




HKEX. Building the Marketplace the Future.





A low-angle, upward-looking photograph of several modern skyscrapers with glass facades. The buildings are dark and their lines converge towards the top of the frame. The sky is a clear, bright blue with some light, wispy clouds. The perspective creates a sense of height and architectural grandeur.

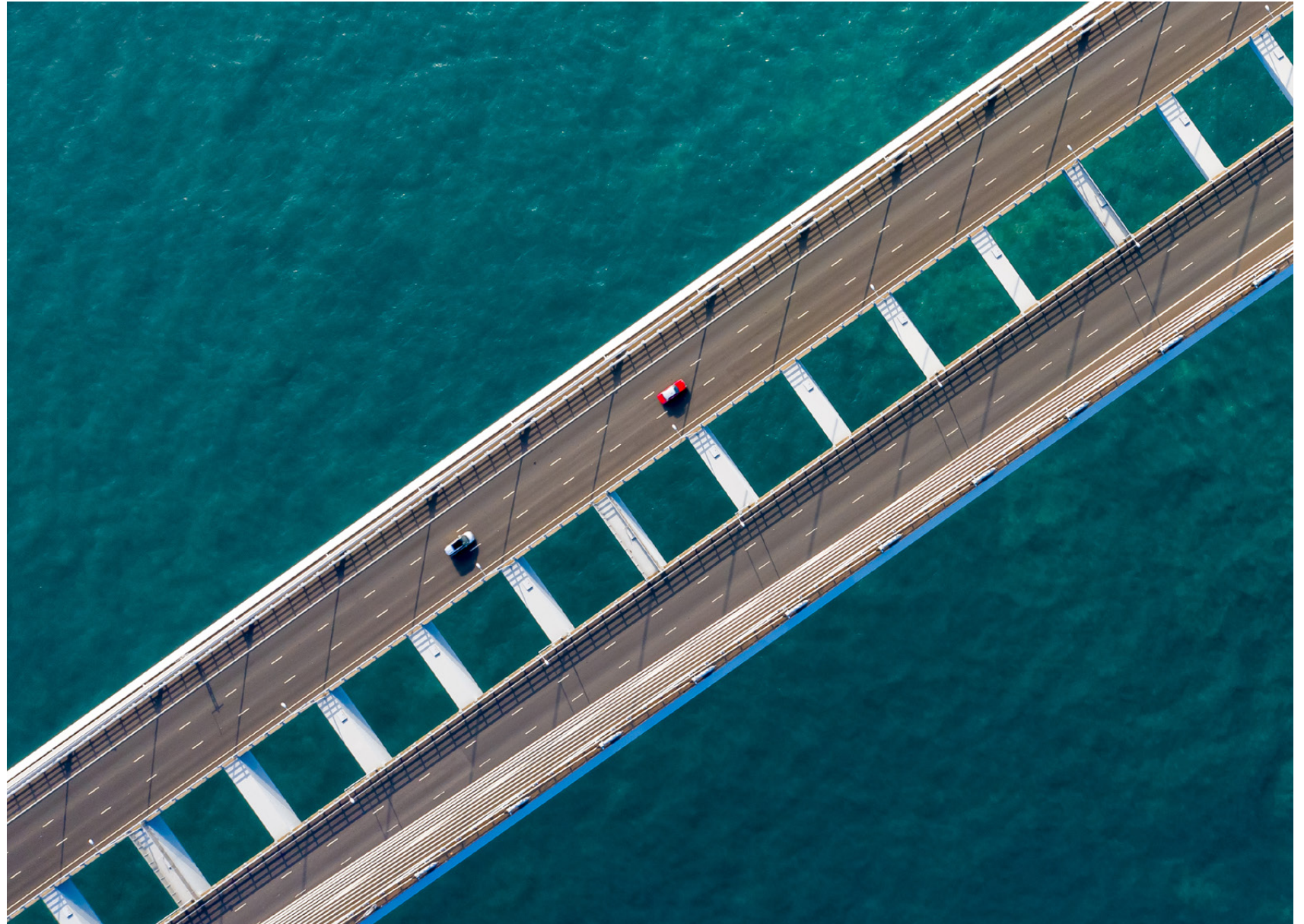
## Welcome to HKEX. Home to Asia's most dynamic and vibrant capital markets.

We've been at the heart of finance and commerce for more than a century. And today, we're Asia's largest and most trusted stock market with far reaching ambitions, connecting not just capital, but ideas, inspiration and innovation. We provide choice and opportunity for our customers and we play a major role in Hong Kong, one of the globe's premier financial markets.

We are a destination market, and a China gateway, uniquely positioned at the intersection of Chinese and international capital flows. With the accelerated opening-up of China's capital markets, we continue to be a pioneer, at the forefront of shaping the global markets' landscape.

We know that our obligations go beyond our core functions as an exchange group. And, our role within our communities is one that comes with privilege and responsibility; central to our business strategy it defines who we are. We're continuing to find fresh ways to lead by example, while promoting sustainability across our business, operations and markets, and we're encouraging you to join us on our journey.





Welcome  
to Our Brand.



