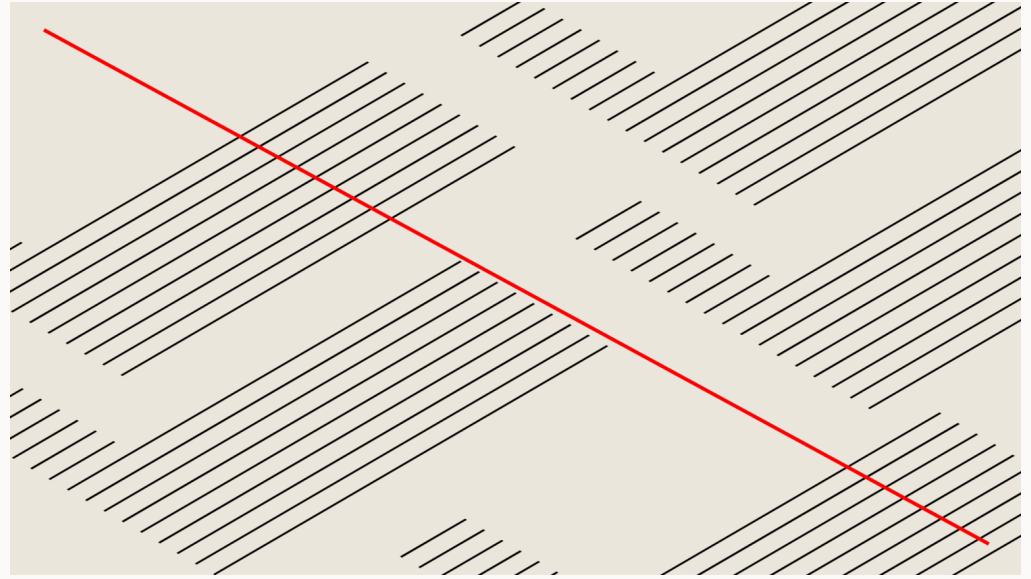
Don't leave clearspace around a pattern



Don't overcrowd patterns



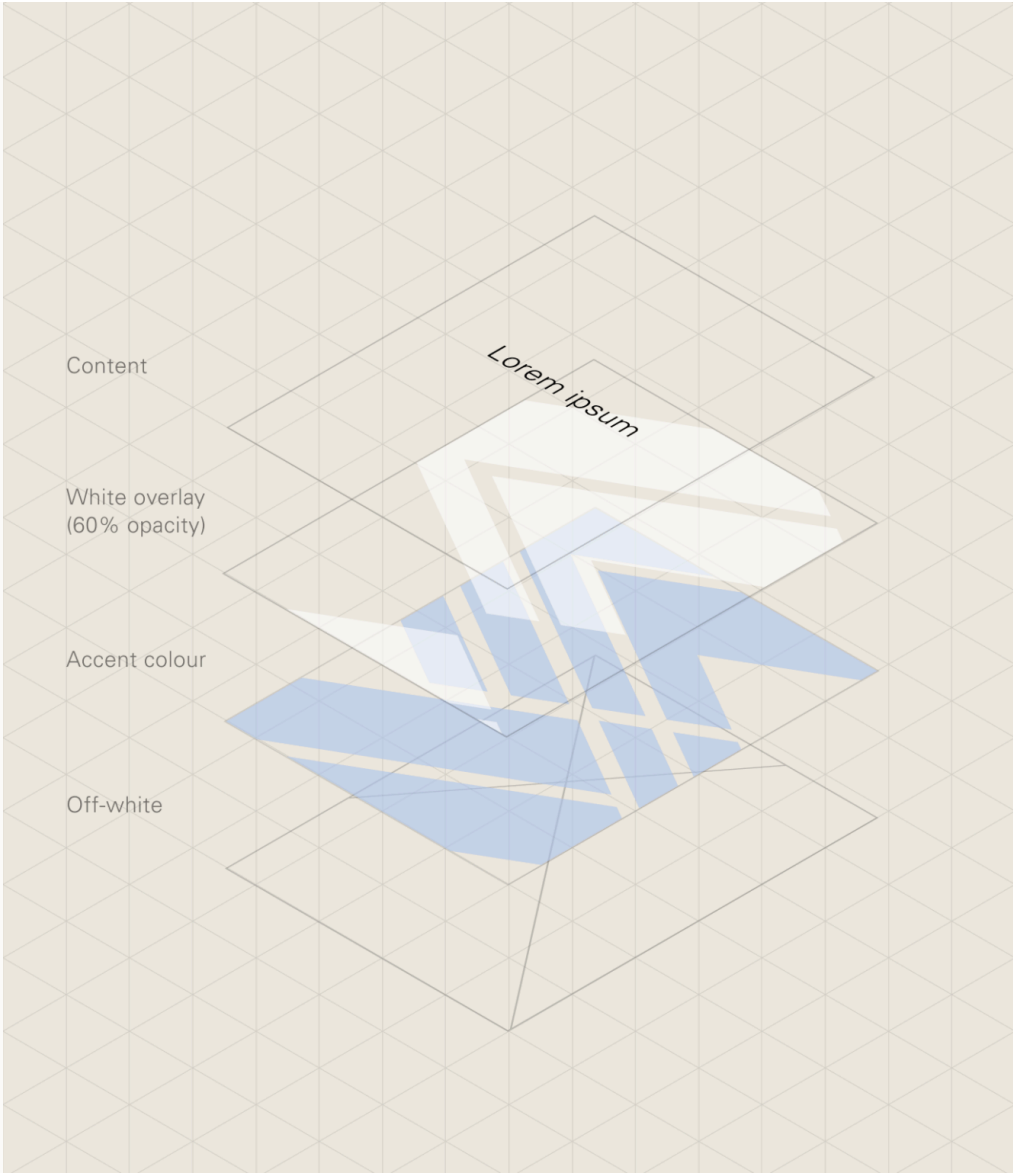
Don't create patterns with a singular module



Pattern

Solid

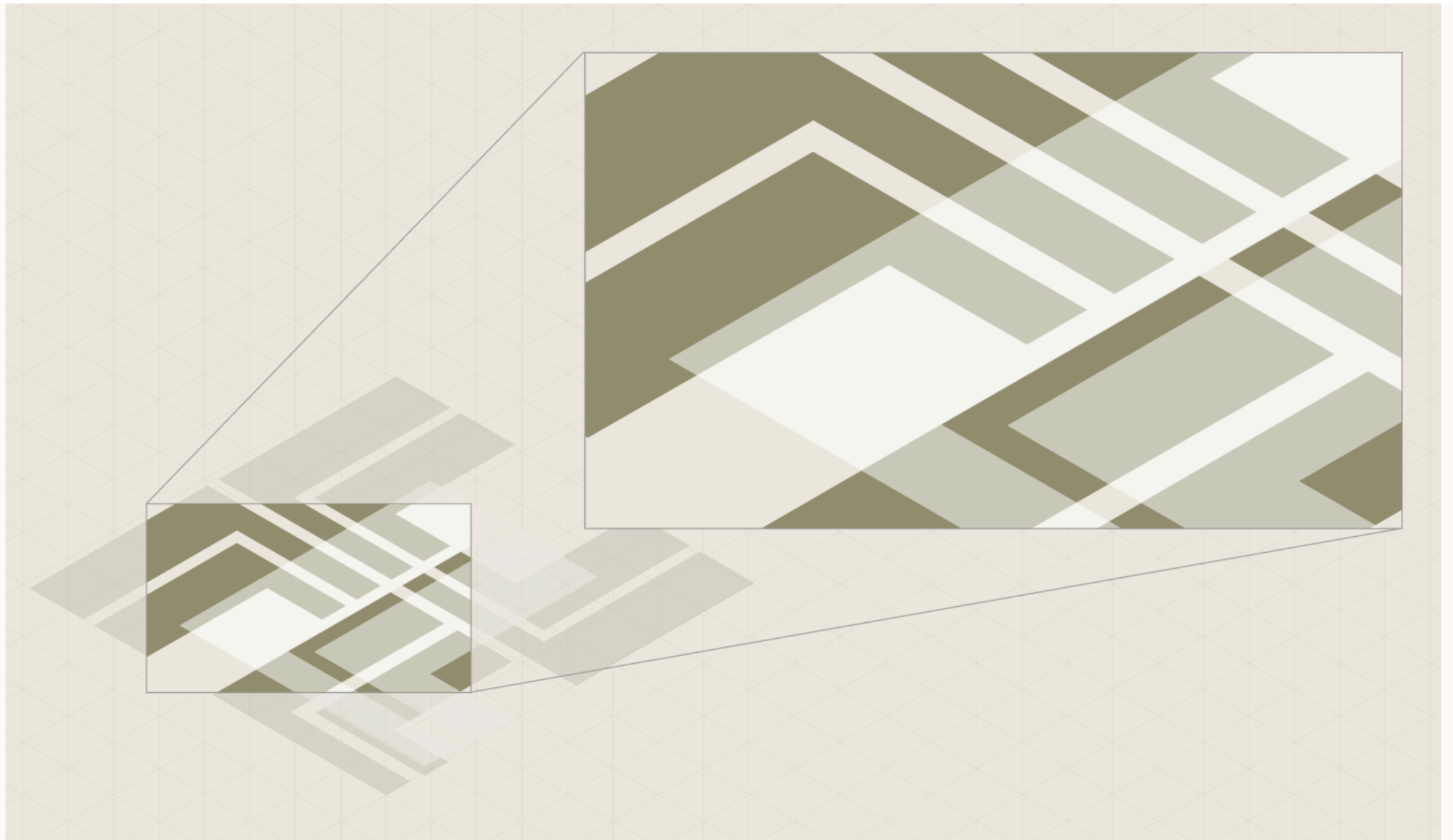
Solid patterns are made up of three layers. The off-white background, an accent colour layer and an white overlay with 60% opacity.



Solid pattern

Framing

These solid patterns more closely resemble our symbol, and use much tighter crops. These pattern shapes move around less compared to those in the textured pattern.



Solid pattern

Colour

Neutral tones



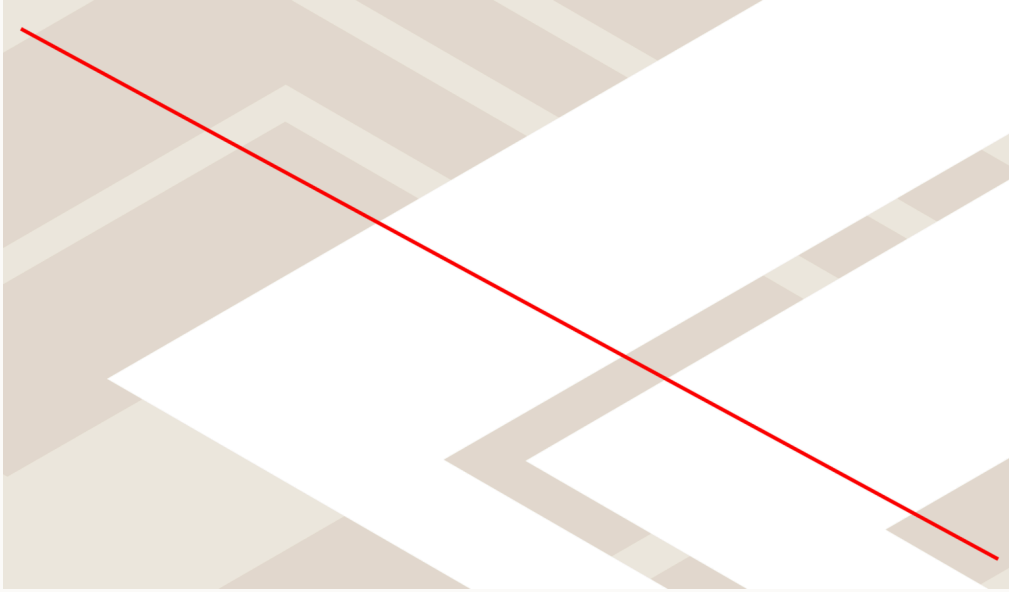
Accent colour



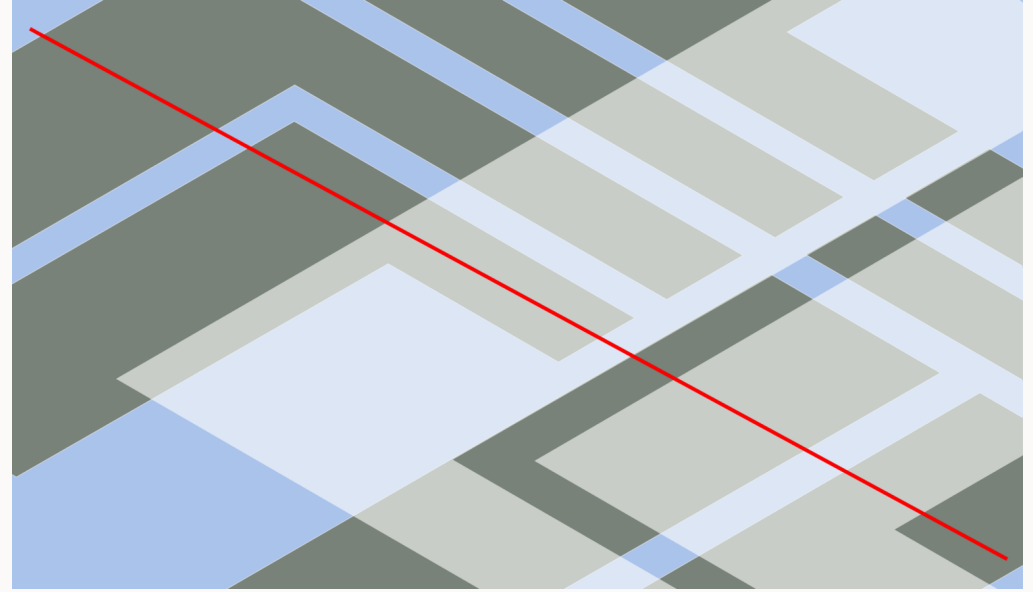
Solid pattern

Misuse

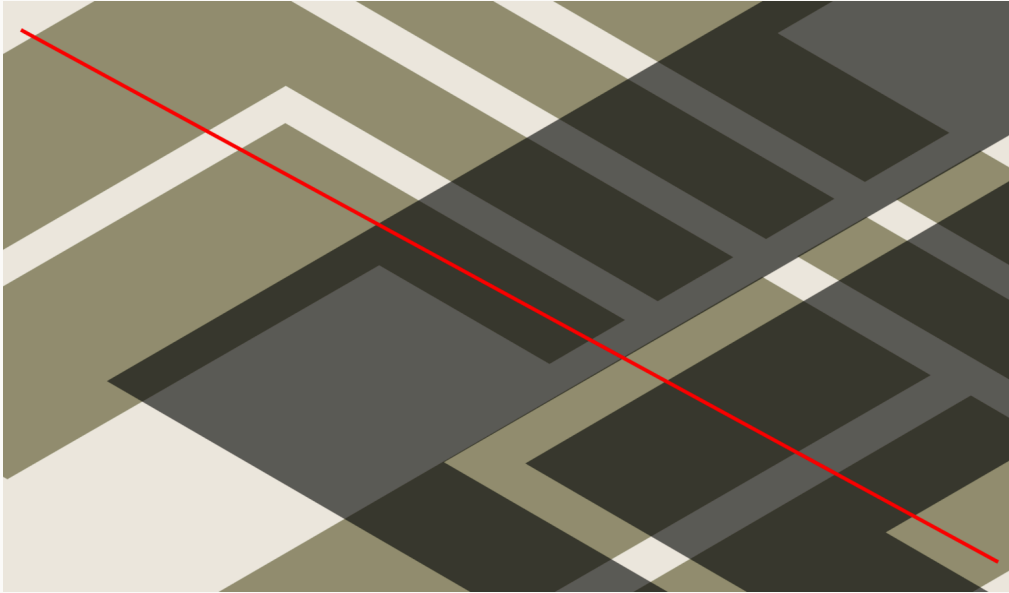
Don't adjust the opacity of the overlay layer



