

HKIS 25th Anniversary Logo Design Competition – Result announcement

The HKIS 25th Anniversary Organizing Committee has organized a Logo Design Competition amongst all classes of HKIS members. It needs a simple, eye-catching but elegant logo to personify a dynamic and professional institute and to mark our Jubilee Anniversary.

A total of 43 designs were received from members. All designs were simple, creative signifying the dynamic and professional image of the Institute. After several rounds of selection, the HKIS General Council and the 25th Anniversary Organizing Committee decided that the winners of the logo competition as follows:-

<u>Name</u>	<u>Award</u>
LEE Sai Kit	Grand Prize
CHENG Wai Ho	Certificate of Merit
LAM Siu Tong	Certificate of Merit

Remarks:

The HKIS reserves the right to make necessary changes to the winning designs and selection of logo for future usage.

Grand Prize

Name: LEE Sai Kit

Design Brief

Speaking for themselves, the words “25th” and “1984-2009” mean that HKIS was established in 1984 and will be celebrating its Jubilee Anniversary in 2009. They are designed in such a way that they surround the map of Hong Kong Island, over which the HKIS logo was stamped. This represents that HKIS will be serving Hong Kong for 25 years.



A map of Hong Kong Island, rather than a map of the entire Hong Kong, is chosen to represent Hong Kong as a whole because Hong Kong Island is a remarkable place in which active commercial activities have been taking place and its shape is more eye-catching for people to recognize it as Hong Kong. It also indicates the location of HKIS's headquarter.

The map of Hong Kong as well as the HKIS logo is designed in a spherical shape. Taking the bird's-eye view is the best way to visual this spherical shape. It represents that members of HKIS are long-sighted with professional commitments over the industry and we are contributing to Hong Kong with the benefits of Hong Kong citizens in the long run.

Three colours are used in the logo. They are purple, red, and silver. Purple is used for easy identification by HKIS members as well as by the public since this colour has long been used in the existing HKIS logo. Red is used in the words “25th” and “1984-2009”, which represents the passionate professional contribution in the industry of HKIS members. Silver is used in the map to indicate the Jubilee anniversary of HKIS.

Certificate of Merit

Name: CHENG Wai Ho

Design Brief

The three faces of this logo present the main content: Figure 25 and a HKIS logo. They combined into a cube in a isometric view, where all of the faces are equally visible. The logo is created by a number of little blocks, which shall be interpreted as the collective effort of each elements build up the 25 years of history of HKIS. Also the cube gives an impression of growing taller and taller, based on a wide foundation. Lastly, this logo also looks good in grayscale.



Certificate of Merit

Name: LAM Siu Tong

Design Brief

“Growing to Infinity” is the major theme of the design. Combination of 2 and 5 forms the symbol of “Infinity”. Green and orange brushes represent 2 and 5 respectively. Brushes reflect the energetic movement of HKIS to the challenging future (infinity) of the market and HKIS continues to be a professional surveying institute to “infinity”.

