



HKU
BUSINESS
SCHOOL
港大經管學院

HKU Business School Visual Identity Application Guideline

INTERNATIONAL ENTREPRENEURIAL SPIRIT
COMMUNITY POSITIVE SYNERGY
BUSINESS LEADER COLLABORATION
RECOGNITION Inspire • Empower • Lead STRENGTH DIVERSE CULTURE
FLOURISHING RESPONSIBLE ENERGY
FRONTIER SYNERGY DYNAMIC
FRONTIER ENTREPRENEURIAL SPIRIT
RESPONSIBLE ENGAGING RESPONSIBLE
SYNERGY INTERNATIONAL DIVERSE CULTURE
COMMUNITY POSITIVE
COLLABORATION
STRENGTH RECOGNITION ENERGY BUSINESS LEADER
FLOURISHING DYNAMIC
ENTREPRENEURIAL SPIRIT

Established in 2001, HKU Business School is the youngest and most dynamic member of The University of Hong Kong (HKU). The School strives to nurture first-class business leaders and foster academic and relevant research to serve the needs of Hong Kong, China and the rest of the world in the new Asia-led economy. As a top international business school in Asia, the School engages leading scholars from all corners of the globe and they instil in students global knowledge with an Asian perspective. The School attracts top students from Hong Kong and beyond, recording the highest proportion of non-local undergraduate students amongst all Faculties at HKU.

HKU Business School offers a full spectrum of business education, and has achieved remarkable growth in faculty strength and research capability in the last two decades. In February 2023, the School topped the rank of UTD Research Rankings in Asia in 2021 and 2022; its full-time MBA has been ranked Asia's no. 1 in the World MBA Rankings released by the Economist Intelligence Unit (EIU) for 10 years. The School has well-established and strategic partnership with world renowned universities and corporate partners, providing market-oriented content, superior learning and instrumental resources for our students.

To better serve our students and alumni in various cities and regions and facilitate collaboration opportunities with business communities around the globe, HKU Business School has established a unique international network that extends to Beijing, Shenzhen, Vietnam and Tel Aviv. The School is well-positioned to be a leading, globally-impactful academic institution of business and economics.

HKU Business School is fully accredited by the European Quality Improvement Systems (EQUIS) and the Association to Advance Collegiate Schools of Business (AACSB).

HKU Business School

     HKU Business School

  香港大学经管学院

Tel:(852) 3917 5343

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E-mail: fbeinfo@hku.hk

<https://www.hkubs.hku.hk>

港大經管學院成立於2001年，是香港大學最年輕及最具活力的成員。本學院致力培育一級商界領袖，鼓勵學術及有關研究；在亞洲導向經濟發展的世界大潮流之下，為香港、中國乃至世界各國的發展提供不可或缺的動力。作為以亞洲為本位的頂尖國際商學院，港大經管學院匯聚全球各地的傑出學者，授予學生國際宏觀與亞洲焦點並濟的全球知識。本學院在本科教育以及收生方面均表現卓越。出色的課程吸納來自香港及世界各地的優秀學生，學院的非本地本科生比例為香港大學最高。

港大經管學院提供全面的商學教育。學院的師資水平及研究實力在過去二十年間持續提升，並取得豐碩成果。2023年2月，學院連續兩年於UTD商學院研究排名中獲亞洲第一；全日制MBA課程第10年獲《經濟學人》選為亞洲第一。學院與世界頂尖學府及企業伙伴建立了緊密的策略性合作關係，為學生提供緊貼市場的教學內容、優質教育及實用資源。

為聯繫不同城市和地區的學生和校友，以及促進與全球商界的合作，港大經管學院建立了一個獨特的國際網絡，地域延伸至北京、深圳、越南和以色列特拉維夫，勢將成為世界頂尖、具有全球影響力的經濟學及商業教育和科研機構。

港大經管學院獲EQUIS及AACSB國際認證。

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With the legendary background of The University of Hong Kong (HKU), HKU Business School is a comparatively young school full of energies, visions and internationalism, but maintains the heritage and professionalism in teaching and learning to cultivate future leaders.