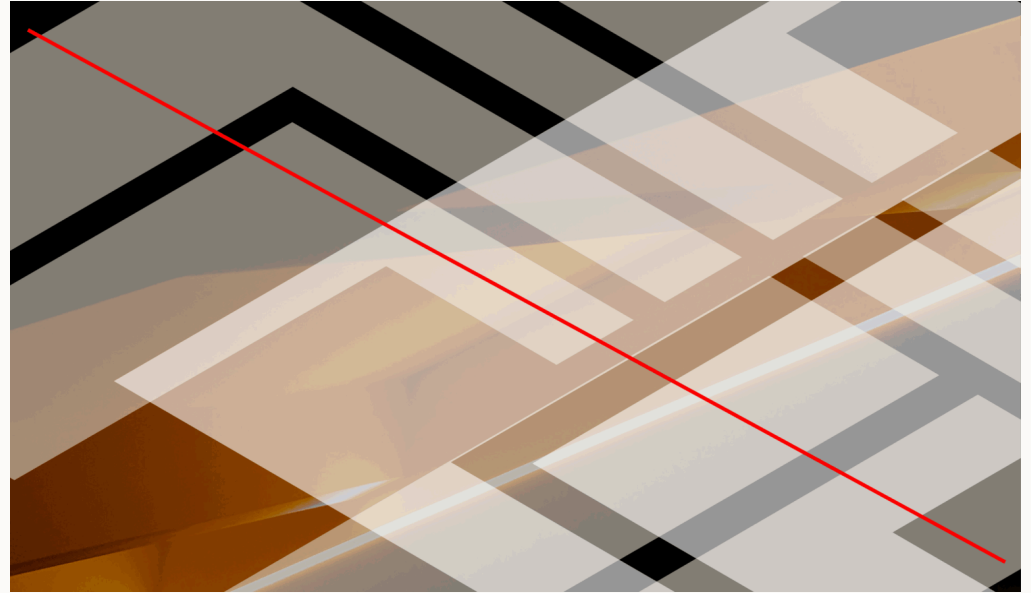
Don't apply an accent colour to the background



Don't use any colour, other than white, to the overlay layer

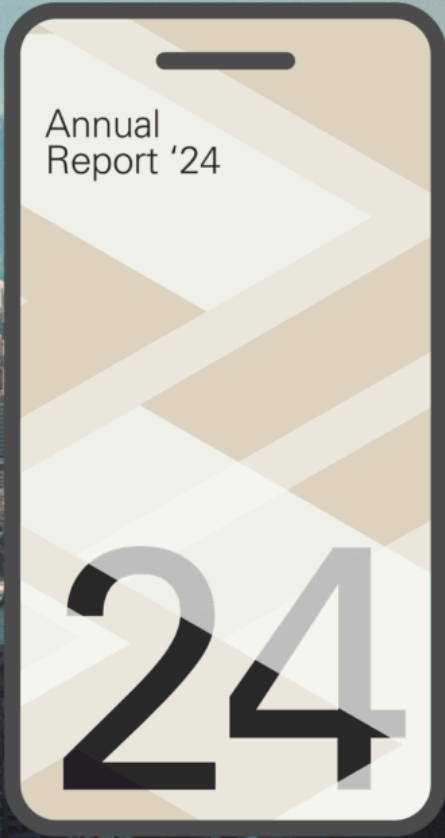


Don't apply the fill patterns over imagery



Solid pattern Examples



The cover of the Annual Report '24 features a background image of a city skyline with mountains in the distance. Overlaid on this is a large, stylized number '24' in a light beige color. The text 'Annual Report '24' is positioned in the upper left corner of the cover.

Annual
Report '24

24



The direction
of our future

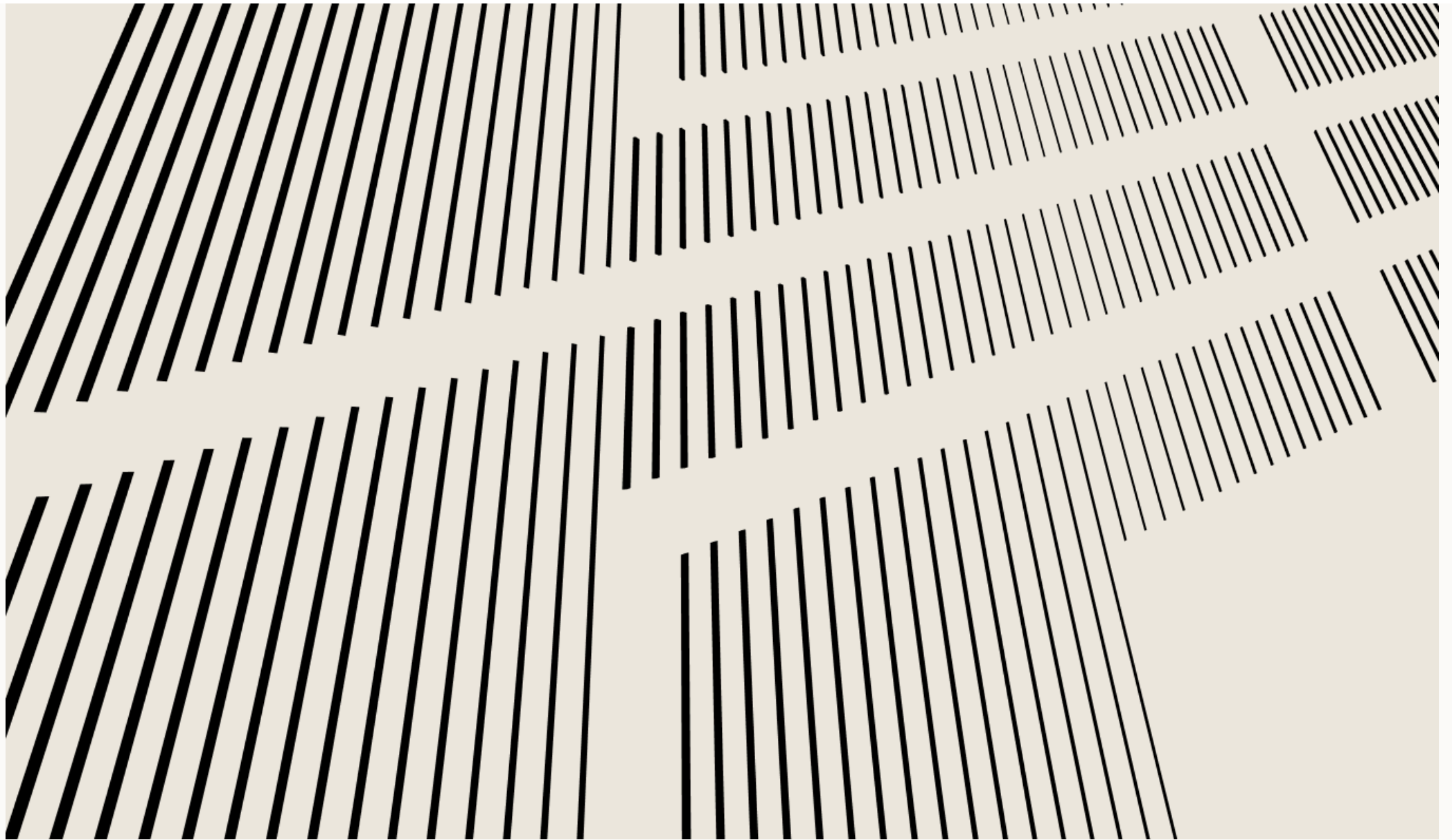
Comes from
our past



Experience
is central™

Pattern Perspective

Inspired by the perspective of skyscrapers from ground level, here our the symbol is filled with a line pattern and the orientation is manipulated within a 3D space.



Perspective pattern

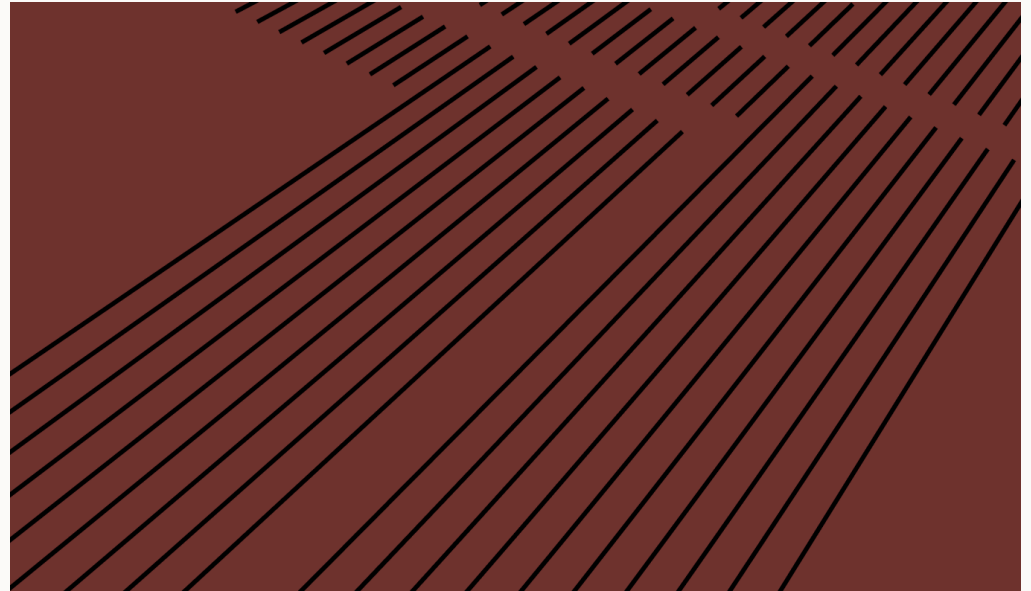
Colour

Perspective patterns can be made more or less prominent through the use of colour. They are most often used in combinations that feel more subtle and tonal, this is achieved by altering the transparency of the lines.

15% opacity black on neutral/light accent colour

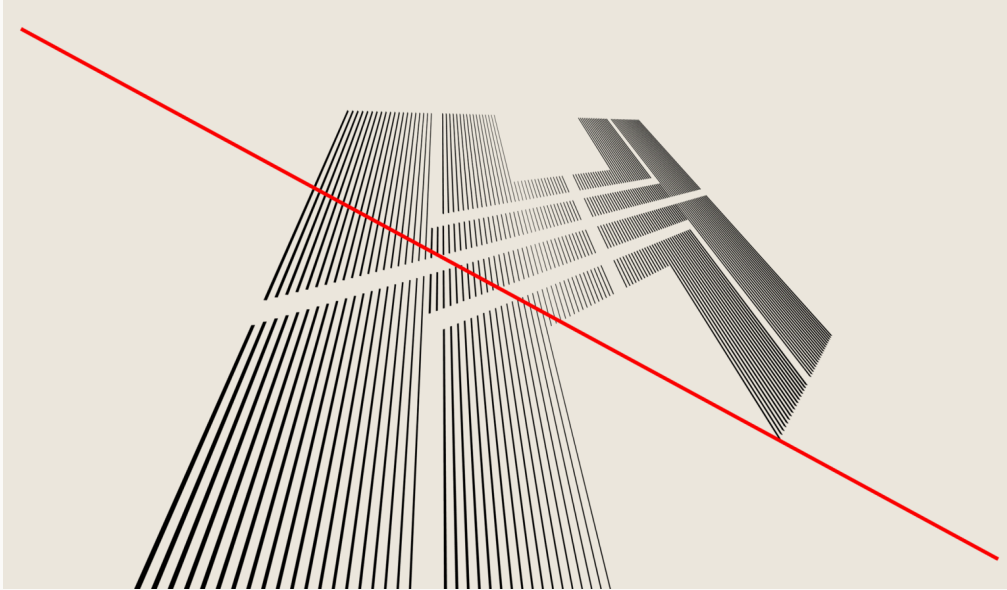


100% opacity black lines on a dark maroon background



Perspective pattern Misuse

Don't leave clearspace around the symbol



[Previous Section](#)

Don't set the logo too upright/straight-on



[Next Section](#)

Photography

A good photograph tells a story — it has the power to persuade, change minds, and inspire action. The following guidelines outline the process of creating a compelling image bank for Hongkong Land.

Ensuring all imagery maintains a consistent tone and quality, will maximize the impact of applications and elevate Hongkong Land's profile.

The photos in this document are not owned by Hongkong Land and are sourced from third-party providers for illustrative purposes only. Hongkong Land does not claim ownership of these assets and is not liable for any unauthorized use. Users must ensure proper licensing or replacement with proprietary assets for external applications.



