

University Identity Guidelines



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Introduction

A University identity manual was first developed for use by the PolyU community in 1994 when the Institution assumed full University status. After years of implementation, some inconsistencies are found in the use of the University's name and visual identity. In addition, many faculties/departments/centres/offices have developed their own logos. A new set of University Identity Guidelines is considered necessary as consistent and scrupulous use of the visual identity helps preserve and enhance the University's image. The new set of University Identity Guidelines is developed after much careful thought, taking into consideration of the recent trend, as well as the comments from the management and faculties/departments/centres/offices. It will ensure the presentation of a consistent identity of the University and at the same time, individuality and variations among different units of the University can also be accommodated in a harmonious spirit.

The guidelines cover the meaning of the PolyU symbol, proper use of the PolyU logo, and its applications in stationery, publications, advertisements, powerpoint, websites and other channels.

It should be noted that the guidelines do not apply to self-financed entities such as Institute for Enterprise (IfE) and College of Professional and Continuing Education (CPCE).

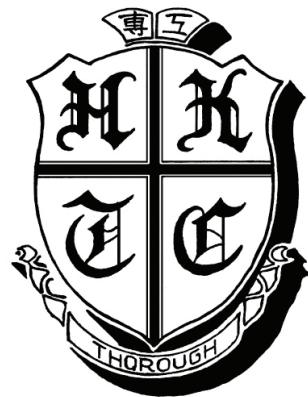
If you have any enquiries regarding the identity guidelines, you are welcome to contact Miss Vicky Wong, Design Manager of the Communications and Public Affairs Office (CPA) on 2766 5220 or pavicky@polyu.edu.hk for clarifications.

1. The PolyU Symbol

1.1 Previous versions



1937
Government Trade School



1947
Hong Kong Technical College



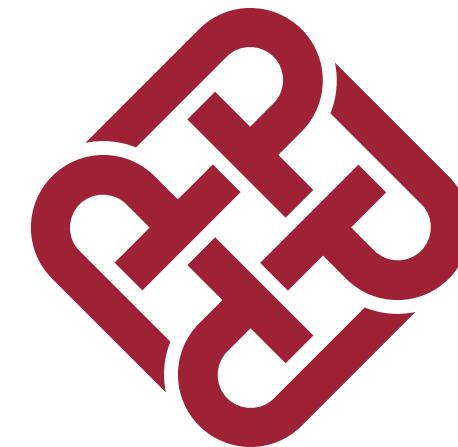
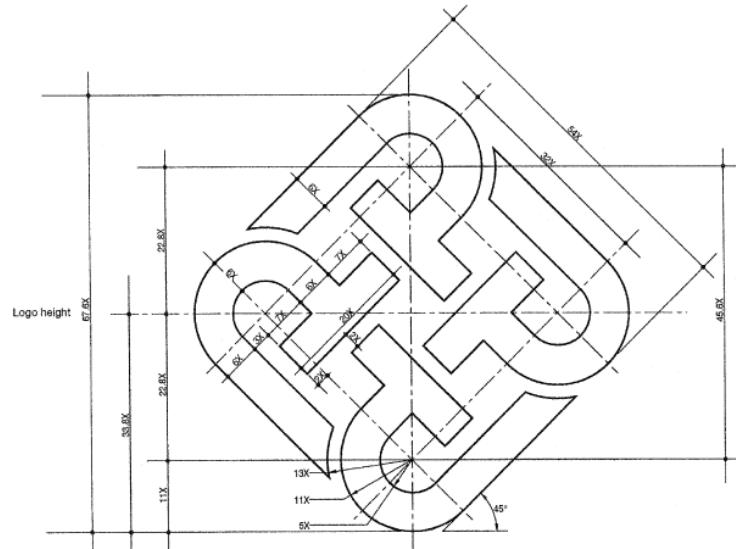
1972
Hong Kong Polytechnic

1. The PolyU Symbol

1.2 Today's version and its meaning

The PolyU symbol is a sensitive and contemporary interpretation of a well-established symbol designed in the early 1970s for the then Hong Kong Polytechnic.

- By turning the symbol onto a corner, it conveys movement, dynamism and flexibility. It reminds people of our past accomplishment by retaining some characteristics of our past symbol.
- The image of “T” for technical excellence and the bricking effect of our past symbol were retained but the “bricks” are now made into a more sophisticated pattern to reflect strength and stability.
- The open perimeter represents greater access into the “inner sanctum” of the symbol and symbolically, into learning itself. It also means increased interaction between the University and the world.
- The round shapes at each corner now innovatively intertwine to symbolize “P” for Polytechnic and “U” for University.
- The colour of the famous red brick wall of our campus is selected as the University colour of our symbol.



2. The PolyU Logo

2.1 Core elements

The PolyU logo is made up of two elements, the PolyU symbol and the PolyU logotype. The symbol, the logotype, the distance between them as well as the relativity of size should never be redrawn, digitally manipulated or altered.

The logo must be reproduced from a digital master reference, available in eps and jpg formats. When adjusting the size of the logo, please scale the logo proportionately and do NOT extend or reduce just the breadth or length.

Colour:

Pantone: PMS 194C (red)
PMS Cool Gray 10C (grey)

CMYK: 0, 90, 60, 40 (red)
0, 0, 0, 60 (grey)

RGB: 160, 35, 55 (red)
128, 130, 133 (grey)

Hex: #A02337 (red)
#808285 (grey)

Note: Please download the eps/jpg file from the CPA website at www.polyu.edu.hk/cpa.

PolyU logo



PolyU symbol

PolyU logotype

2. The PolyU Logo

2.2 Size

To ensure clarity of print production, the PolyU logo must NOT be represented in a size smaller than 30 mm in width. This minimum size should be used only when absolutely necessary.

For use on the web, the logo must NOT be smaller than 200 pixels in width.



30mm

Print version only



200 pixels

On-screen and
web version

2. The PolyU Logo

2.3 Spacing

To avoid overcrowdedness and to optimise the identity's impact and prominence, sufficient space must be made available around the PolyU logo. Please refer to the requirement of clear space on the right.

For acknowledgement of PolyU as a co-sponsor/co-organizer/supporter of an event, the PolyU logo should also be featured prominently. The clear space between the PolyU logo and the logo of another organization should be a minimum of “**2X**” space.



2. The PolyU Logo

2.4 Variations in colour (1)

Black versions

When it is not feasible to use the PolyU logo in original colours, the logo should either be 60% or 100% black against a white or light-coloured background.



2. The PolyU Logo

2.4 Variations in colour (2)

Reversal versions

When the PolyU logo is to be put on a black or dark background, two reversal versions can be considered. The first one employs the PolyU red and white while the second one uses purely white. The first version should always be considered before the second version.

Colour:

Pantone: PMS 194C (red)

CMYK: 0, 90, 60, 40 (red)

RGB: 160, 35, 55 (red)

Hex: #A02337 (red)



2. The PolyU Logo

2.4 Variations in colour (3)

Metallic versions

Use of metallic silver and gold is allowed for special occasions, e.g. invitation card, souvenir, backdrop for ceremony, etc. These metallic versions, however, must NOT be used in screen/web-based media.

Colour:

Metallic silver and red:

Pantone: PMS 877C (silver)

PMS 194C (red)

CMYK: 0, 90, 60, 40 (red)

Metallic silver:

Pantone: PMS 877C (silver)

Metallic gold:

Pantone: PMS 875C (gold)



2. The PolyU Logo

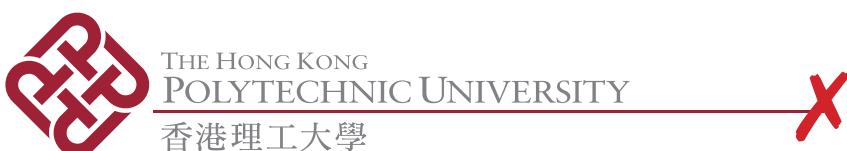
2.5 Improper use of the PolyU logo (1)

To ensure consistency, which is of top priority in maintaining the University identity, faculties/departments/centres/offices are advised to use the approved versions only. The followings are examples of improper use and should NOT be used in the future.

Incorrect use of colour:



Improper extension of the line:



Incorrect use of typeface:



Distortion of the logo:



2. The PolyU Logo

2.5 Improper use of the PolyU logo (2)

Complex background:



Outer glow effect:



Low contrast between the logo and the background:



Drop shadow effect:



Outline for the symbol:



Outline for the logo:



3. University Colours

The PolyU colours are critical in building awareness and association with the University identity. They should be consistently applied across all communication collaterals.

The specific versions of red and grey used as PolyU colours are detailed below.

PolyU red



Pantone: PMS 194C

CMYK: 0, 90, 60, 40

RGB: 160, 35, 55

Hex: #A02337

PolyU grey



Pantone: PMS Cool Gray 10C

CMYK: 0, 0, 0, 60

RGB: 128, 130, 133

Hex: #808285

4. University Typefaces

Helvetica Neue and MHeiHK font families are chosen as the University typefaces because of their legibility and distinct typographic style. They should be used for co-branding (when the names of individual faculties/departments/centres/offices are presented together with the PolyU logo), and for various University stationery items.

Helvetica Neue Light:

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Helvetica Neue Light Italic:

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Helvetica Neue Roman:

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Helvetica Neue Italic:

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Helvetica Neue Medium:

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Helvetica Neue Medium Italic:

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Helvetica Neue Bold:

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Helvetica Neue Bold Italic:

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

MHeiHK Light (正線體):

香港理工大學（簡稱理大）是一所既充滿活力又擁有驕人歷史及卓越成績的大學。

MHeiHK Medium (中黑體):

香港理工大學（簡稱理大）是一所既充滿活力又擁有驕人歷史及卓越成績的大學。

MHeiHK Bold (黑體):

香港理工大學（簡稱理大）是一所既充滿活力又擁有驕人歷史及卓越成績的大學。

MHeiHK Bold (黑體) Slant Right 10°:

香港理工大學（簡稱理大）是一所既充滿活力又擁有驕人歷史及卓越成績的大學。

5. Co-branding (1)

When the PolyU logo and the names of individual faculties/departments/centres/offices are used together, please observe the rules related to the followings:

- The relativity of size
- The requirement of clear space
- The positioning of the names of individual faculties/departments/centres/offices
- The typeface of the names of individual faculties/departments/centres/offices

English: Helvetica Neue Medium (Uppercase ONLY)

Chinese: MHeiHK (中黑體) Medium

- The colour of the names of individual faculties/departments/centres/offices

Pantone: PMS Cool Gray 10C

CMYK: 0, 0, 0, 60

RGB: 128, 130, 133

Hex: #808285

The formats on the right can be used, for example, in letterheads and advertisements of individual faculties/departments/centres/offices. Please refer to P.25, P.26 & P.40 for more details.

Note: Templates are available on the CPA website at www.polyu.edu.hk/cpa.