We have much to be proud of at HKEX. Our accomplishments and the progress that we have made continue to consolidate our position as Asia's leading exchange group. Our people, products and markets are amongst the very best. And together, we have laid solid foundations that will continue to support our future growth ambitions and enhance our global competitiveness.

Our brand looks to the future with confidence and optimism. It has a key role to play in our business. It's more than just a logo or a business card, and communicates much more than our identity. To understand our brand is to understand the ethos that underpins all that we are.

Our Purpose, Vision and Values reflect who we are as an organisation, what our role is in our community and our industry, the type of culture we want to promote, and the attributes and skills that have driven our success to date. Our Values: Integrity, Diversity, Excellence, Collaboration, and Engagement, represent the DNA of our business. Simply, they make HKEX, HKEX.

#### **What this guide is for.**

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This brand guide is designed for everyone, but it will be particularly useful for HKEX colleagues wanting to understand how we represent our company.

It is designed to provide the framework for how the HKEX brand is celebrated and applied in all its forms, providing everything from top-level inspiration to practical guidance.

The 'look & feel' of our imagery, and our new, confident tone-of-voice is already helping us to engage more deeply with our colleagues, customers, shareholders and other stakeholders.

As we work to expand and grow our diverse and dynamic international business, our brand will evolve with us. But it will always make a clear and unambiguous statement of who we are and what we stand for.







Welcome to Our Brand.

## Our Purpose, Vision & Values.

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Our Purpose, Vision & Values represent the DNA of our business. These are the things that define our role, behaviours and standards that we look for in our colleagues. They drive everything that we do. These are what makes HKEX, HKEX.

Our Purpose sets out why we exist as an organisation; our Vision articulates our ambition and our focus; our Values are the common beliefs that drive the way we act as individuals and what others should expect from us.



Our Purpose.

—  
To Connect, Promote and Progress  
our Markets and the Communities  
they support for the prosperity of all.

連接、推動及發展金融市場  
與社會攜手共創繁榮





## Our Vision.

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To build the **Marketplace of the Future** by facilitating the two-way capital flows between East and West, by using our scale and reputation as a platform to support our stakeholders, and by capturing the megatrend opportunities that are shaping our markets and societies.

建設面向未來的領先市場





Our Values.

—  
Integrity, Diversity, Excellence,  
Collaboration and Engagement.

誠信  
多元  
卓越  
合作  
進取



# Integrity.

We have integrity.  
We always do the right thing.

恪守誠信  
持正操作

## Integrity at HKEX.

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We will always strive to do the right thing. We demonstrate consistency between our words and our actions. We ensure honesty and fairness in all that we do. We think about the long-term and build strong and enduring partnerships that are based on trust and transparency.

We foster a culture of trust by speaking and acting with fairness and honesty. We make promises and deliver on them. We take accountability for our actions and behaviour. We act in accordance with our Code of Conduct and all obligations.





# Diversity.



We promote diversity.  
We recognise that great ideas  
come from anywhere.

多元包容  
集思廣益

## Diversity at HKEX.

We value diversity across our marketplace, workplace and the community. We respect all our stakeholders and encourage a richness of thought, experience and background. We believe that diversity and inclusiveness in their widest interpretations, are essential for a successful and thriving society. We are committed to building an open and dynamic environment which allows our business to innovate and our people to flourish, reaching their full potential.

We know that diverse thinking and problem-solving fosters better solutions. We communicate clearly, encourage people to speak up and ask questions. We welcome contributions from colleagues regardless of race, background, gender, sexual orientation or political belief. We are always open and willing to listen to each-other. We empower people and encourage them to learn by doing.



# Excellence.



We strive to deliver excellence.  
We promote best-in-class in all  
that we do.

追  
求  
卓  
越  
力  
臻  
完  
美

## **Excellence at HKEX.**

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We are passionate about achieving extraordinary things. We believe 'good' is not good enough. We aspire to the highest global standards. We celebrate our successes, but remain relentless in our quest to constantly improve. We are never arrogant or boastful, and believe humility is part of excellence.

We always explore new ways of doing things. We seek to continually improve in order to stretch ourselves and each other. We really understand our internal and external customers. We aim to go 'above and beyond' to meet our customer needs. We are humble about our successes. We know that we can never stop learning and improving. We know excellence is not the same as perfection, it is an ongoing journey.



# Collaboration.

## Collaboration at HKEX.

We harness the strengths of everyone in our team, and we have an unyielding desire to win together. We work collaboratively and we hold each other accountable. We are seen as partners by our external stakeholders and we want to be known for our belief in the power of collaboration.

We work as a team to win for the entire group. We're focused on clear goals. We give and receive regular and constructive feedback. We celebrate the successes of our colleagues. We recognise exceptional performance. We are supported in developing new skills. We are thanked and recognised for our achievements.

We are collaborative and teamwork is central to our success. We are always better together.

團隊合作  
眾志成城





# Engagement.

We are engaged in the markets and communities in which we operate. We are aware of the important role we play.