The new logo design of HKU Business School aims to signify the classical background and at the same time to reflect the contemporary dynamics of the School. To create the balance between these two sets of qualities, a grid system is introduced to combine the “HKU Shield” with a modern logotype design of HKU Business School, which come with a san-serif typeface design to further enhance the simplicity and the legibility. The combination creates a specific visual statement, represents the peculiar modern-classic aspect of the School.

The bilingual name of the School are also refined based on our branding concept of simplicity and professionalism. “HKU Business School” is used as the new English branding identity of the School for marketing purpose to better reflect its international and modern image. For the Chinese name, “**港大經管學院**” is used to highlight not only the strength of the School in research, including economics, accounting, finance, innovation and information system as well as management and strategy, but also emphasise our focus in providing quality business education to the new generations.



For general use in all documents, stationery, as well as online and offline promotion materials.

The Standard Signature is the preferred signature format and should be used whenever space allows.

Minimum Size 最少尺寸:

for print



10mm

for online



80px

180px



HKU BUSINESS SCHOOL
港大經管學院



Minimum Size 最少尺寸:

for print

10mm



for online

60px



244px

For items with specific logo size limitation such as souvenirs or backdrop.

Line:
Black: 100%

Montserrat Regular
Size: 17pt
Leading: 20.4pt
Tracking: -25
Black: 100%



**HKU
BUSINESS
SCHOOL**
港大經管學院

Bachelor of Business Administration in
International Business & Global Management
工商管理學學士(國際商業及環球管理)

*Set the baseline shift: 1 pt
if 3 rows

Montserrat Regular
Size: 17pt
Leading: 20.4pt
Tracking: -25
Black: 100%

Noto Sans Regular
Size: 17pt
Leading: 20.4pt
Tracking: -25
Black: 100%



**HKU
BUSINESS
SCHOOL**
港大經管學院

Master of Science in Marketing
理學碩士(市場學)

Montserrat Regular
Size: 25.5pt
Leading: 25pt
Tracking: -25
Black: 100%

Noto Sans Regular
Size: 17pt
Leading: 20.4pt
Tracking: -25
Black: 100%



**HKU
BUSINESS
SCHOOL**

MBA
Programmes

	Line: Black: 100%	Montserrat Bold Size: 18pt Leading: 20.4pt Tracking: -25 100c 70m 5k	Montserrat Regular Size: 12pt Leading: 15pt Tracking: -25 Black: 100%
	HKU BUSINESS SCHOOL 港大經管學院	CASEBV Centre for Asian Entrepreneurship & Business Values 亞洲創業及營商價值研究中心	
			Noto Sans Regular Size: 15pt Leading: 20.4pt Tracking: -25 Black: 100%

*Set the baseline shift: 0.66 pt
if 3 rows

		Montserrat Bold Size: 18pt Leading: 20.4pt Tracking: -25 100c 70m 5k	Montserrat Regular Size: 12pt Leading: 15pt Tracking: -25 Black: 100%
	HKU BUSINESS SCHOOL 港大經管學院	CCFR Centre for China Financial Research 香港大學中國金融研究中心	
			Noto Sans Regular Size: 15pt Leading: 20.4pt Tracking: -25 Black: 100%

POSITIVE

INTERNATIONAL

RESPONSIBLE

BUSINESS LEADER

FRONTIER

ENGAGING

STRENGTH

INTERNATIONAL

ENTREPRENEURIAL SPIRIT
SYNERGY

COMMUNITY POSITIVE

COLLABORATION

BUSINESS LEADER STRENGTH DIVERSE CULTURE

RECOGNITION **Inspire · Empower · Lead**

FLOURISHING RESPONSIBLE ENERGY

FRONTIER SYNERGY DYNAMIC

FRONTIER

ENTREPRENEURIAL SPIRIT

ENGAGING RESPONSIBLE

RESPONSIBLE

INTERNATIONAL

POSITIVE

DIVERSE CULTURE

SYNERGY

COMMUNITY

COLLABORATION

BUSINESS LEADER

RECOGNITION

ENERGY

DYNAMIC

FLOURISHING

STRENGTH

ENTREPRENEURIAL SPIRIT

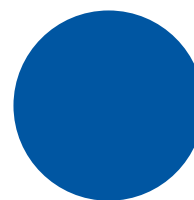




**HKU
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港大經管學院

Logo

Logotype



Red - Warm Red U 2X
Green - 346 U
Blue - 2925 U
Yellow - Yellow U
Brown - Black 5U
Black - Process Black U