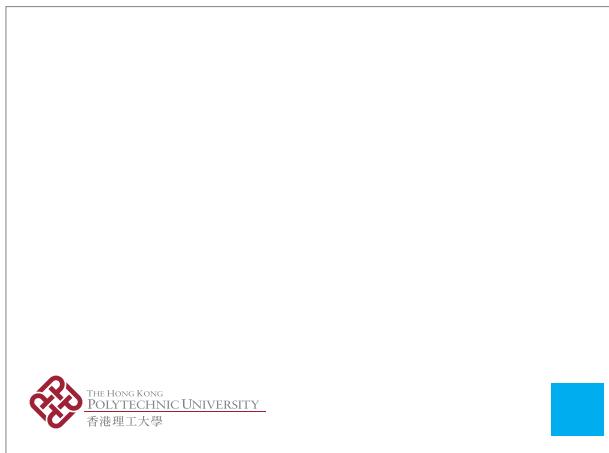
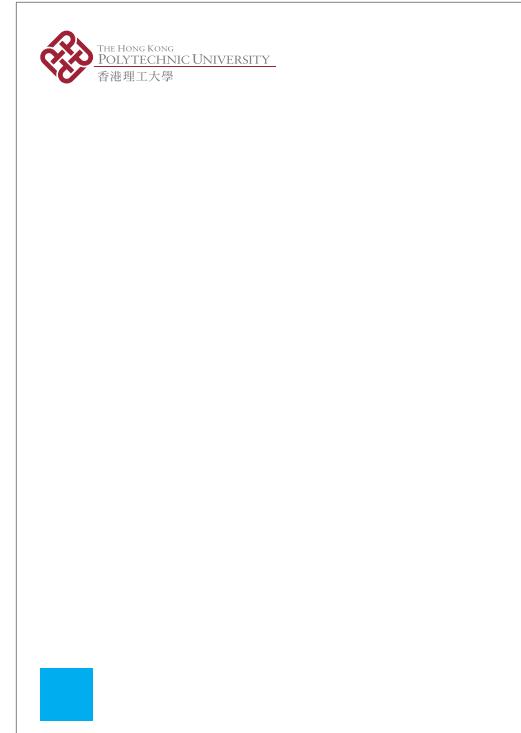
5. Co-branding (2)

When the PolyU logo and the logo of individual faculty/department/centre/office are used together, please observe the rules related to the followings:

- The relativity of size
- The requirement of clear space
- The positioning of the logo of individual faculty/department/centre/office
 - PolyU logo on the left and logo of individual faculty/department/centre/office on the right
 - PolyU logo on the upper side and logo of individual faculty/department/centre/office on the lower side

The formats on the right can be used in publications of individual faculties/departments/centres/offices. However, it should NOT be used on University letterheads. Please refer to P.38 for more details.

The logo of individual faculty/department/centre/office



5. Co-branding (3)

When there is space limitation for adopting co-branding versions (1) or (2), the formats on the right can be used.

Please observe the rules related to the followings:

- The relativity of size
- The requirement of clear space
- The positioning of the names of individual faculties/departments/centres/offices
 - The name of department comes under the name of faculty while the name of faculty comes under the name of the University
- The typeface of the names of individual faculties/departments/centres/offices

English: Helvetica Neue Roman (Uppercase ONLY)

- The colour of the names of individual faculties/departments/centres/offices

Pantone: PMS Cool Gray 10C

CMYK: 0, 0, 0, 60

RGB: 128, 130, 133

Hex: #808285

These formats can be used on websites/web pages for special events/programmes. Please refer to P.43 for more details.



THE HONG KONG POLYTECHNIC UNIVERSITY
FACULTY OF CONSTRUCTION AND LAND USE
DEPARTMENT OF BUILDING AND REAL ESTATE



THE HONG KONG POLYTECHNIC UNIVERSITY
FACULTY OF BUSINESS



THE HONG KONG POLYTECHNIC UNIVERSITY
DEPARTMENT OF APPLIED PHYSICS



Note: Templates are available on the CPA website at www.polyu.edu.hk/cpa.

6. Abbreviated Name

While the full name of the University is “The Hong Kong Polytechnic University”, “PolyU” is the official abbreviated name of the University. Please observe the following rules:

- Use uppercase for “P” and “U” and lowercase for “oly”
- No space between “Poly” and “U”
- The abbreviated name “PolyU” is only to be used in text form. It is NOT intended to be used as a logo.

Official abbreviated name:

PolyU

Improper abbreviated name (DO NOT USE):

**POLYU, polyu, Poly U,
HKPU, PUHK, PolyUHK,
POLYUHK, HKPOLYU**

7. Applications of the PolyU Logo

7.1 Stationery 7.1.1 Name card

Important notes

- All name cards should adopt the University standard design which bears the PolyU logo only. The logos of individual faculties/departments/centres/offices should NOT appear on the name card.
- Staff assuming offices in both faculty and department is free to include both titles on his/her name card.
- Staff can choose between a design with or without photo.
- Staff can decide on whether the full address of his/her office and his/her mobile phone number be included on his/her name card.
- Name cards must be printed by the PolyU appointed printer. Please go to https://www2.polyu.edu.hk/Staff/staff_handbook/hb2010/links/stafffac/busscard_new_inside.htm for details of the designated printer appointed by PolyU.

7. Applications of the PolyU Logo

7.1 Stationery 7.1.1 Name card (1)

Name card without photo

Specifications:

Size: 90mm (W) x 55mm (H)

Colour: PMS 194C (red), PMS Cool Gray 10C (grey)

Paper: ES701 (216gsm)

English: **Name:** Helvetica Neue Roman 11.5pt

Qualification: Helvetica Neue Italic 6pt/8pt (First line)

Helvetica Neue Italic 6pt/7pt (Second line)

Title/Dept.: Helvetica Neue Medium 7.5pt/9pt (First line)

Helvetica Neue Medium 7.5pt/8pt (Second line)

Contact info: Helvetica Neue Medium 6.75pt/7pt

Chinese: **Name:** MHeiHK Medium 12.5pt

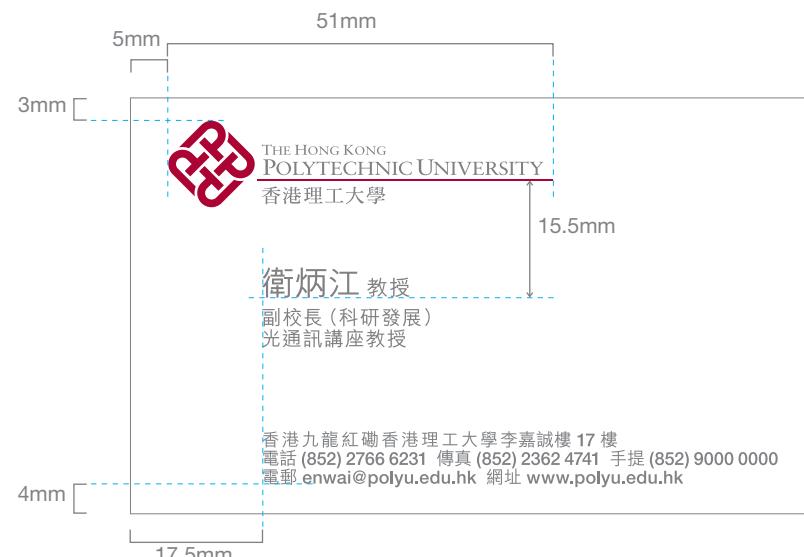
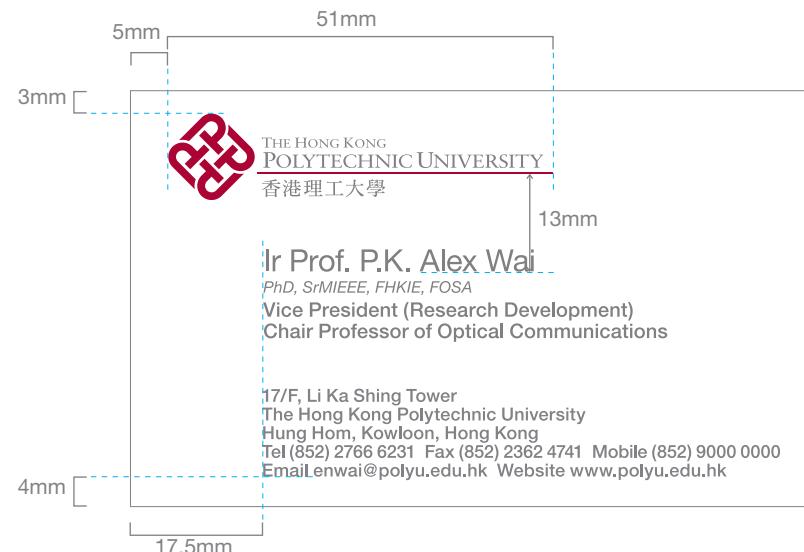
Qualification: MHeiHK Medium 8pt

Title/Dept.: MHeiHK Medium 7.5pt/11pt (First line)

MHeiHK Medium 7.5pt/8pt (Second line)

Contact info: MHeiHK Medium 6.75pt/7pt

All numbers & alphabets: Helvetica Neue Medium 6.75pt/7pt



7. Applications of the PolyU Logo

7.1 Stationery 7.1.1 Name card (2)

Name card with photo

Specifications:

Size: 90mm (W) x 55mm (H)

Colour: CMYK: 0, 90, 60, 40 (red), 0, 0, 0, 60 (grey)

Paper: ES701 (216gsm)

English: **Name:** Helvetica Neue Roman 11.5pt

Qualification: Helvetica Neue Italic 6pt/8pt (First line)

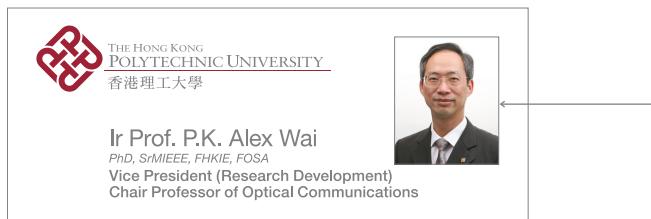
Helvetica Neue Italic 6pt/7pt (Second line)

Title/Dept.: Helvetica Neue Medium 7.5pt/9pt (First line)

Helvetica Neue Medium 7.5pt/8pt (Second line)

Contact info: Helvetica Neue Medium 6.75pt/7pt

Photo: A 0.25pt grey outline should be added around the photo if the background colour is white or too light.



Chinese: **Name:** MHeiHK Medium 12.5pt

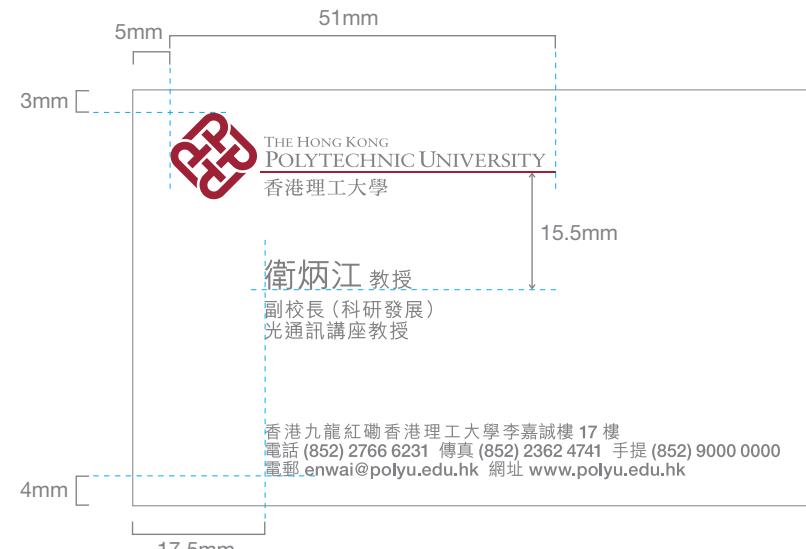
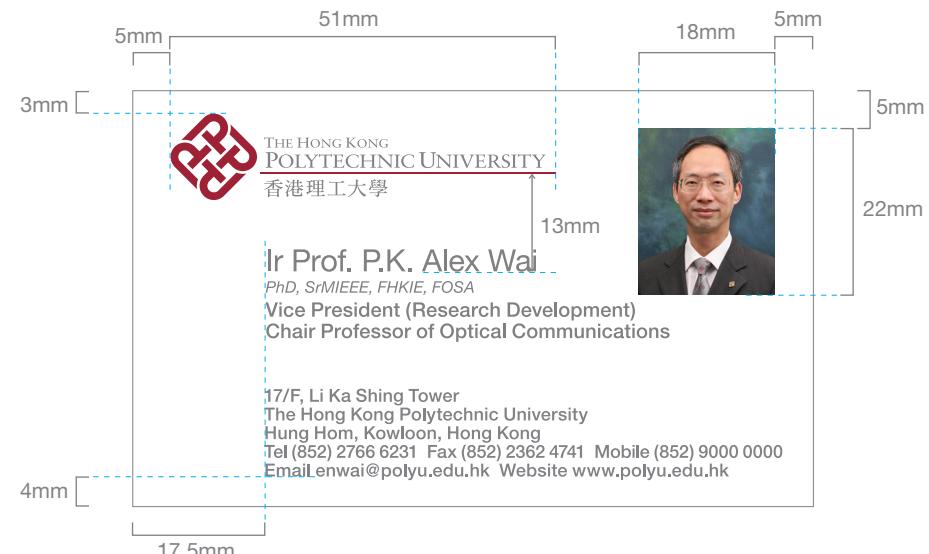
Qualification: MHeiHK Medium 8pt

