



澳門大學
UNIVERSIDADE DE MACAU
UNIVERSITY OF MACAU

University of Macau **Brand Guidelines**

澳門大學品牌使用指引

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Download a copy of these guidelines and related digital assets
下載本指引和相關電子素材
<https://www.um.edu.mo/about-um/identity/#downloads>

1

Brand Overview 品牌概述



1.1 Introduction

前言

To present a consistent brand image of the University of Macau (UM) as an excellent, internationalised institution of higher education, these guidelines have been established to outline all the elements, usage and templates of UM's brand system.

澳門大學（澳大）作為一所國際化卓越高等學府，為呈現其統一品牌形象，本指引概括了澳大品牌識別的所有元素、使用和範本。

1.2 UM Vision

澳大願景

UM aspires to be an outstanding, internationally-recognised institution of higher learning, firmly committed to learner-centred education, focused research with impact and dedicated public service. It aims to nurture self-reflective, caring and socially responsible persons within a culturally diverse and intellectually challenging environment.

澳大矢志成為國際公認的優秀學府，對學生為本教育、具影響力重點研究及專注的公共服務作出承諾；旨能在多元文化和富於啟迪的環境內培育具自省能力、關愛精神和社會責任感的人才。

1.3 UM Mission

澳大使命

UM undertakes as its prime mission the advancement of scholarship and education in the realms of humanities, social sciences, business, law, natural sciences, engineering, health sciences, education and other areas.

澳大以促進人文、社會科學、工商、法律、自然科學、工程、健康科學、教育及其他領域的學術研究和教育為己任。

In carrying out this mission, the university is committed to the following, taking full advantage of its unique Sino-European heritage and global connections:

- Providing higher education in accordance with the University Motto (Humanity, Integrity, Propriety, Wisdom, and Sincerity);
- Promoting academic research and disseminating knowledge;
- Advancing culture, science and technology and promoting Macao's growth;
- Cultivating responsible citizens and leaders of high caliber who possess sound moral judgment and the ability of independent thinking necessary to meet the needs of development of Macao and the region.

為達成此使命，大學充分利用其獨有的中歐傳統及全球網絡的優勢，以求：

- 秉承大學仁、義、禮、知、信的校訓提供高等教育；
- 促進學術研究及傳播知識；
- 促進文化、科學與科技的進步和澳門經濟及社會的發展；
- 培養澳門及地區發展所需之有責任感、有道德判斷及獨立思考能力的公民及領袖。

1.4 UM Motto

澳大校訓

**HUMANITY
INTEGRITY
PROPRIETY
WISDOM
SINCERITY**

At the time of its founding, UM decided to use the five traditional Chinese virtues, namely Humanity, Integrity, Propriety, Wisdom, and Sincerity, as its motto. It also represents UM's wish to produce graduates who possess these virtues.

澳大創校時將中國聖賢提倡的五種美德「仁、義、禮、知、信」奉為校訓，也代表大學致力培養具備這五種崇高品格學生。

**仁
義
禮
知
信**

1.5 UM Emblem

澳大校徽



The university emblem is a registered trademark and is reserved for official use only. The colours are red for hope, blue for the joy of well-being, and gold for the advancement of humanity.

1. The emblem of UM features a five-towered crest encircled by golden rings and the name of the university in Chinese and Portuguese.
2. The bridge links together Eastern and Western cultures.
3. The key on the book is the key to knowledge, and the waves represent the university's island setting in the South China Sea.
4. On the ribbon is a Chinese motto listing the five virtues of an ideal scholar: Humanity, Integrity, Propriety, Wisdom, and Sincerity.

校徽是大學的註冊商標，只限用於官方用途。校徽採用紅、藍、金三色，代表著希望、幸福及人類之進步。

1. 校徽由一個五座城堡冠頂的盾牌和分別用中葡文書寫的「澳門大學」的名字樣組成。
2. 大橋寓意文化的溝通，是連接東西方文化的象徵。
3. 書上的鑰匙是知識之匙，用以打開知識寶庫；四周的海浪代表著大學身處中國海域的一個小島上。
4. 「仁、義、禮、知、信」為中國聖賢提倡的五種美德典範。

2

Visual Identity 視覺識別



2.1 University Name and Abbreviations 大學全名和簡稱

University Name 全名

澳門大學

Universidade de Macau

University of Macau

Abbreviation 簡稱

澳大

UM

The university name, in its complete form, is ‘University of Macau’ in English, ‘澳門大學’ in Chinese, and ‘Universidade de Macau’ in Portuguese. The official abbreviations of the university name are ‘UM’ in Portuguese and English; and ‘澳大’ in Chinese. When an abbreviated form has to be used in official documents, only ‘UM’ and ‘澳大’ are acceptable. 大學全名為「澳門大學」，葡文為「Universidade de Macau」，英文為「University of Macau」；澳門大學的葡文和英文簡稱為「UM」，中文簡稱「澳大」。在官方文件提及大學簡稱時，只可使用「澳大」或「UM」。

Incorrect 錯誤

~~UMAC~~ 、 ~~UMacau~~ 、 ~~UMACAU~~

2.2 University Logo 大學標誌



澳門大學
UNIVERSIDADE DE MACAU
UNIVERSITY OF MACAU



澳門大學
UNIVERSIDADE DE MACAU
UNIVERSITY OF MACAU



澳門大學
UNIVERSIDADE DE MACAU
UNIVERSITY OF MACAU



澳門大學
UNIVERSIDADE DE MACAU
UNIVERSITY OF MACAU

The University Logo is the principal identity that represents the university, so whenever the image of the university is presented to external parties, the logo should be used. The logo consists of two parts: the emblem and the University of Macau's name in Chinese (澳門大學), Portuguese (Universidade of Macau) and English (University of Macau).
大學標誌是代表大學的主要形象標識，所以凡是需要向外界展示大學形象的時候，必須使用大學標誌。大學標誌由兩部分組成：校徽和大學的中葡英名稱（澳門大學、Universidade de Macau、University of Macau）。

The University Logo's colours consist of blue, red and gold. See below for their colour codes.