Pantone 2945C
C100 M70 Y0 K5
R0 G86 B162
0056a2

Colour Version



Application on white background



Application on light to medium tone background



Application on dark background

B/W Version



Application on white background



Application on light to medium tone background



Application on black background

Greyscale Version



Application on white background



Application on light to medium tone background



Application on black background

Hotstamp Version



Application on white background



Application on light to medium tone background

Monotone Version



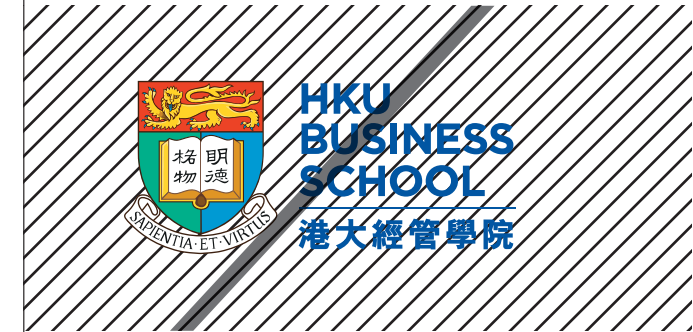
Application on light to medium tone background



The colours specified in the colour palettes must not be altered



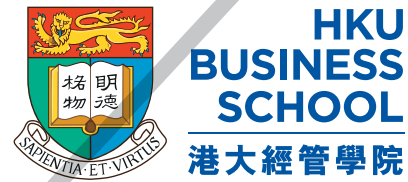
The placement angle of the signature must not be altered



The signature must be used on a clear background



No decorating borders must be added to the signature's components



The specialised arrangements of the logotype's Chinese and English components must not be altered



The typeface specially designed for the signature's components must not be altered

基本字體
Primary Typeface

Noto Sans-Light

思源線黑體字款

Noto Sans-Regular

思源黑體字款

Noto Sans-Bold

思源粗黑體字款

Noto Sans-XBold

思源大黑體字款

Noto Sans-Black

思源超黑體字款

輔助字體
Secondary Typeface

Noto Serif-Light

思源線宋體字款

Noto Serif-Regular

思源宋體字款

Noto Serif-Bold

思源粗宋體字款

Noto Serif-XBold

思源大宋體字款

Noto Serif-Black

思源超宋體字款

Download link : <https://fonts.google.com/noto/specimen/Noto+Sans+TC>
<https://fonts.google.com/noto/specimen/Noto+Sans+SC>

<https://fonts.google.com/noto/specimen/Noto+Serif+TC>
<https://fonts.google.com/noto/specimen/Noto+Serif+SC>

Montserrat



Montserrat - Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Montserrat - Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Montserrat - Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Montserrat - Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Montserrat - ExtraBold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Montserrat - Light Italic

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789*

Montserrat - Italic

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789*

Montserrat - Medium Italic

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789*

Montserrat - Bold Italic

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789*

Montserrat - ExtraBold Italic

*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789*

EB Garamond



EB Garamond - Regular

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

EB Garamond - Medium

abcdefghijklmnopqrstuvwxy
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ABCDEFGHIJKLMNOPQRSTUVWXYZ
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EB Garamond - Bold

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ABCDEFGHIJKLMNOPQRSTUVWXYZ
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EB Garamond - ExtraBold

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EB Garamond - Italic

*abcdefghijklmnopqrstuvwxy
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EB Garamond - Medium Italic

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EB Garamond - Bold Italic

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0123456789*


EB Garamond - ExtraBold Italic

*abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789*

55mm



The front of the namecard features the HKU Business School logo in the top left, the motto "Inspire · Empower · Lead" in the top right, and the name "Hongbin CAI PhD" in the center. Below the name are the titles "Dean" and "Chair Professor of Economics". The bottom left contains the address, and the bottom right contains contact information.

