

The PolyU Brand Communication Guidelines



THE HONG KONG
POLYTECHNIC UNIVERSITY
香港理工大學

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About these Guidelines

This document gives you detailed guidance on PolyU's new brand identity. You'll find details on using the new logo, logo lock-up specifications, examples of usage across various media and more.

You'll also find our Brand Promise which serves as the inspiration behind our new tagline: "**Opening Minds • Shaping the Future**". It may serve as further inspiration for tonality and rationale when creating communications pieces.

While this document gives detailed technical specifications, it is not intended to cover every aspect of brand communications. If in doubt, please contact Miss Vicky Wong (email: vicky.ys.wong@polyu.edu.hk, tel: 2766 5220) for more guidance and details.

Our Promise

Since our beginnings in 1937, The Hong Kong Polytechnic University (PolyU) has evolved alongside economic and social development in Hong Kong and the world. We have done more than change with the times. We have nurtured many bright minds who have contributed to the advancement of society. We are also a platform where practical, yet world-changing, ideas are conceived and brought to life.

Through our relentless pursuit of excellence, we pioneer new ways of delivering higher learning. Our innovative model combines professional knowledge with service-learning and real-world experience. Our global connections open the minds and broaden the perspectives of our future generations. And our culture of blazing new trails drives us to challenge boundaries and uncover knowledge that benefits mankind.

Our Promise (continued)

The results speak for themselves. Over the decades, our graduates have become movers and shakers in different fields. We conduct thousands of research – ranging from improving daily life to opening up new horizons in space. We are committed to finding cures and fighting poverty. Shaping fashion trends and making the world greener. And most importantly, we will never stop inspiring the people who will shape tomorrow.

This is why at PolyU, we proudly say that our promise has always been and will always be **“Opening Minds • Shaping the Future”**.

(For text format of Our Promise, please check the templates available on the CPA website at www.polyu.edu.hk/cpa. Please note the usage of quotation marks for English and Chinese versions respectively.)



Our Purpose
To nurture thinkers,
communicators, problem
solvers, teachers, doers
and leaders who will
apply their ideas for the
benefit of humanity.



Our Tagline
Opening Minds
Shaping the Future

competitions

Applying Our New Brand Identity

At PolyU, we are proud of our achievements. And we believe that our new brand identity perfectly conveys our image of excellence.

Therefore, it is important to maintain a consistent image and voice in all our communications.

Above all, the new brand identity is clean and concise – never overloading the reader with visual distractions, poor typography and irrelevant design elements. A clean and well-considered design does more than convey our future-looking and public-focussed image; it also helps deliver the core message in a comfortable and inviting way.

Each aspect of our brand identity is presented in its own chapter – beginning with this one that speaks about using our new logo and tagline. The next chapter will present you with details on typefaces, colours, imagery and more. The final chapter will put it all together for you through various examples across all media.



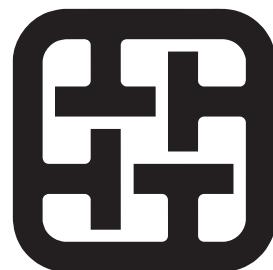
THE HONG
POLYTECH
香港理工大學



1937 | Government Trade School



1947 | Hong Kong Technical College



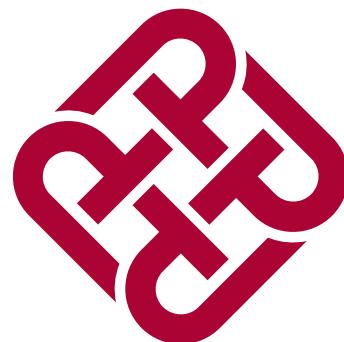
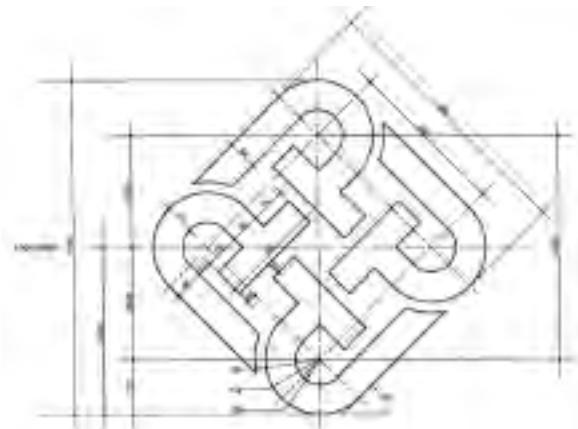
1972 | Hong Kong Polytechnic

History of the PolyU Symbol

The history of the PolyU Symbol can be traced back to our beginnings in 1937 as the Government Trade School – the forefather of today's PolyU.

After World War II, the Government Trade School was renamed the Hong Kong Technical College, with a new symbol created in 1947.

When we became the Hong Kong Polytechnic in 1972, its symbol was created – which then evolved into today's vibrant new symbol.



Today's Symbol and Its Meaning

Today's PolyU Symbol is a contemporary interpretation of the original Hong Kong Polytechnic symbol created in the early 1970s.

- By turning the symbol onto a corner, we convey movement, dynamism and flexibility. It reminds people of our past accomplishments by retaining visual cues of our past symbol.
- The image of "T" stands for technical excellence. The brick effect of our past symbol has been retained. The "bricks" are now made into a more sophisticated pattern to reflect strength and stability.
- The open perimeter represents greater access to the "inner sanctum" of the symbol – and symbolically, into learning itself. It also expresses increased interaction between PolyU and the world.
- The rounded corners now intertwine to form a "P" for Polytechnic and "U" for University.
- Our University colour represents the famous red brick walls of our campus.



Corporate Logo

The PolyU corporate logo includes the PolyU Symbol combined with the logotype. Together, they constitute a united whole and should not be separated.

At the first mention of the University's name in the text of our communications, please use our full University name: The Hong Kong Polytechnic University (PolyU).

Thereafter, our name can be shortened to PolyU.

① PolyU Symbol

② Logotype (English)

③ Logotype (Chinese)

The symbol, the logotype, the distance between them and the relative sizes should never be redrawn, digitally manipulated or altered.

When adjusting the size of the logo, please scale the logo proportionately (i.e. do not extend or reduce only the breadth or length).

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



Exclusion Zone – Corporate Logo

The exclusion zone is designed to preserve the integrity of the logo, and must always remain free of text and other visual elements.

The exclusion zone also ensures optimum visual clarity that maximizes the impact of our logo. The exclusion zone must never be compromised in any way and must never appear in proportions other than those specified in the grid shown above.



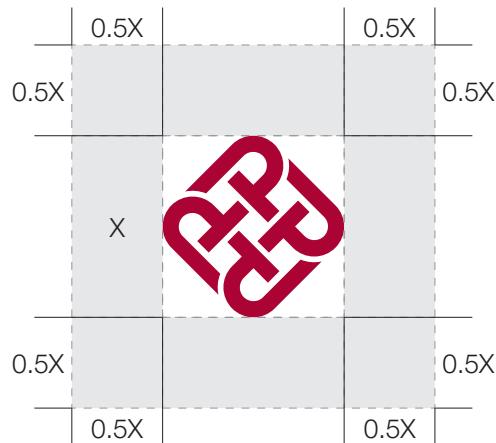
Minimum size 6mm in print



Minimum size 20 pixels in digital

Minimum Size

To maintain full legibility, never reproduce the logo at heights smaller than 6mm for print and 20 pixels for digital. This minimum size should be used only when absolutely necessary. There is no maximum size limit, but use discretion when sizing the logo.



Exclusion Zone – PolyU Symbol

When using the PolyU Symbol, please follow these specs for the exclusion zone in order to maximize impact.

