

## Attachment (I)

### “90+ Logo” Series (New Logos of Local Radio Channels of RTHK)



#### **Radio 1 Spirit of Hong Kong**

Design Concept: The identity of Radio 1 is about the latest news and information on Hong Kong, its new logo is designed with an eye-catching and impactful mark to present the local scene. Inspired by the significant Hong Kong skyline, the new logo is composed by the skyscrapers. The vibe of Hong Kong is also injected by using the colors of red, white and blue. Not only have they composed a “1” as a whole picture, but also showed the spirit of Hong Kong.



#### **Radio 2 The Symbol of the World of Music**

Design Concept: The new design is based on the previous logo. To emphasize the dynamic vibe, the circle was taken off and a refined pattern was used which presents the digit “2” in the new logo. The pattern of the rhythm not only implies the music beat, but also a free bird flying in the world of music.



#### **Radio 3 The Touch of East meets West**

Design Concept: Keeping the same idea of playing around with the characters as the previous logo. The character “E” representing “English Channel” is formed by Chinese character “3” and English character “r”, so audience will see the “E” and “3” in Chinese at the same time. The touch of East meets West perfectly presents the spirit of a cultural fusion of East and West and also the cultural diversity.



#### **Radio 4 A Channel that means the Finest**

Design Concept: Radio 4 is for the fine music, it is a channel that means the finest. Therefore, a calligraphic “F” is designed with a hidden “4”, to present the elegant and classy impression by the classic curve and the subtle detail.



#### **Radio 5 The Passing on of Wisdom**

Design Concept: The Roman number “V” logo for Radio 5 is composed of two plates, one represents the elderly, while another one symbolizes the new generation. The vibrant design is used to present a sparky feeling as well as to show the cultural heritage from past generations.



#### **Putonghua Channel An Emblem with Yin-yang Philosophy**

Design Concept: The idea of Chinese seal with the Chinese character of “pu” is used as the visual of the new design. Yin-yang philosophy is important in Chinese style design, therefore the new logo is kept perfectly balanced. With this new execution, not only the impression has taken on a refreshing look, but also become more adaptable.