

Visual Identity

Logo



The visual identity of Lingnan University is an important asset of the university. It is more than a logo. This asset must always be used in its approved form and protected from misuse by assuring consistent, high-quality reproduction of the signature wherever it appears. The University signature consists of two elements: the Lingnan emblem on the left and University name and location in Chinese and English on the right. The two elements should always be used together.



EMBLEM

Meaning of the Lingnan Emblem

The mountain, river, trees and path illustrated in the University logo each symbolise a profound principle:



- The White Cloud Mountain depicts the highest aspiration in life;
- The Pearl River represents the wide dissemination of Lingnan education;
- The lychee trees - with ripe fruit hanging in clusters - represent the commitment to realise the precept “For God, for Country and for Lingnan”;
- The path represents the road to the future by virtue of hard work.
- The panoramic view of the campus in the emblem ‘reminds alumni and friends of Lingnan of their loyalty wherever they may be. The red and grey colours of the emblem help nourish the sentiment; they are “blood-red and iron-grey”, symbolizing loyalty and steadfastness. The red and grey reflect the Lingnan spirit, a spirit inspiring them to lay the foundations for a splendid future forever¹.

¹ Lee, Sui-ming. A Phoenix of South China : The Story of Lingnan (University) College Sun Yat-sen University. Hong Kong: The Commercial Press, 2005.

Please see the Lingnan University Graphic Identity Guidelines for reference (for staff only).

Motto

Education for Service



EDUCATION *for* SERVICE

作育英才 · 服務社會

Our new tagline, "Education for Service," is derived directly from our university motto and captures the essence of our mission. This change represents a return to our roots, emphasizing the enduring value of service and community engagement that is integral to the Lingnan education experience. It is a clear declaration of our commitment to producing graduates who are not only knowledgeable but also socially responsible.

Anthem

平原廣闊瞭近目前 江水流其間

群邱遠繞恆為障護 奮前莫畏難

母校屹立風波不搖 佳氣承遠方

地美人娛乃祖所賜 愛保兩勿忘

韶光幾度花娛鳥樂 飽受春風雨

使我樂輸黃金時刻 基爾高譽序

當前百事待儂擔負 不怕半途廢

壯我胸懷得如昔在 母校光風裡

Broad the plain before us reaches,
Calm the tides that flow;

Far the mountains ever guard us,
On in strength we go.

College mother, calm thou standest,
Given from afar;

Wondrous land our fathers gave us,
True to both we are!

In thy care bright years are bringing
Joys in happy throng;

To thy life, these years were giving
Gladly us this song.

In the years and strife before us
Never shall we fail;

Courage, then, as joy thou'lt give us,
Alma Mater Hail!

Download [anthem audio file](#) (mpg format)

Branding for Faculties, Schools and Departments



Logo of Faculties and Schools



Logo of Faculties/Schools

Logo of Departments



Name of Departments