The exclusion zone preserves the integrity of the symbol and must always remain free of text and other visual elements. The exclusion zone must never be compromised and must follow the proportions specified in the grid above.



Minimum size 6mm in print



Minimum size 20 pixels in digital

Minimum Size

Never reproduce the symbol at heights smaller than 6mm for print and 20 pixels for digital. This minimum size should be used only when absolutely necessary. There is no maximum size limit, but use discretion when sizing the symbol.



Full Colour Corporate Logo

PolyU's corporate colours are important in building awareness and association with the University identity.

PolyU Red should always be used for the PolyU Symbol while the PolyU Grey should always be used for the logotype.

Primary usage of the PolyU Logo should always appear in full colour. Please follow the Pantone® colours unless technical restrictions do not allow their usage.

Pantone® is a registered trademark of Pantone Inc. For accurate colour standards, please refer to the current edition of the Pantone Colour Formula Guide.



PolyU Red

Pantone

PMS 194C

Process

90M 60Y 40K

RGB

160R 35G 55B

Hex

#A02337

PolyU Grey

PMS Cool Gray 11C

80K

88R 89G 91B

#58595b



THE HONG KONG
POLYTECHNIC UNIVERSITY
香港理工大學

Logo in full colour



THE HONG KONG
POLYTECHNIC UNIVERSITY
香港理工大學

Logo in black



THE HONG KONG
POLYTECHNIC UNIVERSITY
香港理工大學

Logo in PolyU Grey



THE HONG KONG
POLYTECHNIC UNIVERSITY
香港理工大學

Logo in white



THE HONG KONG
POLYTECHNIC UNIVERSITY
香港理工大學

PolyU Symbol in PolyU Red, Logotype in white



THE HONG KONG
POLYTECHNIC UNIVERSITY
香港理工大學

Logo in gold foil / gold PMS 872



THE HONG KONG
POLYTECHNIC UNIVERSITY
香港理工大學

Logo in silver foil / silver PMS 877

Corporate Logo in Different Colours

For the sake of consistency and brand building purposes, the full colour corporate logo is the preferred choice for all communications materials.

For dark-coloured backgrounds, you may run the reverse white logo as an option.

Please help preserve the clarity and visibility of the corporate logo by always using a master artwork for reproduction purposes.



Use the PolyU Logo on light backgrounds



Use the reverse white logo on dark backgrounds



Do not place the logo on imagery with great variation in colour value and contrast



Do not have strong outer glow effect



Use the PolyU Logo on light backgrounds



Use the PolyU Logo in black for B/W media



Do not place the logo on imagery with great variation in colour value and contrast



Do not place the logo on imagery with great variation in colour value and contrast

Usage of the Corporate Logo

The corporate logo includes the PolyU Symbol combined with the logotype. Through consistent use, we can create a distinctive visual identity that is easily recognized and that can be protected from unauthorised use.

When applying the corporate logo over imagery, please use clean backgrounds. Never place it where there is not enough contrast to have the logo stand out.



Do not alter the proportions of the logo



Do not use different colours for the PolyU Symbol and logotype



Do not use the logo as a holding shape for imagery or graphics



Do not use shadows or any other digital effects on the logo



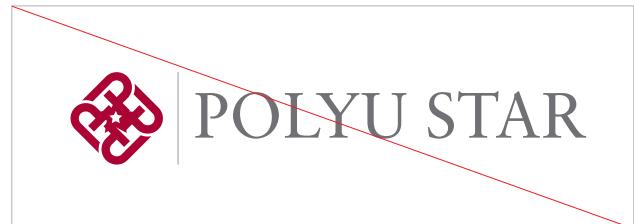
Do not change the logotype



Do not distort or rotate the logo



Do not outline the logo



Do not add any elements to the PolyU symbol/logo to create another logo

Usage of the Corporate Logo (continued)

To ensure consistent visual impact across all communications, you must never attempt to re-create or manipulate the PolyU corporate logo in any way.

Faculties/departments/centres/offices are advised to use the approved versions only. The examples above show examples of logo manipulations that are expressly prohibited.

Vertical



THE HONG KONG
POLYTECHNIC UNIVERSITY
香港理工大學

Center



THE HONG KONG
POLYTECHNIC UNIVERSITY
香港理工大學

Abbreviation



Alternative Signatures of Corporate Logo

We recommend using the corporate logo for most applications. You may judiciously use the alternative signatures when the corporate logo cannot meet your needs.

Please only use the authorised alternative signatures shown here. Units are NOT permitted to make their own alternative signature files.

For more information on whether your unit is eligible for an alternative signature, please contact Miss Vicky Wong (email: vicky.ys.wong@polyu.edu.hk, tel: +852 2766 5220) for guidance and details.

Bilingual Tagline (one-line version)

 **Opening Minds • Shaping the Future • 啟迪思維 • 成就未來**

Bilingual Tagline (two-line version)

 **Opening Minds • Shaping the Future**
啟迪思維 • 成就未來

English Tagline

 **Opening Minds • Shaping the Future**

Corporate Tagline

The PolyU Tagline “Opening Minds • Shaping the Future” is a clear statement of PolyU’s promise and vision.

We should use bilingual tagline whenever possible. Use of the English tagline is acceptable. Please do **NOT USE** the Chinese-only version.

Corporate Logo with Bilingual Tagline



Corporate Logo with English Tagline



Do not use Corporate Logo with Tagline version for co-branding



Corporate Logo with Tagline

Except email signature, website, souvenir and backdrop (for sub-branding situation only), we should **NOT USE** this version.



Tagline in PolyU Red



Tagline in white



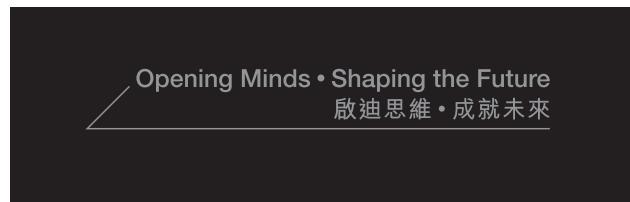
Tagline in black



Tagline in gold foil / gold PMS 872



Tagline in PolyU Grey



Tagline in silver foil / silver PMS 877

Corporate Tagline in Different Colours

For the sake of consistency and brand building purposes, the PolyU red corporate tagline is the preferred choice for all communications materials.

For dark-coloured backgrounds, you may run the reverse white tagline as an option.

Please help preserve the clarity and visibility of the corporate tagline by always using a master artwork for reproduction purposes.



Use the PolyU Tagline on light backgrounds



Use the reverse white tagline on dark backgrounds



Do not place the tagline on imagery with great variation in colour value and contrast