積極進取  
以身作則



## Engagement at HKEX.

We actively build trusted partnerships with our stakeholders – customers, partners, suppliers, communities and colleagues. We are aware of the central role that we play as an organisation and as individuals, and we look to make connections, build trust and understand our environment wherever we can. We know that by working together, we can promote and progress our financial markets and the communities that they support for the prosperity of all.

Our position at HKEX is one of both privilege and responsibility. We lead by example and are the flagbearer of ‘good’ corporate behaviours. We draw upon our employees’ knowledge and ideas, to improve our products and find solutions. We are individually and collectively committed to better understanding the needs of all our stakeholder groups. We understand how HKEX is fulfilling its Purpose, and how it is changing to meet our goals.



Our brand is built on deep heritage and trusted foundations. It has a 'look and feel' that is unlike any other exchange group. It is made up of a unique set of components – our brand elements – that work together to define our individuality and communicate our values and beliefs.



# Our Brand Elements.



## Group Logo

Our Group logo consists of three core elements: the English logo, the Chinese logo and the X icon. Each has been designed to complement each other, and to strongly and assertively represent our brand.

At the heart of the design is the idea that HKEX acts as a global financial markets' connector. It bridges Chinese and international cultures and represents our unique role and heritage at the confluence of East and West. This is articulated through the two semi-circles that symbolise the vital connection between East and West; the two sides of the globe, forming our X icon, can be used on its own or as part of our full logo.

The logo has been created to ensure it works across the widest range of channels. It is consistently applied, ensuring we maximise recognition across our touchpoints and retain the premium reputation of the brand.



## Operating Logos

HKEX has a diversified portfolio of leading businesses and initiatives, some of which are valuable and established brands in their own right. So, we continue to invest in the strengths and the uniqueness of these, whilst also ensuring that any logos align with our Group identity, respecting distinctive qualities but enhancing the portfolio as a whole.

Some of these businesses and initiatives are represented by the logos below:





## Our X Icon

Our X mark is an iconic visual representation of our business, and our aspirations. Representing the two sides of the globe, interconnected and bold, the X icon is uniquely 'HKEX'.



## Colour Palette

Colour is an important medium, and a powerful and flexible tool in the representation of our brand. HKEX uses a primary palette of HKEX Red and HKEX Blue, with a number of bold and complementary secondary colours, used to accent and highlight our story.

HKEX Blue

HKEX Red

HKEX Turquoise

HKEX Yellow

HKEX Grey Blue

HKEX Purple



Our brand's English typeface is **FS Elliot**. It feels classic with a modern twist – very much in keeping with who we are. Open and harmonious, its clear, fluid shapes lend to our words a distinctive and optimistic bounce.



## Our Brand Imagery.

A picture represents a thousand words. And, our brand imagery is key to our HKEX identity. Our imagery style is photography-focused and delivers gravitas, warmth and humanity. It helps to build an emotional connection with our audience. Synonymous with our brand, the unique essence of Hong Kong is showcased in our photography, illustrating the energy, speed and diversity of Asia's preeminent global financial centre.

The imagery harnesses the rich textures in the Group's home market reflecting not just our Asian roots but the international reach of Asia's world city. Our images are evocative, tangible, dynamic. They reflect the vibrancy of Hong Kong, and the relevancy of its international role.

For use across print, digital, social and events, the imagery reinforces HKEX as a global markets leader.



Our Brand Elements.

### Authentic

Observational and real, our images capture everyday moments in an authentic manner.

### Diverse

Modern and traditional, past and present, our images capture the true diversity of our Asian roots, but also reflect our global reach.

### Cultural

Celebratory of heritage and modernity, of people and of place, our images create a true connection.

### Storytelling

Beyond just visuals, our images come together to tell the story of who we are and what we do.