 **HKU
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港大經管學院

Inspire · Empower · Lead

Hongbin CAI PhD
Dean
Chair Professor of Economics

Room 502, 5/F, K.K. Leung Building,
The University of Hong Kong,
Pokfulam Road, Hong Kong

Tel:(852) 3917 4567
E-mail: hbcgai@hku.hk
<https://www.hkubs.hku.hk>

90mm



The back of the namecard features the HKU Business School logo in the top left, the motto "Inspire · Empower · Lead" in the top right, and the name "蔡洪濱" in the center. Below the name are the titles "院長" and "經濟學講座教授". The bottom left contains the address, and the bottom right contains contact information.

 **HKU
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Inspire · Empower · Lead

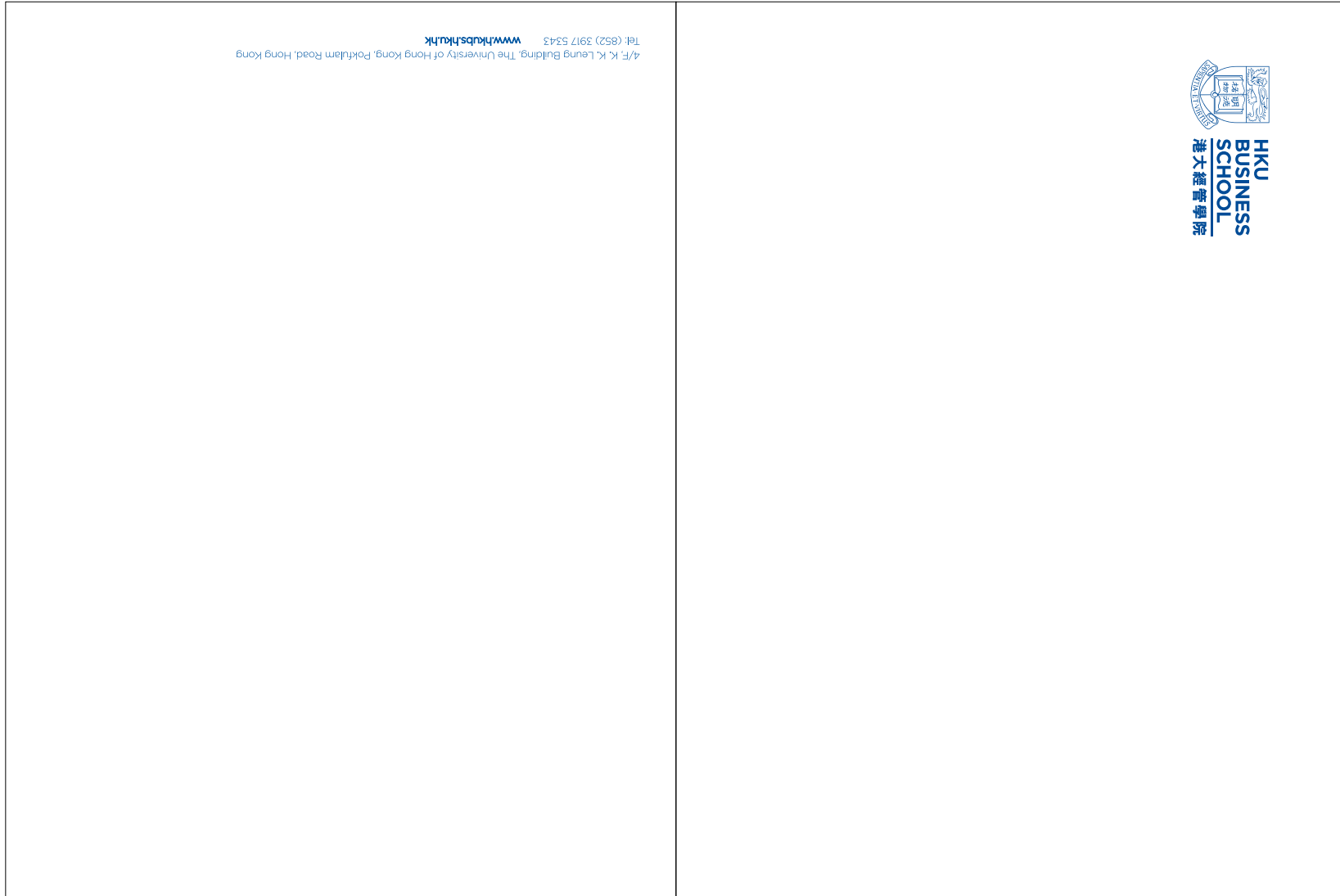
蔡洪濱
院長
經濟學講座教授

香港薄扶林道香港大學
梁銓瑤5樓502室

電話 : (852) 3917 4567
電郵 : hbcgai@hku.hk
<https://www.hkubs.hku.hk>



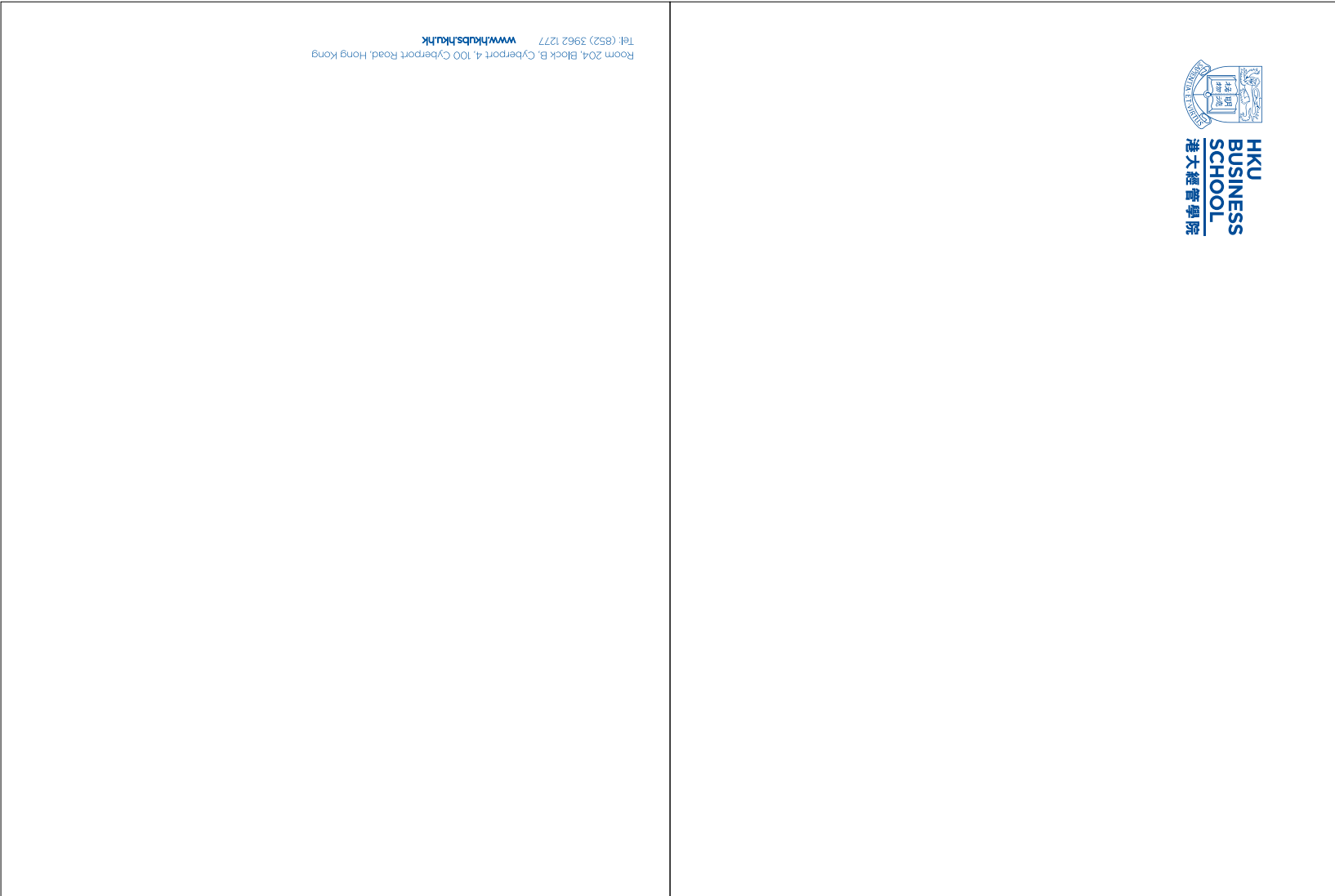




Logo Size: w60 x h127mm

Inspire · Empower · Lead

