

Usage Guidelines for EMSD Mascots

- 2021 version -

Usage Guidelines for EMSD Mascots

The purpose of developing this Usage Guidelines is intended for users to familiarise the applications of Mascots in EMSD promotional materials.

The Usage Guidelines will be regularly reviewed and updated for enhancement, therefore, please ensure that you follow the latest version of the Usage Guidelines on **EMSD Home > Corporate Services > Mascots > Usage Guidelines** when preparing your design layout(s).

Every design is requested to be reviewed by PR Team via prteam@emsd.gov.hk before launch. Upon receipt of your design, PR Team will promptly reply within **2 working days** with comments and/or suggestions on the usage of Mascots, if necessary.

For videos / animations, there are specific voice over talents for each Mascot. Please contact PR Team directly for contact details and further arrangement.

This document is strictly for
INTERNAL USE ONLY
and not to be included in tenders.

Thank you!

by PR Team

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Witty Bear 機智啤啤



Story:

Witty Bear graduated with engineering double degrees at the age of 8 years old from the University of Planet No.3. Very handy with all electrical and mechanical equipment.

Characteristics:

Intelligent, friendly, energetic & think fast

Role:

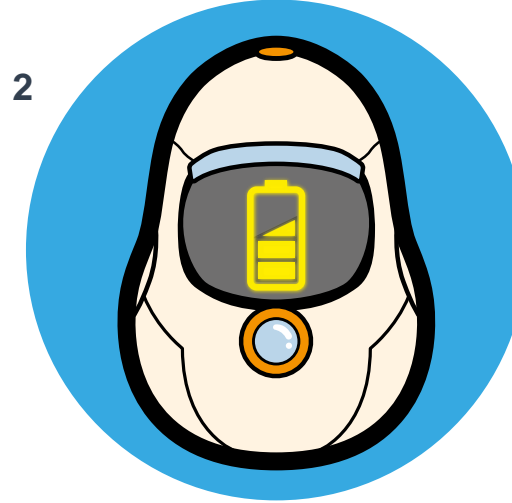
Share and deliver unprecedented eco-friendly solutions and innovative technology ideas on safety, energy saving and efficiency to the humans in Earth.



Witty Bear's Badges



1
Member of E & M
Professionals' Association
in Planet No.3



2
Innovative power bank -
an exclusive charging
station for KnowBot



3
E & M Safety, Energy
Saving and Efficiency
Ambassador of Planet
No.3

KnowBot 智析寶寶



Story:

KnowBot is an advanced flying robot embedded with the latest technologies from Planet No.3.

Characteristics:

Scientific, analytical, cautious, precise & reliable.

Role:

Witty Bear's partner. Assist and support Witty Bear in carrying out tasks. Able to scan any electrical and mechanical appliances and facilities to detect potential danger.