Five elements to consider

1. Scale

To tell a complete story, our photographs play with scale — from birds eye view of cityscapes to close up portraits showing the human experience

Considerations:

- Wide shots to establish the context, shows scale of HKL's developments and the company's presence across gateway cities
- Mid shots to capture the urban landscape on a street level, and a great way to capture group interactions
- Micro shots to show warmth, hospitality and an exquisite attention to detail in HKL's places



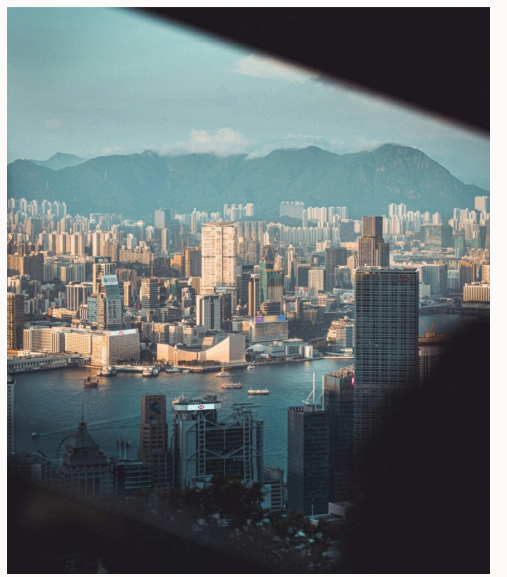
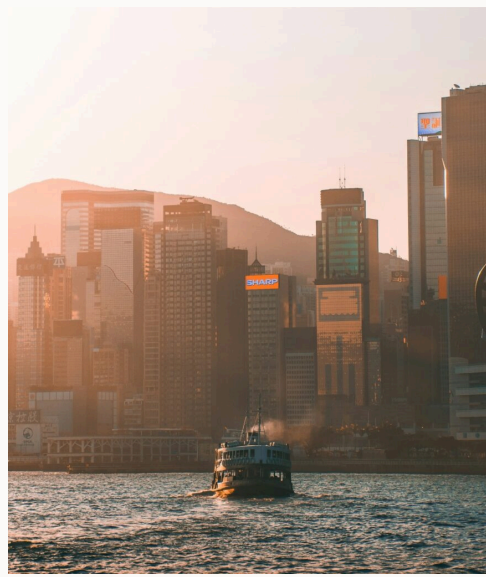
2. Content themes

City

Hongkong Land has impressive reach across Asia. These cityscape images show our scale and help establish where you are in the world

Considerations:

- Weather will be critical: pick a day with blue skies, warm light, or a clear night
- Experiment with compositions and depth of field to create more visual interest in photographs
- Avoid dirty streets, grit, grey skies, harsh light and smog

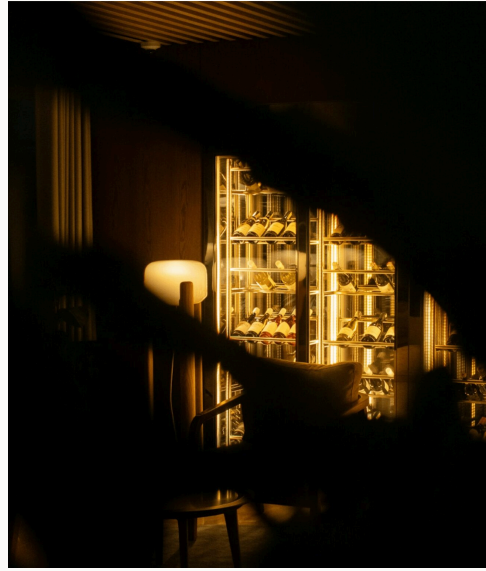
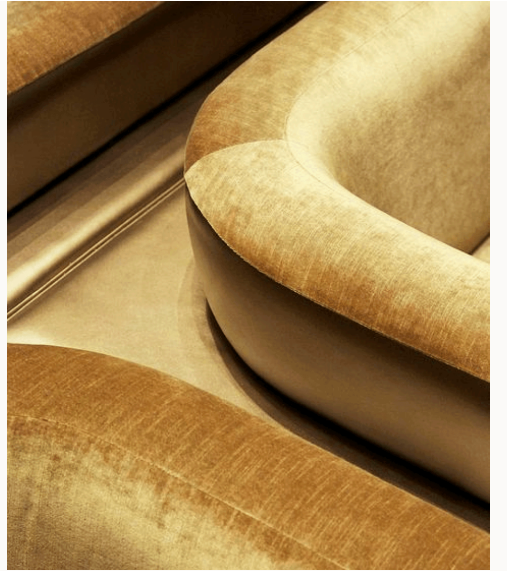


Place (Interior)

This is our opportunity to showcase the brilliant places we've created. From unique architectural details to showing considered moments of daily life, we aim to celebrate the life and variety of experiences that happen in HKL places

Considerations:

- Compositions that celebrate unique architectural features
- Capture everyday life and show the human experience within HKL places
- Play with light and reflection to create an elevated mood
- Cropped imagery of interiors can capture high-end finishing and materiality. Ensure imagery of interior scenes are populated with people

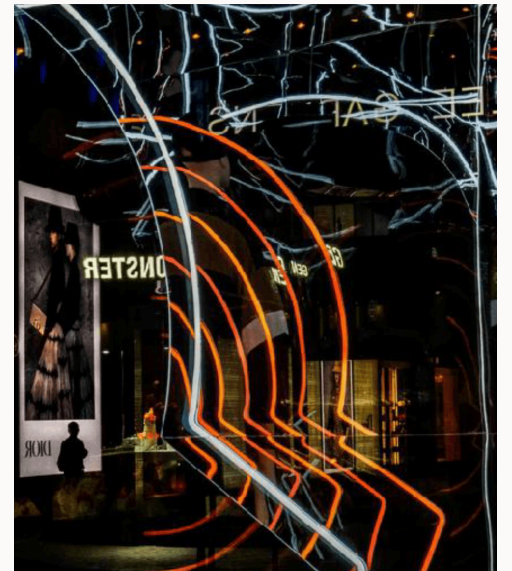
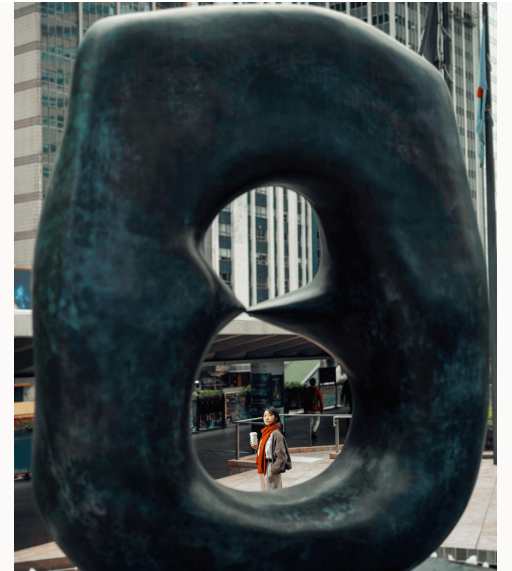


Place (Exterior)

HKL places are woven into the fabric of the cities they're in. This photo theme aims to celebrate the local cultures and how HKL places are part of the city

Considerations:

- Showcase the buildings at their best: cleaned up, no graffiti, grime or dirt
- Find interplay between light, reflection and shadows to create more visual interest
- Show different scales and introduce various textures
- Avoid overcrowding a scene. Prioritise shots that feel spacious
- Avoid overstaging a shot and aim for an authentic feel



Lifestyle

We aim to portray an aspirational lifestyle — one that feels elegant, refined and full of exceptional experiences. Celebrate the finer details in architecture, food, health and wellness

Considerations:

- Hone in on moments that feel special and extraordinary
- Harness warmer tones and play with shadow where possible
- Physical objects and environments should be complemented by imagery that focuses on people to demonstrate excellent service and hospitality
- Sense of ease and comfort
- Include a range of activities: food, art, wellness, health



People

Places are all about people — the teams behind them, the everyday service workers, and those who benefit and enjoy them daily. These portraits bring personality, warmth and deeper sense of connection with our audiences.

Considerations:

- Capture natural expressions and emotions
- Show people in action, interaction with others. Not always alone and passive
- Shoot on location rather than a plain studio backdrop
- Use natural light where possible, and allow simple props if needed
- Aim for personal and intimate in tone
- Avoid stiff, awkward and corporate headshots



Events

These are moments of bringing people together. For event photography, aim to capture the energy of the crowd, the new connections formed, and the positive experience of being part of a memorable event.

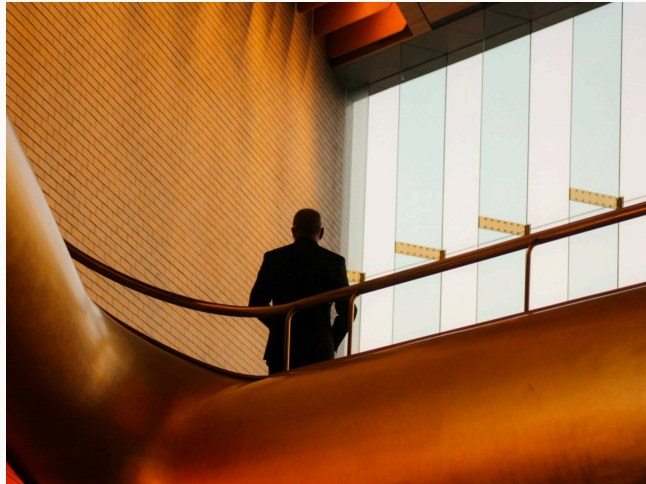
Considerations:

- Show the scale of the event and size of the crowd, especially those with high production value
- Use mid shots and close ups for speakers on stage
- Show audiences reactions
- Capture group interactions, where human relationships and connections are the focus



3. Lighting

Lighting is a critical component of good photography. By blending natural light, reflections and interesting shadows, we can showcase the ultimate city centre experience.



Interior lighting

Considerations:

- Use natural light from nearby windows
- Show dappled light to soften the mood
- Create depth of field with blurred foreground elements
- Dramatic lighting with strong shadows and contrast between subject and background (either natural or staged)

Exterior lighting

Considerations:

- Leverage natural light to capture authentic moments
- Apply high-contrast lighting to convey sophistication and elevate the sense of luxury
- Use natural light to emphasise architectural textures, forms, and details



4. Styling

Props

Considerations:

- Curate props that fit with the atmosphere (think of textures, colours etc)
- Choosing items that are beautifully crafted and thoughtfully designed
- Objects should help tell a story. Avoid superfluous details and overcrowding a scene



People

Considerations:

- Choose smart, timeless, well-fitting clothing
- Preference for neutral colours and hints of HKL brand colours
- Sense of comfort and quiet luxury
- Avoid clothes and accessories that could become distracting
- Avoid big logos or branding, and complex pattern



5. Specifications

High and low resolution final imagery.

High resolution (RAW + 300dpi) for use across print and digital formats

Image rotation

Photography shot in a mixture of both portrait and landscape formats

Record locations used

This is for future reference or creditation with the imagery (RAW + 300dpi) for use across print and digital formats

Compositions

Capture spacious compositions for environments, ensuring surrounding details are visible. For people, balance the composition with proportional framing to highlight their connection to the space. Ensure adaptability for cropping.

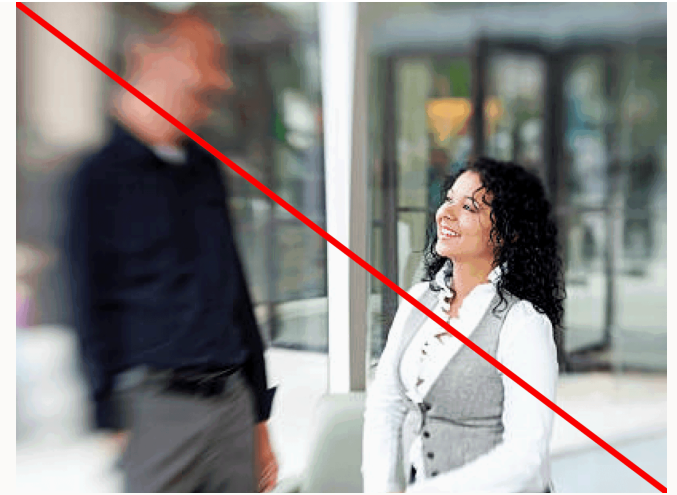
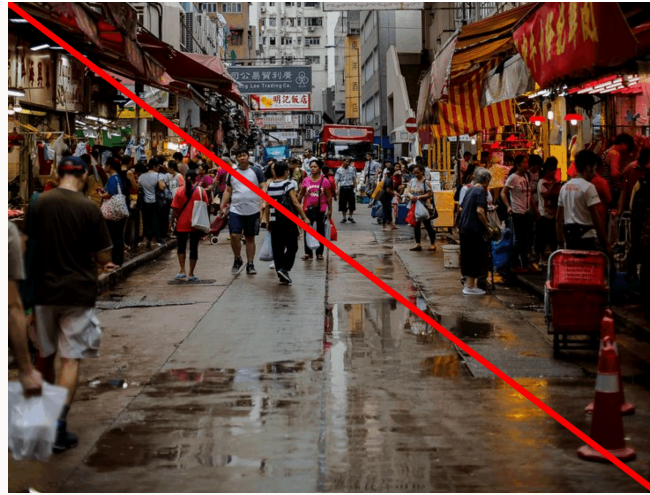
Model release forms

Subject(s) will need to sign a release form and extra care will need to be taken to ensure the spelling of their name is recorded correctly

Misuse

- Uninspiring images
- Cluttered/busy
- Dirty streets
- Irrelevant shapes/textures
- Forced, staged/unnatural
- Emphasis/focus on unimportant details in the background
- Oversaturated colours





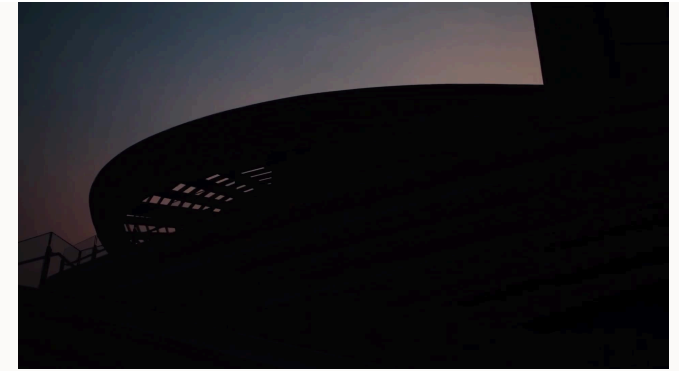
Video content

A compelling video narrates a story — engaging, inspiring, and driving emotion. These guidelines focus on thoughtful composition, dynamic perspectives, and creating an immersive atmosphere. By emphasizing cohesive tones, seamless flow, and avoiding distracting effects, we ensure each video aligns with the brand's vision, leaving a lasting impression and elevating its identity.



Considerations:

- Capturing a mix of wide, mid and close up shots.
- Considering unusual perspectives to showcase places in intriguing ways, including the usage of drones.
- Establishing an atmospheric feel through the use of lighting, tone and elegant camera movements.
- Ensure consistency in colour grading, with a slightly desaturated but warm tone to footage
- Avoid timelapse footage or creating super slo-mo effects especially when people are involved.



