



香港三項鐵人總會 Hong Kong Triathlon Association
新會徽問卷調查 Survey of TriHK New Logo

The redesign for our new logo was kicked off in March 2009. Over the past twelve months, we have been listening to members' views, through survey's and meetings, researching and selecting designers and brand consultants. The Excom finally narrowed several design proposals down to two options, and would like to invite members to submit their comments and make a selection on the new logos. The two logo designs meet the requirements for a strong and versatile corporate brand image, as follows:

- Simple, unique and eye-catching.
- Easily identifiable as "Triathlon" and "Hong Kong".
- Catchy and jazzy slogan: "Tri HK" can also mean "give it a TRY, HK!"
- Font style in *italics* to give impression of forward movement.
- Representation of the 3 disciplines of triathlon.
- Cost effective and versatile printing in all media formats: labels, vertical and horizontal banners, products, merchandise, apparel, stationery's, etc.
- Reflect the spirit, energy and dynamism of triathlon

Please feel free to vote and comment on the final 2 logo designs as displayed below.

香港三項鐵人總會於2009年3月開展重新設計會徽的工作。在過去十二個月，我們透過問卷調查聽取會員有關之意見，並透過多次與設計公司及品牌顧問的會議及討論。最終，香港三項鐵人總會執行委員會已將新會徽設計收窄至兩個，現正邀請所有會員選擇你最喜愛的設計及提供意見。兩個設計均符合以下原則：

- 簡單、獨特及“搶眼”
- 容易辨認到“三項鐵人”及“香港”
- 活潑及引人注目的口號“Tri HK” (“TriHK” 亦可解作“試一試吧，香港!”)
- 在字體方面，*斜體*給予人向前的感覺
- 游泳、單車及跑步的形體亦保留在會徽內
- 更有效利用會徽印制各類型的物品：當中包括貼紙、橫額、商品、服裝、文儀用品等等。
- 反映三項鐵人的精神、力量及活力

歡迎各會員踴躍投票及提供意見！

Please put a (✓) in the box represent the logo you like. 請在空格內以 ✓選出你喜愛的會徽

   <input type="checkbox"/>	   <input type="checkbox"/>
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Please feel free to share any other comments that you may have. 歡迎發表你的其他意見:

Your Information 你的資料

姓名 Name : _____

聯絡電話 Contact no.: _____

會員號碼 Member ID: _____

電郵地址 E-Mail address: _____

簽名 Signature: _____

日期 Date: _____

Thank you for your support & cooperation! Please return this form to us by Fax (2576-8253) or Email (hktria@triathlon.com.hk) on or before **Mar 26, 2010 (Fri.)**. 謝謝你寶貴的意見及支持，請將填妥的表格於 **2010年3月26日(星期五)** 或以前傳真(2576-8253)或電郵(hktria@triathlon.com.hk) 予我們