Title/Dept.: MHeiHK Medium 7.5pt/11pt (First line)

MHeiHK Medium 7.5pt/8pt (Second line)

Contact info: MHeiHK Medium 6.75pt/7pt

All numbers & alphabets: Helvetica Neue Medium 6.75pt/7pt



7. Applications of the PolyU Logo

7.1 Stationery 7.1.2 Letterhead

Important notes

All faculties/departments/centres/offices should use the standard design of University letterhead. Only the PolyU logo is featured in the letterhead and the logos of individual faculties/departments/centres/offices are NOT allowed.

Users should note:

- If faculty/department/centre/office prefers to have its own identity on letterhead, it can only add its name to the letterhead in a uniform format as specified on P.25-P.26 of this set of guidelines.
- For letterheads of individual faculties/departments/centres/offices, their own contact information should be included. Full address is optional.
- Senior staff at HoD level or above can have their personalized letterhead by adding their name and title to it.
- For letterhead of a special event, the event logo can be added to the upper right hand side. (See P.28)
- For standard University letterhead, the printing job should only be carried out by the designated printer appointed by PolyU. Please contact Mr K.M. Leung of Finance Office (FO) on 2766 7568 for details of the printer.
- For letterheads of individual faculties/departments/centres/offices, personalized letterheads and special event letterheads, the printing jobs can be carried out by Reprographic Unit of the Communications and Public Affairs Office.
- The electronic versions of the standard University letterhead and the template for letterhead of faculty/department/centre/office are available on the CPA website at www.polyu.edu.hk/cpa.

7. Applications of the PolyU Logo

7.1 Stationery 7.1.2 Letterhead (1)

Standard letterhead

- The standard University letterhead is meant for general use.
- It should be printed by the designated printer appointed by PolyU.
- Faculty/department/centre/office can change the contact information in electronic version of letterhead.

Specifications:

Size: 210mm (W) x 297mm (H)

Colour: PMS 194C (red), PMS Cool Gray 10C (grey)

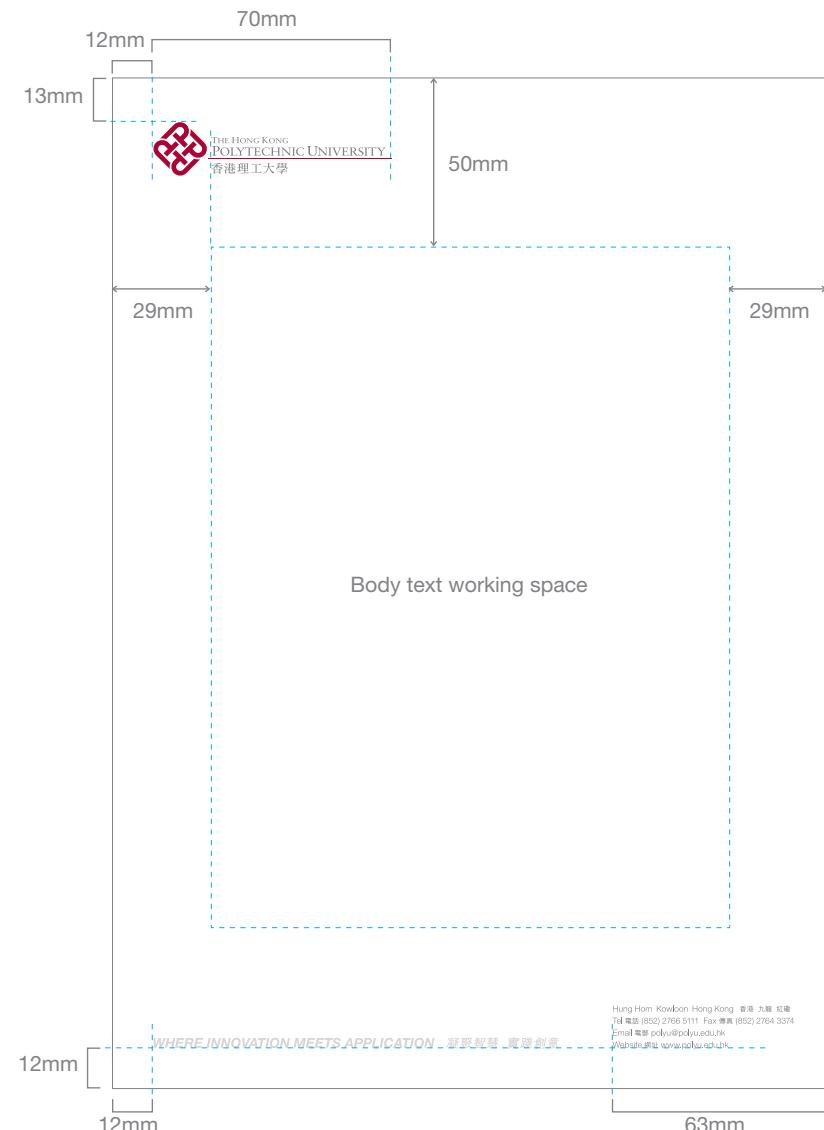
Contact info: **English info & all numbers:** Helvetica Neue Light 7pt/10pt

Chinese info: MHeiHK Medium 6pt/10pt

Tagline: **English:** Helvetica Neue Bold Italic 11.25pt

Chinese: MHeiHK Bold slant right 10.75pt
(30% of PMS Cool Gray 10C)

Note: Word format of standard letterhead (for electronic use ONLY) is available on the CPA website at www.polyu.edu.hk/cpa. The typefaces of Arial and Ming (細明體) can be used as acceptable alternatives in case the user does not have access to the typefaces of Helvetica and MHeiHK.



7. Applications of the PolyU Logo

7.1 Stationery 7.1.2 Letterhead (2)

Letterhead of faculty/department/centre/office

- The logos of individual faculties/departments/centres/offices are NOT allowed in the University letterhead.
- Faculty/department/centre/office can only add its name to its letterhead.
- Contact information for individual faculties/departments/centres/offices should be included.
- Full address is optional.

Specifications:

Size: 210mm (W) x 297mm (H)

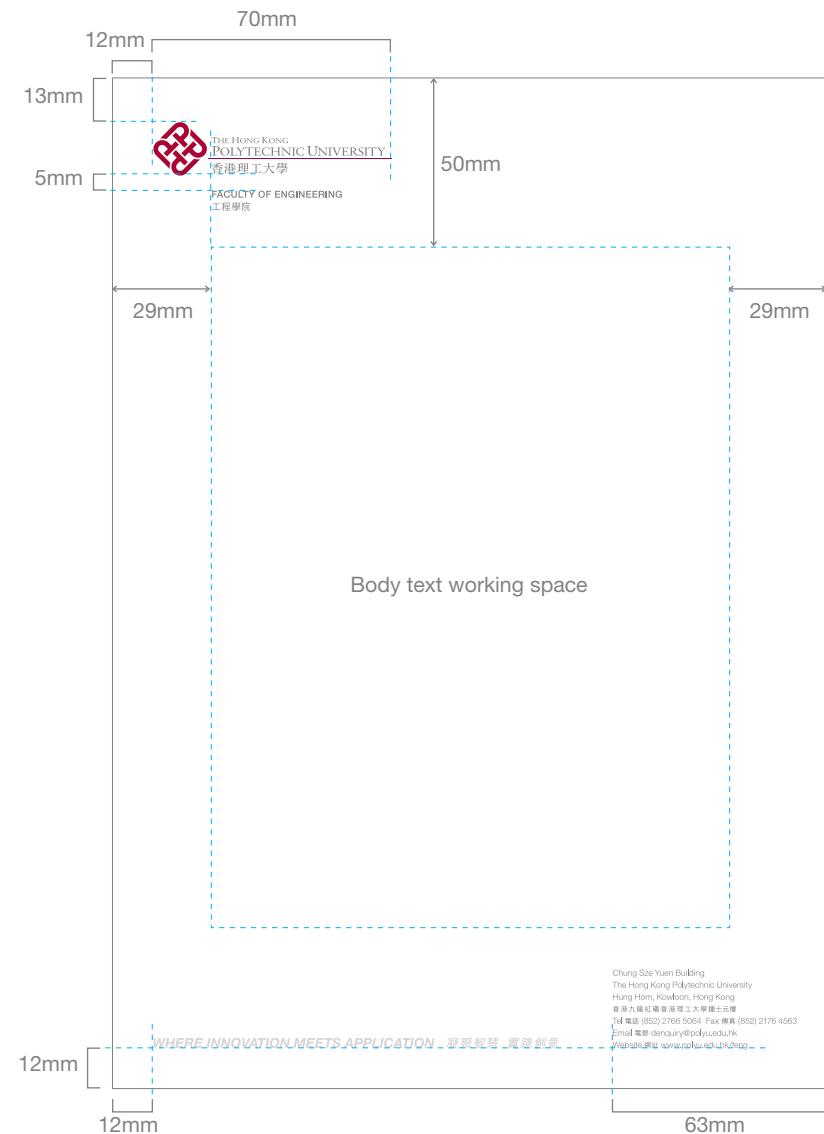
Colour: PMS 194C (red), PMS Cool Gray 10C (grey)

Faculty/Dept. name: **English:** Helvetica Neue Medium 8pt/10.5pt
Chinese: MHeiHK Medium 8pt/10.5 pt

Contact info: **English info & all numbers:** Helvetica Neue Light 7pt/10pt
Chinese info: MHeiHK Medium 6pt/10pt

Tagline: **English:** Helvetica Neue Bold Italic 11.25pt
Chinese: MHeiHK Bold slant right 10.75pt
(30% of PMS Cool Gray 10C)

Note: Word format of letterhead of faculty/department/centre/office (for electronic use ONLY) is available on the CPA website at www.polyu.edu.hk/cpa. The typefaces of Arial and Ming (細明體) can be used as acceptable alternatives in case the user does not have access to the typefaces of Helvetica and MHeiHK.