Specifications

Footage resolution

High resolution 4K

Aspect ratio

Shoot at 16:9, but need to be aware of a 4:3 safe area in case we need to crop

Model release forms

Subject(s) will need to sign a release form and extra care will need to be taken to ensure the spelling of their name is recorded correctly

Record locations used

This is for future reference or creditation with the imagery

Raw files

Supply the individual raw footage

[Previous Section](#)

[Next Section](#)

Material palette

The materials used for our physical production will help build a brand that demonstrates excellence in the premium sector.

The materials should look and feel in keeping with the tonality of the Hongkong Land brand, and should be carefully considered to ensure we are creating a sense of luxury and attention to detail.

The photos in this document are not owned by Hongkong Land and are sourced from third-party providers for illustrative purposes only. Hongkong Land does not claim ownership of these assets and is not liable for any unauthorized use. Users must ensure proper licensing or replacement with proprietary assets for external applications.

Heritage Series

01

Jardine House, Hong Kong



 置地公司
Hongkong Land

Heritage Series

02

Mandarin Oriental, Hong Kong



 置地公司
Hongkong Land

Heritage Series

03

Central, Hong Kong



 置地公司
Hongkong Land

Material palette

Overview

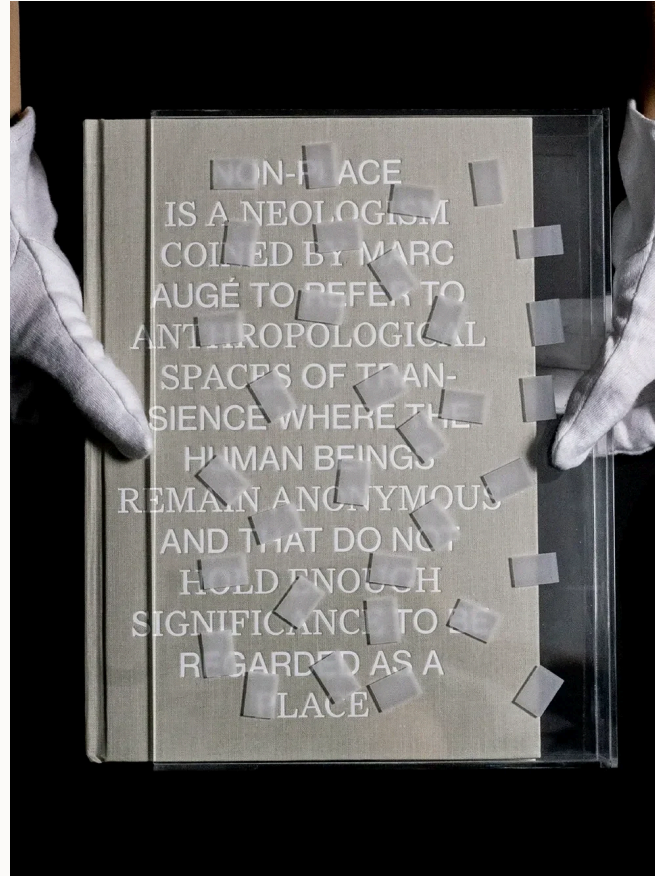
Much like the wider identity, we want to strike a balance between traditional craftsmanship with contemporary innovation. We look to be bold in our production, whilst keeping a sense of sophistication. We are aiming to build a materiality that feels premium, but not excessive.

Principle 1
Premium



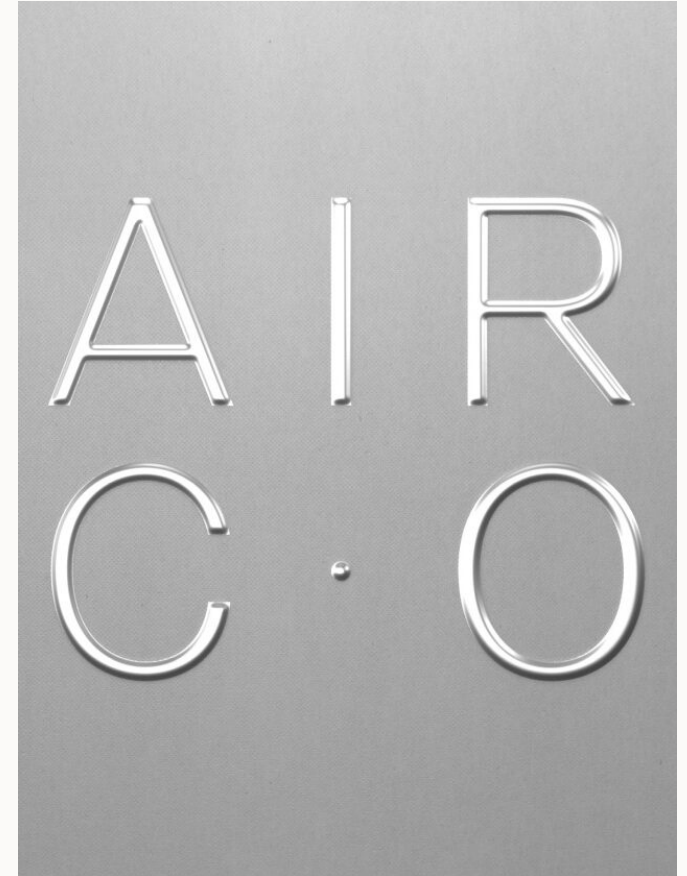
Our brand is built by our many years of experience and this should be communicated in our production processes.

Principle 2
Layered



Our innovation is multi-faceted and the production should reflect that. Layers can help tell a story in a way that adds depth.

Principle 3
Subtle



Our brand is bold, but it isn't loud. We focus on the details and every decision is considered with a high level of thought.

Material palette

Paperstock

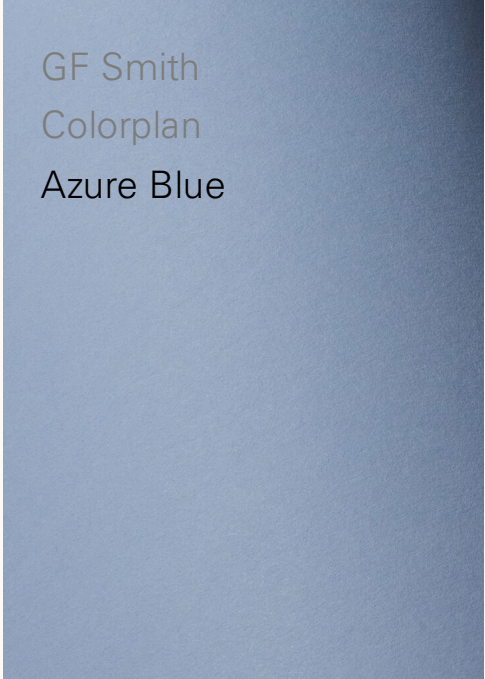
Our chosen papers are carefully selected to closely match our existing color palette. They should be used consistently across all printed materials to strengthen the brand's material identity.



GF Smith
Colorplan
Mist



GF Smith
Colorplan
White Frost



GF Smith
Colorplan
Azure Blue



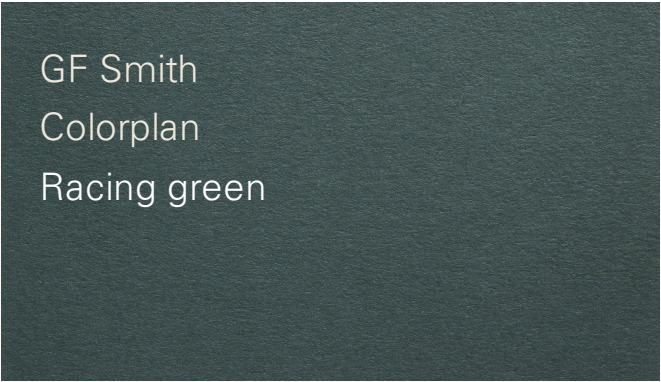
GF Smith
Colorplan
Sapphire



GF Smith
Colorplan
Rust



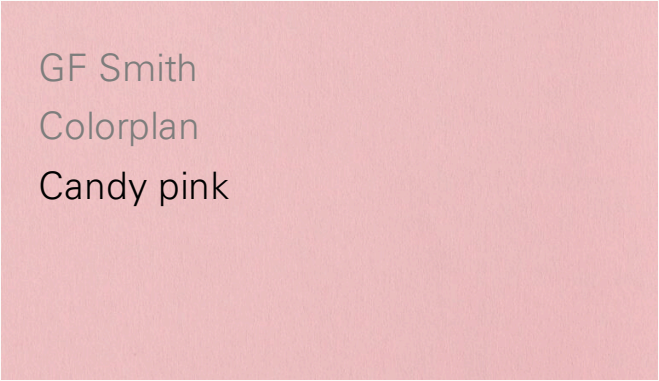
GF Smith
Colorplan
Scarlet



GF Smith
Colorplan
Racing green



GF Smith
Colorplan
Chartreuse



GF Smith
Colorplan
Candy pink



GF Smith
Colorplan
Mid green

Paperstock

Envelope

Paper Conqueror

Diamond White Wove, 120gsm

DL – 220mm(W) x 110mm(H)

Material palette

Print processes

The print processes we use play a key role in enhancing the brand's desired tonality. They add depth and sophistication to our materials, reinforcing the premium nature of the brand and aligning with the high-quality collateral we produce.



Embossing

The embossing process helps make printed matter feel elevated and considered. It allows us to make our mark on a material without disrupting or distracting from additional content.



Transparency

Explore how transparent/semi-opaque materials can be used to present the layered nature of our brand toolkit, in a way that is crafted and bespoke.



Foiling

When appropriate explore the potential of foiling, rather than flat colour printing. Foiling builds depth to our print production and elevates the value in printed matter.

[Previous Section](#)

Stationery

This section demonstrates our identity in use across our stationery suite. Consistent application of the identity will ensure a coherent brand image

Printed stationery



Printed stationery

Business Cards

Business cards use premium finishes and paperstocks to reflect our brand.

To ensure our cards are simple and clear, a maximum of two phone numbers (direct line and mobile) should be included.

Professional qualifications to follow name on same line. If qualifications cannot fit on the same line, they should all be moved to the line immediately below. Professional qualifications being printed will be limited to those which are relevant as assessed and approved by the Directors

If position name includes department name, there is no need to include department name separately (e.g. Head of IT). Otherwise, department name should be added separately (e.g. Senior Application Systems Manager, IT).

PMP licence number (if available) goes after the position name. For property management companies with the PMC licence, place the licence number below the company name.

Business Card — Bi-lingual Name

Size

85mm(W) x 55mm(H)

Paper

GF Smith Colorplan Pristine White
350gsm

Printing

Blind embossing “H” symbol

Preset on editable areas (Front)

Name: Univers Bold

Font size 10pt / Leading 11pt

Position: Univers Light

Font size 8pt / Leading 10pt

Licenses and qualifications: Univers Regular

Font size 5pt / Leading 8.5pt

Business name: Univers Bold

Font size 10pt / Leading 11pt

Contact: Univers Light

Font size 7pt / Leading 8.5pt

Preset on editable areas (Back)

Name: Noto Sans TC Bold

Font size 9.5pt / Leading 12pt

Position: Noto Sans TC Light

Font size 8pt / Leading 11pt



Licenses and qualifications: Noto Sans TC Light

Font size 5pt / Leading 12pt

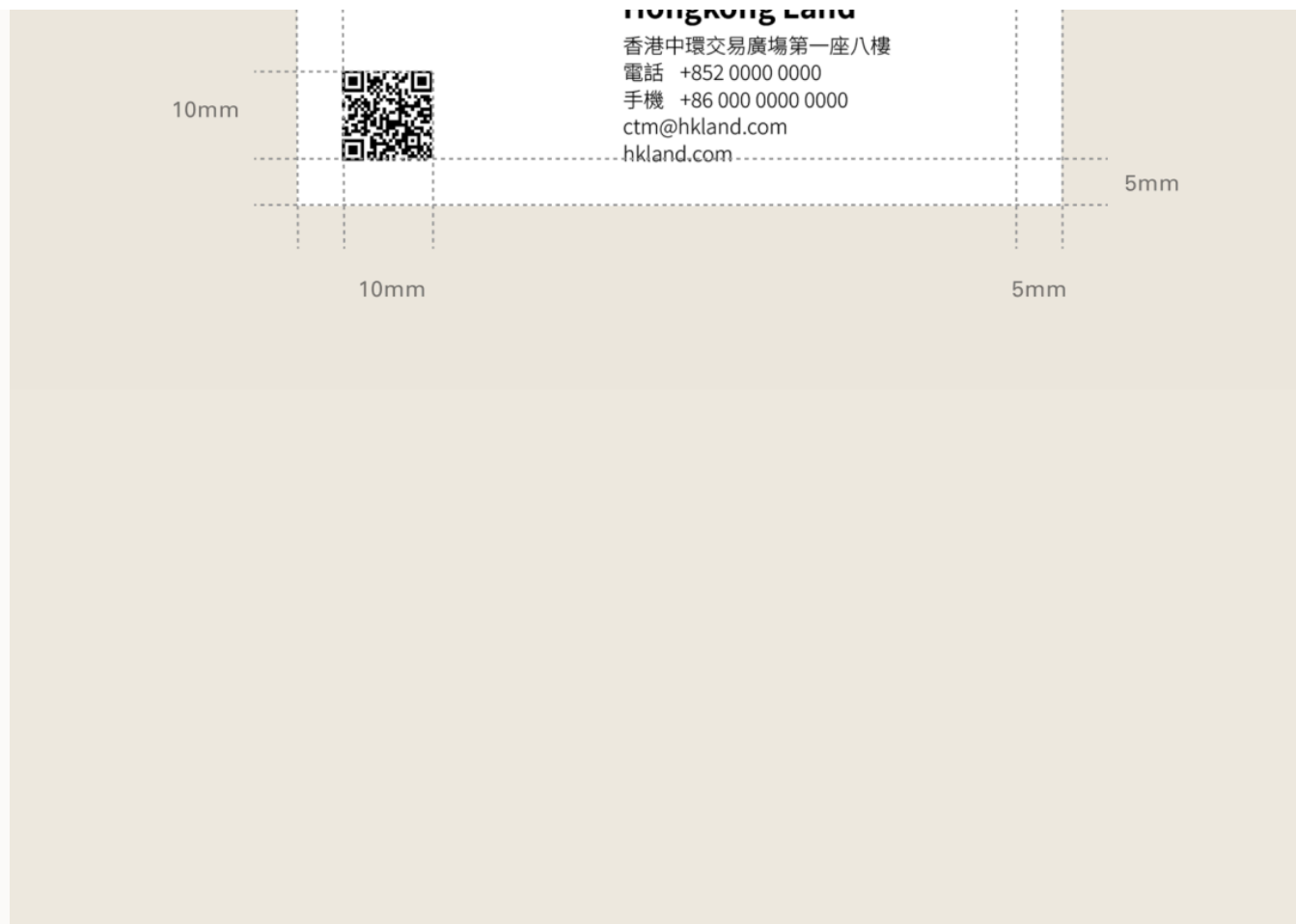
Business name: Noto Sans TC Bold

Font size 9.5pt / Leading 11pt

Contact: Noto Sans TC Light

Font size 6.5pt / Leading 8.5pt

For correct display of the Chinese
company name in the text format,
Noto Sans JP should be applied
to the character “置”