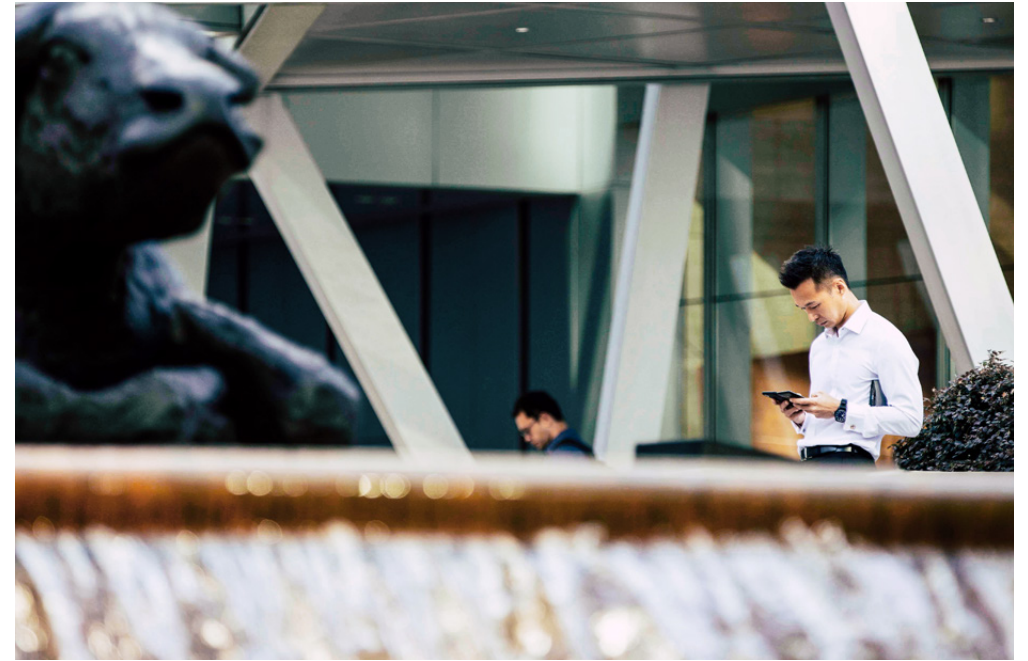


## Citylife

Our city life photography portrays the unique vibrancy, energy and contrasts of Hong Kong. Characterised by motion and dynamic scenes of life and people, the images are set amongst both modern and traditional architecture. High contrast natural lighting is used in conjunction with interesting angles and perspectives for a distinct look.



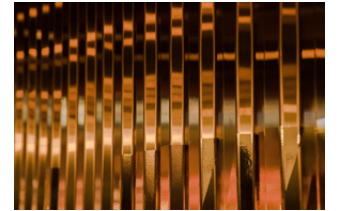
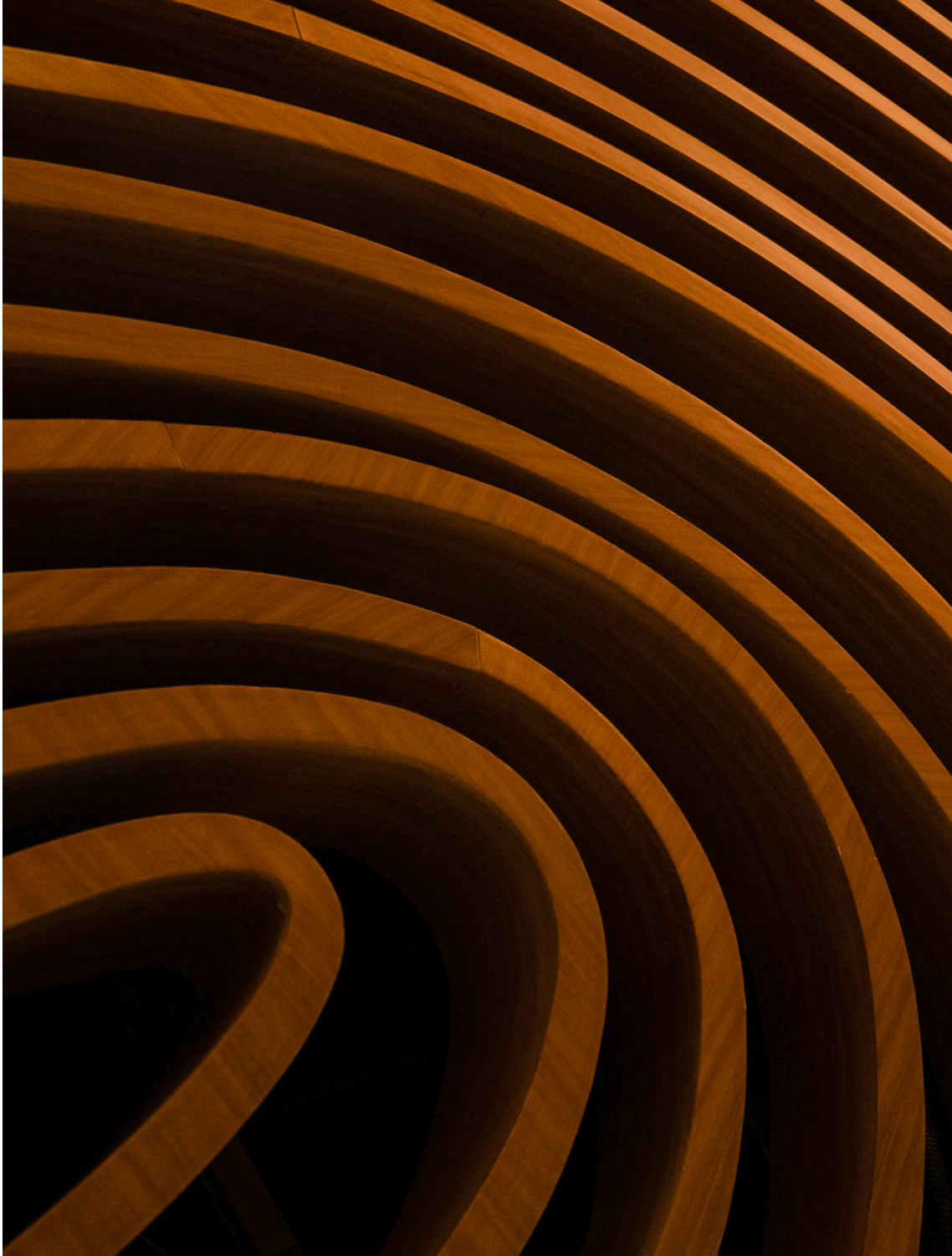




## People

Use of people in photography reflects the HKEX commitment to integrity, diversity, engagement and collaboration. Use of diversity across age, race and gender reflects the international nature of our business, our values and the important role we play in global financial markets. People are shown at ease, captured under natural lighting portraying warmth and humanity.





