Hong Kong Wireless Technology Industry Association (WTIA), established in 2001, is a non-profit trade association registered in Hong Kong to provide a platform for the wireless-related business to work together to facilitate the industry development and growth.
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Introduction

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WELCOME KIT
INTRODUCTION

Hong Kong Wireless Technology Industry Association (WTIA)

Hong Kong Wireless Technology Industry Association (WTIA), established in 2001, is a non-profit trade association registered in Hong Kong to provide a platform for the wireless-related business to work together to facilitate the industry development and growth.

Objective

Our objectives are to:

- Promote the development, usage and awareness of wireless technology applications in Hong Kong
- Enhance communication and partnership between different types of companies in the wireless technology industry
- Represent and safeguard the interests and opinions of the wireless technology industry to the Government and other international parties
- Advance the professional standards of software and hardware development in wireless technology applications

Member

Over the past 10 years since establishment, WTIA has developed into an active and highly respected organization. It has over 100 company members from local and overseas, including mobile network operators, mobile device manufacturers, hardware / software vendors, system integrators, wireless application developers, mobile content providers, etc.

Event & Project

WTIA has been cooperating with Government, industry associations and commercial firms to implement many meaningful projects and organizing many important events in order to foster the industry growth. Some of the events/projects are listed below:

- Asia Smartphone Apps Contest & Summit
- Hong Kong ICT Awards - Best Mobile Apps Award
- Hong Kong International Mobile Film Awards
- Hong Kong Mobile Film Festival
- ICT Mission to Japan, South Korea, UK, etc.
- International Conference on Mobile Technology @ ICT Expo
- Mobile Business Summit
- Mobility Experience Centre (MEC)
- SafeWiFi Campaign
- Start Up Series
BASIC ELEMENTS
Signature Elements

<table>
<thead>
<tr>
<th>5mm</th>
<th>4mm</th>
<th>5mm</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</table>

WTIA
香港無線科技商會

VERSION 1. 2016
The first way we signify the presence of WTIA is with our Primary Logotype. It’s the clearest way we can identify our company visually. We should be signing off all of our communications with the logotype; our partner messages must be identified as coming from us, and you!

Clearspace
In order to preserve the integrity of the Primary Logotype, it is important that no other logos, type or other graphic elements infringe on its space. The minimum clearspace around the logotype is equivalent to 1/3 of the width of the logotype.

Logotype artwork
Do not attempt to redraw or recreate any element of the logotype. Use the approved digital files of the artwork.

Minimum size ICON Only
Minimum print size 0.4 inch (10 mm) wide. Minimum digital size 45 pixels wide.
If it’s impossible to use the Primary Logotype for some reason, you have the option of using the Horizontal logotype. It’s still a good way of showing off the WTIA brand, so don’t you worry!

**Clearspace**
In order to preserve the integrity of the Primary Logotype, it is important that no other logos, type or other graphic elements infringe on its space. The minimum clearspace to the around the logotype is equivalent to 1/2 of the height of the logotype.

**Smallest size use**
The minimum size the Primary Logotype may be used for print applications is .6” (15mm) wide. Include the registration mark for this measurement.

**Logotype artwork**
Do not attempt to redraw or recreate any element of the logotype. Use the approved digital files of the artwork.
The monochromatic logotype should only be used when there are not enough colors to properly reproduce the Primary Logotype.

Clearspace
The minimum clearspace around the Primary Logotype is equivalent to 1/3 of the width of the logotype.

The minimum clearspace around the Horizontal Logotype is equivalent to 1/2 of the height of the logotype.

Smallest size use
Primary Logotype should never be smaller than .4” (10mm) wide. Include the registration mark for this measurement.

For digital applications, the Primary Logotypes’ minimum size is 45 pixels wide.

Horizontal Logotype should never be smaller than .6” (15mm) wide. Include the registration mark for this measurement.

For digital applications, the Primary Logotypes’ minimum size is 80 pixels wide.

Logotype artwork
Do not attempt to redraw or recreate any element of the logotype. Use the approved digital files of the artwork.
PARTNER LOGOS

Size relationship–Primary Logotype
When partner logos are longer and more text-based, we prefer them to be at the same height as the logotype.

For symbol-based logos, we prefer them to be 2X the height of the logotype.

Size relationship–Alternate Logotype
When partner logos are longer and more text-based, we prefer them to be at between 30 and 50% the height of the stroke.

For symbol-based logos, we prefer them to be the same height as the logotype.

Alignment
We prefer our partner’s logos to always be center aligned with either the Preferred or Alternate logotype.

Always consult the partner’s company guidelines for logo usage, minimum size, etc.
LOGOTYPE DON’TS

To make sure our logotype appears as consistently as possible throughout our communications, we’ve identified a few ways we don’t want our logotype to appear.
SIGNATURE COLOUR

- RGB: R 103   G 135   B 189
- CMYK: C 70   M 40   Y 5   K 0
- SPOR COLOUR: PANTONE 2727u
- WEB COLOUR: #6686bd

- RGB: R 0   G 0   B 0
- CMYK: C 10   M 0   Y 0   K 100
- SPOR COLOUR: PANTONE BLACKu
- WEB COLOUR: #000000
**FONTS**

**TYPEFACE**

Avenir - Light
ABCDEFHGIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890<>`()%$!?{}™®

Avenir - Book
ABCDEFHGIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890<>`()%$!?{}™®

Avenir - Roman
ABCDEFHGIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890<>`()%$!?{}™®

Fonts Download
https://www.myfonts.com/fonts/linotype/avenir/

Google Fonts Download
https://www.google.com/fonts/specimen/Arimo
BUSINESS CARD

Size
90mm x 55mm

Colour
4c + 4c or 2Pantone + 1 Pantone
A wonderful serenity has taken possession of my entire soul, like these sweet mornings of spring which I enjoy with my whole heart. I am alone, and feel the charm of existence in this spot, which was created for the bliss of souls like mine.

I am so happy, my dear friend, so absorbed in the exquisite sense of mere tranquil existence, that I neglect my talents. I should be incapable of drawing a single stroke at the present moment; and yet I feel that I never was a greater artist than now.

When, while the lovely valley teems with vapour around me, and the meridian sun strikes the upper surface of the impenetrable foliage of my trees, and but a few stray gleams steal into the inner sanctuary, I throw myself down among the tall grass by the trickling stream; and, as I lie close to the earth, a thousand unknown plants are noticed by me: when I hear the buzz of the little world among the stalks, and grow familiar with the countless indescribable forms of the insects and flies, then I feel the presence of the Almighty, who formed us in his own image, and the breath of that universal love which bears and sustains us, as it floats around us in an eternity of bliss; and then, my friend, when darkness overspreads my eyes, and heaven and earth seem to dwell in my soul and absorb its power, like the form of a beloved mistress, then I often think with longing, Oh, would I could describe these conceptions, could impress upon paper all that is living so full and warm within me, that it might be the mirror of my soul, as my soul is the mirror of the infinite God!
WELCOME KIT  PLATINUM MEMBER ONLY

Travel Power Adapter with USB

mini wifi wireless