大學標誌的顏色由藍、紅、金組成。顏色代碼請見下面。



PANTONE 295



PANTONE 485



PANTONE 871

Download the University Logo

下載大學標誌

<https://identity.co.um.edu.mo/university-logo/>

2.3 University Icon 大學圖標



The University Icon is mainly for promotional purposes. It can be used on promotional items, souvenirs and campus facilities. Please note that for official documents, the University Logo must be used. The bilingual versions are preferred while the English-only and Chinese-only versions may also be used to cater to specific design needs.

大學圖標主要作宣傳用途，可用於各類宣傳品、紀念品及校園設施，但官方文件必須使用大學標誌。

一般情況首選雙語版本。如需配合特定的設計要求，可使用純英文或純中文的大學圖標。

Download the University Icon

下載大學圖標

<https://identity.co.um.edu.mo/university-icon/>

2.4 University Colour 大學顏色



Blue
藍

PANTONE
295

CMYK
印刷四色

C:100
M:92
Y:59
K:22

RGB
三原色

R:0
G:44
B:85

2.5 Brand Colours 品牌顏色



Blue
藍

PANTONE
641

CMYK
印刷四色

C:100
M:46
Y:25
K:0

RGB
三原色

R:0
G:95
B:150

Red
紅

PANTONE
032

CMYK
印刷四色

C:0
M:86
Y:68
K:0

RGB
三原色

R:245
G:62
B:65

Green
綠

PANTONE
3275

CMYK
印刷四色

C:76
M:2
Y:53
K:0

RGB
三原色

R:0
G:170
B:148

Yellow
黃

PANTONE
128

CMYK
印刷四色

C:0
M:22
Y:96
K:0

RGB
三原色

R:255
G:212
B:70

Grey
灰

PANTONE
420

CMYK
印刷四色

C:0
M:0
Y:0
K:22

RGB
三原色

R:204
G:204
B:204

Colour alone can help strengthen the university's brand and build awareness, so it is critical that the colours are accurately and consistently used across the university.
The standard colours include University Colour and Brand Colours.

色彩能夠增強大學的品牌和知名度。因此，在大學使用顏色時，必須確保其準確性和統一性。大學的標準顏色包括大學顏色和品牌顏色。

The University Colour is mainly used for the University Emblem, the University Logo and the buildings, the University Colour is University Blue (Pantone 295).

大學顏色主要用於校徽、大學標誌和建築物，大學藍（Pantone 295）是澳大的主要顏色。

The Brand Colours are mainly used for external promotion, with blue (Pantone 641) as the primary brand colour. The supplementary brand colours (red, green, yellow and grey) may be used along with the primary brand colour (blue) to cater to specific design needs.
品牌顏色主要用於對外宣傳，以藍色（Pantone 641）為主要品牌顏色。如需配合特定的設計要求，可將輔助品牌顏色（紅、綠、黃、灰）與主要品牌顏色（藍）一同使用。

2.6 Recommended Typefaces

建議字體

Preferred 首選

For English
英文字體

For Chinese
中文字體

Title
標題

Noto Sans CJK TC-Bold

思源黑體

(Noto Sans CJK TC/Bold)

Subtitle
副標題

Noto Sans CJK TC-Medium

思源黑體

(Noto Sans CJK TC/Medium)

Body
內文

Noto Sans CJK TC-Regular

思源黑體

(Noto Sans CJK TC/Regular)

Noto Sans CJK TC-Light

思源黑體

(Noto Sans CJK TC/DemiLight)

Noto Sans CJK TC-Light

思源黑體

(Noto Sans CJK TC/Light)

Noto Sans CJK TC-Thin

思源黑體

(Noto Sans CJK TC/Thin)

Alternative 次選

For English
英文字體

For Chinese
中文字體

Arial

黑體
(Heiti)

Times

宋體
(Songti)

The above typefaces are recommended for publications, promotional materials, and websites.

設計出版物、宣傳品或網頁時，可優先考慮使用這些字體。

3

Usage of Identifiers 形象標識的使用



3.1 University Logo 大學標誌

Colour 顏色

Full Colour 全彩



Monotone 單色



Apart from the vertical and horizontal versions, the University Logo also comes in full-colour and monotone versions for different design needs. Normally, full-colour versions are recommended, unless it is used for single-colour printing or specific tasks that require monotone versions. Follow the rules below when using the full-colour or monotone versions of the University Logo:

大學標誌設有縱向和橫向兩個版本，在此基礎上再分為全彩和單色兩個版本，以配合不同的設計需要。除非要配合特定的設計要求或單色印刷，一般情況下建議使用全彩的大學標誌，以下為使用全彩和單色標誌的注意事項：

When full-colour versions are used, the university name should be in University Blue (Pantone 295) while the colour white or gold may also be used for specific design needs.