Do not have strong outer glow effect



Use the PolyU Tagline on light backgrounds



Use the PolyU Tagline in black for B/W media



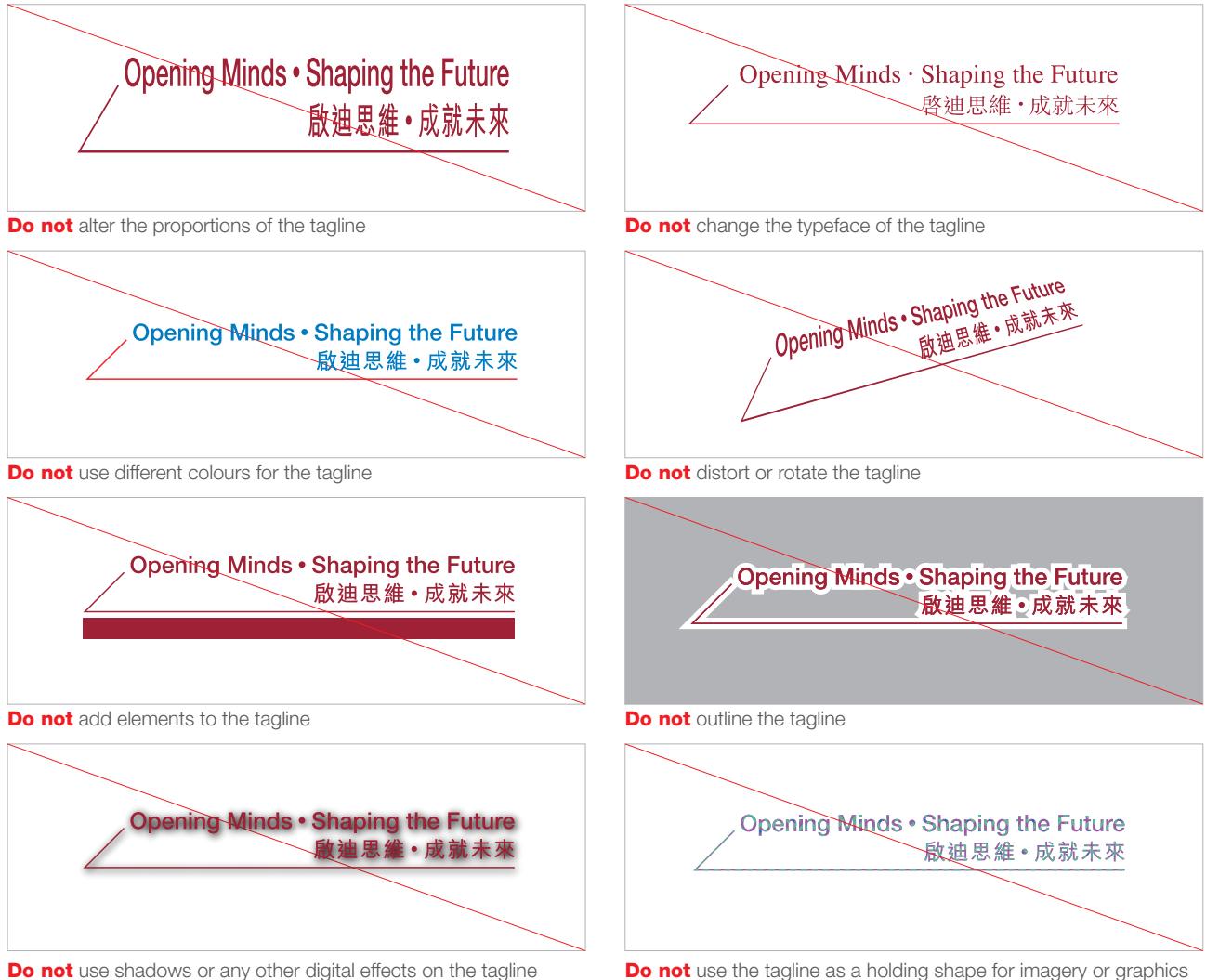
Do not place the tagline on imagery with great variation in colour value and contrast



Do not place the tagline on imagery with great variation in colour value and contrast

Usage of the Corporate Tagline

When applying the corporate tagline over imagery, please use clean backgrounds. Never place it where there is not enough contrast to have the tagline stand out.



Usage of the Corporate Tagline (continued)

To ensure consistent visual impact across all communications, you must never attempt to re-create or manipulate the PolyU corporate tagline in any way.

Faculties/departments/centres/offices are advised to use the approved versions only. The examples above show examples of tagline manipulations that are expressly prohibited.

Bilingual Tagline (one-line version)

Opening Minds • Shaping the Future • 啟迪思維 • 成就未來

Bilingual Tagline (two-line version) or Single Language Tagline (one-line version)

Opening Minds • Shaping the Future
啟迪思維 • 成就未來

Bilingual Tagline (four-line version) or Single Language Tagline (two-line version)

Opening Minds
Shaping the Future
啟迪思維
成就未來

Do not break the tagline as shown below

~~Opening
Minds
Shaping
the Future~~

~~啟迪
思維
成就
未來~~

Text/Headline Format of the Tagline

When you use the tagline as text/headline format, please follow the above examples.

We should not add any punctuation in the two-line version for each language.



Sub-branding (1) – Full Version

Please follow the guidelines above to ensure that your unit's communications are consistent and in line with the PolyU brand.

This Full Version format includes English and Traditional Chinese. This version should be used whenever possible.

Please ensure that your unit's name must fit within 2 lines as illustrated above.



Sub-branding (1) – English-only Version

In certain situations, such as when communications are targeted to non-Chinese speaking overseas audiences, you may use the English-only version.

Please follow the guidelines established above. Please ensure that you have used the full corporate logo with English unit name.

Under NO CIRCUMSTANCES should you develop a sub-branding that is Traditional Chinese-only or that is in any other language.



Sub-branding (2) – Full Version

Please follow the guidelines above to ensure that your unit's communications are consistent and in line with the PolyU brand.

This Full Version format includes English and Traditional Chinese. This version should be used whenever possible.

Please ensure that your unit's name must fit within 2 lines as illustrated above.



FACULTY OF HUMANITIES

Sub-branding (2) – English-only Version

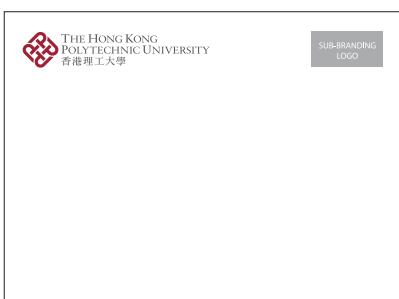
In certain situations, such as when communications are targeted to non-Chinese speaking overseas audiences, you may use the English-only version.

Please follow the guidelines established above. Please ensure that you have used the full corporate logo with English unit name.

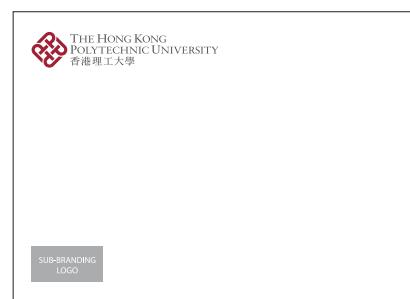
Under NO CIRCUMSTANCES should you develop a sub-branding that is Traditional Chinese-only or that is in any other language.



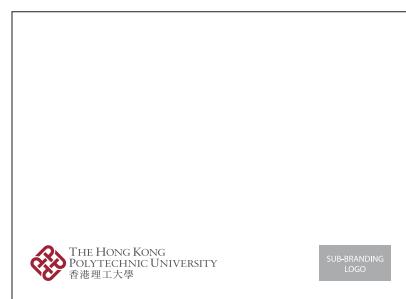
SUB-BRANDING
LOGO



SUB-BRANDING
LOGO



SUB-BRANDING
LOGO

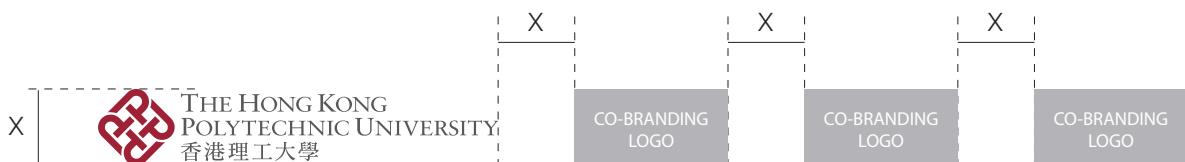


SUB-BRANDING
LOGO

Sub-branding (3) – Alternative

Please use either the Full Version or English-only Version.

If your unit has its own logo, you may include it as shown above. PolyU logo should be on the left and/or the upper side. Your own logo should be on the right and/or the lower side.



CO-BRANDING
LOGO

CO-BRANDING
LOGO

CO-BRANDING
LOGO

Co-branding

When your unit co-organizes an event with external parties, you may use the format above. Please ensure that the PolyU Logo takes prominence and is clearly shown without obstructions or distracting backgrounds.