Business Card — Bi-lingual Name with location

Size

85mm(W) x 55mm(H)

Paper

GF Smith Colorplan Pristine White

350gsm

Printing

Blind embossing “H” symbol

Preset on editable areas (Front)

Name: Univers Bold

Font size 10pt / Leading 11pt

Position, department and location: Univers Light

Font size 8pt / Leading 10pt

Business name: Univers Bold

Font size 10pt / Leading 11pt

Contact: Univers Light

Font size 7pt / Leading 8.5pt

Preset on editable areas (Back)

Name: Noto Sans TC Bold

Font size 9.5pt / Leading 12pt

Position, department and location: Noto Sans TC

Light

Font size 8pt / Leading 11pt



Business name: Noto Sans TC Bold

Font size 9.5pt / Leading 11pt

Contact: Noto Sans TC Light

Font size 6.5pt / Leading 8.5pt

For correct display of the Chinese
company name in the text format,
Noto Sans JP should be applied
to the character “置”



Business Card — English long titles example

Size

85mm(W) x 55mm(H)

Paper

GF Smith Colorplan Pristine White

350gsm

Printing

Blind embossing “H” symbol

Preset on editable areas (Front)

Name: Univers Bold

Font size 10pt / Leading 11pt

Position, department and location: Univers Light

Font size 8pt / Leading 10pt

Business name: Univers Bold

Font size 10pt / Leading 11pt

Contact: Univers Light

Font size 7pt / Leading 8.5pt



Hongkong Land

8/F, One Exchange Square Central, Hong Kong

T +000 0000 0000

M +000 0000 0000

ctm@hkland.com

hkland.com

5mm

5mm

Business Card — Qualifications / Licence number

Size

85mm(W) x 55mm(H)

Paper

GF Smith Colorplan Pristine White

350gsm

Printing

Blind embossing “H” symbol

Preset on editable areas (Front)

Name: Univers Bold

Font size 10pt / Leading 11pt

Position and department: Univers Light

Font size 8pt / Leading 10pt

Licenses and qualifications: Univers Regular

Font size 5pt / Leading 8.5pt

Business name: Univers Bold

Font size 10pt / Leading 11pt

Contact: Univers Light

Font size 7pt / Leading 8.5pt

Preset on editable areas (Back)

Name: Noto Sans TC Bold

Font size 9.5pt / Leading 12pt



Position, department and location: Noto Sans TC
Light

Font size 8pt / Leading 11pt

Licenses and qualifications: Noto Sans TC Light

Font size 5pt / Leading 12pt

Business name: Noto Sans TC Bold

Font size 9.5pt / Leading 11pt

Contact: Noto Sans TC Light

Font size 6.5pt / Leading 8.5pt

For correct display of the Chinese
company name in the text format,
Noto Sans JP should be applied
to the character “置”



Business Card — Chinese mainland

Size

85mm(W) x 55mm(H)

Paper

GF Smith Colorplan Pristine White
350gsm

Printing

Blind embossing “H” symbol

Preset on editable areas (Front)

Name: Noto Sans SC Bold

Font size 9.5pt / Leading 12pt

Position, department and location: Noto Sans SC
Light

Font size 8pt / Leading 11pt

Business name: Noto Sans SC Bold

Font size 9.5pt / Leading 11pt

Contact: Noto Sans SC Light

Font size 6.5pt / Leading 8.5pt

Preset on editable areas (Back)

Name: Univers Bold

Font size 10pt / Leading 11pt

Position, department and location: Univers Light

Font size 8pt / Leading 10pt



Business name: Univers Bold
Font size 10pt / Leading 11pt
Contact: Univers Light
Font size 7pt / Leading 8.5pt



Business Card — Line length

he line length of information should be no longer than 9 columns to ensure there is always at least a 1 column gap between the text and the symbol.

Chan Tai Man

Assistant General Manager
People Strategy, Talent & Development
and Inclusion, Equity & Diversity
People & Culture

Hongkong Land

8/F, One Exchange Square Central, Hong Kong
T +000 0000 0000
M +000 0000 0000
ctm@hkland.com
hkland.com

Chan Tai Man

General Manager
Finance Commercial Property
China

Beijing Yee Zhi Real Estate Consultancy Co. Ltd.

1121-1127, 11/F Office Tower 3, Beijing APM,
138 Wangfujing, Dongcheng District
Beijing 100006, China
T +000 0000 0000
M +000 0000 0000



ctm@hkland.com
hkland.com

Business Card — Clearspace

A minimum horizontal clearspace
around blocks of text is set at 3.5mm.

This ensure text doesn't feel too
crowded and hierarchies remain clear.



Printed stationery Letterhead

Please use the letterhead templates provided and ensure you are using the correct file for the chosen language.

[Download letterhead](#)

Usage must be approved by the corporate communications team.

Letterhead — English

Size

210mm(W) x 297mm(H)

Paper

Please use regular printer paper, and reserve Paper Conqueror Diamond White Wove for special occasions.

Preset on editable areas

Univers Regular or Light

Font size 10pt

Line spacing 1

Footer

Company: Univers Regular

Font size 7.5pt

Line spacing 1

Caption: Univers Light

Font size 5pt

Line spacing 1

Address/contact: Univers Regular or Light

Font size 6.5pt

Line spacing 1

Letterhead template for Hongkong Land, showing a grid layout with dimensions (210mm x 297mm) and placeholder text for address, contact information, and signature.

Dimensions: 210mm (W) x 297mm (H)

Grid lines are marked at 10mm intervals.

Header: Hongkong Land

Address/Contact Information:

Addressee's Name
Addressee's Title
Company Name
Street Address
Hong Kong

By Hand

Date: 14 January 2025

Dear Name,

Re: Subject

Placeholder text (Lorem ipsum) is provided for the main body of the letter.

Yours sincerely,

Signature

Name
Position
Email

Footer:

Hongkong Land Limited
Incorporated in Bermuda
Authorized Capital

88F, One Exchange Square
Central, Hong Kong
T: 852 2842 8828
F: 852 2842 8829

Page 2 of 2

Letterhead — Table in English

Size

210mm(W) x 297mm(H)

Paper

Please use regular printer paper, and reserve Paper Conqueror Diamond White Wove for special occasions.

Preset on editable areas

Univers Regular or Light

Font size 10pt

Line spacing 1

Footer

Company: Univers Regular

Font size 7.5pt

Line spacing 1

Caption: Univers Light

Font size 5pt

Line spacing 1

Address/contact: Univers Regular or Light

Font size 6.5pt

Line spacing 1

 Hongkong Land																																					
Address/Name Address/Title Company Name Street Address Hong Kong	By Hand																																				
14 January 2025	Dear Mr. Li,:																																				
Exchange Square Multi-owners' Management Expenses Budget 2024																																					
We attach herewith the 2024 Budget of Exchange Square for Multi-owners' Management Expenses, duly approved by The Chairman of Exchange Square Owners' Committee (the "Approved Budget").																																					
According to the Approved Budget, the monthly expenses payable by each multi-owner effective from 1st January 2024 are as follows:																																					
	<table><thead><tr><th></th><th>HK\$</th><th>HK\$</th></tr></thead><tbody><tr><td colspan="3">Financial Secretary Incorporated</td></tr><tr><td colspan="3">Jan-Nov 2024</td></tr><tr><td>— The Commissioner of Securities</td><td>10,000</td><td>10,000</td></tr><tr><td>— Hong Kong Stock Exchange</td><td>10,000</td><td>10,000</td></tr><tr><td>— Public Light Bus and Bus Terminus</td><td>10,000</td><td>10,000</td></tr><tr><td>— Carpark</td><td>10,000</td><td>10,000</td></tr><tr><td colspan="3">Dec 2024</td></tr><tr><td>— The Commissioner of Securities</td><td>10,000</td><td>10,000</td></tr><tr><td>— Hong Kong Stock Exchange</td><td>10,000</td><td>10,000</td></tr><tr><td>— Public Light Bus and Bus Terminus</td><td>10,000</td><td>10,000</td></tr><tr><td>— Carpark</td><td>10,000</td><td>10,000</td></tr></tbody></table>		HK\$	HK\$	Financial Secretary Incorporated			Jan-Nov 2024			— The Commissioner of Securities	10,000	10,000	— Hong Kong Stock Exchange	10,000	10,000	— Public Light Bus and Bus Terminus	10,000	10,000	— Carpark	10,000	10,000	Dec 2024			— The Commissioner of Securities	10,000	10,000	— Hong Kong Stock Exchange	10,000	10,000	— Public Light Bus and Bus Terminus	10,000	10,000	— Carpark	10,000	10,000
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— Hong Kong Stock Exchange	10,000	10,000																																			
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— Hong Kong Stock Exchange	10,000	10,000																																			
— Public Light Bus and Bus Terminus	10,000	10,000																																			
— Carpark	10,000	10,000																																			
Hongkong Land Limited Incorporated in Bermuda and limited liability	88F, One Exchange Square Central, Hong Kong T: 852 2842 8429 F: 852 2842 8429																																				
	Page 2 of 2																																				

Letterhead — Table in English second sheet

Size

210mm(W) x 297mm(H)

Paper

Please use regular printer paper, and
reserve Paper Conqueror Diamond
White Wove for special occasions.

Preset on editable areas

Univers Regular or Light

Font size 10pt

Line spacing 1

Footer

Company: Univers Regular

Font size 7.5pt

Line spacing 1

Caption: Univers Light

Font size 5pt

Line spacing 1

Address/contact: Univers Regular or Light

Font size 6.5pt

Line spacing 0.8

	HK\$	HK\$
Hongkong Land		
The American Club		
Jan–Nov 2024		
— The Commissioner of Securities	10,000	10,000
— Hong Kong Stock Exchange	10,000	10,000
— Public Light Bus and Bus Terminus	10,000	10,000
— Carpark	10,000	10,000
Dec 2024		
— The Commissioner of Securities	10,000	10,000
— Hong Kong Stock Exchange	10,000	10,000
— Public Light Bus and Bus Terminus	10,000	10,000
— Carpark	10,000	10,000
The Hongkong Land Property Co Ltd		
Jan–Nov 2024		
Dec 2024		
Mulberry Land Company Ltd		
Jan–Nov 2024		
Dec 2024		
HKL (One EXSQ) Limited		
Jan–Nov 2024		
Dec 2024		
HKL (Two EXSQ) Limited		
Jan–Nov 2024		
Dec 2024		
Please contact the undersigned if you have any queries.		
Yours faithfully,		
For and on behalf of the Owners of the Building		
		
Property Manager		
Property Management		
frankie.leung@hkl.com		
Tel: (852) 2842 8429		
Fax: (852) 2842 8429		
Encl.		
Hongkong Land Limited		
Incorporated in Bermuda		
Registered Office		
8/F, One Exchange Square		
Central, Hong Kong		
Tel: (852) 2842 8429		
Fax: (852) 2842 8429		
Email: hkl@hkl.com		
Page 2 of 2		

SizePaper

Preset on editable areas

Font size 10pt

Footer

Font size 7.5pt

Caption: Noto Sans Light

Font size 5pt

Line spacing 0.8

Address/contact: Noto Sans Regular or Light

Font size 6.5pt

Line spacing 0.8

香港置地
Hongkong Land

公司名称
收件人姓名
收件人职位
收件人地址(一)
收件人地址(二)

此信必须由专人送去

二零一四年一月二日 收件人姓名:

主题

这是一封样式信件,是香港置地所使用信件时打字格式的演示。这是一封样式信件,是香港置地所使用信件时打字格式的演示。这是一封样式信件,是香港置地所使用信件时打字格式的演示。这是一封样式信件,是香港置地所使用信件时打字格式的演示。这是一封样式信件,是香港置地所使用信件时打字格式的演示。这是一封样式信件,是香港置地所使用信件时打字格式的演示。

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敬颂 台祺



发件人职位
发件人姓名
谨启

Hongkong Land (Beijing)
Incorporated in Bermuda
with limited liability

Hongkong Land (Beijing)
Management Company Limited
Room 1207, 12/F, Tower W2,
Central Plaza
404, 1 East Chang'an Avenue
Guangzhou District
Guangdong 510078, China
Tel: (86)020-7011
hkland.com.hk

香港置地集团有限公司

12 楼有限公司

42 楼有限公司

北京置地物业管理有限公司
中国北京市东城区东长安街1号
北京广场二座1207室
邮编100778
电: 86 10 6397 0821
hkland.com

第 1 页



香港置地
Hongkong Land

公司名称
收件人姓名
收件人职位
收件人地址(一)
收件人地址(二)

此信必须由专人送去

二零一四年一月二日 收件人姓名:

主题

这是一封样板式信件,是香港置地所使用信件时打字格式的演示。这是一封样板式信件,是香港置地所使用信件时打字格式的演示。这是一封样板式信件,是香港置地所使用信件时打字格式的演示。这是一封样板式信件,是香港置地所使用信件时打字格式的演示。这是一封样板式信件,是香港置地所使用信件时打字格式的演示。这是一封样板式信件,是香港置地所使用信件时打字格式的演示。

	港元(\$)	港元(\$)
财政司司长法团		
2024年1月至11月		
- 证券事务监察委员	10,000	10,000
- 香港证券交易所	10,000	10,000
- 公共小巴及巴士总站	10,000	10,000
- 停车场	10,000	10,000
2024年12月		
- 证券事务监察委员	10,000	10,000
- 香港证券交易所	10,000	10,000
- 公共小巴及巴士总站	10,000	10,000
- 停车场	10,000	10,000

Hongkong Land Limited
Incorporated in Bermuda
with limited liability

Hongkong Land (Beijing)
Management Company Limited
Room 1107, 11/F, Tower W2,
Central Plaza
A/Cs 1 East Chang An Avenue
Gongcheng District
Beijing 100738, China
Tel: (86)010 5911 0011
hkland.com.hk

香港置地集團公司

17 樓東區中心區
42 樓東區中心
北京嘉里集團管理有限公司
中國北京市東區中心區中區15
北京廣場二座1107室
中國郵政100738
+86 10 5911 0011
hkland.com

第一頁

Letterhead — Table in Chinese
second page

Size

210mm(W) x 297mm(H)

Paper

Please use regular printer paper, and
reserve Paper Conqueror Diamond
White Wove for special occasions.