The background of the shield on the emblem must be white when the full-colour versions are used, regardless of the main background colour.

使用全彩的大學標誌時，大學名稱應為大學藍 (Pantone 295)，如需配合特定的設計要求，可使用白色或金色。

使用全彩的大學標誌時，無論背景是甚麼顏色，校徽上盾牌的背景必須為白色。

When using the monotone versions of the University Logo, use the black versions against a light background and use the white versions against a dark background.

The background of the shield on the emblem must be transparent when the monotone versions are used.

使用單色的大學標誌時，如背景為深色，大學標誌應為白色，如背景為淺色，大學標誌應為黑色。

使用單色的大學標誌時，校徽上盾牌的背景必須為透明。

3.1 University Logo 大學標誌

Ratio 比例



Clear Space 不可侵入範圍



The layout specification and details of the University Logo are in proportions shown above. None of the logo's elements may be altered in any way.

大學標誌的製圖規範、圖形比例和細節如上圖所示，不得更改任何元素。

The clear space (as indicated in blue) must be free of any other text or graphic elements.

藍色部分為大學標誌的不可侵入範圍，當中不得出現任何其他文字或圖形。

3.1 University Logo 大學標誌

Size 尺寸

Pixels 像素

Vertical 縱向

Horizontal 橫向

Vertical 縱向

Horizontal 橫向

Min. Size (Printed) 印刷最小尺寸



19.5mm(W) X 18mm(H)



35.5mm(W) X 10mm(H)



48px



48px

Min. Size (Hot Foil Stamped) 熨印最小尺寸



19.5mm(W) X 18mm(H)



35.5mm(W) X 10mm(H)



96px



96px

Min. Size (Debossed or Embossed) 壓印或擊凸最小尺寸



29.25mm(W) X 27mm(H)



53.25mm(W) X 15mm(H)



澳門大學
UNIVERSIDADE DE MACAU
UNIVERSITY OF MACAU

192px



192px

A set of minimum print sizes have been established (see above), to keep the University Logo clearly visible.

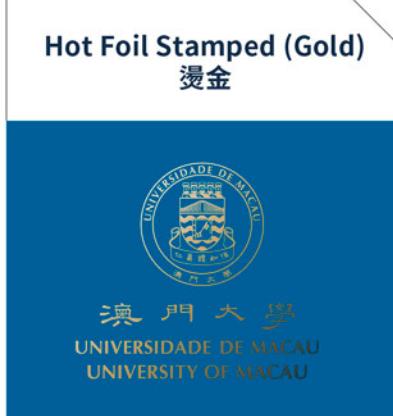
為保證大學標誌清晰可見，其印刷尺寸不得小於上方所列的數值。

Do not size the University Logo less than 48 pixels.
在屏幕顯示大學標誌時，其寬度最少為48像素。

3.1 University Logo 大學標誌

Hot Foil Stamped and Metallic Ink Printed Versions 燙印

Vertical 縱向



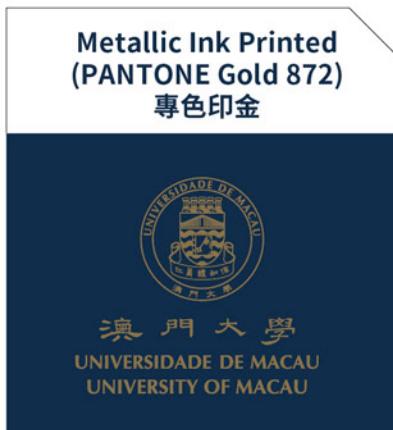
Horizontal 橫向



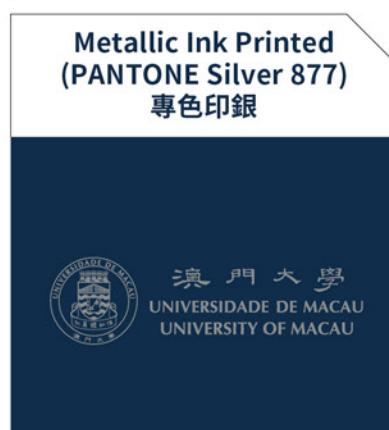
**Metallic Ink Printed
(PANTONE Silver 877)
專色印銀**



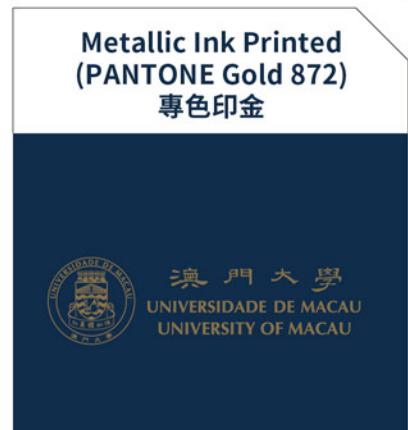
**Metallic Ink Printed
(PANTONE Gold 872)
專色印金**



**Metallic Ink Printed
(PANTONE Silver 877)
專色印銀**



**Metallic Ink Printed
(PANTONE Gold 872)
專色印金**



When there is a need to use the hot foil stamped or metallic ink printed versions, the monotone versions of the University Logo should be used and the colour may be replaced by gold or silver.