Colour palette and 3D views - Witty Bear



Front



Right



Left



Back

Pantone / RGB / CMYK



White

Pantone: 000 C
R255 / G255 / B255
C0 / M0 / Y0 / K0



Skin Tone

Pantone: 475 C
R243 / G207 / B179
C0 / M15 / Y23 / K0



Blue

Pantone: 2915 C
R98 / G181 / B229
C58 / M8 / Y0 / K0



Reddish orange

Pantone: 1665 C
R220 / G68 / B5
C0 / M82 / Y100 / K0



Mustard

Pantone: 7510 C
R198 / G137 / B63
C4 / M41 / Y79 / K14



Wheat

Pantone: 872 C
R137 / G115 / B76
C0 / M25 / Y56 / K51



Colour palette and 3D views - KnowBot



Front



Right



Left



Back

Pantone / RGB / CMYK



Light Grey
Pantone: 434 C
R208 / G196 / B197
C14 / M17 / Y10 / K0



Aqua
Pantone: 542 C
R123 / G175 / B212
C51 / M16 / Y0 / K0



Orange
Pantone: 715 C
R246 / G141 / B46
C0 / M50 / Y93 / K0



Black
Pantone: 532 C
R29 / G31 / B42
C92 / M73 / Y29 / K89

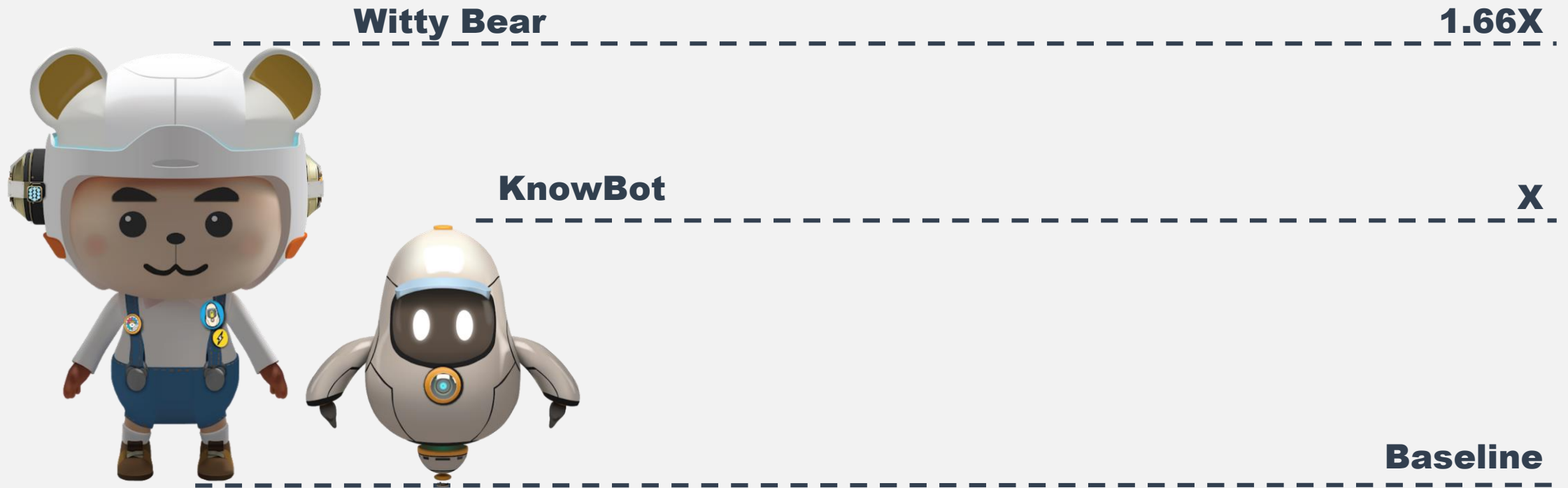


Warm Grey
Pantone: 9C
R131 / G120 / B111
C40 / M40 / Y42 / K19



Light Blue
Pantone: 629 C
R155 / G211 / B221
C36 / M0 / Y5 / K0

Proportions



Remarks:

1. The above proportion is based on the size of KnowBot as a whole i.e. including the nozzle.

Grayscale



Grayscale image is **ONLY** for materials in black and white.

Facial expressions



Hello



Angry



Well done



Thinking



Sorry



Cheeky



Hello



Alert



New idea



Loading



Curious

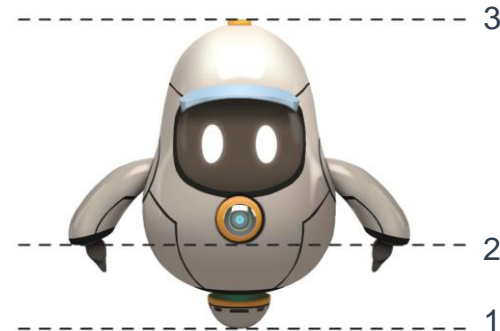


Smart

General guidelines

APPLY TO MATERIALS WHERE MASCOTS APPEAR FOR THE 1ST TIME / ONLY ONCE

1. At least **ONE** front view image of Witty Bear (no less than sections **2 to 4**) and KnowBot (no less than section **2 to 3**) **SHOULD** be displayed (Example 1, P.14);
[EXCEPTION: Where Witty Bear is used as a profile picture / iconic image, users may choose to display sections **3 to 4** (i.e. H1) instead]
2. Images used in 1 above are preferred to be no less than **20%** of the longer edge of the layout orientation i.e. width in landscape and height in portrait (Examples 1 and 2, P.14 and right bottom corner of Example 3, P.15);
3. Most preferred way is to put Witty Bear and KnowBot **side-by-side** (Example 3, P.15);
4. Use Witty Bear and KnowBot separately if there is a constraint in design layout (Example 2, P.14); and
5. Users can use **any facial expressions** on P.11 of Witty Bear and KnowBot.