Preset on editable areas

Noto Sans Regular or Light

Font size 10pt

Line spacing 0.8

Footer

Company: Noto Sans Regular

Font size 7.5pt

Line spacing 0.8

Caption: Noto Sans Light

Font size 5pt

Line spacing 0.8

Address/contact: Noto Sans Regular or Light

Font size 6.5pt

Line spacing 0.8



香港置地
Hongkong Land

	港元 (\$)	港元 (\$)
The American Club 2024 年 1 月至 11 月		
— 证券事务监察委员	10,000	10,000
— 香港证券交易所	10,000	10,000
— 公共小巴及巴士总站	10,000	10,000
— 停车场	10,000	10,000
2024 年 12 月		
— 证券事务监察委员	10,000	10,000
— 香港证券交易所	10,000	10,000
— 公共小巴及巴士总站	10,000	10,000
— 停车场	10,000	10,000
香港置地集团公司 2024 年 1 月至 11 月 2024 年 12 月		
Mulberry Land Company Ltd 2024 年 1 月至 11 月 2024 年 12 月		
HKL (One EYSQ) Limited 2024 年 1 月至 11 月 2024 年 12 月		
敬請 台祺 		
发送人职衔 发送人姓名 frankie.leung@hkland.com PMP 172 (License P1-402262)		
FL/jc Encl.		
Hongkong Land Limited Incorporated in Bermuda with limited liability Hongkong Land (Beijing) Management Company Limited Room 1101, 11/F, Tower HK2, Oriental Plaza A/C 1 East Chang'an Avenue Hong Kong District Beijing 100738, China Tel: 86 (0)10 6597 0921 hkland.com	香港置地集团有限公司 注册于百慕大 有限责任有限公司 北京美理柏城管理咨询有限公司 中国北京市东城区东长安街1号 东方广场西座1101室 邮政编码100738 电话: 86 (0)10 6597 0921 hkland.com	

Hongkong Land Limited
Incorporated in Bermuda
with limited liability

Hongkong Land (Beijing)
Management Company Limited
Room 1101, 11/F, Tower HK2,
Oriental Plaza
A/C 1 East Chang'an Avenue
Hong Kong District
Beijing 100738, China
Tel: 86 (0)10 6597 0921
hkland.com

香港置地集团有限公司
注册于百慕大
有限责任有限公司

北京美理柏城管理咨询有限公司
中国北京市东城区东长安街1号
东方广场西座1101室
邮政编码100738
电话: 86 (0)10 6597 0921
hkland.com

第二页

Printed stationery

Press release

For press releases use the provided template, which contains modules for imagery and more display headings.

Press Release — English

Size

210mm(W) x 297mm(H)

Paper

Please use regular printer paper, and reserve Paper Conqueror Diamond White Wove for special occasions.

Preset on editable areas

Univers Regular or Light

Font size 10pt

Line spacing 1

Footer

Company: Univers Regular

Font size 7.5pt

Line spacing 1

Caption: Univers Light

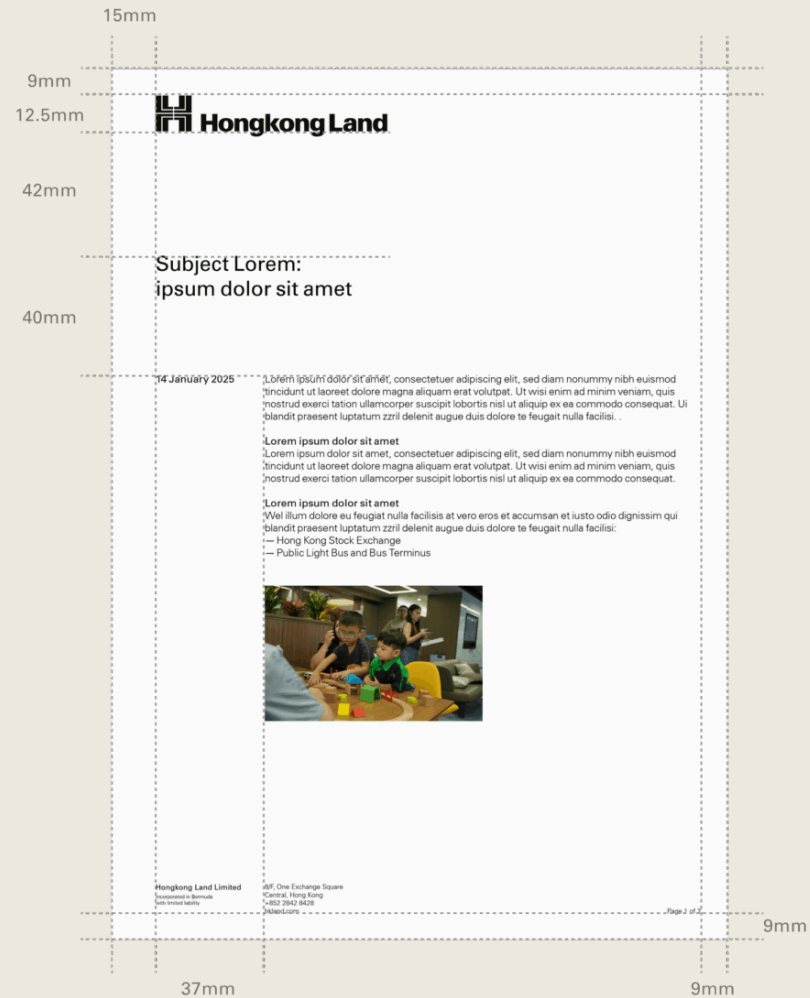
Font size 5pt

Line spacing 1

Address/contact: Univers Regular or Light

Font size 6.5pt

Line spacing 1



Printed stationery

Director bio

A template has been created for director biographies with space for name, role and portrait of the relevant person.

Director bio

Size

210mm(W) x 297mm(H)

Paper

Please use regular printer paper, and reserve Paper Conqueror Diamond White Wove for special occasions.

Preset on editable areas

Name: Univers Regular

Font size 24pt/Leading 30pt

Position: Univers Light

Font size 10pt

Line spacing 1

Body text

Univers Regular or Light

Font size 10pt

Line spacing 1



Printed stationery Compliments slip

Please use the appropriate language variation,
depending on the recipient of the compliments slip.

[Download compliments slip](#)

Usage must be approved by the corporate communications team.

Compliments slip — English

Size

210mm(W) x 148.5mm(H)

Paper

Paper Conqueror

Diamond White Wove

Font

Univers



Compliments slip — Chinese

Size

210mm(W) x 148.5mm(H)

Paper

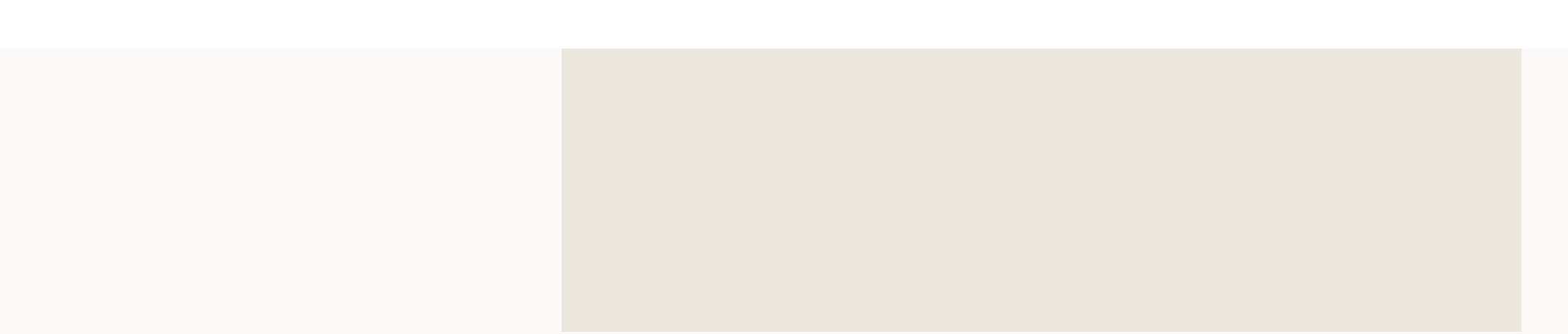
Paper Conqueror

Diamond White Wove

Font

Noto Sans





Printed stationery Envelope

Envelopes are available with or without a window, however the layouts remain the same.

Envelope

Size

220mm(W) x 110mm(H)

(DL with or without window)

Paper

Paper Conqueror

Diamond White Wove

Font

Univers



Addressee's Name
Addressee's Title
Company Name
Street Address
Hong Kong

8/F, One Exchange Square
Central, Hong Kong
hkland.com



Digital stationery

To:

Subject: Email Signature

Arial 10

Neil Anderson MRICS MHKIS
Director & Head of Office
Commercial Property, Hong Kong



Hongkong Land Limited
Incorporated in Bermuda with limited liability

8/F, One Exchange Square
Central, Hong Kong
T +000 000 0000
D +000 000 0000
neil.anderson@hkland.com
hkland.com



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Digital stationery

Email signature

All required contact and legal information to sign-off email communications.

All copy within the body of the email should be set to 10pt. The divider lines should be responsive, and scale to the width of the window. The height of the tagline banner should be 80px.

[Download email signature](#)

Usage must be approved by the corporate communications team.

Email signature English

Size

744px(W) x 1133px(H)

Font

Arial Unicode MS

Footer

Name: Arial Regular

Font size 10pt

Qualification: Arial Regular

Font size 8pt

Company: Arial Regular

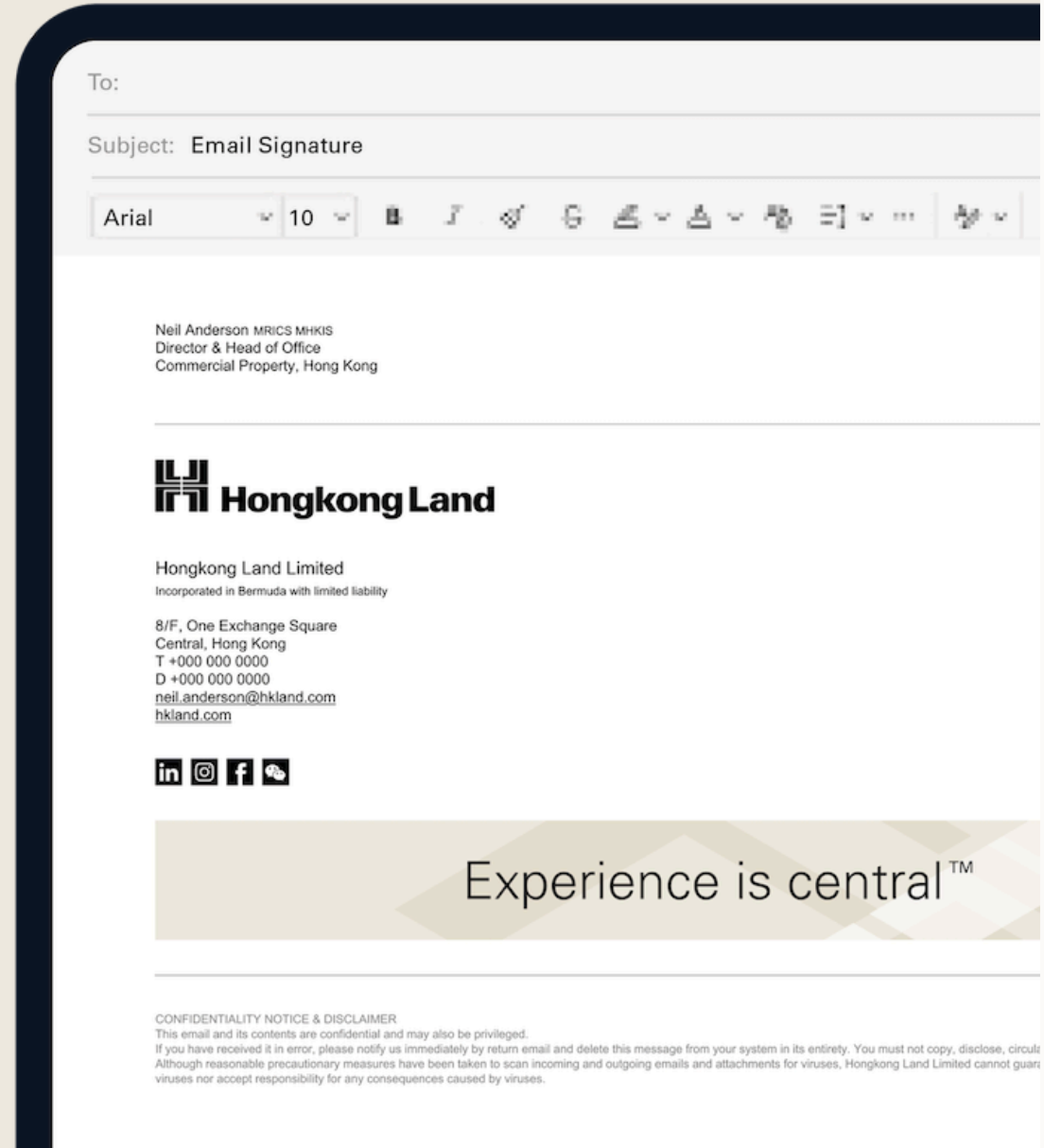
Font size 12pt

Caption: Arial Regular

Font size 8pt

Address/contact: Arial Regular

Font size 10pt





Email signature
China: Regional Level (cross-
cities) colleagues
English

Size

744px(W) x 1133px(H)

Font

Arial Unicode MS

Footer

Name: Arial Regular

Font size 10pt

Qualification: Arial Regular

Font size 8pt

Company: Arial Regular

Font size 12pt

Caption: Arial Regular

Font size 8pt

Address/contact: Arial Regular

Font size 10pt

To:

Subject: Email Signature

Arial

10

Chen Da Wen MRICS MHKIS
General Manager, Finance
Commercial Property, China



Hongkong Land Limited
Incorporated in Bermuda with limited liability

Beijing Yee Zhi Real Estate Consultancy Co. Ltd.
[Insert subsidiary company name if applicable]
1121-1127, Office Tower Three Beijing APM
138 Wangfujing Street, Dongcheng District
Beijing China 100006
T +86 000 000 0000
D +86 000 000 0000
email@hkland.com
hkland.com



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Email signature
China: Regional Level (cross-cities) colleagues
Chinese

Size

744px(W) x 1133px(H)