如要燙金（銀）或印金（銀），應使用單色的大學標誌，其顏色可改為金色或銀色。

3.1 University Logo 大學標誌

Logo Usage Rules 使用大學標誌的規定

1. The logo must be used as originally designed and proportioned.
使用大學標誌時，必須按照其原有的設計和比例。
2. The emblem and the name of the university in Chinese (澳門大學), Portuguese (Universidade de Macau) and English (University of Macau) must not be separated and should be in specified font, size, colour and space.
校徽和大學的中葡英名稱(澳門大學、Universidade de Macau、University of Macau)不得分開使用，且其字體、尺寸、顏色和位置必須符合要求。
3. The logo should not be modified under any circumstances other than to scale the image while maintaining its aspect ratio.
在任何情況下都不得更改大學標誌，但可按比例縮放。
4. The logo must not be smaller than the specified minimum size.
大學標誌不得小於規定的最小尺寸。
5. The background of the shield on the emblem must be white when the full-colour versions are used, regardless of the main background colour.
使用全彩的大學標誌時，無論背景是甚麼顏色，校徽上盾牌的背景必須為白色。
6. The background of the shield on the emblem must be transparent when the monotone versions are used.
使用單色的大學標誌時，校徽上盾牌的背景必須為透明。
7. The details on the emblem (including those on the shield) must be clear when the logo is scaled for printing (full-colour or monotone), debossing, or embossing. The clear space of the logo must be free of any other text or graphic elements.
按比例縮放大學標誌用作印刷(全彩或單色)、壓印、或擊凸時，所有設計細節(包括標誌的盾牌)必須清晰可見，且不可侵入範圍內不得出現任何其他文字或圖形。
8. For printing or production methods not listed above, please consult the Public Relations Section of the Communications Office.
除了上述的印刷及印製方式外，有關其他製作方式可向傳訊部公共關係處查詢。

3.1 University Logo 大學標誌

Examples of Incorrect Logo Usage 錯誤範例



Don't use the elements of the logo separately
請勿分開使用大學標誌的元素

Don't reproduce or refigure the logo in any colour other than those specified
請勿更改大學標誌上既定的顏色、文字或圖形

Don't use special effects such as distortion or shadow to reproduce the logo
請勿在大學標誌上使用特效，如斜體或加陰影

Don't scan or rescan the logo without using the master artwork
請勿使用掃描後不清晰的大學標誌

Don't use the logo to create departmental identities
請勿將大學標誌用作部門標誌的一部分



Don't alter the logo's proportion
請勿擅自改變大學標誌的比例

Don't use a debossed or embossed logo whose colour is different from the background colour
請勿使用和背景顏色不一致的壓印或擊凸大學標誌

Don't reproduce the logo on a background with insufficient contrast
請勿在對比度不足的背景上使用大學標誌

Don't put any text or graphic elements in the clear space of the logo
請勿在大學標誌的不可侵入範圍加上任何文字和圖形

Don't reproduce the logo within a box of any shape
請勿在大學標誌四周加上任何形狀的外框

The University Logo should not be altered in any way. See above for some common examples of incorrect usage.
不得對大學標誌作任何改動，以上是一些常見的錯誤範例。