Official abbreviated name

PolyU POLYU

Improper abbreviated name (**Do not use**):

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

Abbreviated Name

“PolyU” or “POLYU” is the official abbreviated name of the University.
Please note the following points for applications:

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

Putting It All Together

In this chapter, you'll find details and specifications about the use of various design elements – including use of proper typefaces, brand colours and imagery.

Helvetica Neue Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*)

Helvetica Neue Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*)

Helvetica Neue Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*)

Helvetica Neue Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*)

Helvetica Neue Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*)

Brand Typefaces (English)

Helvetica is PolyU's official English typeface.

Use the appropriate font within the Helvetica typeface shown on this page for sub-branding and various University stationery items.

MHei Light 蒙納繁體正線體

香港理工大學，中文字體示範。

MHei Medium 蒙納繁體中黑體

香港理工大學，中文字體示範。

MHei Bold 蒙納繁體黑體

香港理工大學，中文字體示範。

MHei Xbold 蒙納繁體粗黑體

香港理工大學，中文字體示範。

Brand Typefaces (Chinese)

MHei is PolyU's official Chinese typeface.

Use the appropriate font within the MHei typeface shown on this page for sub-branding and various University stationery items.

Roboto

ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Roboto Bold

ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Arial

ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Arial Bold

ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Heiti Light 黑體細體

香港理工大學，中文字體示範。

Heiti Medium 黑體中黑

香港理工大學，中文字體示範。

Brand Typefaces (Online)

Use the appropriate primary typefaces (Helvetica and MHei) for online communications. For online usage, you can also use Roboto and Heiti as secondary typefaces when necessary.

PolyU Red

Pantone	PMS 194C
Process	90M 60Y 40K
RGB	160R 35G 55B
Hex	#A02337



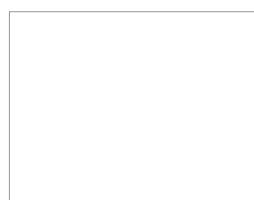
PolyU Grey

Pantone	PMS Cool Gray 11C
Process	80K
RGB	88R 89G 91B
Hex	#58595b



White

Pantone	–
Process	–
RGB	255R 255G 255B
Hex	#FFFFFF



Black

Pantone	Black
Process	100K
RGB	0R 0G 0B
Hex	#000000



Primary Colour Palette

Our primary colour palette should be the strongest impression of our brand. It should lead communications, being supported by the secondary palette on the next page.

Yellow

Pantone PMS 116C
Process 12M 100Y
RGB 254R 203G
Hex #FECB00



Orange

Pantone PMS 144C
Process 50M 100Y
RGB 255R 140G
Hex #FF8C00



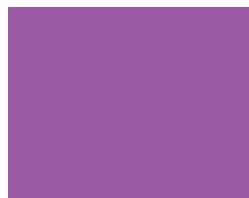
Lime

Pantone PMS 382C
Process 25C 100Y
RGB 186R 216G 10B
Hex #BAD80A



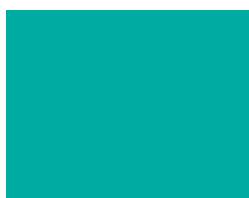
Purple

Pantone PMS 258C
Process 60C 85M
RGB 155R 79G 150B
Hex #9B4F96



Teal

Pantone PMS 3275C
Process 100C 50Y
RGB 175G 157B
Hex #00AF9D



Light Blue

Pantone PMS 305C
Process 51C 9Y
RGB 112R 205G 227B
Hex #70CDE3



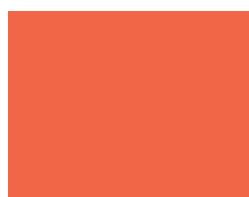
Blue

Pantone PMS 285C
Process 89C 43M
RGB 125G 195B
Hex #007DC3



Light Red

Pantone 7417C
Process 75M 75Y
RGB 242R 102G 73B
Hex #F26649



Secondary Colour Palette

Our secondary colour palette should be used to support the primary palette to add life and vibrancy to our communications.

Student Life



In the University



Learning in Action



Group Connections

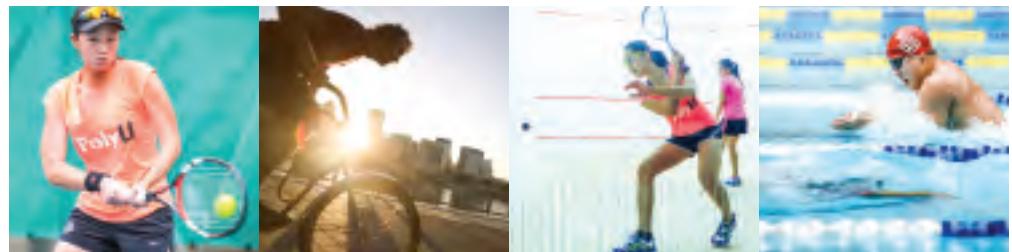


Our Image Style – People

Imagery should effortlessly convey the PolyU experience. Aim for images that show natural situations, and avoid contrived poses or abstract/unrealistic situations.

Some of the photos can be downloaded at <http://goo.gl/uDnmVW>

Active Lifestyle



Industry Experiences



Our Image Style – People (continued)

Imagery should effortlessly convey the PolyU experience. Aim for images that show natural situations, and avoid contrived poses or abstract/unrealistic situations.

On this page and the previous page, you'll find suggested categories that may inspire you in your selection of imagery.

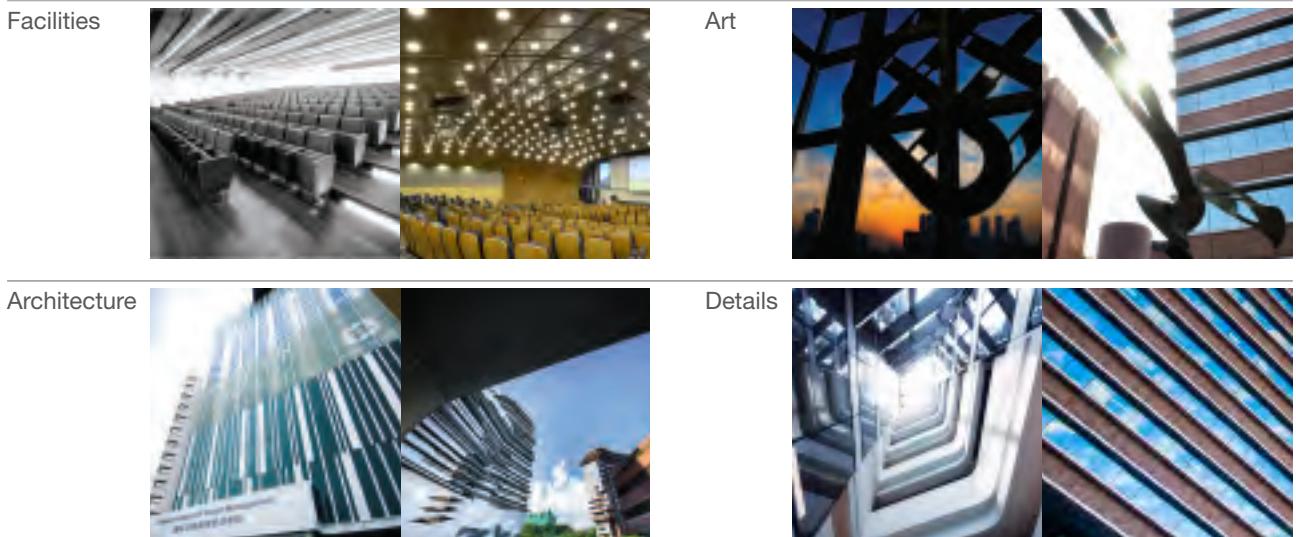
OVERVIEW:

Art direction People should be engaged with one another. If alone caught in the moment – they should not be staged/posing for the camera – they should be real. In general, the look and feel should be in lifestyle

Styling Natural hair & makeup is suggested. Avoid looking too pressed/ perfectly styled. Should be kept in a minimum

Depth of field Midrange view of clearly focused subject matter with clean, simple area of “white space”. Focus Selective focus can be used to focus on people and let the background become softer in focus

Some of the photos can be downloaded at <http://goo.gl/uDnmVW>



Our Image Style – the Campus

If appropriate, you may use images that show various facets of the PolyU campus. The categories and samples above offer a good starting point on what kinds of shots are acceptable.