Tagline Size: w60 x h9mm



Logo Size: w60 x h127mm

Inspire · Empower · Lead

Tagline Size: w60 x h9mm

210mm X 297mm



HKU BUSINESS SCHOOL
港大經管學院


Inspire · Empower · Lead



HKU BUSINESS SCHOOL
港大經管學院

Inspire · Empower · Lead

210mm X 297mm



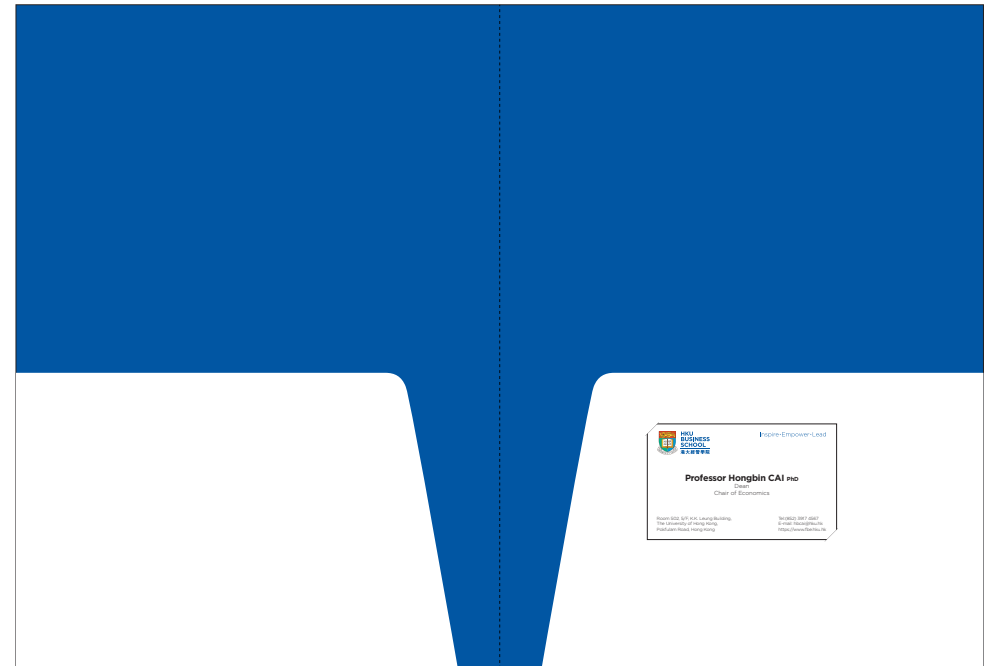
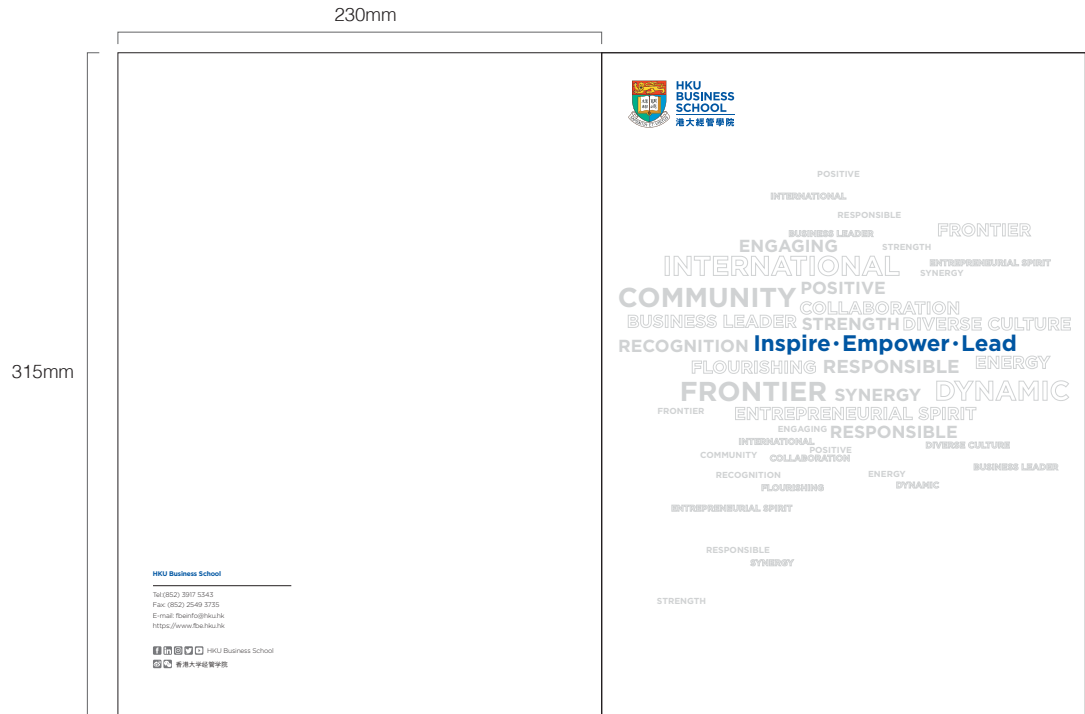
HKU
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SCHOOL
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Inspire · Empower · Lead