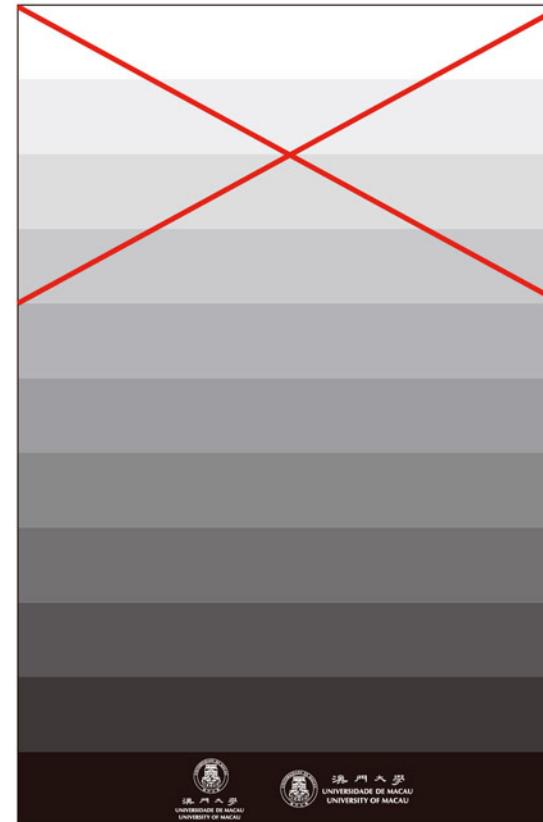
3.1 University Logo 大學標誌

Examples of Incorrect Logo Usage 錯誤範例

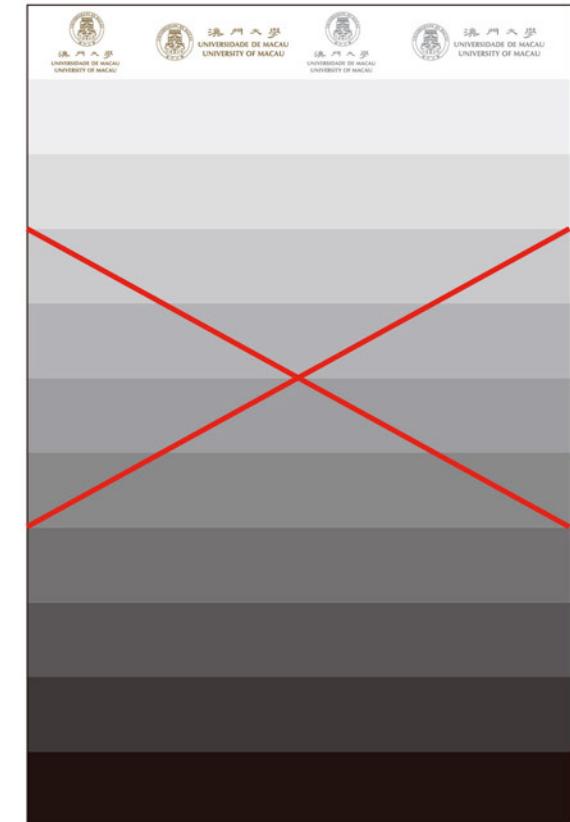
Don't use the logo (black) against a background with a K value between 70 and 100
請勿將黑色的大學標誌放置於K值70-100的背景



Don't use the logo (white) against a background with a K value between 0 and 40
請勿將白色的大學標誌放置於K值0-40的背景



Don't use the logo (Pantone gold or silver) against a background with a K value between 40 and 70
請勿將專色印金或專色印銀的單色大學標誌放置於K值40-70的背景



The University Logo should not be reproduced on a background with insufficient contrast.
請勿在對比度不足的背景上使用大學標誌。

3.2 Logos of Faculties/Colleges/Departments 學院／書院／部門標誌

Design Rules 設計規定

In order to ensure consistency in logo design, for graphic logos, the logo should consist of two parts: the icon and the unit's name in Chinese, Portuguese, and English in sequence, in legible font and colour.

For text-only logos, the following typefaces are recommended, Chinese: Noto Sans CJK TC (preferred) / Heiti / Songti, English: Noto Sans CJK TC (preferred) / Arial / Times, with the colour of black.

為統一所有標誌設計，圖案版標誌，由圖標和部門名稱組成，並按中文、葡文、英文依次排列，字體及顏色需具可讀性。

純文字版標誌建議使用以下字體，中文：思源黑體（首選）/黑體/宋體，英文：Noto Sans CJK TC（首選）/Arial/Times，字體顏色為黑色。

Aligning with the University Logo 與大學標誌並用時注意事項

When graphic or text-only logos are placed alongside the University Logo, they must be placed to the right of it, in proportions shown below (P21, example 1.1, 1.2). The colour of the below logos can be replaced by white to cater to specific design needs, and the simple version (the sub-unit* logo paired with the University Logo, with the University Logo on the left) can be used upon approval of the unit head (P22, example 2.1b, 2.2b).

當圖案版或純文字版標誌與大學標誌並排時，必須放置其右方，比例如下圖所示 (P21, 範例1.1, 1.2)。

為配合設計，以下所有標誌顏色和設計可反白。經部門主管批准後，附屬單位*在設計上有需要時允許使用簡化版標誌 (P22, 範例 2.1b, 2.2b)。

*Sub-units refer to departments within faculties and sections within administrative units.
For logos of units other than the above-mentioned sub-units, such as centres or institutes, only the full version can be used unless otherwise approved (P21, example 2.1a, 2.2a).

*附屬單位指學院轄下的學系及行政單位轄下的處級部門。

附屬單位以外的單位例如中心、研究單位的標誌，除非獲特別批准，否則只能使用完整版標誌 (P21, 範例 2.1a, 2.2a)。

The space between the University Logo, the unit logo, and the sub-unit's logo must be equal to the width of the UM Emblem (round), with a black rule line equal to the height of the University Logo between the logos. The rule line should be of the same width as the University Emblem (round)'s yellow / golden outline. These logos must be centred vertically. The size of any sub-unit's logo must not exceed that of the University Logo or the unit logo, and the same rule applies to unit icons. Words on text-only logos should be left aligned.

部門標誌和附屬單位標誌與大學標誌之間的距離須與校徽（圓形）等寬，並在標誌中間加上一條黑色分隔線，該線與大學標誌等高，其粗度則相等於大學校徽（圓形）外圈的黃/金線。另外，標誌必須與分隔線垂直置中，附屬單位標誌面積不能大於部門標誌和大學標誌面積，圖標皆是。純文字版標誌的文字須置左對齊。

3.2 Logos of Faculties/Colleges/Departments 學院／書院／部門標誌

Aligning with the University Logo 與大學標誌並用時注意事項

1. 部門標誌 Unit Logo (範例 Example)

1.1 圖案版 Graphic version

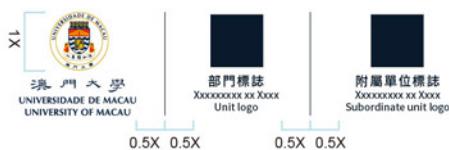


1.2 純文字版 Text-only version



2. 附屬單位標誌 Sub-Unit Logo (範例 Example)

2.1a 圖案完整版 Graphic, full version



2.2a 純文字完整版 Text-only, full version



3.2 Logos of Faculties/Colleges/Departments 學院／書院／部門標誌

Aligning with the University Logo 與大學標誌並用時注意事項

2.1b 圖案簡化版 Graphic, simple version



2.2b 純文字簡化版 Text-only, simple version



3.3 Use of the University Logo with the Logo of Another Institution 大學標誌與其他機構的標誌並用



When the University Logo and the logo of another institution are used together, these logos should be centred vertically or horizontally, and the space between them should be equal to the width of the UM Emblem.