### Abstract

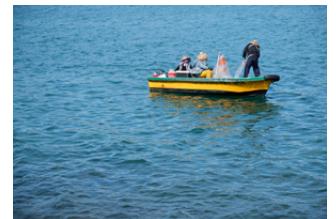
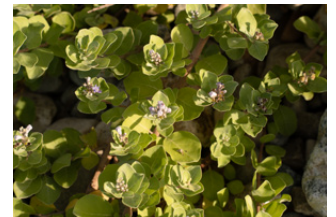
Colourful and complex, Hong Kong offers an array of textures, patterns and art that give our home-city its identity. Our photography captures structures, patterns and shapes up close, often with a sense of geometry and repetition. Exaggerated light and shadows with high contrast in natural lighting form impactful images, and subtly indicate our commitment to sustainability and resilience.





## Environment

Our commitment and responsibility to the community is fully reflected in our representation of Hong Kong's captivating natural world. Our connections with our environment are fundamental pillars of our business strategy and our brand imagery conveys this importance.





# Our Tone of Voice.

We know that what we say – and the way that we say it – speaks volumes about who we are. HKEX's role as a market operator, regulator, and a listed company means that we have an important and often influential point of view. So, we need a clear and confident way of speaking – this is our 'tone of voice'.

We are **clear**, speaking with the authority of an expert.

We are **inspiring**, reaching out to connect and collaborate.

We are **persuasive**, writing with real credibility and confidence.

We are **powerful**, robustly expressing our unique point of view.

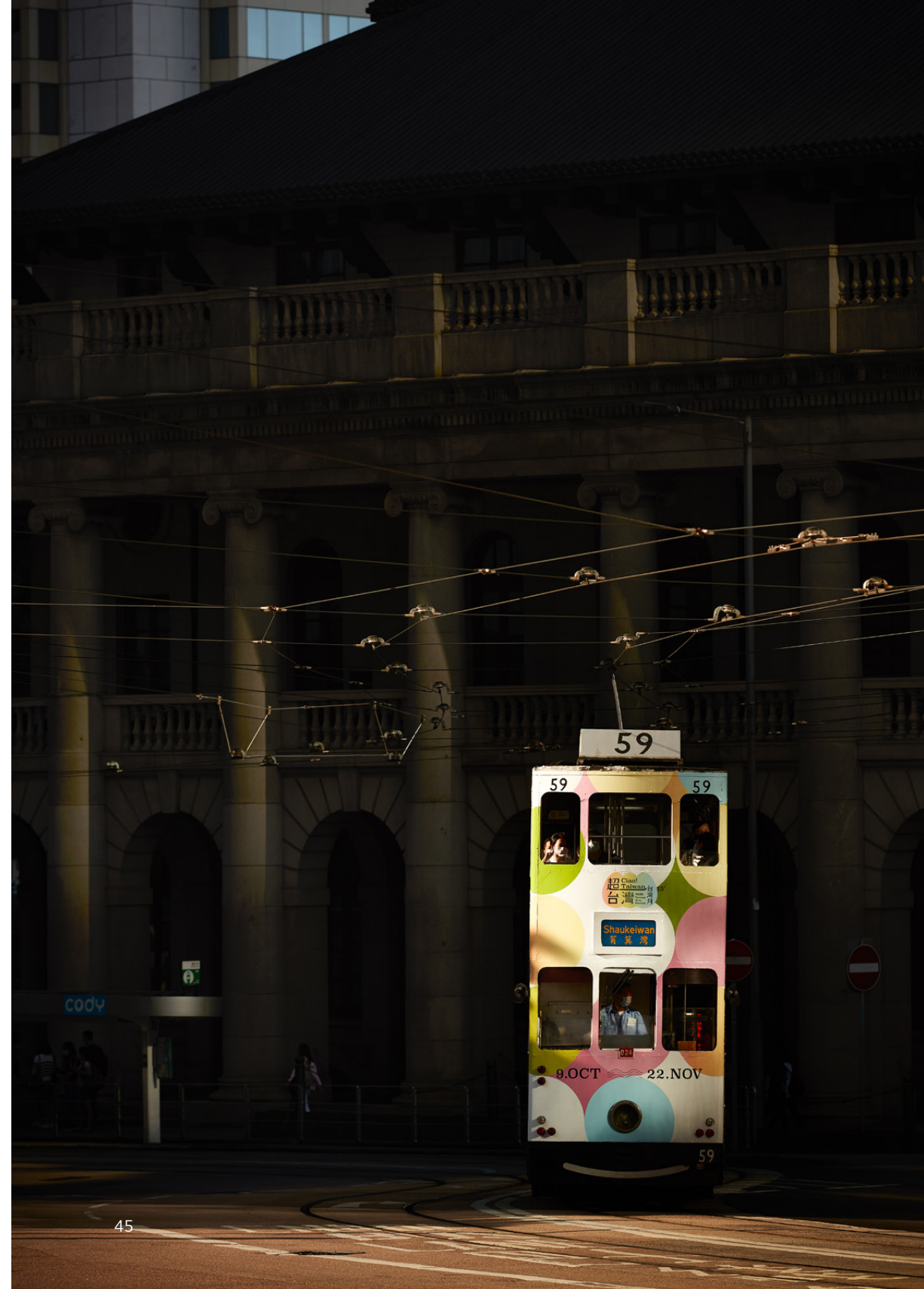
We are **neutral** and are highly **respectful** of diverse cultures and values.