Having exceptional cases or any trouble meeting the guidelines?
Please feel free to email prteam@emsd.gov.hk for assistance.

General guidelines

APPLY TO MATERIALS WHERE MASCOTS APPEAR

MORE THAN ONCE e.g. PowerPoint, leaflet etc.:-

1. When the front view images of Witty Bear and KnowBot appear in one of the pages, they can reappear separately in other pages / rest of the layout (Examples 4-7, P.16);
2. Other views (right, left and back) of Mascots images can be used;
3. If design warrants, the layout can show the head portion of the mascots i.e. areas shaded gray as shown in pictures G1 and G2 below need not be displayed;
4. The size of the Mascots can be adjusted smaller and not restricted to the size (top centre of Example 3, P.15).



Right



Left



Back



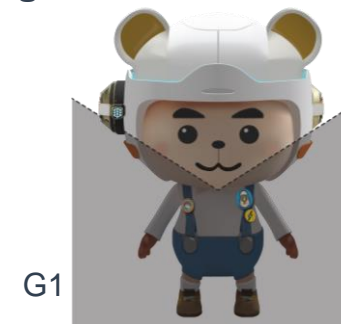
Right



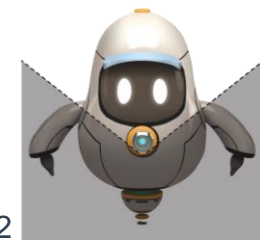
Left



Back



G1



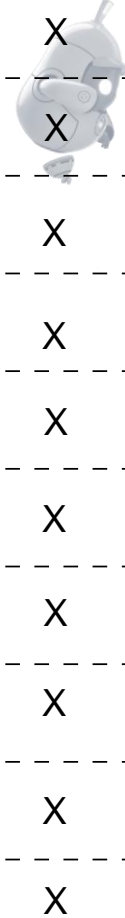
G2

Having exceptional cases or any trouble meeting the guidelines?
Please feel free to email prteam@emsd.gov.hk for assistance.

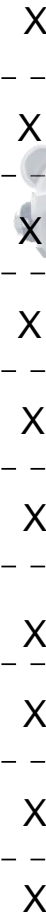
Applications (I) – Poster / Leaflet



Example 1



Example 2



Remarks:

Example 1:

1. The Mascots are no less than **20%** (Witty Bear and KnowBot are approx. 40% and 20% respectively) of the height of the portrait layout.

Example 2:

1. The Mascots are no less than **20%** of the height of the portrait layout (i.e. Not less than 2X).
2. Use of KnowBot's "Curious" facial expressions.
3. Witty Bear and KnowBot are put separately.



Applications (II) – Event Backdrop

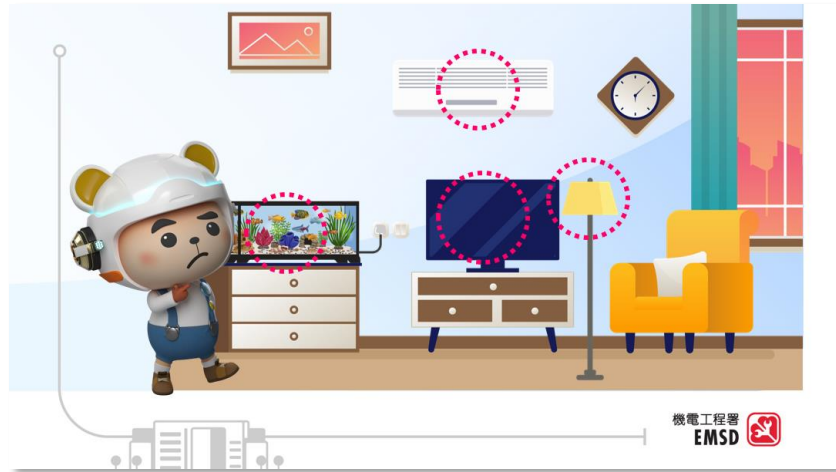


Remarks:

1. Size of Mascots (right bottom corner) are no less than 20% of the width of the landscape layout (i.e.2X).
2. Mascots are put side-by-side (right bottom corner).
3. Where Mascots appear more than once (top centre), their sizes can be adjusted to less than 20% of the layout and can be put separately.