當大學標誌與其他機構的標誌同時使用時，兩者的距離應與校徽等寬，並應在同一水平線或垂直線上對齊。

3.4 University Icon 大學圖標

Colour 顏色

Light Background 淺色背景



Dark Background 深色背景



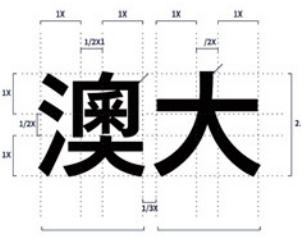
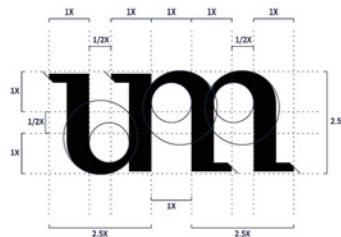
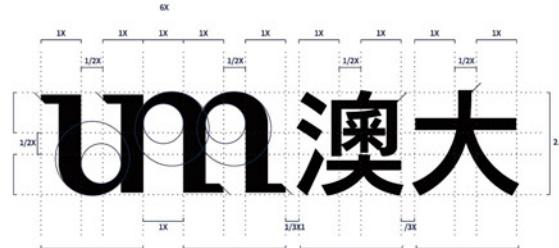
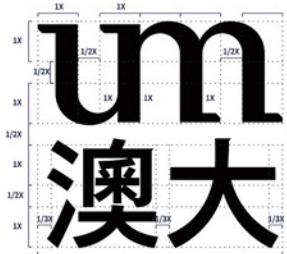
Against different background colours, the University Icon in black, blue, white or yellow may be used as appropriate. See below for their colour codes.

可按不同的背景顏色，使用黑色、藍色、白色或黃色的大學圖標。顏色代碼請見下面。



3.4 University Icon 大學圖標

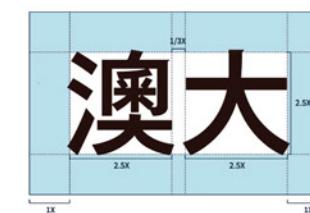
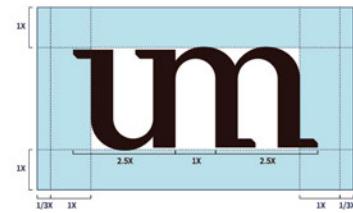
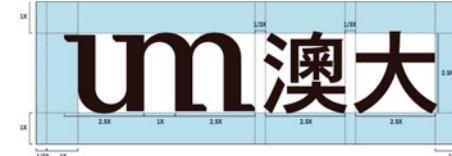
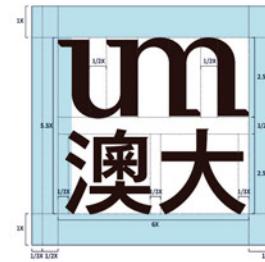
Ratio 比例



The layout specification and details of the University Icon are in proportions shown above. None of the icon's elements may be altered in any way.

大學圖標的製圖規範、圖形比例和細節如上方所示，不得更改任何元素。

Clear Space 不可侵入範圍



The clear space (as indicated in blue) must be free of any other text or graphic elements.

藍色部分為大學圖標的不可侵入範圍，當中不得出現任何其他文字或圖形。

3.4 University Icon 大學圖標

Size 尺寸

| | Min. Size (Printed) 印刷最小尺寸 | Min. Size (Hot Foil Stamped) 燙印最小尺寸 | Min. Size (Debossed or Embossed) 壓印或擊凸最小尺寸 |
|------------------------------|----------------------------------|---|--|
| Bilingual Vertical 雙語縱向 | 8mm | 8mm | 12mm |
| Bilingual Horizontal 雙語橫向 | 16mm | 16mm | 24mm |
| English-Only 純英文 | 8mm | 8mm | 12mm |
| Chinese-Only 純中文 | 8mm | 8mm | 12mm |

Pixels 像素



A set of minimum print sizes have been established (see above), to keep the University Icon clearly visible.

為保證大學圖標清晰可見，其印刷尺寸不得小於上方的數值。

Do not size the University Icon less than 48 pixels.
在屏幕顯示大學圖標時，其寬度最少為48像素。

3.4 University Icon 大學圖標

Hot Foil Stamped and Metallic Ink Printed Versions 燙印



When there is a need to use the hot foil stamped or metallic ink printed versions, the icon colours yellow and grey may be replaced by gold and silver, respectively.