When using shots of the campus, please use your aesthetic judgement to ensure the shots are visually engaging.

OVERVIEW:

Mood Our images should be inspirational, promising, visionary, moody, natural, authentic, optimistic and warm.

Lighting Natural lighting is preferred. The use of heavy fill flash should be avoided.

Location Real locations (campus) are preferred while the studio setting is not recommended.

Some of the photos can be downloaded at <http://goo.gl/uDnmVW>



The New PolyU Brand In Action

The new branding has been carefully crafted to visually deliver the essence of PolyU in an aesthetically pleasing way. The clean design helps maintain a contemporary image while keeping the focus on the content of individual communications.

Therefore, please ensure that all communications follow the guidelines set out in this document.

In this chapter, you will find the branding applied across a range of media and applications. Let these examples inspire and guide you in creating your communications.

While these guidelines aim to be as comprehensive and clear as possible, it does not cover every situation or applications. In such instances, please use your judgement to keep your communications in line with these guidelines.

For the WEBSITE and SOCIAL MEDIA application, please refer to website and social media guidelines at www.polyu.edu.hk/cpa for details.

If you have any questions, please feel free to contact Miss Vicky Wong (email: vicky.ys.wong@polyu.edu.hk, tel: 2766 5220)

The electronic versions of the templates shown in this chapter are available on the CPA website at www.polyu.edu.hk/cpa.

Hung Hom Kowloon Hong Kong
香港九龍紅磡
E polyu@polyu.edu.hk T (852) 0000 0000 F (852) 0000 0000
www.polyu.edu.hk

Opening!

Opening Minds • Shaping the Future

Name Cards

All name cards should adopt the standard design, which bears the PolyU Logo only. The logos of individual faculties/departments/centres/offices should NOT appear on the name card.

Staff members assuming offices in both faculty and department are free to include both titles on their name cards.

Staff members can consider including his/her photo, mobile phone number, a QR code from a selected page URL and/or an ORCID iD in the name card where appropriate. QR codes **MUST** be generated at www.polyu.edu.hk/its/qrcode_generator.

For appointees of Visiting/Honorary/Adjunct Professor/Professor of Practice, only their names need to be printed on the first line of the name card and it is not necessary to include the personal title.

(Departments may refer to the arrangements under the “Operational Guidelines on the Use of Professor Title” which can be downloaded from the HRO website.

<https://www2.polyu.edu.hk/hro/updates/main.htm>)

PhD / MPhil students may apply for printing of University name card by sending the completed application form which can be downloaded from <https://www2.polyu.edu.hk/Script/staff/cpa/documents/index.html> with supporting documents to his/her PhD supervisor. Upon HoD's approval of the application, the request should be forwarded to the printing company by the Department for order processing. Students will be notified for collection when the name cards are ready.

Name cards must be printed by a PolyU-appointed printer. Please visit this link for details of an appointed printer:

https://www2.polyu.edu.hk/Staff/staff_handbook/hb/links/busscard_inside.htm



Prof. Lee Tai Man

PhD
Chair Professor of XXXXX
Department of XXXXX

M (852) 0000 0000
E xxxx@polyu.edu.hk
T (852) 0000 0000
F (852) 0000 0000

The Hong Kong Polytechnic University
Hung Hom Kowloon Hong Kong
www.polyu.edu.hk



李大文 教授

XXX講座教授
XXXX學系

手提 (852) 0000 0000
電郵 xxxx@polyu.edu.hk
電話 (852) 0000 0000
傳真 (852) 0000 0000

香港九龍紅磡香港理工大學
www.polyu.edu.hk

Standard Name Card

Specifications:

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

Colour: PMS 194C (red), PMS Cool Gray 11C (grey)

Paper: Cocoon Offset 100% Recycled Paper (250gsm)



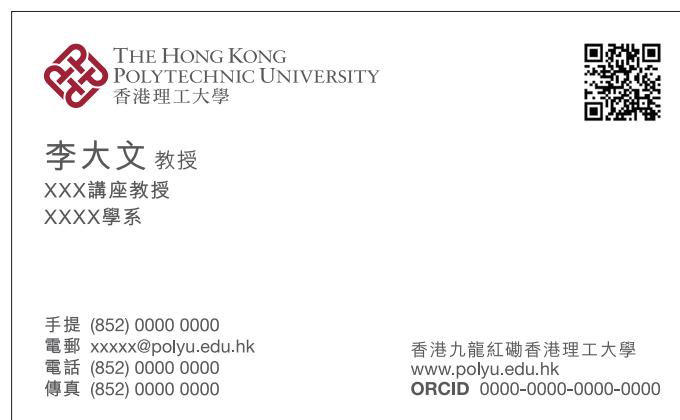
Name Card with a QR code and an ORCID iD

Specifications:

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

Colour: CMYK: 0, 90, 60, 40 (red), 0, 0, 0, 80 (grey)

Paper: Cocoon Offset 100% Recycled Paper (250gsm)



Name Card with Photo

Specifications:

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

Colour: CMYK: 0, 90, 60, 40 (red), 0, 0, 0, 80 (grey)

Paper: Cocoon Offset 100% Recycled Paper (250gsm)



Name Card with Light Background Photo

Specifications:

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

Colour: CMYK: 0, 90, 60, 40 (red), 0, 0, 0, 80 (grey)

Paper: Cocoon Offset 100% Recycled Paper (250gsm)

Visiting Professor/
Honorary Professor/
Adjunct Professor/
Professor of Practice (designated area)



Chan Tai Man Peter

Visiting Professor
Department of XXXXX

M (852) 0000 0000
E xxxx@polyu.edu.hk
T (852) 0000 0000
F (852) 0000 0000

The Hong Kong Polytechnic University
Hung Hom Kowloon Hong Kong
www.polyu.edu.hk

訪問教授/
名譽教授/
客座教授/
實務教授(XXXX)



陳大文

訪問教授
XXXX學系

手提 (852) 0000 0000
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電話 (852) 0000 0000
傳真 (852) 0000 0000

香港九龍紅磡香港理工大學
www.polyu.edu.hk

Name Card for appointees of Visiting/Honorary/Adjunct Professor/Professor of Practice

For appointees of Visiting/Honorary/Adjunct Professor/Professor of Practice, only their names need to be printed on the first line of the name card and it is not necessary to include the personal title.
(Departments may refer to the arrangements under the "Operational Guidelines on the Use of Professor Title" which can be downloaded from the HRO website.
<https://www2.polyu.edu.hk/hro/uploads/main.htm>)

Specifications:

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

Colour: CMYK: 0, 90, 60, 40 (red), 0, 0, 0, 80 (grey)

Paper: Cocoon Offset 100% Recycled Paper (250gsm)



Chan Siu Ming

PhD Student
Research Assistant
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陳小明

博士研究生
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香港九龍紅磡香港理工大學
www.polyu.edu.hk

Name Card for PhD/MPhil Students

PhD / MPhil students may apply for printing of University name card by sending the completed application form which can be downloaded from <https://www2.polyu.edu.hk/Script/staff/cpa/documents/index.html> with supporting documents to his/her PhD supervisor. Upon HoD's approval of the application, the request should be forwarded to the printing company by the Department for order processing. Students will be notified for collection when the name cards are ready.