7. Applications of the PolyU Logo

7.1 Stationery 7.1.2 Letterhead (3)

Letterhead with both the names of faculty and department

- The logos of individual faculties/departments/centres/offices are NOT allowed in the University letterhead.
- Faculty/department/centre/office can only add its name to its letterhead.
- Contact information for individual faculties/departments/centres/offices should be included.
- Full address is optional.

Specifications:

Size: 210mm (W) x 297mm (H)

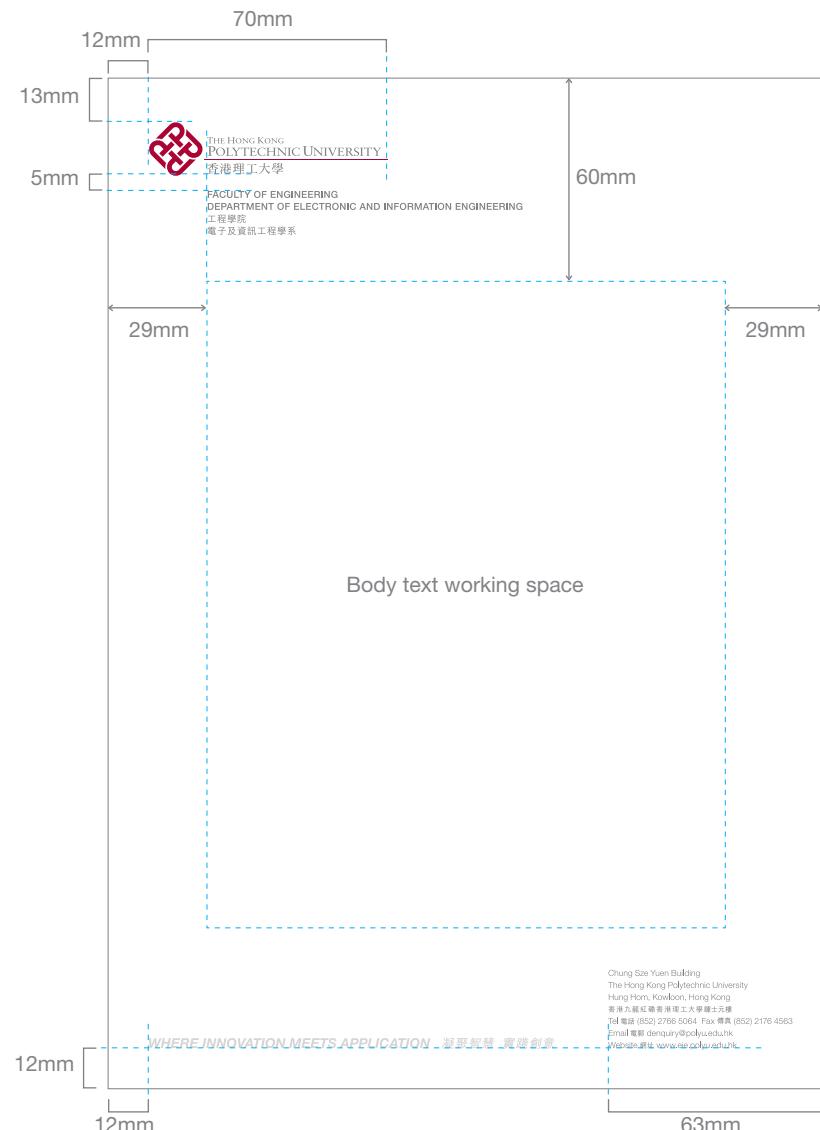
Colour: PMS 194C (red), PMS Cool Gray 10C (grey)

Faculty/Dept. names: **English:** Helvetica Neue Medium 8pt/10.5pt
Chinese: MHeiHK Medium 8pt/10.5 pt

Contact info: **English info & all numbers:** Helvetica Neue Light 7pt/10pt
Chinese info: MHeiHK Medium 6pt/10pt

Tagline: **English:** Helvetica Neue Bold Italic 11.25pt
Chinese: MHeiHK Bold slant right 10.75pt
(30% of PMS Cool Gray 10C)

Note: Word format of letterhead of faculty/department/centre/office (for electronic use ONLY) is available on the CPA website at www.polyu.edu.hk/cpa. The typefaces of Arial and Ming (細明體) can be used as acceptable alternatives in case the user does not have access to the typefaces of Helvetica and MHeiHK.



7. Applications of the PolyU Logo

7.1 Stationery 7.1.2 Letterhead (4)

Personalized letterhead

- Personal information and contact details should be included.
- Full address is optional.

Specifications:

Size: 210mm (W) x 297mm (H)

Colour: PMS 194C (red), PMS Cool Gray 10C (grey)

Personal info: **English:** Name: Helvetica Neue Roman 8pt

Qualification: Helvetica Neue Italic 5pt/7pt

Title/Dept.: Helvetica Neue Roman 6pt/8pt

Chinese: Name: MHeiHK Medium 10pt

Qualification: MHeiHK Medium 6pt

Title/Dept.: MHeiHK Medium 6pt/10pt (First line)

MHeiHK Medium 6pt/8pt (Second line)

Faculty/Dept. English: Helvetica Neue Medium 8pt/10.5pt

names: Chinese: MHeiHK Medium 8pt/10.5 pt

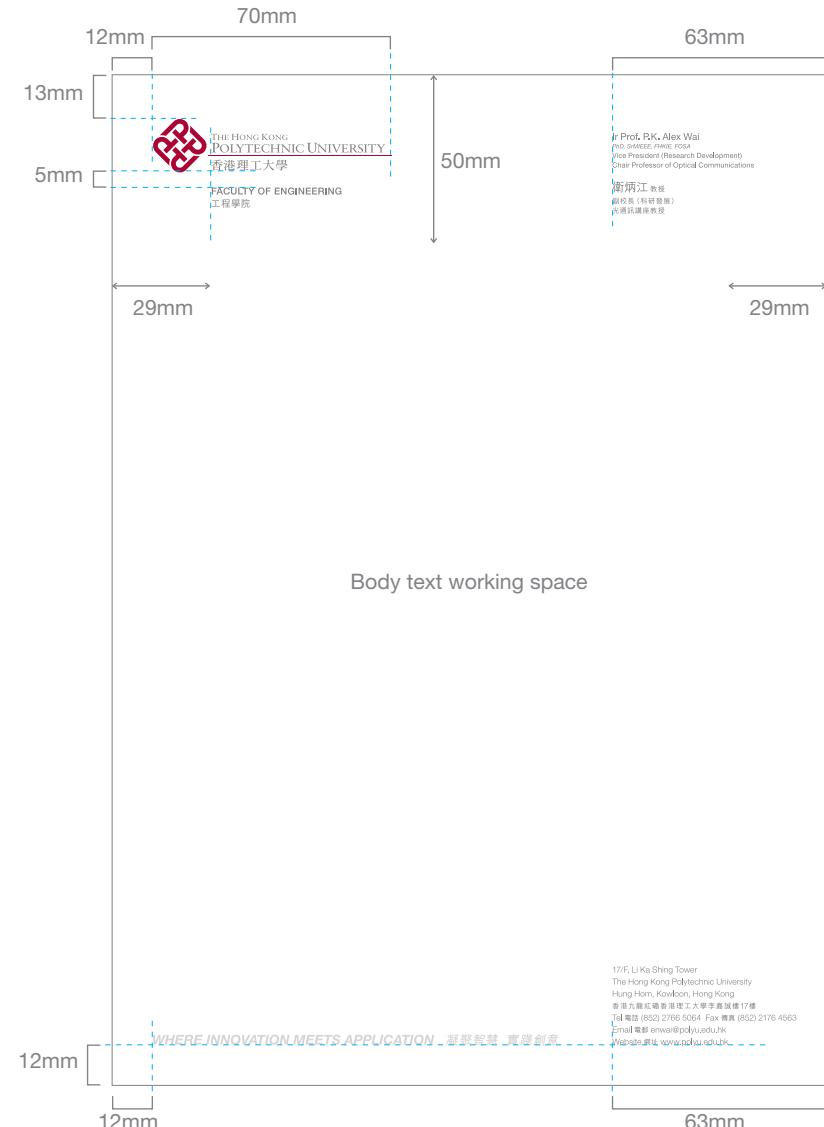
Contact info: **English info & all numbers:** Helvetica Neue Light 7pt/10pt

Chinese info: MHeiHK Medium 6pt/10pt

Tagline: English: Helvetica Neue Bold Italic 11.25pt

Chinese: MHeiHK Bold slant right 10.75pt

(30% of PMS Cool Gray 10C)



7. Applications of the PolyU Logo

7.1 Stationery 7.1.2 Letterhead (5)

Special event letterhead

- Event logo can be added to the upper right hand side of the letterhead.
- Contact details should be included.
- Full address is optional.

Specifications:

Size: 210mm (W) x 297mm (H)

Colour: PMS 194C (red), PMS Cool Gray 10C (grey); or
CMYK: 0, 90, 60, 40 (red), 0, 0, 0, 60 (grey)

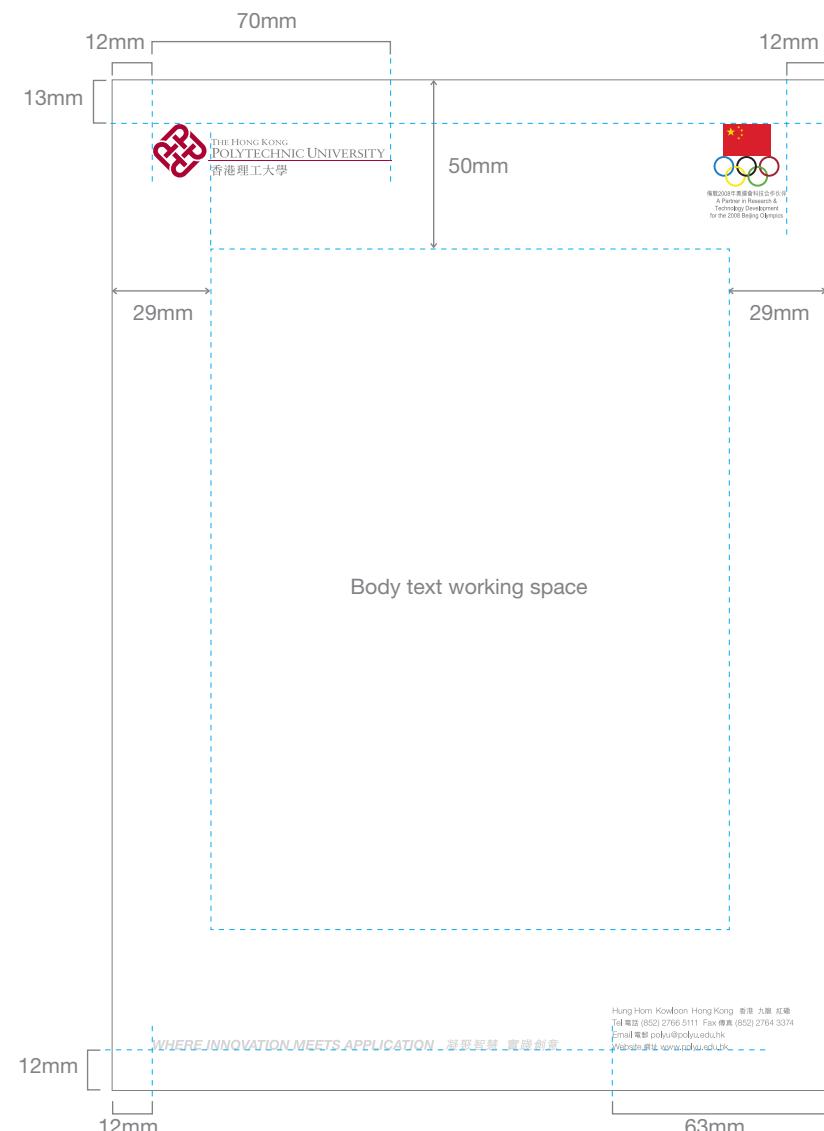
Contact info: **English info & all numbers:** Helvetica Neue Light 7pt/10pt

Chinese info: MHeiHK Medium 6pt/10pt

Tagline: **English:** Helvetica Neue Bold Italic 11.25pt

Chinese: MHeiHK Bold slant right 10.75pt
(30% of PMS Cool Gray 10C)

Note: Please contact CPA if you have questions about the placement of the event logo.