如要燙金（銀）或印金（銀），可將圖標顏色中的黃色和灰色分別改為特定的金色和銀色。

3.4 University Icon 大學圖標

Icon Usage Rules 使用大學圖標的規定

1. The icon must be used as originally designed and proportioned.
使用大學圖標時，必須按照其原有的設計和比例。
2. The icon should not be modified under any circumstances other than to scale the image while maintaining its aspect ratio.
在任何情況下都不得更改大學圖標，但可按比例縮放。
3. The icon must not be smaller than the specified minimum size.
大學圖標不得小於規定的最小尺寸。
4. The details must be clear when the icon is scaled for printing (full-colour or monotone), debossing, or embossing. The clear space of the icon must be free of any other text or graphic elements.
按比例縮放大學圖標用作印刷（全彩或單色）、壓印、或擊凸時，所有設計細節必須清晰可見，且不可侵入範圍內不得出現任何其他文字或圖形。
5. For printing or production methods not listed above, please consult the Public Relations Section of the Communications Office.
除了上述的印刷及印製方式外，有關其他製作方式可向傳訊部公共關係處查詢。

3.4 University Icon 大學圖標

Examples of Incorrect Icon Usage 錯誤範例



Don't use the elements of the icon separately
請勿分開使用大學圖標的元素



Don't reproduce the icon in any colour other than those specified
請勿更改大學圖標上既定的顏色、文字或圖形



Don't use special effects such as distortion or shadow to reproduce the icon
請勿在大學圖標上使用特效，如斜體或加陰影



Don't scan or rescan the icon without using the master artwork
請勿使用掃描後不清晰的大學圖標

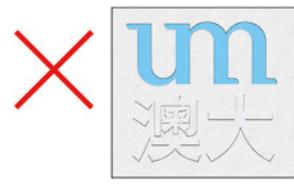


傳訊部
Communications Office

Don't use the icon to create departmental identities
請勿將大學圖標用作部門標誌的一部分



Don't alter the icon's proportion
請勿擅自改變大學圖標的比例



Don't use a debossed or embossed icon whose colour is different from the background colour.
請勿使用和背景顏色不一致的壓印或擊凸大學圖標



Don't reproduce the icon on a background with insufficient contrast
請勿在對比度不足的背景上使用大學圖標



Don't put any text or graphic elements in the clear space of the icons
請勿在大學圖標的不可侵入範圍加上任何文字和圖形



Don't reproduce the icon within a box of any shape
請勿在大學圖標四周加上任何形狀的外框

The University Icon should not be altered in any way. See above for some common examples of incorrect usage.

不得對大學圖標作任何改動，以上是一些常見的錯誤範例。

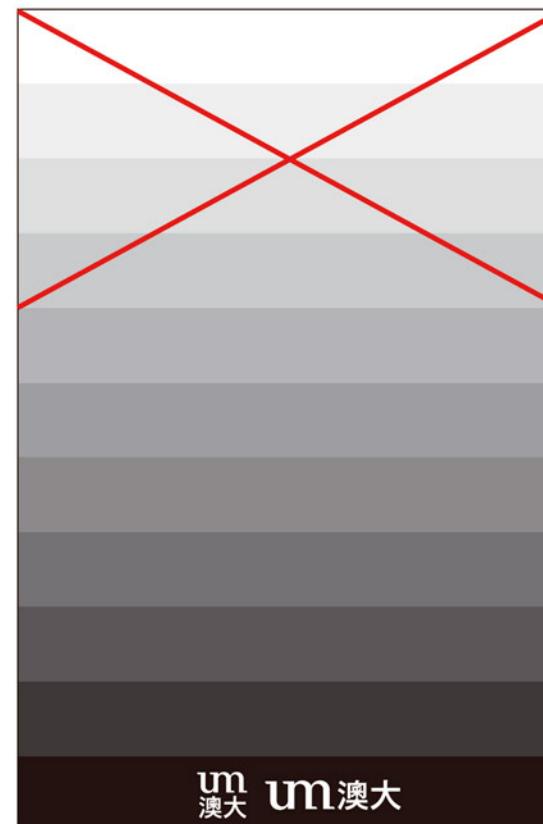
3.4 University Icon 大學圖標

Examples of Incorrect Logo Usage 錯誤範例

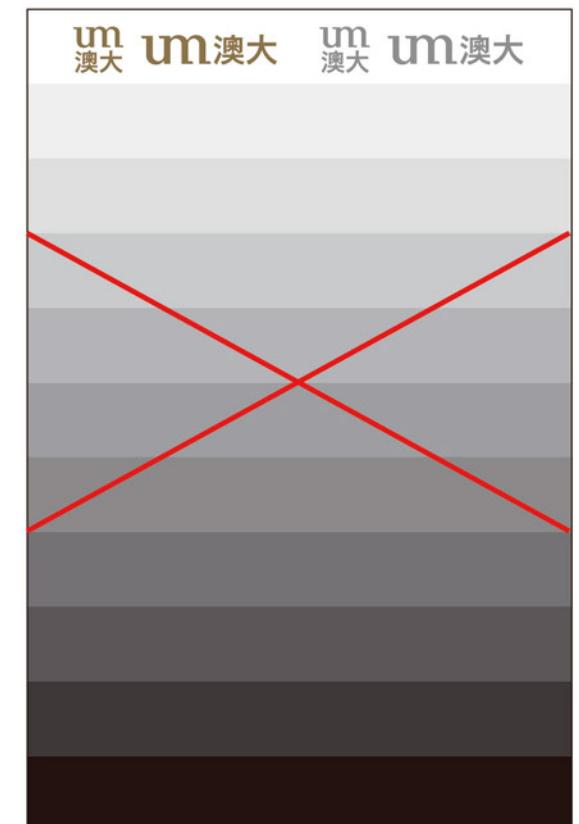
Don't use the icon (black) against a background with a K value between 70 and 100
請勿將黑色的大學圖標放置於K值70-100的背景



Don't use the icon (white) against a background with a K value between 0 and 40
請勿將白色的大學圖標放置於K值0-40的背景



Don't use the icon (Pantone gold or silver) against a background with a K value between 40 and 70
請勿將專色印金或專色印銀的大學圖標放置於K值40-70的背景



The University Icon should not be reproduced on a background with insufficient contrast.
請勿在對比度不足的背景上使用大學圖標。

4

Related Guidelines and Templates 相關指引和範本



4.1 The University of Macau Flag Style and Usage Guidelines 澳門大學校旗式樣及使用指引

The University of Macau Flag Style and Usage Guidelines must be observed in all situations that require the use of the UM Flag.