Our tone of voice helps to shape everything that we write and is governed by its own set of principles and stylistic rules. These are the choices we make as a brand when more than one option would be considered grammatically or graphically correct.

Our tone reflects our values of Integrity, Diversity, Excellence, Collaboration, and Engagement. We use direct, contemporary language that is professional yet warm and engaging, and we avoid jargon whenever possible.

HKEX's unique point of view and expertise allows us to communicate with authority and confidence.

Our communications inspire and connect people and invite them to collaborate. Although the HKEX audience is more often than not financially literate and international, our communications must be accessible to all.







Our Journey  
Together.



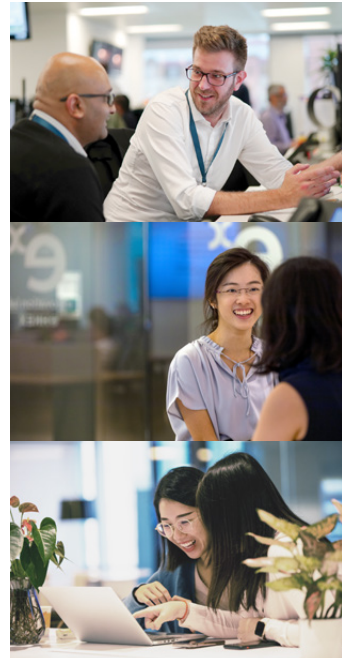
We have much to be proud of at HKEX.  
Our people, products and markets are  
amongst the best in the world.



Our brand truly comes to life through our brand personality: everything that we say and do – from how we answer the phone to how we interact with our colleagues. Every touchpoint, every action, needs to deliver consistently on our promises.

Our brand personality is our most powerful differentiator. This is not about everyone saying and doing the same things; rather, it is about finding common ground and then delivering our actions consistently and clearly.

Our brand identity helps us communicate with purpose and vigour. It gives a real sense of who we are, what we stand for, and the lasting value we help create for our colleagues, customers, shareholders and the communities. It's a powerful brand that we are continuing to build and invest in: we hope you want to be part of our unique journey.



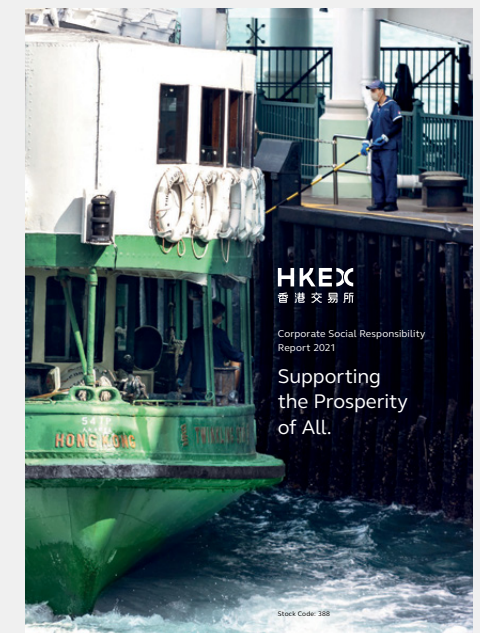
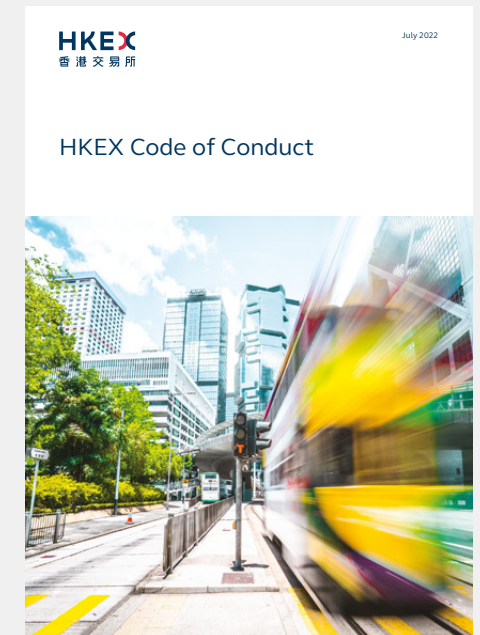