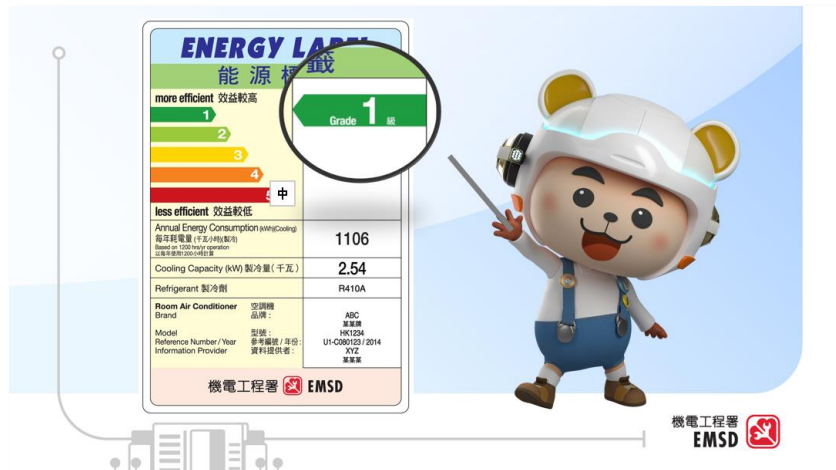
Applications (III) – PowerPoint



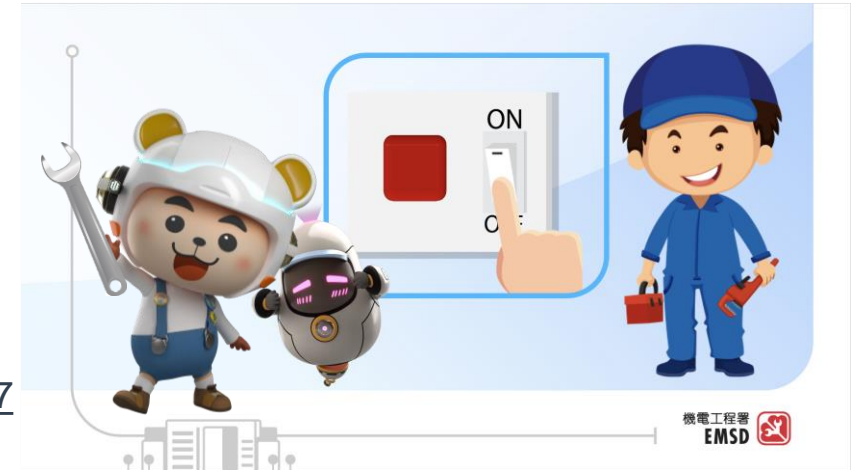
Example 4



Example 5



Example 6



Example 7

Remarks: 1. Use of Witty Bear's "Hello" facial expression to hold a stick or spanner in Examples 6 & 7.



Applications (IV) – Profile Picture / Iconic Image

Example 8



Sample of KnowBot is
for reference only



Remarks:

1. Exception (P.12) applies where Mascots are used as a profile picture / iconic image.
2. Witty Bear in Example 8 has displayed more than the minimum of H1 as shown on P.12.

Applications (V) – With Logos and Other mascots



Remarks:

1. The Mascots cannot be used on their own without the EMSD logo, in the same page/presentation, unless with approval by the PR Team.
2. The Mascots should not be connected to or in close proximity to logo(s) other than EMSD, or commercial / brand logo(s).
3. The Mascots shall not be represented with mascot(s) of other brands, unless with approval by the PR Team.

Example 9



Examples of wrong usage (I)



Do not flip over the image of Witty Bear.



Do not adjust the size of the Mascot(s) partially.



Do not create colour tones / delete / replace any part(s) of the Mascots.



Do not disfigure the proportions of the Mascot(s) and body parts.

Examples of wrong usage (II)



Do not put the Mascots over cluttered backgrounds and/or images to ensure the Mascots are visible enough.



Do not place any text over the Mascots.



Refrain from adding item(s) to the Mascots that projects negative / rebellious image or behaviour.



Do not create new face(s) / pose(s); change and/or create new accessory(ies) / feature(s) for the Mascots.