

**FOR IMMEDIATE RELEASE**

**Hong Kong Computer Society launched new corporate identity to celebrate 50<sup>th</sup> anniversary**

**September 1, 2020 • Hong Kong** – In celebrating the 50<sup>th</sup> anniversary, Hong Kong Computer Society (HKCS) announces the launching of the new corporate identity today.

The new logo of HKCS:



Mr. Ted Suen, President of Hong Kong Computer Society said: “HKCS has endeavored to promote ICT talent cultivation and professional development for the betterment of Hong Kong and the world for the past 50 years. The current logo has been used since November, 2012. In order to solidify the position and keep pace with the time, it’s the moment for us to launch the brand new corporate identity. The new logo as well as the branding guide book is created by Mr. William Ho, a famous designer in Hong Kong and it will be officially launched today.”

Mr. Ted Suen explained: “The colours of the new logo consist of Blue and Green, following similar colours of current logo to build recognition by repetition. Colour Blue represents modern technology and deep understanding of technology, colour Green represents enduring and vigorous, these colours represent a long lasting HKCS insists on keeping up with developing and innovating. The straight line symbolises the inheritance of the past and the creation of the future.”

Mr. Ted Suen furthered: “HKCS is an acronym of Hong Kong Computer Society. The Four-letter alphabet perfectly combined into one graphics attracts attention and expresses our striving to keep the unity of the Society, recognition and respect. Furthermore, the square shape shows professional, structure, solidity, stability to the Society in the industry.”

"Being the longest established non-profit IT professional organisation in Hong Kong, we are going to celebrate our 50th anniversary this year. Over half a century of diligent work, HKCS together with the IT industry has witnessed industrialisation, economic transformation, integration with China, and the boom of the internet in Hong Kong. Business activities and lifestyle are increasingly digitised. With the arrival of 5G, Hong Kong is set to become the international innovation hub of the Greater Bay Area. We have played our part in history and indeed we have made history at the same time. We believe HKCS will continue to develop, full of vitality and potential. Thus we decided to launch the brand new image, which is also an illustration of our determination to stay on the forefront of technology and society, and strive for the betterment of lives and society through ICT." Added Mr. Ted Suen.

Mr. Ted Suen concluded: "Over the past 50 years, HKCS has strived for the industry development; looking forward, HKCS will continue the momentum to promote ICT professional development and talent cultivation, encourage technology innovation and application, thus inject new power for social and economic development."

#### ***About Hong Kong Computer Society (HKCS)***

Founded in 1970, the Hong Kong Computer Society (HKCS) is a recognised non-profit professional organisation focused on developing Hong Kong's Information Technology (IT) profession and industry. Their members come from a broad spectrum of Hong Kong's IT community, from corporations to like-minded individuals, all coming together to raise the profile and standards of the IT profession and industry. As a well-established IT professional body, the Society is committed to professional and industry development as well as community services to ensure the IT sector continues to make a positive impact on peoples' lives with three main goals, namely, 1) talent cultivation and professional development, 2) industry development and collaboration, and 3) the effective use of IT in our community.

For more details, please visit <http://www.hkcs.org.hk>

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