# Bringing It All Together.

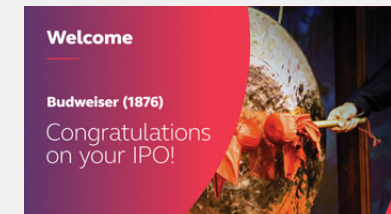
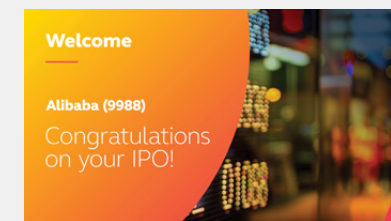
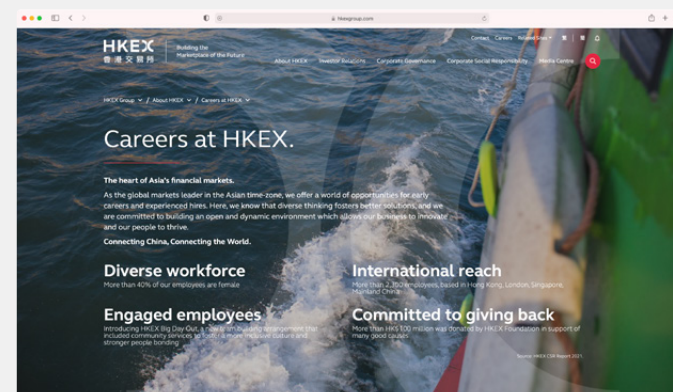
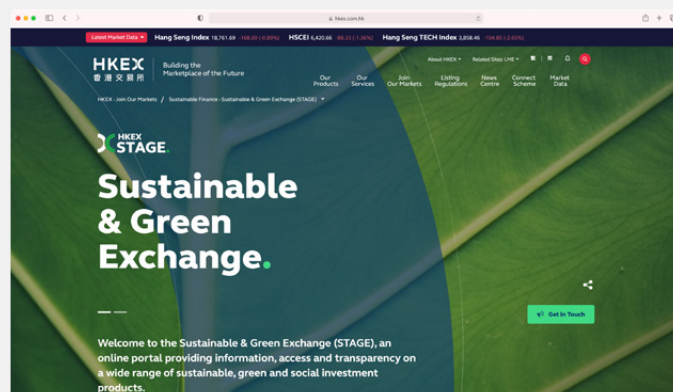
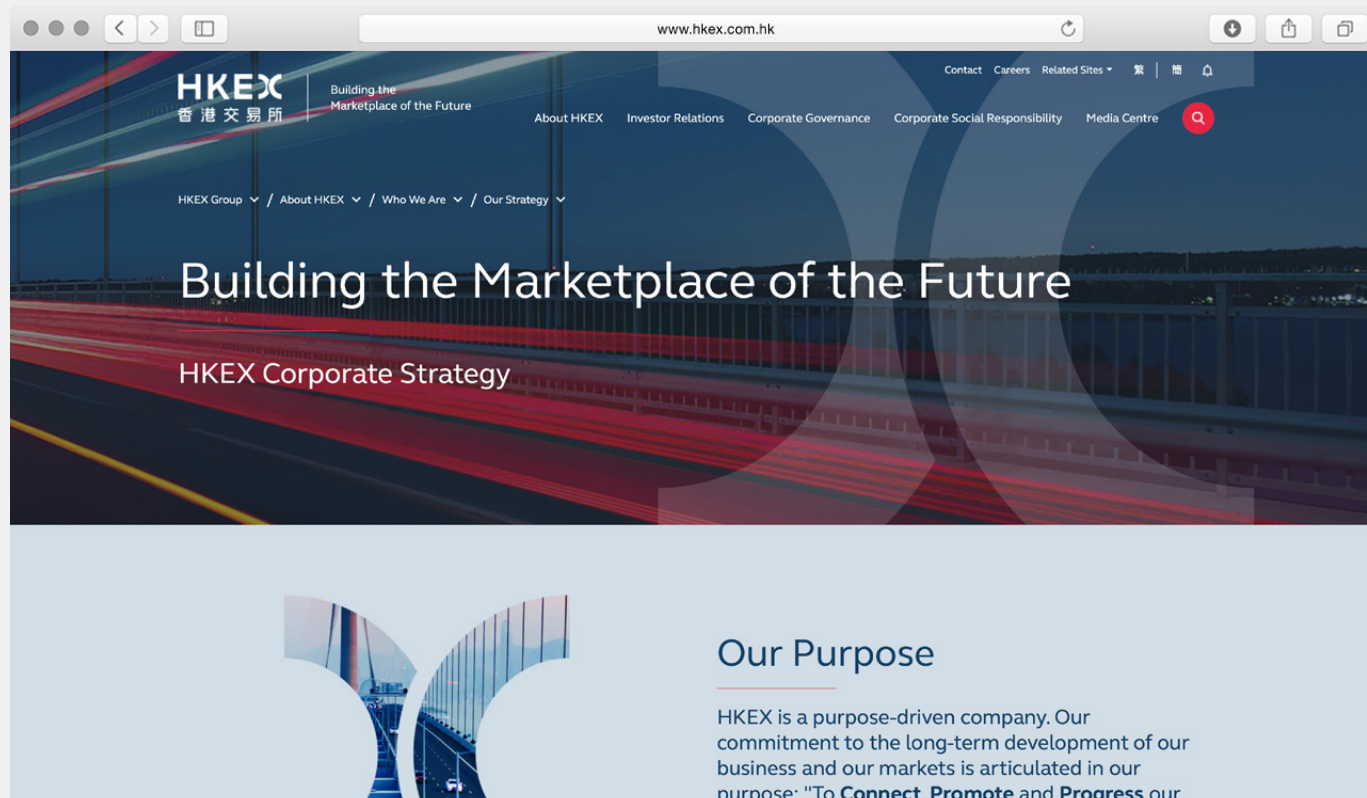
Our brand is much more than a disparate collection of creative elements. What matters is what's created when we put all our principles into practice.