在任何場合使用校旗時，必須遵守《澳門大學校旗式樣及使用指引》。

Download *The University of Macau Flag Style and Usage Guidelines*

下載《澳門大學校旗式樣及使用指引》

<https://co.um.edu.mo/guidelines-and-templates/>

Download the UM Flag image

下載澳大校旗圖檔

<https://identity.co.um.edu.mo/university-flag/>

4.2 The University of Macau Souvenir Guidelines 澳門大學紀念品指引

The souvenirs of UM are part of the university's identity and help to build its brand image. In order to present a consistent brand image of the university,

The University of Macau Souvenir Guidelines must be followed when units produce and use UM souvenirs for official purposes.

澳大紀念品為大學的標誌之一，有助建立大學的品牌形象。為了展現澳大統一的品牌形象，部門使用及製作公務用途的澳大紀念品時，必須遵守《澳門大學紀念品指引》。

Download *The University of Macau Souvenir Guidelines*

下載《澳門大學紀念品指引》

<https://co.um.edu.mo/guidelines-and-templates/>

4.3 The University of Macau Guidelines for Name Card Design 澳門大學名片設計指引

The name cards of UM staff are part of the university's identity. Their production must comply with *The University of Macau Guidelines for Name Card Design*.

澳大教職員的名片為大學的標誌之一，製作時必須遵守《澳門大學名片設計指引》。

Download *The University of Macau Guidelines for Name Card Design*

下載《澳門大學名片設計指引》

<https://co.um.edu.mo/guidelines-and-templates/>

4.4 Guidelines for Webpage Layout and Content 網頁排版及內容指引

The *Guidelines for Webpage Layout and Content* are intended to provide the elements necessary for a useful information structure and minimum standards for the websites of UM's faculties, departments, organisations, and affiliates. Also, to ensure that websites are accessible to people with disabilities, *A User Guide for Making Accessible Webpages* has been established for reference.

針對學院、書院、部門、學生組織及其附屬機構的網站設計，澳大制定了《網頁排版及內容指引》，列舉這些網站的必要元素和基本要求。為確保網站方便殘疾人士使用，澳大亦制定了《製作無障礙網頁的使用者手冊》以供參考。

Download the *Guidelines for Webpage Layout and Content* and *A User Guide for Making Accessible Webpages*

下載《網頁排版及內容指引》和《製作無障礙網頁的使用者手冊》

<https://co.um.edu.mo/guidelines-and-templates/>

4.5 Envelopes and Letterhead 信封和信頭

UM's official letter paper and envelopes are provided by the Government Printing Bureau. Staff members may apply via the Stationery Request System.

澳大專用的信紙和信封由印務局提供，職員可於「文具申請系統」申請。

Access the Stationery Request System

登入文具申請系統

<https://www.um.edu.mo/staff/service-application/>

4.6 Presentation Templates 簡報範本

Presentations not only reflect our professionalism and knowledge; they can also reflect on the university as a whole. So, we encourage our faculty, staff and students to use the University PowerPoint (PPT) templates to make presentations, especially to external parties, in order to deliver a sense of consistency to your audience.

簡報不但反映報告者的專業程度和知識，還會影響受眾對大學的整體印象。因此，澳大鼓勵所有師生和員工（尤其在面向校外人士時）使用大學的PowerPoint (PPT) 簡報範本，藉此向外界建立統一的大學形象。

Download PPT templates

下載PPT簡報範本

<https://identity.co.um.edu.mo/templates-of-powerpoints/>

4.7 Notes for Users of the University of Macau Logo 澳門大學標誌使用注意事項

1. The University Logo is the principal symbol of the university and may not be used for any commercial purposes.
大學標誌是大學的主要象徵，不得用於任何商業用途。
2. Use of the University Logo is subject to certain rules, so please read the *University of Macau Brand Guidelines* before using the logo.
使用大學標誌時需遵循一定的規範，請事先閱讀《澳門大學品牌使用指引》。
3. The University Logo may not be used for any illegal purposes, such as pornography, gambling, contraband, counterfeit or any other products or services which may infringe upon intellectual property rights.
大學標誌不得作任何非法用途，如色情、博彩、提供違禁品或假冒品，以及一切有可能侵犯知識產權之產品或服務。
4. Inappropriate use of the University Logo may subject the actor to legal consequences, and the University of Macau reserves the right to institute legal proceedings against the individual concerned.
使用者將自行承擔因不當使用大學標誌而引發的法律責任，澳門大學亦保留按法律追究之權利。
5. Should you have any enquiries about how to use the University Logo, please email us at prs.event@um.edu.mo.
如對大學標誌之使用有任何查詢，請電郵至 prs.event@um.edu.mo



澳門大學
UNIVERSIDADE DE MACAU
UNIVERSITY OF MACAU



Facebook ID : University of Macau



WeChat ID : UMacau1981



YouTube ID : University of Macau



Instagram ID : universityofmacau