Font

Microsoft JhengHei

Footer

Name: Microsoft JhengHei Regular

Font size 10pt

Company/City: Microsoft JhengHei Regular

Font size 12pt

Caption: Microsoft JhengHei Regular

Font size 8pt

Address/contact: Microsoft JhengHei Regular

Font size 10pt

To:

Subject: Email Signature

JhengHei

10

陈大文
财务总经理
中国商用物业

 香港置地
Hongkong Land

香港置地集团公司
于百慕大注册成立之有限公司

北京怡置房地产咨询有限公司
[如适用，请插入子公司名称]
中国北京市东城区
王府井大街138号
新东安写字楼3座11层1123A号写字间
邮编100006
电话 +86 000 000 0000
手机 +86 000 000 0000
email@hkland.com
hkland.com

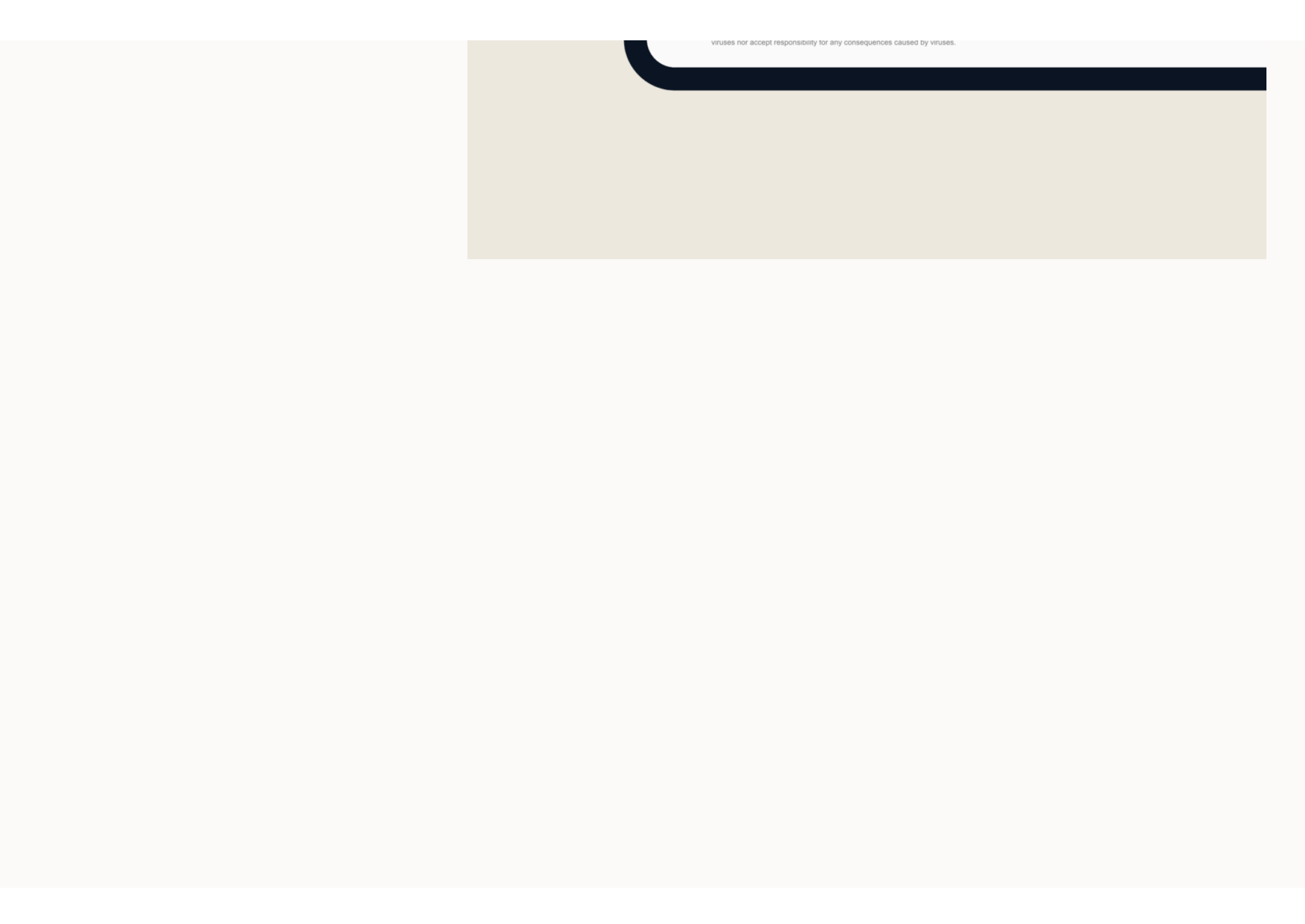


体验即核心

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Email signature
China: City Level colleagues
English

Size

744px(W) x 1133px(H)

Font

Arial Unicode MS

Footer

Name: Arial Regular

Font size 10pt

Company/City: Arial Regular

Font size 12pt

Caption: Arial Regular

Font size 8pt

Address/contact: Arial Regular

Font size 10pt

To:

Subject: Email Signature

Arial

10

Chen Da Wen
IT Manager
Technology



Hongkong Land (Chongqing)

Hongkong Land (Chongqing) Investment and Holding Co. Ltd.
[Insert subsidiary company name if applicable]
16/F, Building B, The Ring Centre
118 Hucal Road, Liangjiang New Area District
Chongqing, China 401122
T +86 000 000 0000
D +86 000 000 0000
email@hkland.com
hkland.com



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Email signature
China: City Level colleagues
Chinese

Size

744px(W) x 1133px(H)

Font

Microsoft JhengHei

Footer

Name: Microsoft JhengHei Regular

Font size 10pt

Company/City: Microsoft JhengHei Regular

Font size 12pt

Caption: Microsoft JhengHei Regular

Font size 8pt

Address/contact: Microsoft JhengHei Regular

Font size 10pt

To:

Subject: Email Signature

JhengHei

10

陈大文
信息技术经理
科技部



香港置地 (重庆)

香港置地 (重庆) 投资控股有限公司
[如适用，请插入子公司名称]
中国重庆市两江新区湖彩路118号
香港置地光环中心写字楼B座16楼
邮编401122
电话 +86 000 000 0000
手机 +86 000 000 0000
email@hkland.com
hkland.com



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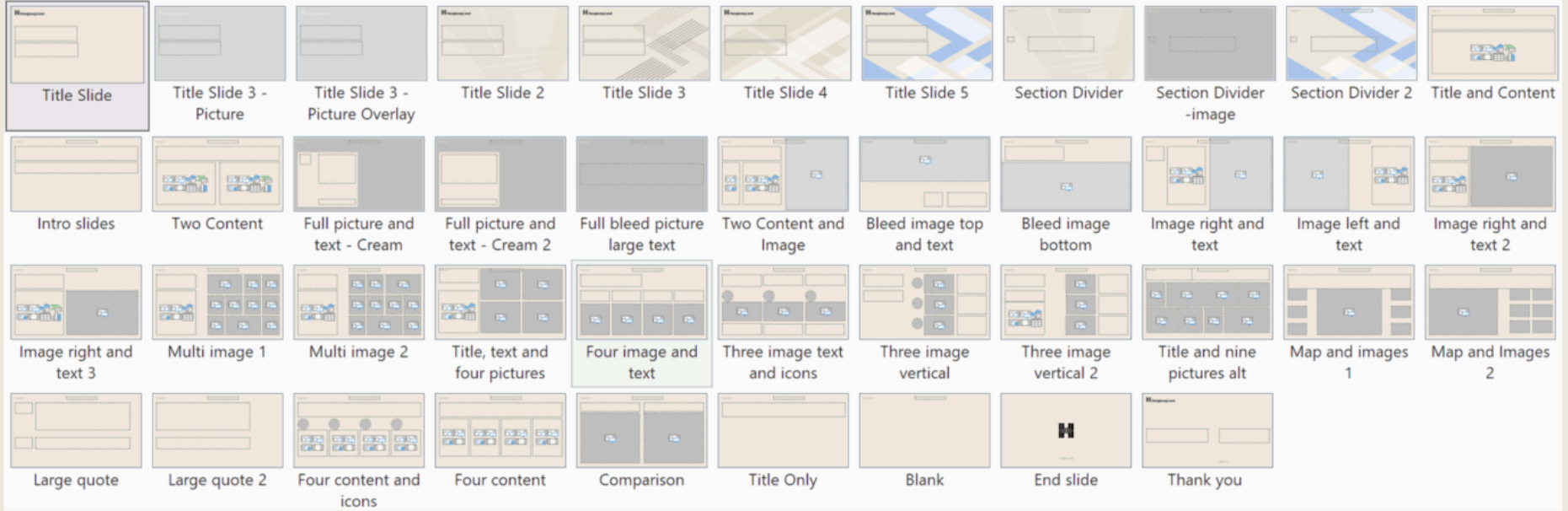
Digital stationery Powerpoint template

An in depth powerpoint template has been developed for presentation creation, please refer to the guide within the document on how to use the template.

[Download Powerpoint template](#)

Usage must be approved by the corporate communications team.

HKL PowerPoint Theme



Digital stationery

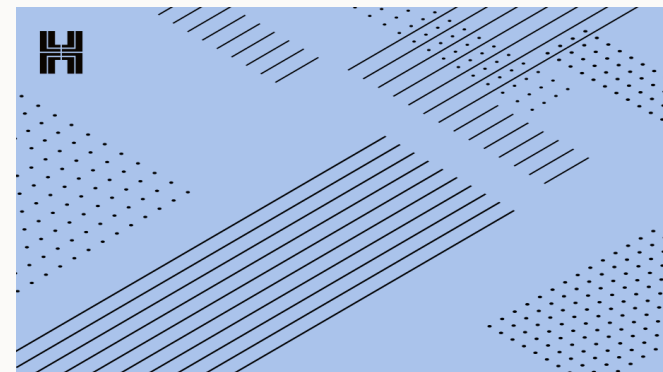
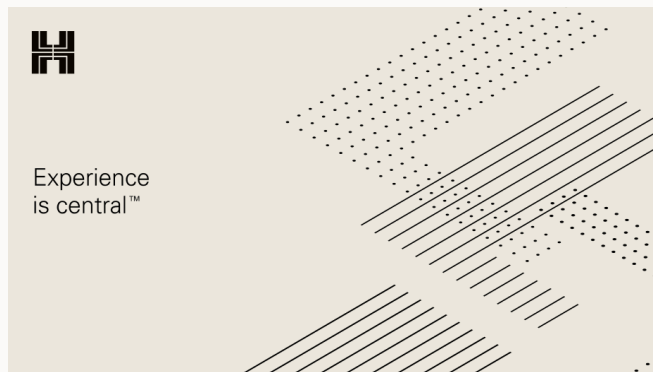
Virtual background

Download virtual backgrounds

An in depth powerpoint template has been developed for presentation creation, please refer to the guide within the document on how to use the template.

Usage must be approved by the corporate communications team.

Pattern (Texture)



Pattern (Solid)

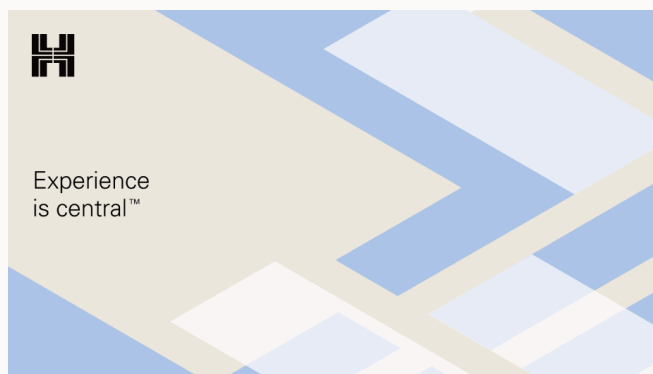


Image + Tagline



Image



Previous Section

Next Section

Applications

This section demonstrates our identity in use across additional applications.

Property stand — Portrait

Size

312mm(W) x 429mm(H) material

298mm(W) x 412mm(H) display

Preset on editable areas

Univers Light

Font size 75pt

Noto Sans Light

Font size 75pt

- Property stand standard English font used is Univers Light. Chinese font used is Noto Sans Light.
- The correspondence are in both English and Chinese are positioned in the top left corner of the stand.
- The colour of the correspondence can be in black or a neutral from colour palette, dependent on background colour.
- English text always on the top of Chinese text.



Property stand — Landscape

Size

429mm(W) x 312mm(H) material

412mm(W) x 298mm(H) display

Preset on editable areas

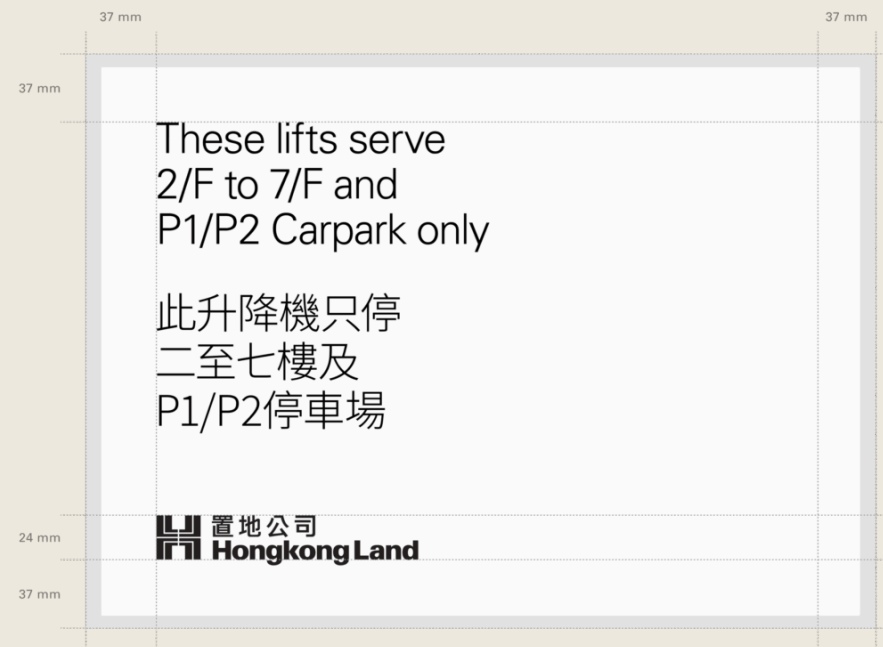
Univers Light

Font size 65pt

Noto Sans Light

Font size 65pt

- Property stand standard English font used is Univers Light. Chinese font used is Noto Sans Light.
- The correspondence are in both English and Chinese are positioned in the top left corner of the stand.
- The colour of the correspondence can be in black or a neutral from colour palette, dependent on background colour.
- English text always on the top of Chinese text.