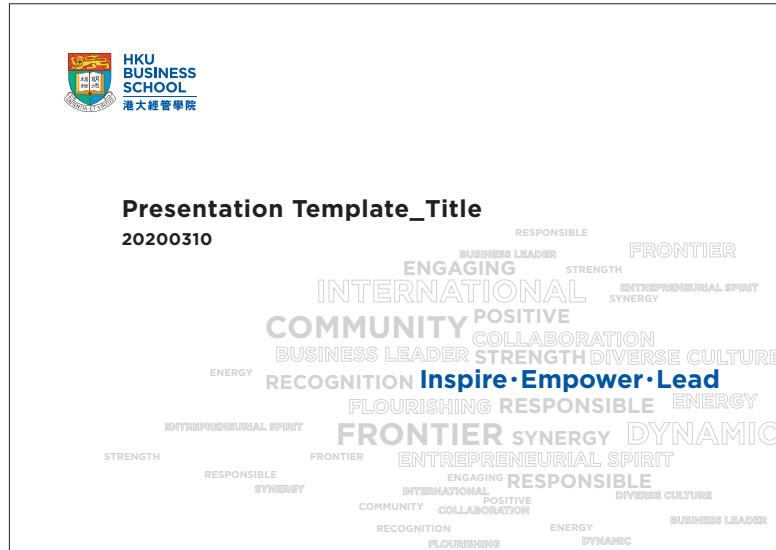
Room 204, Block B, Cyberport 4, 100 Cyberport Road, Hong Kong Tel: (852) 3962 1277 www.hkubs.hku.hk