7. Applications of the PolyU Logo

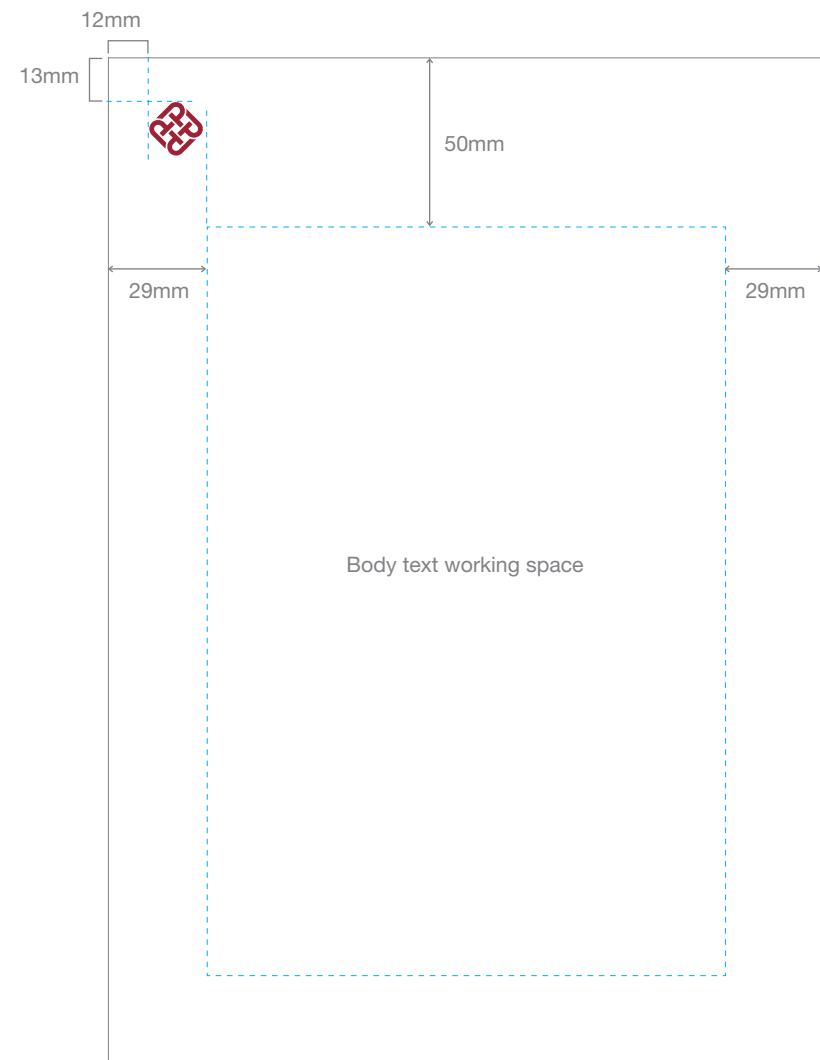
7.1 Stationery 7.1.2 Letterhead (6)

Second sheet of letter paper

Specifications:

Size: 210mm (W) x 297mm (H)

Colour: PMS 194C (red)



7. Applications of the PolyU Logo

7.1 Stationery 7.1.3 Envelope (1)

Standard envelope

- All faculties/departments/centres/offices should use the University standard envelope.
- The logos of individual faculties/departments/centres/offices are NOT allowed on the University envelope.
- Envelopes should only be printed by the designated printer appointed by PolyU. Please contact Mr K.M. Leung of FO on 2766 7568 for the printer's information.

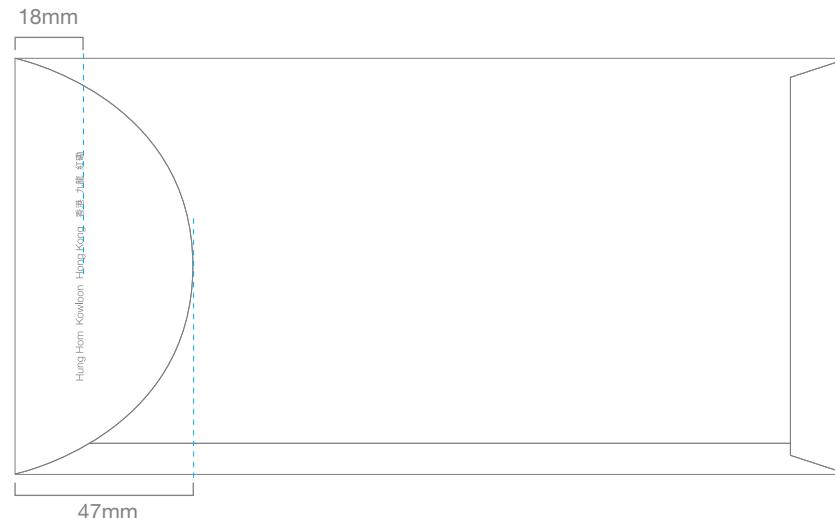
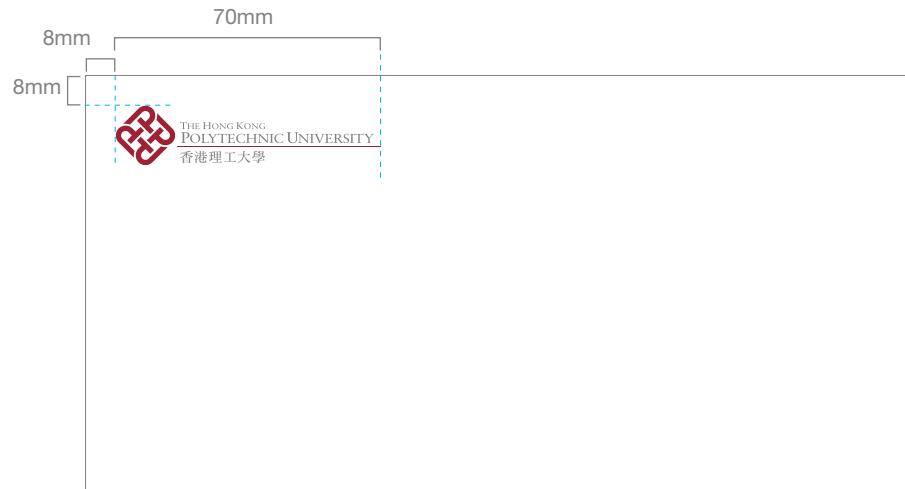
Specifications:

Size: 220mm (W) x 110mm (H)

Colour: PMS 194C (red), PMS Cool Gray 10C (grey)

English address: Helvetica Neue Light 9pt

Chinese address: MHeiHK Medium 8pt



7. Applications of the PolyU Logo

7.1 Stationery 7.1.3 Envelope (2)

Window envelope

- All faculties/departments/centres/offices should use the University standard envelope.
- The logos of individual faculties/departments/centres/offices are NOT allowed on the University envelope.
- Window envelopes should only be printed by the designated printer appointed by PolyU. Please contact Mr K.M. Leung of FO on 2766 7568 for the printer's information.

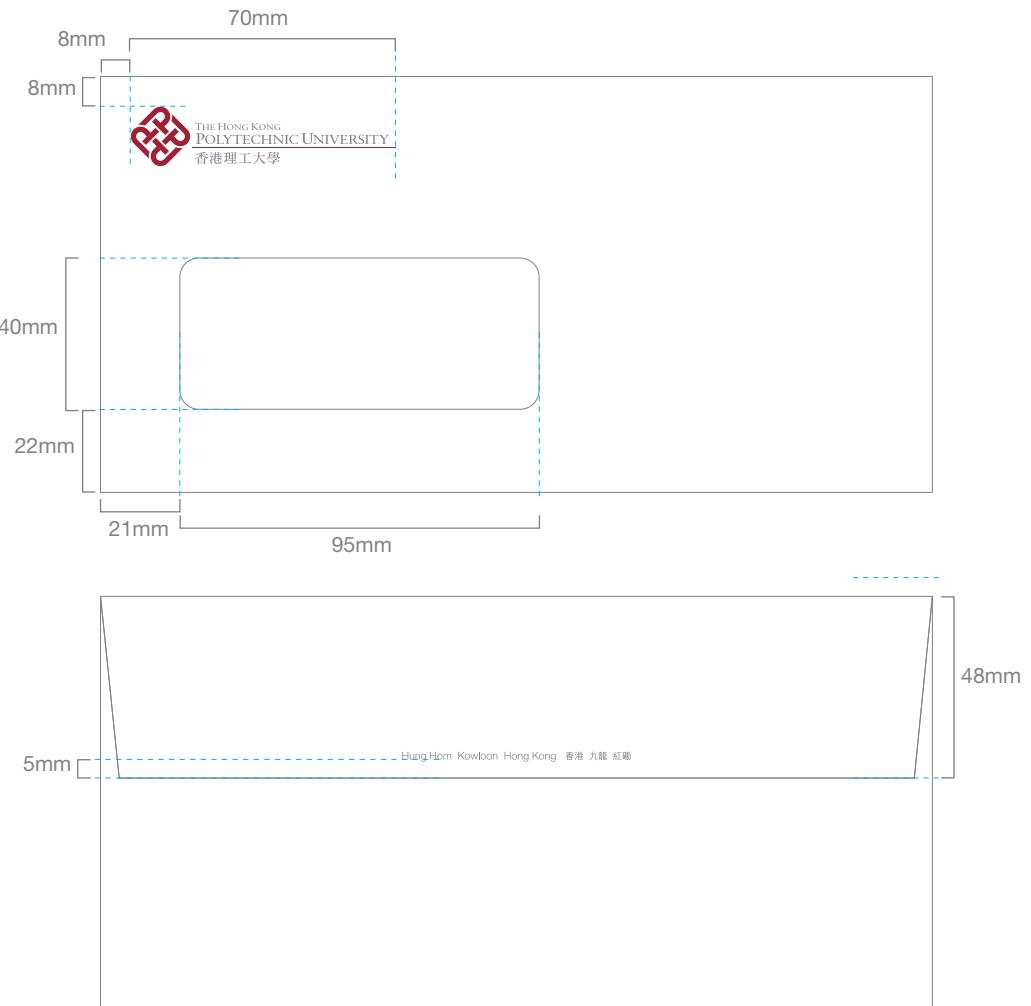
Specifications:

Size: 220mm (W) x 110mm (H)

Colour: PMS 194C (red), PMS Cool Gray 10C (grey)

English address: Helvetica Neue Light 9pt

Chinese address: MHeiHK Medium 8pt



7. Applications of the PolyU Logo

7.1 Stationery 7.1.3 Envelope (3)

Special event/anniversary envelope

Event/anniversary logo can be added to the lower left hand side of the envelope.