[Previous Section](#)

[Next Section](#)

Merchandise

This section demonstrates our identity in use across our merchandising.

Pin badge

Size

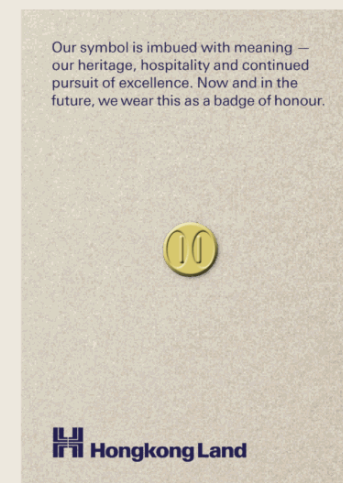
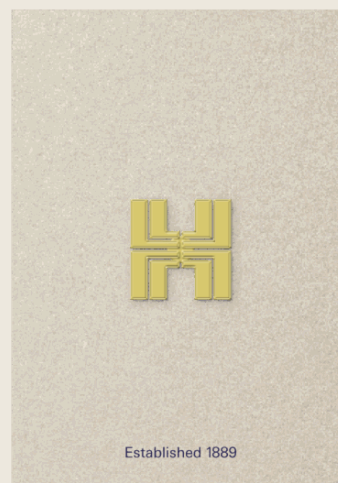
74mm(W) x 105mm(H)

Paper

Colorplan Mist 350gsm

Pin

Gold enamel finish



Water bottle

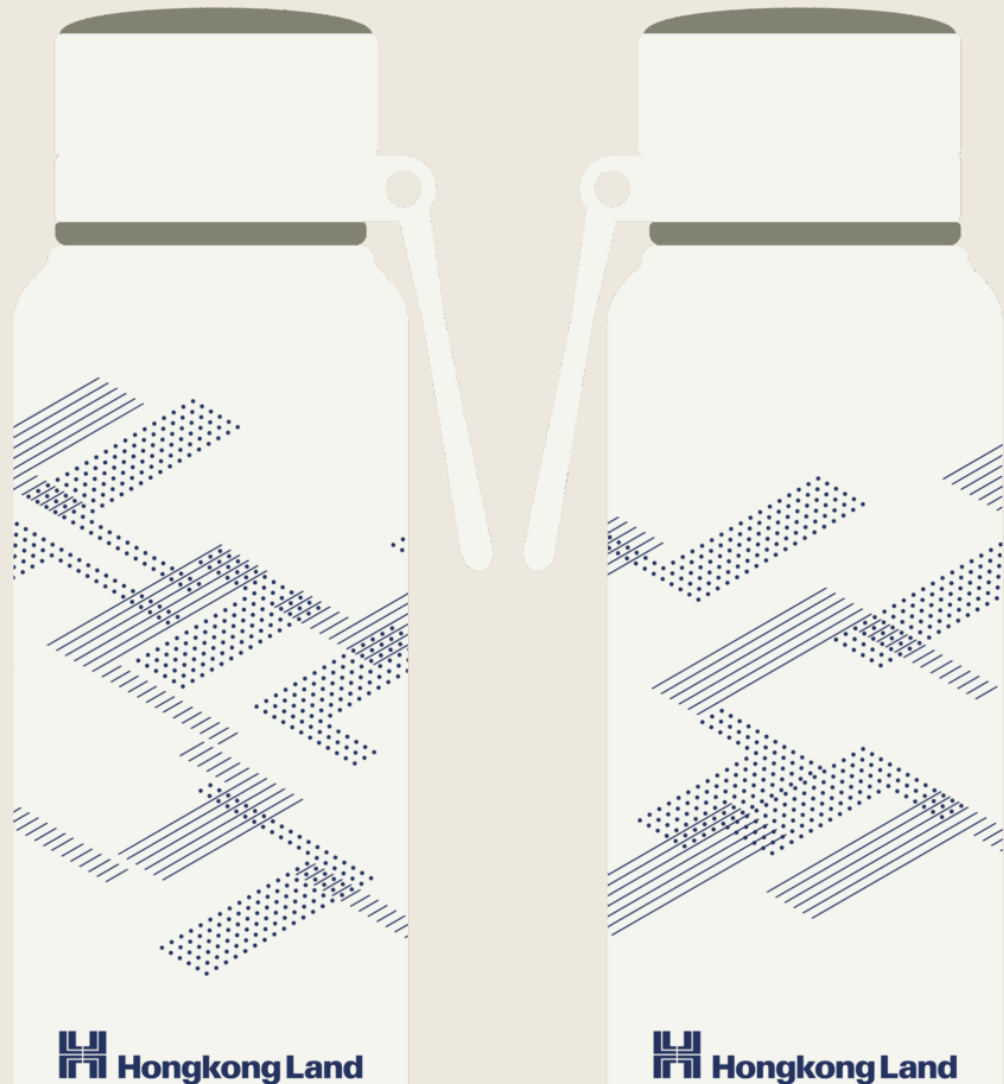
Size

220mm(W) x 170mm(H)

*Printable area

Printing

PMS 2758 U



Tote bag

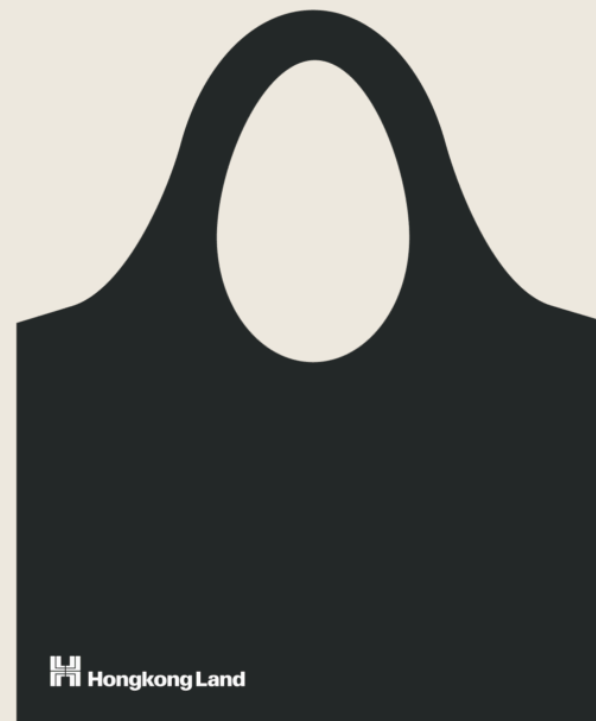
Size

385mm(W) X 280mm(H) (500mm W/
handle)

Material

100% felt

06 CHARCOAL



Experience is central™

[Previous Section](#)

[Next Section](#)

Hongkong Land Boilerplate

English

Hongkong Land is a major listed property development, investment and management group. It focuses on developing, owning and managing premium and ultra-premium mixed-use real estate in Asian gateway cities, featuring Grade A office, luxury retail, residential and hospitality products. With over US\$50 billion in assets under management, Hongkong Land's ultra-premium mixed-use real estate footprint spans over 1.97 million sq. m. lettable area in operation and 1.43 million sq. m. lettable area under development, with flagship mixed-use projects in Hong Kong, Singapore and Shanghai. Its properties hold industry leading green building certifications and attract the world's foremost companies and luxury brands. Established in 1889, Hongkong Land takes a long-term view, investing significantly alongside its capital partners and concentrating its portfolio where it can create the most value for tenants, customers and investors. Hongkong Land Holdings Limited has a primary listing on the London Stock Exchange, with secondary listings in Singapore and Bermuda. Hongkong Land is a member of the Jardine Matheson Group.

Traditional Chinese

置地公司為大型上市的物業發展、投資及管理集團，專注於開發、持有或管理位於亞洲主要城市的尊尚綜合物業，包括甲級寫字樓、高端零售、住宅及酒店項目。置地公司管理超過500億美元資產，旗下高端及超高端綜合地產組合包括營運中可出租面積逾 197萬平方米，以及發展中可出租面積約 143萬平方米的物業組合，當中包括位於香港、新加坡與上海的旗艦級項目。旗下物業獲得行業領先的綠色建築認證，吸引國際知名企業及奢華品牌進駐。置地公司於1889年成立，秉持長遠發展視野，與資本夥伴共同投入重大投資，並聚焦於能為租戶、顧客及投資者創造最大價值的資產組合。置地控股有限公司在倫敦證券交易所擁有第一上市地位，同時亦在新加坡及百慕達作第二上市。置地公司乃怡和集團成員之一。

Simplified Chinese

置地公司为大型上市的物业发展、投资及管理集团，专注于开发、持有或管理位于亚洲主要城市的尊尚综合物业，包括甲级写字楼、高端零售、住宅及酒店项目。置地公司管理超过500亿美元资产，旗下高端及超高端综合地产组合包括营运中可出租面积逾 197万平方米，以及发展中可出租面积约143万平方米的物业组合。当中包括位于香港、新加坡与上海的旗舰级项目。旗下物业获得行业领先的绿色建筑认证，吸引国际知名企业及奢华品牌进驻。置地公司于1889年成立，秉持长远发展视野，与资本伙伴共同投入重大投资，并聚焦于能为租户、顾客及投资者创造最大价值的资产组合。置地控股有限公司在伦敦证券交易所拥有第一上市地位，同时亦在新加坡及百慕达作第二上市。置地公司乃怡和集团成员之一。

SCPREF Boilerplate

English

Singapore Central Private Real Estate Fund ("SCPREF") is Hongkong Land's inaugural private real estate fund, with a focus on ultra-premium integrated commercial properties in Singapore. At inception, the fund has an initial portfolio of four premium commercial assets, situated within the Marina Bay and Marina Centre districts. Asia Square Tower 1, Marina Bay Financial Centre Towers 1 & 2, One Raffles Quay and One Raffles Link are anchored by leading global Financial Institutions, Technology, Media and Telecommunications, and Professional Services firms. These assets are strategically located within Singapore's Central Business District, offering integrated access to multiple MRT stations and a broad ecosystem of amenities including residences, hotels, event facilities, retail and dining options.

Traditional Chinese

新加坡核心私募房地產基金（“SCPREF”）為置地公司首個私募房地產基金，專注投資於新加坡的尊尚綜合商用物業。基金成立之初即持有四項高端商業資產，均位於濱海灣及濱海中心核心地段，包括：亞洲廣場1座，濱海灣金融中心第一及第二座，萊佛士碼頭一號及萊佛士連道一號。上述資產主要由領先的全球金融機構、科技媒體及電訊企業，以及專業服務公司作為核心租戶進駐。所有物業均策略性地坐落於新加坡中央商務區（CBD），並可直接連接多個地鐵站，享有完善而多元的設施生態系統，涵蓋住宅、酒店、活動場地，以及零售和餐飲選項。

Simplified Chinese

新加坡核心私募房地产基金（“SCPREF”）为置地公司首个私募房地产基金，专注投资于新加坡的尊尚综合商用物业。基金成立之初即持有四项高端商业资产，均位于滨海湾及滨海中心核心地段，包括：亚洲广场1座，滨海湾金融中心第一及第二座，莱佛士码头一号及莱佛士连道一号。上述资产主要由领先的全球金融机构、科技媒体及电讯企业，以及专业服务公司作为核心租户进驻。所有物业均策略性地坐落于新加坡中央商务区（CBD），并可直接连接多个地铁站，享有完善而多元的设施生态系统，涵盖住宅、酒店、活动场地，以及零售和餐饮选项。

Westbund Central Boilerplate

English

Westbund Central is the Group's largest-ever single investment. Scheduled to complete in phases up until 2030, it is an US\$8 billion development encompassing approximately 1.7 million sq. m. of prime mixed-use properties strategically located at Shanghai's Xuhui Waterfront. It is a flagship development of Hongkong Land's prime commercial properties 'CENTRAL' Series. The ultra-premium integrated commercial properties comprise luxury retail space, Grade A offices, high-end waterfront luxury residences, two hotels and over 50,000 sq. m. of cultural and art venues.

Traditional Chinese

上海西岸中環（Westbund Central）是置地公司有史以來最大的單一投資項目，總投資額達 80 億美元。工程地理位置優越，位於上海徐匯濱江區，提供約 170 萬平方公尺的優質綜合物業，預計 2030 年前分階段落成。西岸中環是置地公司「中環」系列優質商用物業中的旗艦項目。該尊尚綜合商用物業涵蓋了奢華零售空間、甲級辦公室、高端濱水豪宅、兩家酒店以及超過 5 萬平方米的文化藝術場館。

Simplified Chinese

上海西岸中环（Westbund Central）是置地公司有史以来最大的单项投资项目，总投资额达 80 亿美元。项目地理位置优越，坐落于上海徐汇滨江区，提供约 170 万平方米的优质综合物业，预计将于 2030 年前分阶段落成。西岸中环是置地公司“中环”系列优质商用物业中的旗舰项目。该尊尚综合商用物业涵盖了奢华零售空间、甲级写字楼、高端滨水豪宅、两家酒店以及超过 5 万平方米的文化艺术场馆。

Hongkong Land Foundation

English

The Hongkong Land Foundation was established in November 2020 (formerly the Hongkong Land HOME FUND) to underscore our long-term commitment to liveable cities and vibrant communities. Building on our legacy of innovation, placemaking, and sustainability, the Foundation focuses on three interconnected pillars: People, Place, and Culture. Through these pillars, we drive social engagement and community development, acting as a catalyst for meaningful social impact. We address long-term socio-economic challenges and enrich lives across the communities we serve – creating lasting positive change, enhancing well-being, and fostering shared prosperity and resilience wherever Hongkong Land operates.

Traditional Chinese

置地公司基金會於2020年11月成立（前稱置地公司家基金），彰顯我們對宜居城市與充滿活力社區的長遠承諾。基金會延續我們在創新、地方營造及可持續發展方面的傳承，聚焦三大相互連繫的核心支柱：人、地方與文化。透過這三大支柱，我們推動公眾參與及社區發展，發揮促進深遠社會影響的催化作用。我們致力回應長遠的社會經濟挑戰，並豐富我們所服務社區中人們的生活——創造持久而正面的改變，提升福祉，並在置地公司營運所在的各個地方促進共同繁榮與韌性。

Simplified Chinese

置地公司基金会于2020年11月成立（前称置地公司家基金），彰显我们对宜居城市与充满活力社区的长远承诺。基金会延续我们在创新、地方营造及可持续发展方面的传承，聚焦三大相互连系的核心支柱：人、地方与文化。透过这三大支柱，我们推动公众参与及社区发展，发挥促进深远社会影响的催化作用。我们致力回应长远的社会经济挑战，并丰富我们所服务社区中人们的生活——创造持久而正面的改变，提升福祉，并在置地公司营运所在的各个地方促进共同繁荣与韧性。