Specifications:

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

Colour: CMYK: 0, 90, 60, 40 (red), 0, 0, 0, 80 (grey)

Paper: Cocoon Offset 100% Recycled Paper (250gsm)

Letterheads (General)

All faculties/departments/centres/offices should use the standard University letterhead. Only the PolyU Logo is featured on the letterhead. Logos of individual faculties/departments/centres/offices are NOT allowed.

- If your unit prefers to have its own identity on the letterhead, please follow the format specified on sub-branding in this set of guidelines (p.23).
- For letterheads of individual units, please include your unit's contact information. The full address is optional.
- Senior staff members of HoD level or above can have their personalized letterheads by adding their names and titles to it.
- For the letterhead of a special event, the event logo can be added to the upper right hand corner. (See p.48 for details.)
- Standard University letterhead printing should only be carried out by a printer appointed by PolyU. Please contact Mr. K.M. Leung of Finance Office (FO) on 2766 7568 for details.
- For letterheads of individual faculties/departments/centres/offices, personalised letterheads and special event letterheads, printing can be carried out by the Reprographic Unit of the Communications and Public Affairs Office.
- The electronic versions of the University letterheads are available on the CPA website at www.polyu.edu.hk/cpa. These versions of letterheads are mainly for online usage.



Standard Letterhead

The standard University letterhead should be chosen for most usage. It should be printed by a printer appointed by PolyU. Your faculty/department/centre/office can change the contact information in the electronic version of the letterhead before printing.

The electronic version of the standard University letterhead is available on the CPA website at www.polyu.edu.hk/cpa.

Specifications:

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

Colour: PMS 194C (red), PMS Cool Gray 11C (grey)



Letterhead for Individual Units

The logos of individual faculties/departments/centres/offices are NOT allowed on the University letterhead. Please only add the name of your faculty/department/centre/office to the letterhead.

Contact information for individual faculties/departments/centres/offices should be included. A full address is optional.

Please follow the example shown. The electronic version of the letterhead of individual units is available on the CPA website at www.polyu.edu.hk/cpa.

Specifications:

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

Colour: PMS 194C (red), PMS Cool Gray 11C (grey)



Letterhead with Both the Names of Faculty and Department

The logos of individual faculties/departments/centres/offices are NOT allowed on the University letterhead. You may add the name of your faculty/department/centre/office.

Contact information for individual faculties/departments/centres/offices should be included. A full address is optional.

Please follow the example shown. The electronic version of the letterhead with both the names of faculty and department is available on the CPA website at www.polyu.edu.hk/cpa.

Specifications:

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

Colour: PMS 194C (red), PMS Cool Gray 11C (grey)



Personalized Letterhead

Personal information and contact details should be included. A full address is optional.

Please follow the example shown. The electronic version of the personalized letterhead is available on the CPA website at www.polyu.edu.hk/cpa.

Specifications:

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

Colour: PMS 194C (red), PMS Cool Gray 11C (grey)



Special Event Letterhead

An event logo can be added to the upper right hand corner of the letterhead.

Contact details should be included. A full address is optional.

Please follow the example shown. The electronic version of the special event letterhead is available on the CPA website at www.polyu.edu.hk/cpa.

Specifications:

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

Colour: PMS 194C (red), PMS Cool Gray 11C (grey); or

CMYK: 0, 90, 60, 40 (red), 0, 0, 0, 80 (grey)



Second Sheet of Letter Paper

If your communication requires a second sheet, please follow the example shown.

The electronic version of the second sheet of letter paper is available on the CPA website at www.polyu.edu.hk/cpa.

Specifications:

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

Colour: PMS 194C (red)



Standard Envelope

All faculties/departments/centres/offices should use the standard University envelope.

The logos of individual faculties/departments/centres/offices are NOT allowed on the University envelope.

Envelopes should only be printed by a 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 11C (grey)



Standard Envelope (continued)

All faculties/departments/centres/offices should use the standard University envelope.

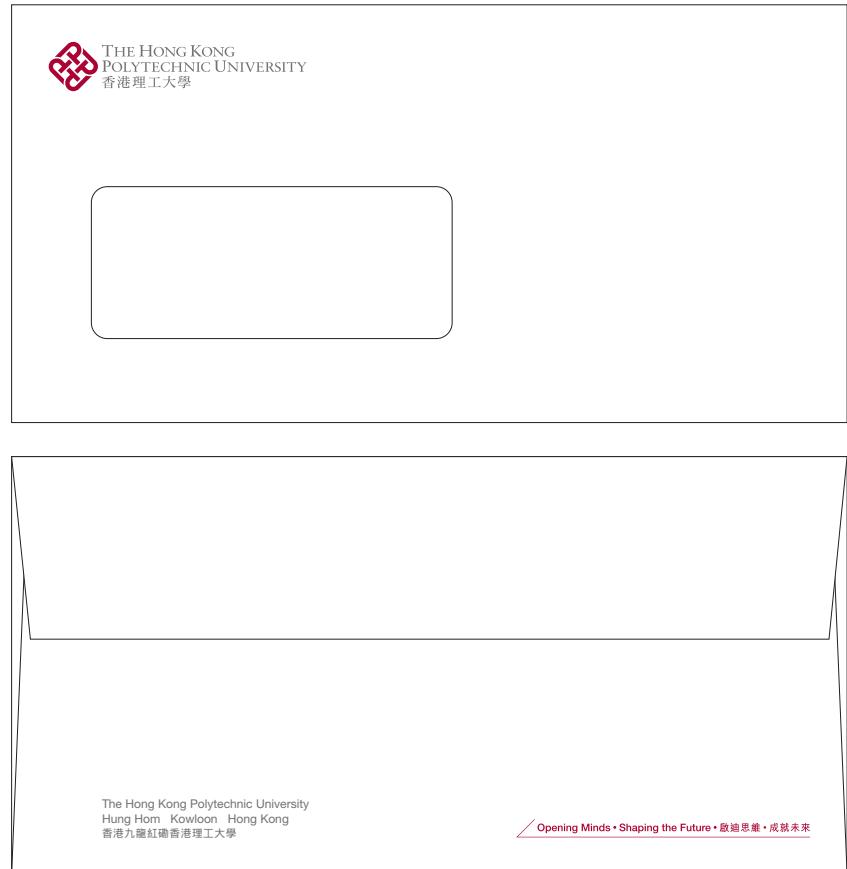
The logos of individual faculties/departments/centres/offices are NOT allowed on the University envelope.

Envelopes should only be printed by a 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 11C (grey)



Window Envelope

All faculties/departments/centres/offices should use the standard University envelope.

The logos of individual faculties/departments/centres/offices are NOT allowed on the University envelope.