Specifications:

Size: 220mm (W) x 110mm (H)

Colour: PMS 194C (red), PMS Cool Gray 10C (grey)

English address: Helvetica Neue Light 9pt

Chinese address: MHeiHK Medium 8pt



Note: Please contact CPA if you have questions about the placement of the event/anniversary logo.

7. Applications of the PolyU Logo

7.1 Stationery 7.1.4 Fax sheet

- Fax sheet should bear the PolyU logo only.
- The logos of individual faculties/departments/centres/offices are NOT allowed.
- The names of individual faculties/departments/centres/offices can be added.
- For fax sheets of individual faculties/departments/centres/offices, their contact information should be included.

Specifications:

Size: 210mm (W) x 297mm (H)

Colour: Black only

Faculty/Dept. **English:** Helvetica Neue Medium 8pt/10.5pt

names: **Chinese:** MHeiHK Medium 8pt/10.5 pt

Fax title: **English:** Helvetica Neue Medium 12pt

Chinese: MHeiHK Medium 11pt/13pt

Items: **English:** Helvetica Neue Medium 9pt/23pt

Chinese: MHeiHK Medium 9pt/23pt

Contact info: **English info & all numbers:** Helvetica Neue Light 7pt/10pt

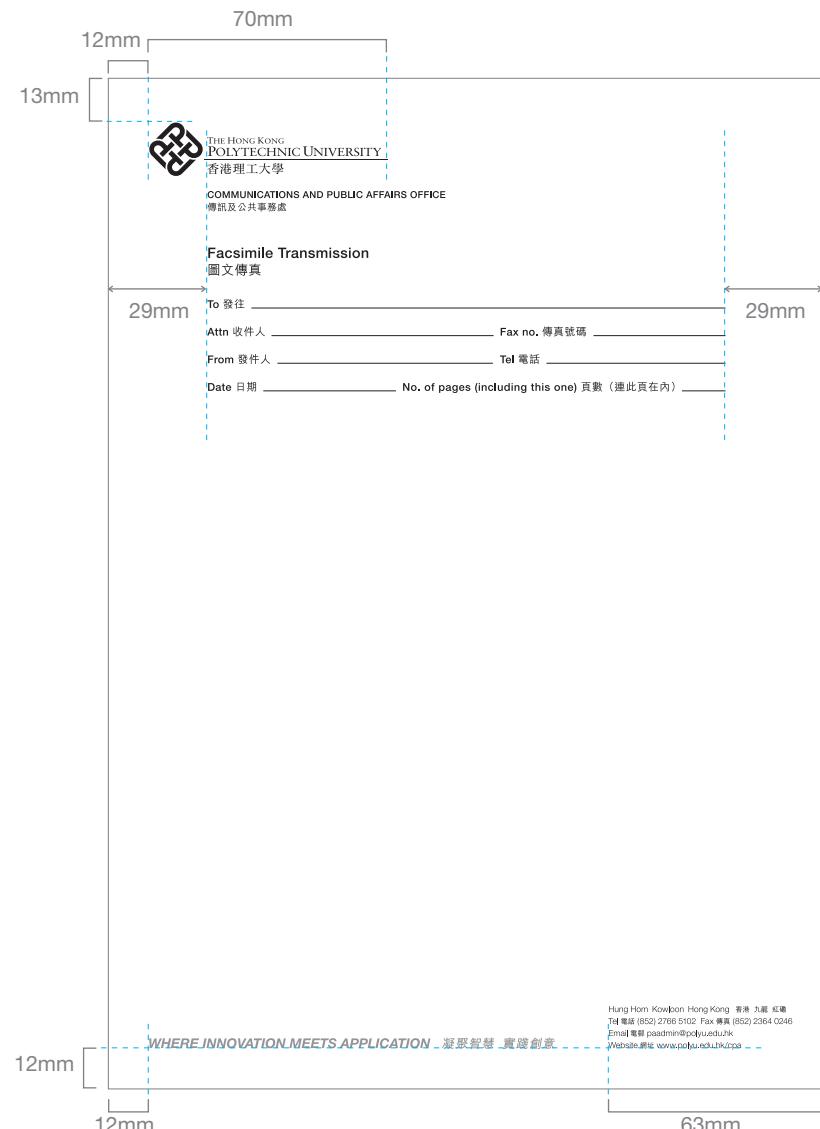
Chinese info: MHeiHK Medium 6pt/10pt

Tagline: **English:** Helvetica Neue Bold Italic 11.25pt (50% of black)

Chinese: MHeiHK Bold slant right 10.75pt (50% of black)

Note: Template for fax sheet is available on the CPA website at www.polyu.edu.hk/cpa.

The typefaces of Arial and Ming (細明體) can be used as acceptable alternatives in case the user does not have access to the typefaces of Helvetica and MHeiHK.



7. Applications of the PolyU Logo

7.1 Stationery 7.1.5 Internal memo

- Internal memo should bear the PolyU logo only.
- The logos of individual faculties/departments/centres/offices are NOT allowed.
- The names of individual faculties/departments/centres/offices can be added.

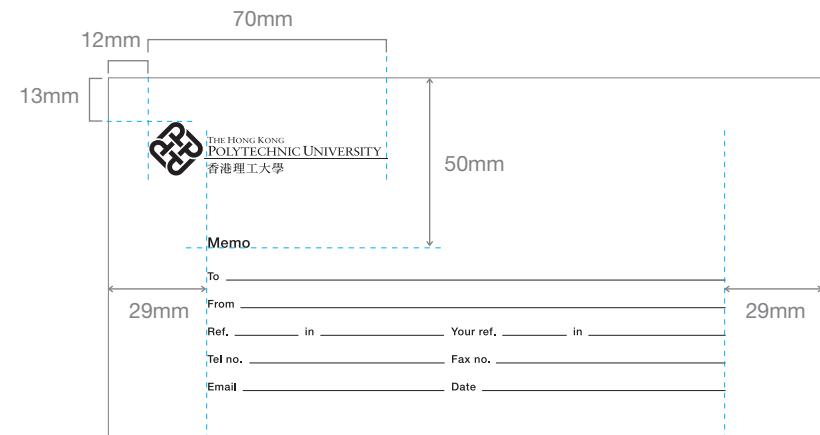
Specifications:

Size: 210mm (W) x 297mm (H)

Colour: Black only

Memo title: English: Helvetica Neue Medium 12pt

Items: English: Helvetica Neue Medium 9pt/23pt



Note: Template for internal memo is available on the CPA website at www.polyu.edu.hk/cpa. The typeface of Arial can be used as acceptable alternatives in case the user does not have access to the typeface of Helvetica.

7. Applications of the PolyU Logo

7.1 Stationery 7.1.6 Compliment slip (1)

Standard compliment slip

- Standard compliment slip should bear the PolyU logo only.
- The logos of individual faculties/departments/centres/offices are NOT allowed.
- The names of individual faculties/departments/centres/offices can be added.
- For compliment slips of individual faculties/departments/centres/offices, their contact information should be included.
- Compliment slips can be printed by Reprographic Unit of the Communications and Public Affairs Office.

Specifications:

Size: 160mm (W) x 98mm (H)

Colour: Option 1 – PMS 194C (red), PMS Cool Gray 10C (grey)

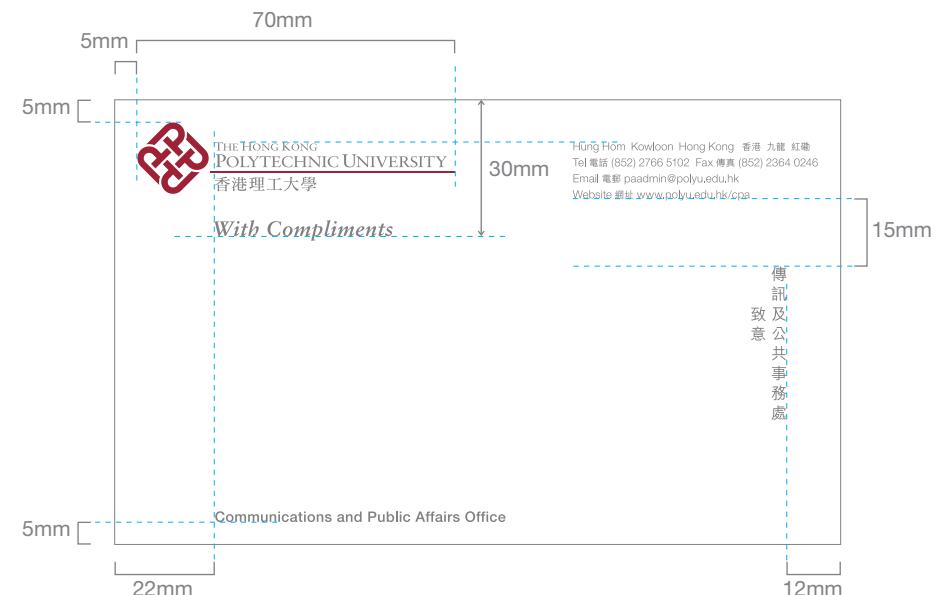
Option 2 – Black only

Paper: TET 73-2 (118gsm) / PMS 1501 (174gsm)

Compliment slip title: Sabon Bold Italic 12pt

Faculty/Dept. name: **English:** Helvetica Neue Medium 9pt/10pt
Chinese: MHeiHK Medium 10pt/13pt

Contact info: **English info & all numbers:** Helvetica Neue Light 7pt/10pt
Chinese info: MHeiHK Medium 6pt/10pt



7. Applications of the PolyU Logo

7.1 Stationery 7.1.6 Compliment slip (2)

Internal compliment slip

- Internal compliment slip should bear the PolyU logo only.
- The logos of individual faculties/departments/centres/offices are NOT allowed.
- The names of individual faculties/departments/centres/offices can be added.
- For compliment slips of individual faculties/departments/centres/offices, their contact information should be included.
- Compliment slips can be printed by Reprographic Unit of the Communications and Public Affairs Office.

