University Policy and Guidelines
for the Use of the University’s Name and Visual Identity

The University set up the Task Group for Corporate Identity in April 2004 to establish guidelines and provide policies and procedures for the use of the University’s name and visual identity. As the University continues to grow in strength and activities, both locally and abroad, it sees a need to strengthen the protection for its name and visual identity, which are the most valuable, intangible asset of the University. Towards this end, the Task Group recommended to the University in February 2007 as a first measure the registration of the University’s name and logo as registered trademarks in Hong Kong and the Chinese mainland. The University has accepted the recommendation.

The Task Group also drew up a set of “University Policy and Guidelines for the Use of the University’s Name and Visual Identity” (hereinafter “Policy and Guidelines”) which was approved by the Management Board in May 2007 for implementation.

Under the Policy and Guidelines, heads of academic departments and administrative units have been delegated by the President the authority to approve the use of the University’s name and visual identity in general, provided that such use is for non-commercial purposes. Heads of some appropriate units have also been delegated the authority by the President to approve the use of the University’s name and visual identity with respect to their areas of responsibility. Please refer to Sections 2 and 3 of the Policy and Guidelines respectively for details.

For special cases covered under Section G of the Policy and Guidelines such as those involving external organizations, the President has delegated the authority to the Task Group for Corporate Identity to grant the necessary approval. For further details, please contact the Chief Information Officer.

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1. Full text of the “University Policy and Guidelines for the Use of the University’s Name and Visual Identity”

2. City University of Hong Kong Corporate Identity: Graphic Standards Manual