Window envelopes should only be printed by a 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 11C (grey)



Special Event/Anniversary Envelope

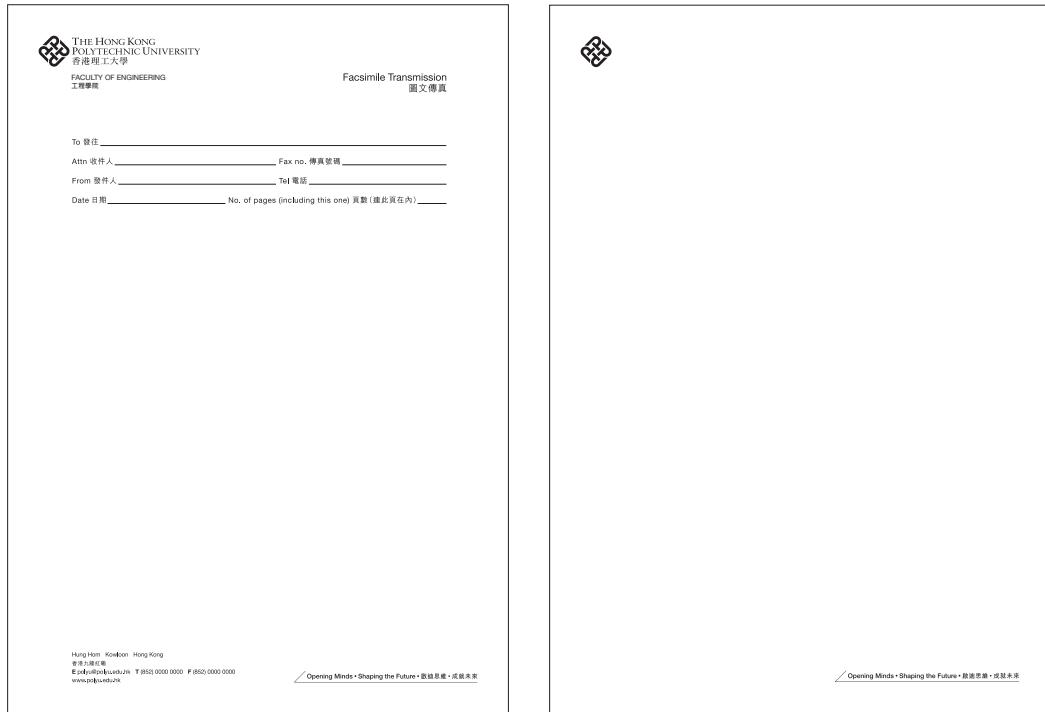
Event/anniversary logos can be added to the lower left hand side of the envelope as shown.

The template is available on the CPA website at www.polyu.edu.hk/cpa.

Specifications:

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

Colour: PMS 194C (red), PMS Cool Gray 11C (grey)



Fax Sheet

Fax sheets should bear the PolyU Logo only. The logos of individual faculties/departments/centres/offices are NOT to be used.

The names of individual faculties/departments/centres/offices can be added.

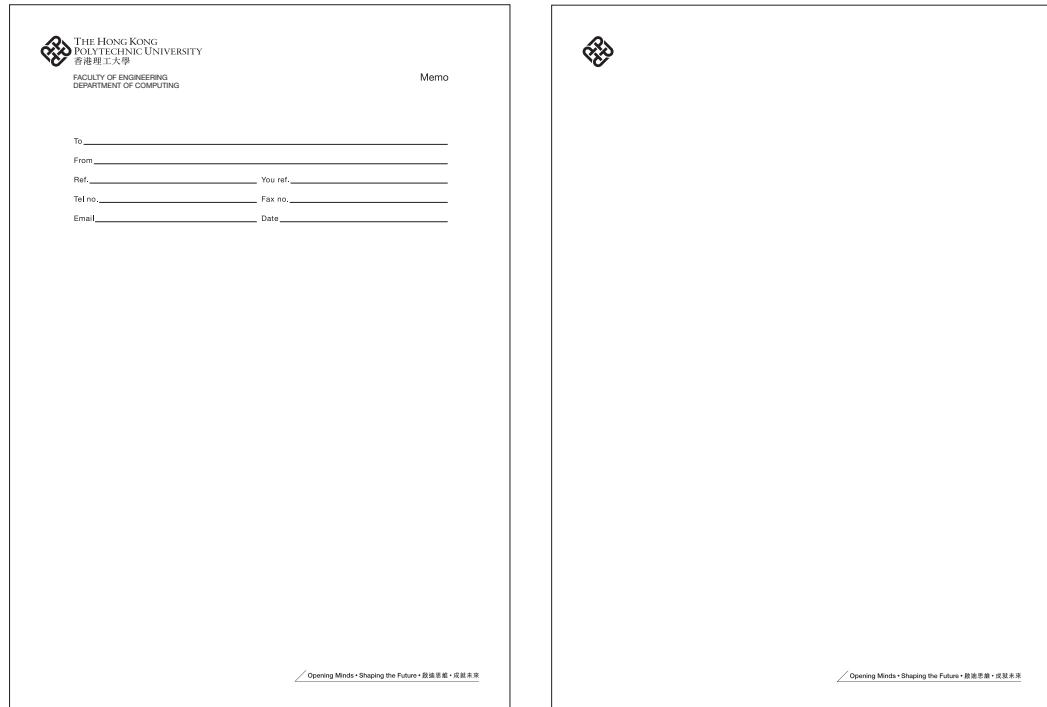
Please include the contact details of your individual faculty/department/centre/office as shown.

The template is available on the CPA website at www.polyu.edu.hk/cpa.

Specifications:

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

Colour: Black only



Internal Memo

Internal memos should bear the PolyU Logo only. The logos of individual faculties/departments/centres/offices are NOT allowed.

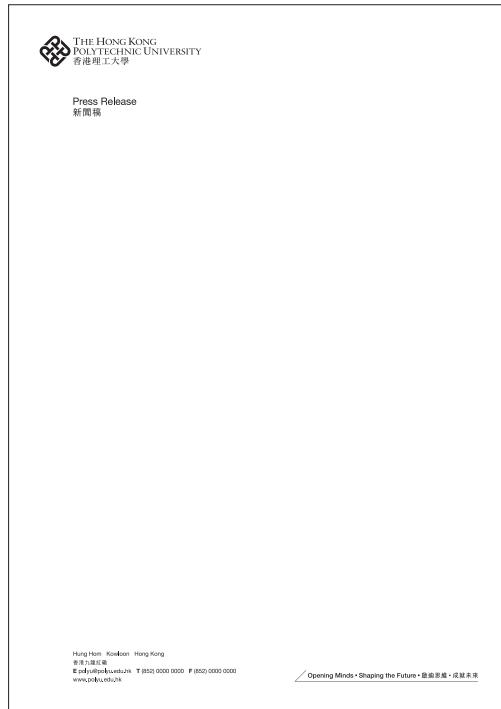
The names of individual faculties/departments/centres/offices can be added as shown.

The template is available on the CPA website at www.polyu.edu.hk/cpa.

Specifications:

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

Colour: Black only



Press Release

Press releases 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 as shown.

The template is available on the CPA website at www.polyu.edu.hk/cpa.

Specifications:

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

Colour: Black only



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.

Please add contact information for individual faculties/
departments/centres/offices as shown.

Compliment slips can be printed by the 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 11C (grey)
Option 2 – Black only

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



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.

Please add contact information for individual faculties/
departments/centres/offices as shown.

Internal compliment slips can be printed by the 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 11C (grey)
Option 2 – Black only

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



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.

Please add contact information for individual faculties/departments/centres/offices as shown.

Personalized compliment slips can be printed by the Reprographic Unit of the Communications and Public Affairs Office.