Specifications:

Size: 160mm (W) x 98mm (H)

Colour: Option 1 – PMS 194C (red), PMS Cool Gray 10C (grey)

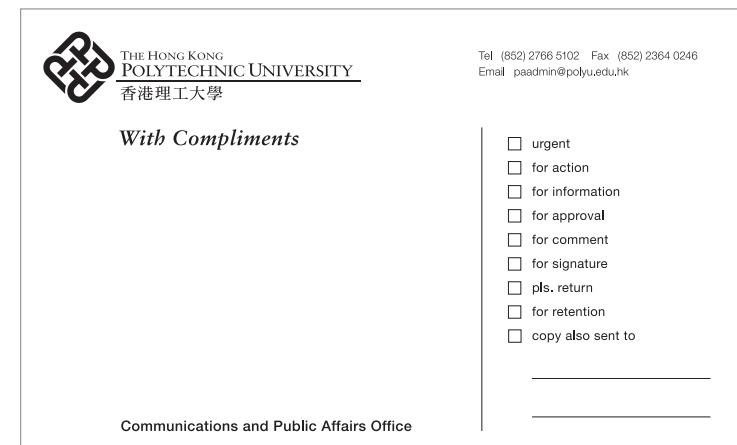
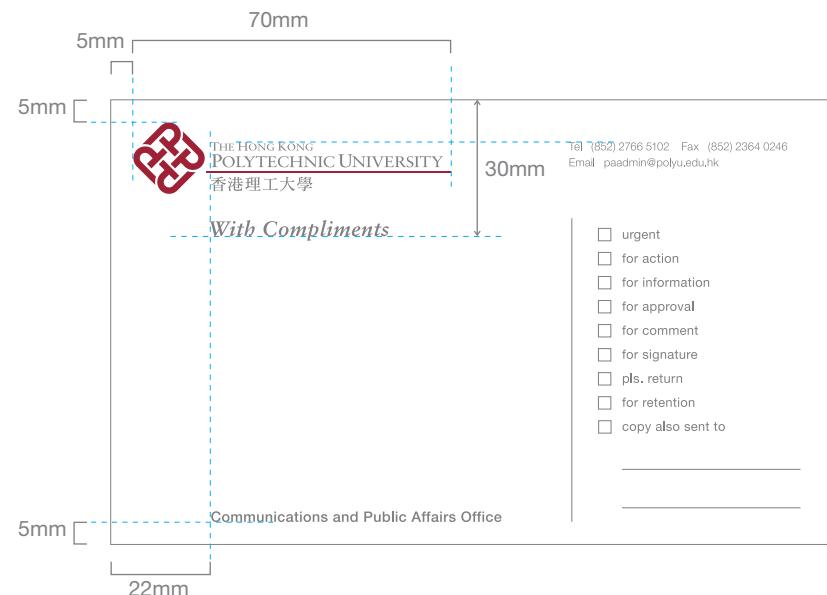
Option 2 – Black only

Paper: TET 73-2 (118gsm) / PMS 1501 (174gsm)

Compliment slip title: Sabon Bold Italic 12pt

Faculty/Dept. name: English: Helvetica Neue Medium 9pt/10pt

Contact info: Helvetica Neue Light 7pt/10pt



7. Applications of the PolyU Logo

7.1 Stationery 7.1.6 Compliment slip (3)

Personalized compliment slip

- Personalized compliment slip should bear the PolyU logo only.
- The logos of individual faculties/departments/centres/offices are NOT allowed.
- The names of individual faculties/departments/centres/offices can be added.
- For compliment slips of individual faculties/departments/centres/offices, their contact information should be included.
- Compliment slips can be printed by Reprographic Unit of the Communications and Public Affairs Office.

Specifications:

Size: 160mm (W) x 98mm (H)

Colour: Option 1 – PMS 194C (red), PMS Cool Gray 10C (grey)

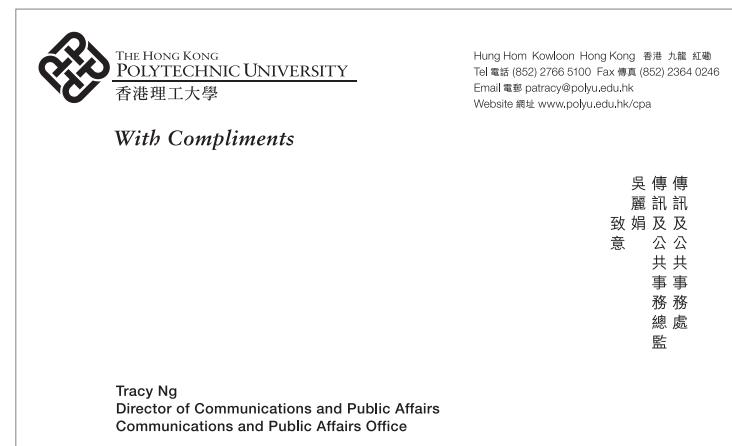
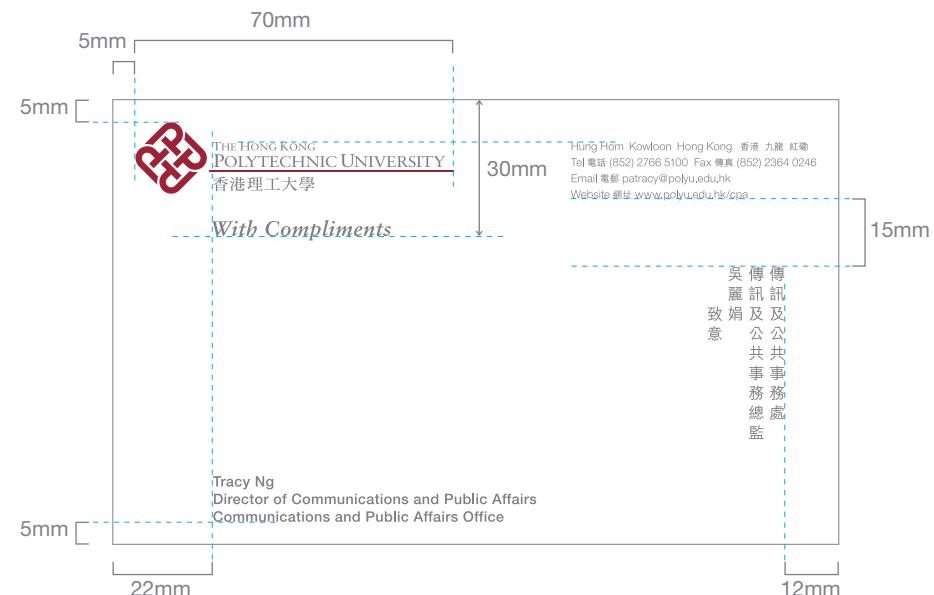
Option 2 – Black only

Paper: TET 73-2 (118gsm) / PMS 1501 (174gsm)

Compliment slip title: Sabon Bold Italic 12pt

**Name/Title/
Faculty/Dept.
name:**
English: Helvetica Neue Medium 9pt/10pt
Chinese: MHeiHK Medium 10pt/13pt

Contact info:
English info & all numbers: Helvetica Neue Light 7pt/10pt
Chinese info: MHeiHK Medium 6pt/10pt



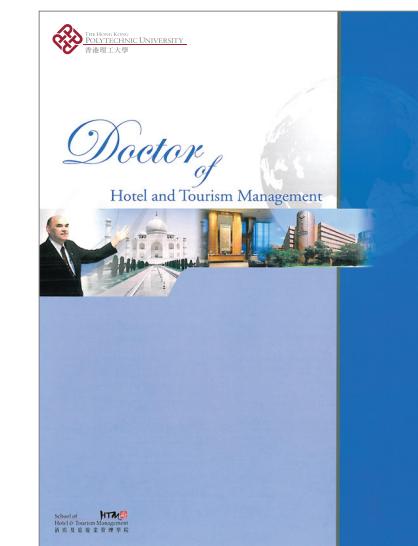
7. Applications of the PolyU Logo

7.2 Publications

Faculties/departments/centres/offices are free to use the logos they have developed for promotional purposes in their printed and electronic publications, such as their own annual reports and course brochures. It must however be ensured that:

- All printed materials should use the full version of the PolyU logo.
- When both the PolyU logo and the logo of individual faculty/department/centre/office are put together, the size of the PolyU logo must NOT be smaller than that of the logo of individual faculty/department/centre/office.

Some examples are shown on the right.



7. Applications of the PolyU Logo

7.3 Advertisements (1)

The University has developed a set of templates for advertisements. Individual faculties/departments/centres/offices are encouraged to use these templates for staff recruitment and course promotion purposes.

- The top red bar, picture, logo, bottom grey bar and URL are the key elements to give the PolyU advertisements the unique identity.
- The height of the red bar and the size of the picture can be adjusted.
- Individual faculties/departments/centres/offices can use different pictures to suit their purpose.
- The appropriate URL should be featured in each advertisement.
- The use of the University's tagline is optional.

Colours of red and grey bars:

CMYK: 0, 90, 60, 40 (red), 0, 0, 0, 30 (grey)

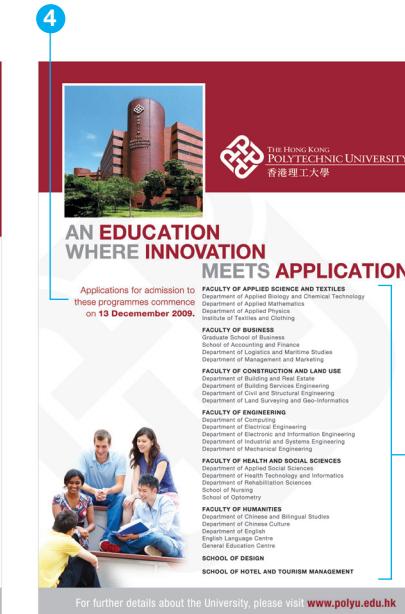
Note: For colours of the text, please check the templates available on the CPA website at www.polyu.edu.hk/cpa. Please contact CPA if you have any enquiries.

Typefaces:

Helvetica Neue font family should be used for all text in the advertisements.

Below are recommended font styles.

- 1 Helvetica Neue Bold
- 2 Helvetica Neue Roman
- 3 Helvetica Neue Condensed, Helvetica Neue Bold Condensed
- 4 Helvetica Neue Light, Helvetica Neue Bold
- 5 The size and style of Helvetica Neue font can be determined by the designer for different formats.



7. Applications of the PolyU Logo

7.3 Advertisements (2)

Below are examples of other templates for recruitment advertisements.

Black and white version

A CAREER
WHERE INNOVATION
MEETS APPLICATION

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For further details about the University, please visit www.polyu.edu.hk

Horizontal version

A CAREER
WHERE INNOVATION
MEETS APPLICATION

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For further details about the University, please visit www.polyu.edu.hk

- 1 The names of individual faculties/departments/centres/offices can be added in a uniform format as specified on P.16 of this set of guidelines.

With the name of individual faculty/department/centre/office

AN EDUCATION
WHERE INNOVATION
MEETS APPLICATIONS

SED UT PERSPICATIS UNDE OMNIS
Consequatur magni dolores eos qui ratione
SED UT PERSPICATIS UNDE OMNIS
Consequatur magni dolores eos qui ratione
SED UT PERSPICATIS UNDE OMNIS
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For further details about the University, please visit www.polyu.edu.hk

For further details about the University, please visit www.polyu.edu.hk

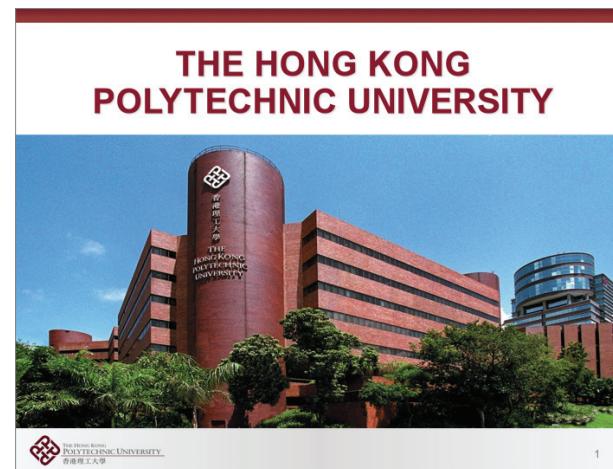
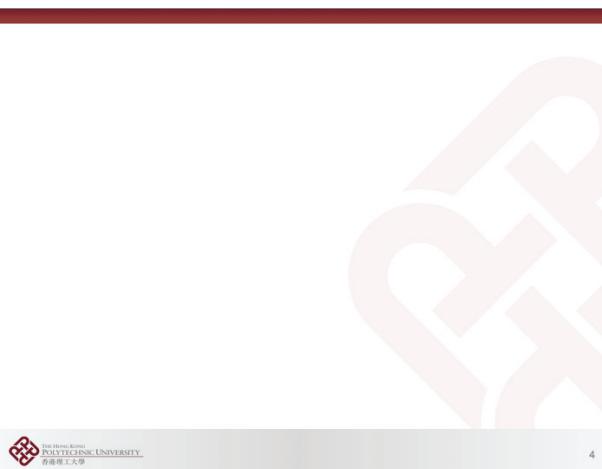
Note: Different templates are available on the CPA website at www.polyu.edu.hk/cpa. Please contact CPA if you have any enquiries.