To showcase our brand in action, we have created a series of 'best practice' examples, across a number of channels, from advertising to presentation templates – and everything in between.

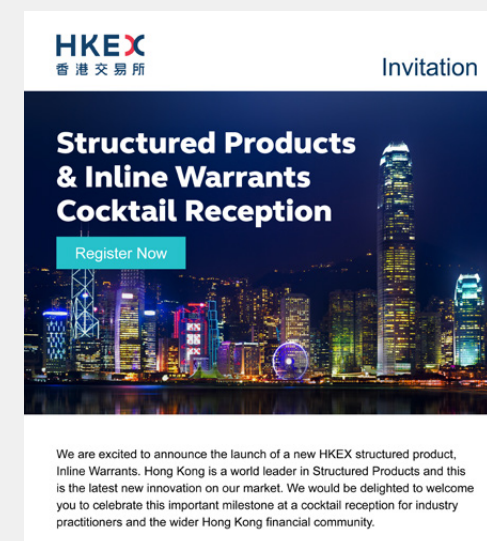
Our digital footprint also plays a central role when it comes to building our brand. Digital branding enables HKEX to make its presence known anywhere in the world. How we build our brand online through websites, apps, social media, video and more, helps to communicate who we are and what we can offer.



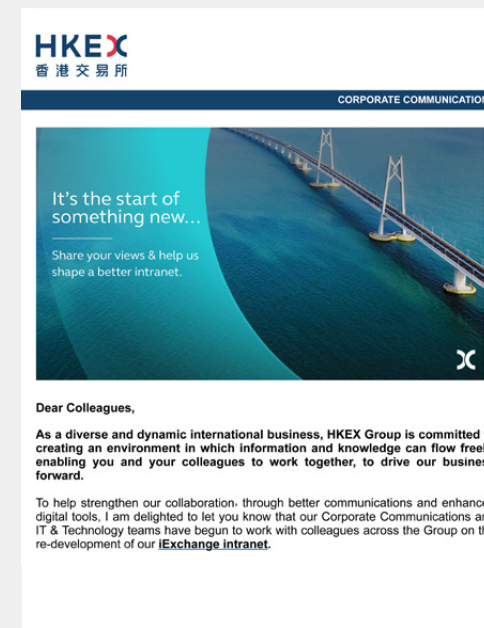
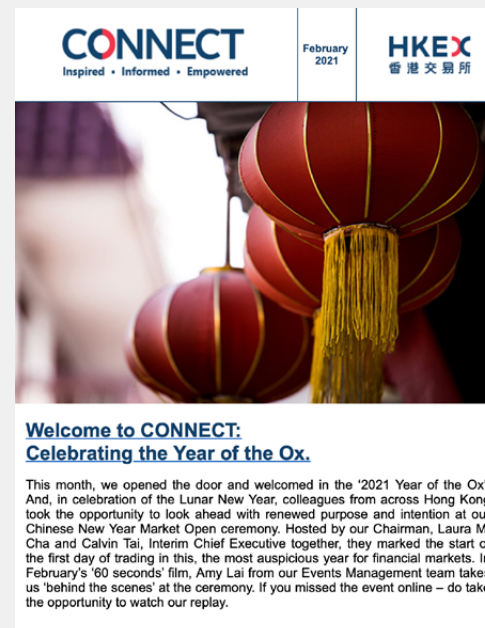
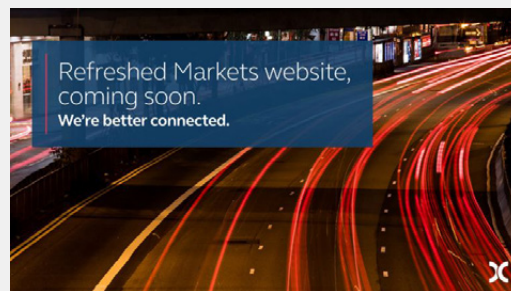


















# Our Journey.

Our brand reflects who we are. It helps to communicate our Purpose, Vision and Values, and most importantly, it helps us make the connections, that we, and our community need to thrive. It's a powerful brand, which we are very proud to be the custodians of. To find out more about HKEX, and our brand, please log on to [hkexgroup.com](http://hkexgroup.com).

## Getting in Touch.

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We've created a set of full brand guidelines to help make it simple to apply the HKEX brand. We know that you may however, have questions or suggestions – all of which are welcome. So, for detailed guidance, advice and access to our full brand guidelines and assets, please contact the HKEX Brand Team: [brand@hkex.com.hk](mailto:brand@hkex.com.hk).



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