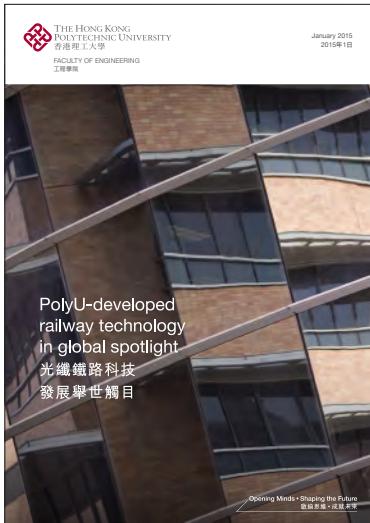
Specifications:

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

Colour: Option 1 – PMS 194C (red), PMS Cool Gray 11C (grey)
Option 2 – Black only

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

Print publications



Online publications

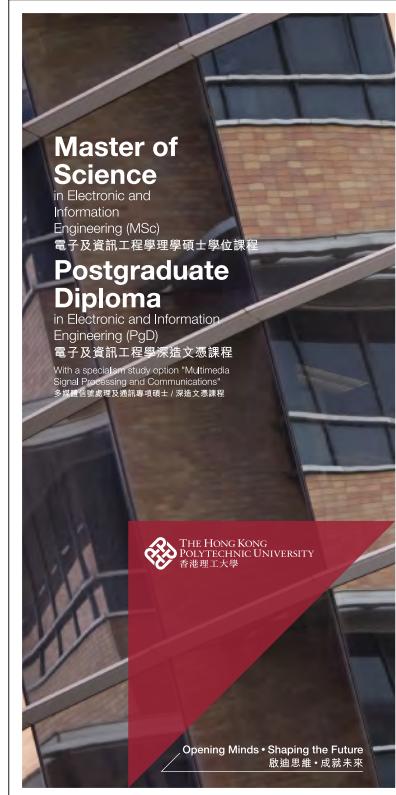
Publications

Faculties/departments/centres/offices are free to use their individual logos they have developed for promotional purposes in their printed and electronic publications, such as their own annual reports and course brochures.

Please ensure the following guidelines are followed:

- 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. (Please refer to the sections on sub-branding.)

Option A



Option B



Leaflet

There are two design options for your consideration. When possible, we encourage you to use Option A with the Page Turning Device in order to enhance our brand essence.

Advertisements

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.

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.

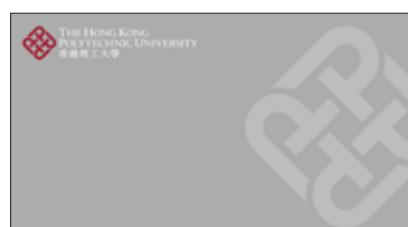
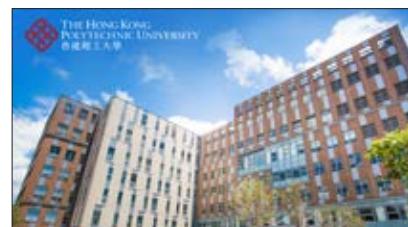


Powerpoint

All PowerPoint and slide presentations 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 size of the PolyU Logo must NOT be smaller than that of the logo of individual faculty/department/centre/office. Please refer to the section on sub-branding as a guiding reference.

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

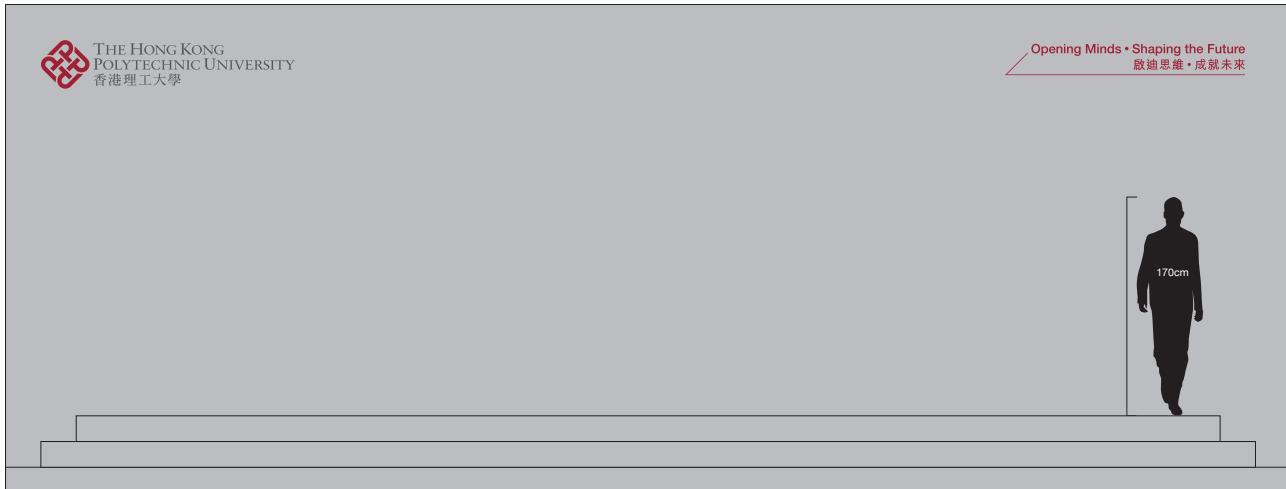


Virtual Background

The University has developed 13 design options for virtual backgrounds that feature campus photos or PolyU brand identity elements. You may use these backgrounds to add a PolyU visual identity to your virtual meetings or conferences.

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

Option A



Option B



Backdrop

There are two design options that may be used. Please follow Option A when possible. But when space is not allowed for placing the tagline, you should follow Option B. Please refer to the section on sub-branding for reference.

Name
Title
M (852) XXXX XXXX
E XXXX@polyu.edu.hk
T (852) XXXX XXXX
F (852) XXXX XXXX
www.polyu.edu.hk
facebook.com/HongKongPolyU
weibo.com/HongKongPolyU



Email Signature

In order to keep our brand image consistent, please follow the format shown here for your email signatures.

Please follow the sequence shown for all your contacts. You are free to choose which social platform you wish to promote (e.g. Facebook, Twitter, Weibo, etc.) **For the corporate logo and tagline, they will be automatically added below your email signature when you send email to external email accounts.**

Specifications:

Font: Arial

Recommended Font Size: 10pt

Banner (2.75m X 2.75m)

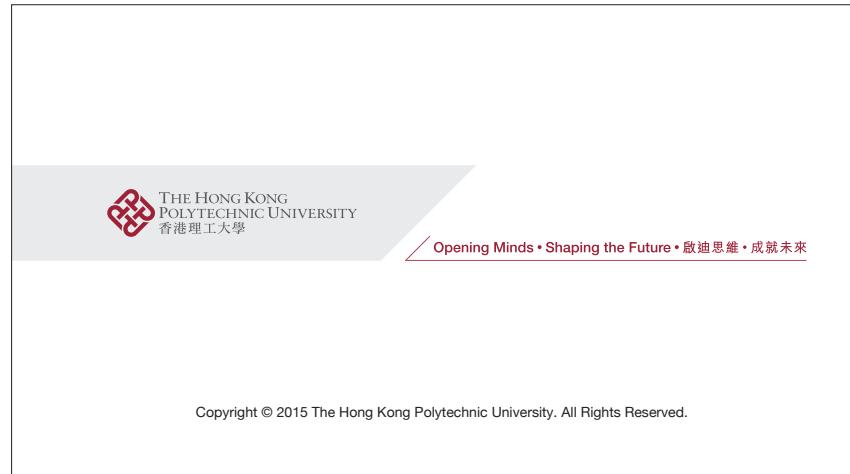


Banner (4m(w) X 2.75m(h))



Wall Banner

Here are some examples of applying the branding to wall banners. This format keeps the design simple – allowing a clear branding while keeping focus on the message of your wall banner.



Last Frame of Video

When creating videos, please use this lockup at the end of your video. This clean design ensures a clear branding element is presented across all media and channels.

Note: Video file of the last frame is available on the CPA website at www.polyu.edu.hk/cpa.



Souvenirs

In case of space limitations, the PolyU Symbol can be used alone or with the University name in text format.

When the symbol is used as a watermark design, the minimum requirement of the PolyU Red or Grey is 5% opacity of its original colour.

Name/logo of individual faculty/department/centre/office has to be added to the souvenirs which are produced by individual faculty/department/centre/office. When using the PolyU Logo alongside logo of your individual faculty/department/centre/office, 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. Please refer to the section on sub-branding for guidance.
- 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.