7. Applications of the PolyU Logo

7.4 Powerpoint

All powerpoint should use the full version of the PolyU logo. When both the PolyU logo and the logo of individual faculty/department/centre/office are used together, please observe the following rules:

- The PolyU logo on the lower left hand side, while the logo and/or name of individual faculty/department/centre/office can be added to the lower right hand side.
- The size of the PolyU logo must NOT be smaller than that of the logo of individual faculty/department/centre/office.



Note: Templates are available on the CPA website at www.polyu.edu.hk/cpa.

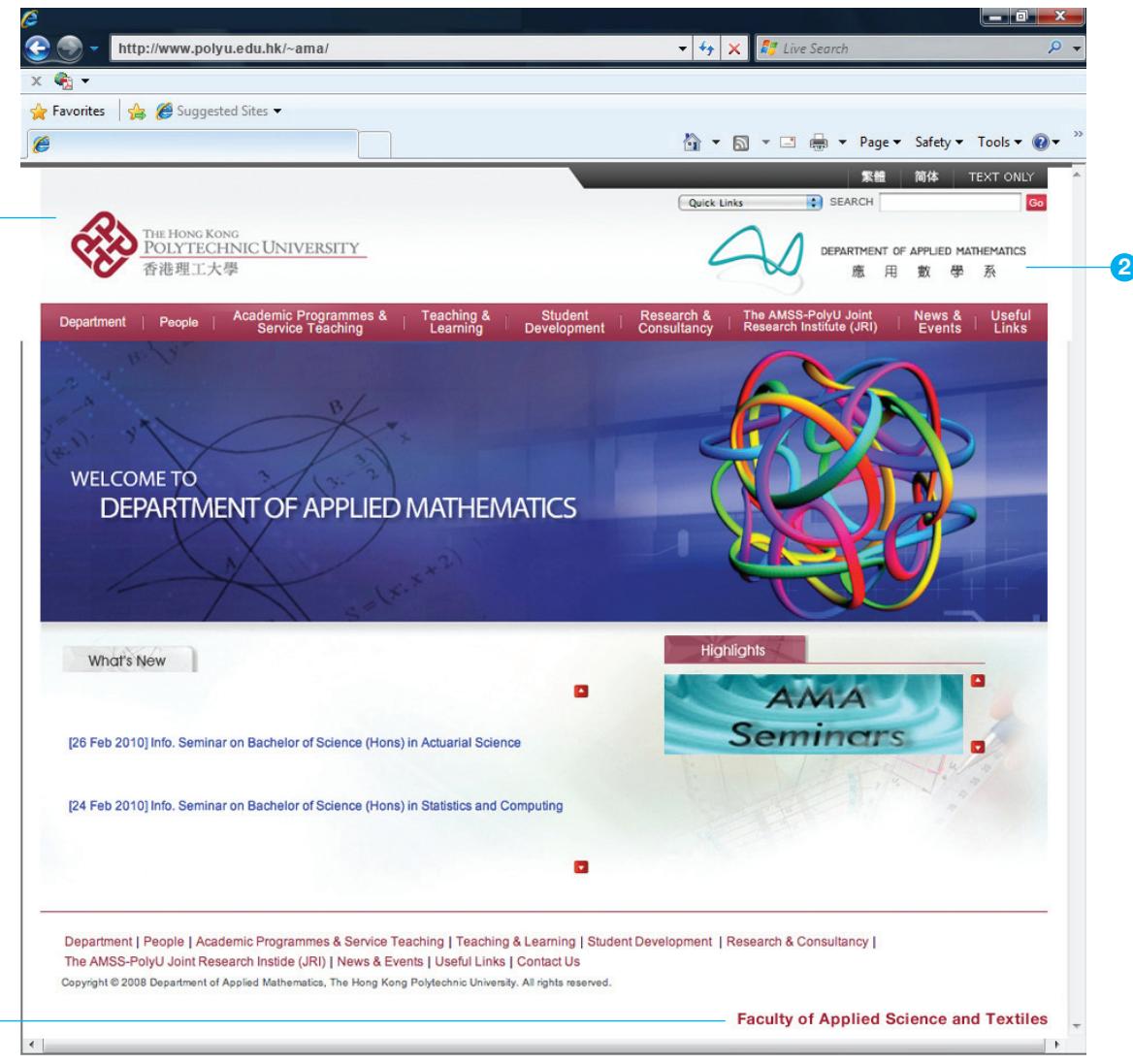
7. Applications of the PolyU Logo

7.5 Web (1)

The following are basic guidelines for designing the websites/web pages of individual faculties/departments/centres/offices:

- 1 The PolyU logo should always be on the upper left hand side. It must NOT be smaller than 200 pixels in width. Its size must NOT be smaller than that of the logo of individual faculty/department/centre/office.
- 2 The name and logo of individual faculty/department/centre/offices should always be put to the right of PolyU logo.
- 3 If a department wishes to incorporate the name of its faculty onto its website, it is recommended that the name be added to the bottom right hand side.

Note: A separate set of web guidelines will be published soon. Please refer to the guidelines for more detailed information related to the design of websites/web pages for individual faculties/departments/centres/offices.

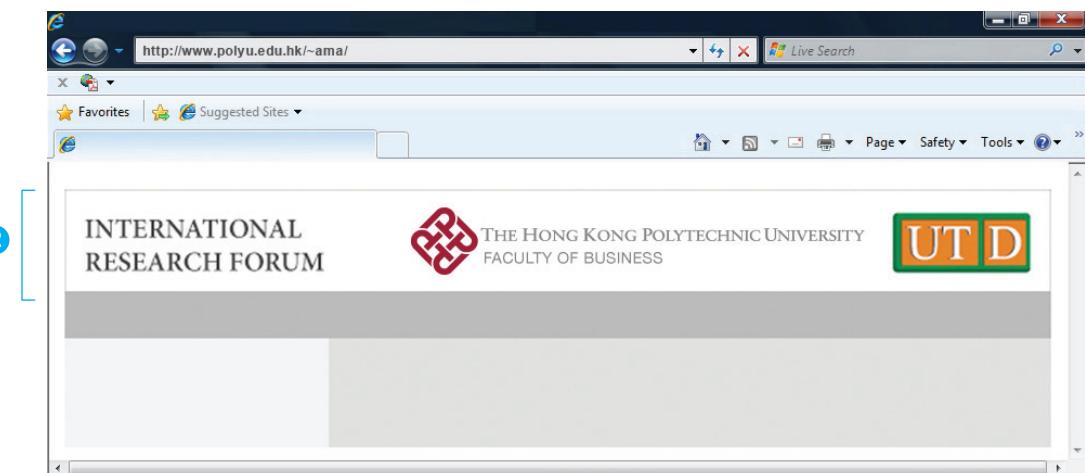
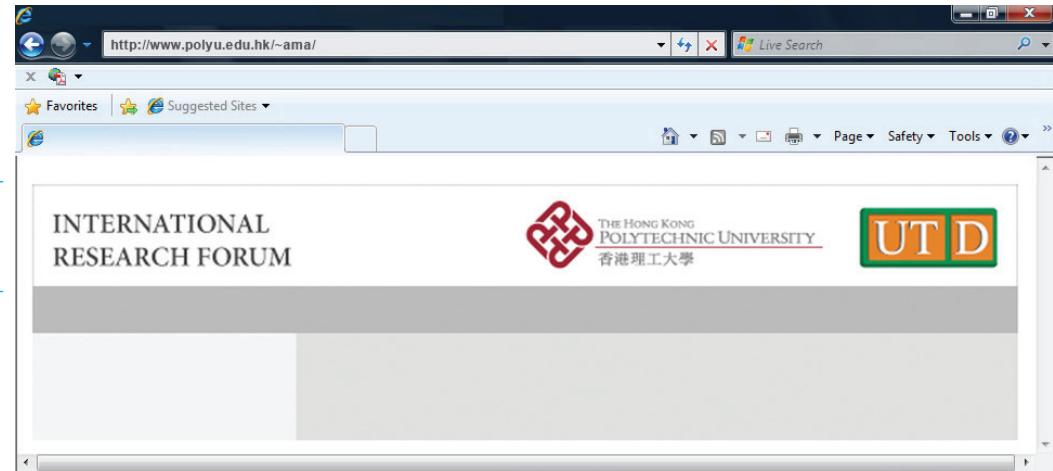


7. Applications of the PolyU Logo

7.5 Web (2)

The following are basic guidelines for designing websites/web pages for special events/programmes:

- 1 When an event title is put on the upper left hand side of a website, the PolyU logo and the co-organizer's logo should be aligned to the upper right hand side, with PolyU logo on the left, and the co-organizer's logo on the right.
- 2 The co-branding (refer to P.18) of the PolyU symbol and the name of individual faculty/department can be used instead of the PolyU logo if there is space limitation for putting both the PolyU logo and the logo of individual faculty/department/centre/office.



Note: A separate set of web guidelines will be published soon. Please refer to the guidelines for more detailed information related to the design of websites/web pages for special events/programmes.

7. Applications of the PolyU Logo

7.6 Others (1)

In case of space limitation, the PolyU symbol can be used alone or with the text form of the University name. When the symbol is used as a watermark design, the minimum requirement of the PolyU red or grey is 5% of its original colour.

Here are some examples.



Jacket



Book spine



香港理工大學
內地合作办学意向书签约仪式

Banner

7. Applications of the PolyU Logo

7.6 Others (2)

There are two options for application on small souvenirs and flag. Option 1 can be used for small souvenirs. Option 2 is used for the PolyU flag and souvenirs. They should NOT be used for other purposes.

When the identities of both the PolyU and individual faculty/department/centre/office are put together for souvenirs, please observe the following rules:

- The size of the PolyU logo cannot be smaller than that of the logo of individual faculty/department/centre/office
- The font size of “The Hong Kong Polytechnic University” cannot be smaller than the font size of the name of individual faculty/department/centre/office



Option 1: Small souvenir



Option 2: Flag

Note: Files of the two options are available on the CPA website at www.polyu.edu.hk/cpa. Please contact CPA if you have any enquiries regarding the application of these two options.

8. The PolyU Tagline

The PolyU tagline “WHERE INNOVATION MEETS APPLICATION” is always set in bold and uppercase. The italic/slant right version can also be used.

Recommended typefaces:

English: Helvetica Neue Bold / Helvetica Neue Bold Italic

Traditional Chinese: MHeiHK Bold / MHeiHK Bold Slant Right 10°

Simplified Chinese: MHeiHKS Bold / MHeiHKS Bold Slant Right 10°

Here are some examples.

Bold

**WHERE
INNOVATION
MEETS
APPLICATION**

**WHERE INNOVATION
MEETS APPLICATION**

WHERE INNOVATION MEETS APPLICATION

凝聚智慧 實踐創意

凝聚智慧 實踐創意

凝聚智慧
實踐創意

凝聚智慧
实践创意

凝聚智慧
实践创意

Bold Italic

**WHERE
INNOVATION
MEETS
APPLICATION**

**WHERE INNOVATION
MEETS APPLICATION**

WHERE INNOVATION MEETS APPLICATION

Bold
Slant Right 10°

凝聚智慧
實踐創意

凝聚智慧 實踐創意

凝聚智慧 實踐創意

凝聚智慧
实践创意

凝聚智慧
实践创意



Note: Templates are available on the CPA website at www.polyu.edu.hk/cpa.