Compliment Slip / Trim Size: w148 x 105mm / Colour: 1c+0c / Pantone 2945c



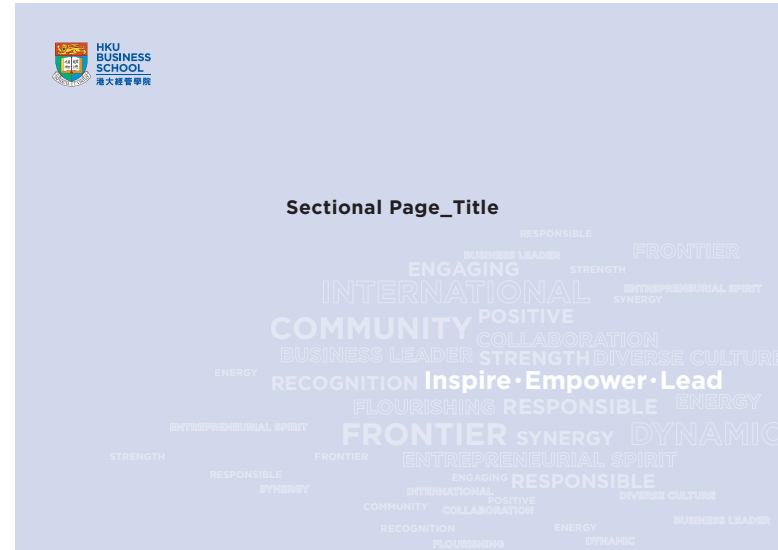


Cover



The cover slide features the HKU Business School logo in the top left corner. The main content is a word cloud centered on the slide. The most prominent words in the cloud are "Inspire", "Empower", and "Lead", which are highlighted in a dark blue color. Other visible words include "COMMUNITY", "FRONTIER", "DYNAMIC", "SYNERGY", "ENTREPRENEURIAL SPIRIT", "RESPONSIBLE", "ENGAGING", "POSITIVE", "COLLABORATION", "STRENGTH", "DIVERSE", "CULTURE", "BUSINESS LEADER", "RECOGNITION", "ENERGY", "FLOURISHING", "INTERNATIONAL", and "SYNERGY". Below the word cloud, the text "Presentation Template_Title" and "20200310" is displayed.

Sectional Page



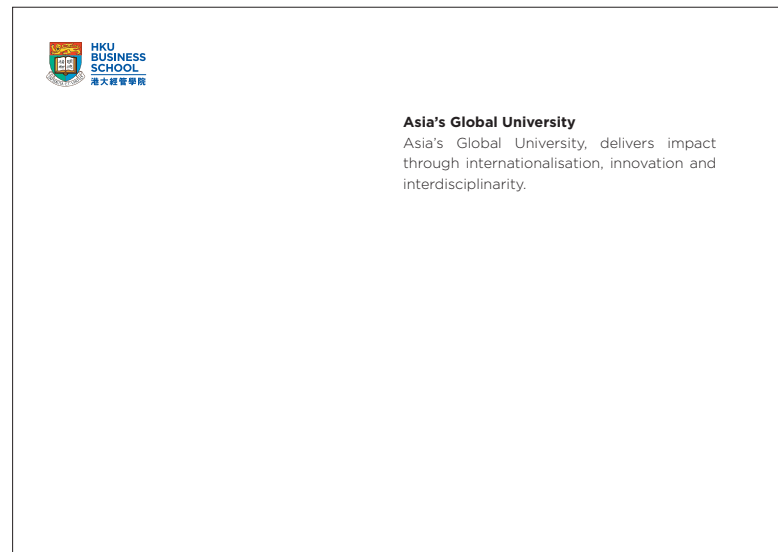
The sectional page features the HKU Business School logo in the top left corner. The main content is a word cloud centered on the slide, identical to the one on the cover slide. The most prominent words are "Inspire", "Empower", and "Lead", highlighted in dark blue. Other words include "COMMUNITY", "FRONTIER", "DYNAMIC", "SYNERGY", "ENTREPRENEURIAL SPIRIT", "RESPONSIBLE", "ENGAGING", "POSITIVE", "COLLABORATION", "STRENGTH", "DIVERSE", "CULTURE", "BUSINESS LEADER", "RECOGNITION", "ENERGY", "FLOURISHING", "INTERNATIONAL", and "SYNERGY". Below the word cloud, the text "Sectional Page_Title" is displayed.

Content Page 1



The content page features the HKU Business School logo in the top left corner. The main content is a text block centered on the slide. The text reads: "Asia's Global University" followed by a paragraph: "Asia's Global University, delivers impact through internationalisation, innovation and interdisciplinarity. It attracts and nurtures global scholars through excellence in research, teaching and learning, and knowledge exchange. It makes a positive social contribution through global presence, regional significance and engagement with the rest of China."

Content Page 2



The content page features the HKU Business School logo in the top left corner. The main content is a text block centered on the slide. The text reads: "Asia's Global University" followed by a paragraph: "Asia's Global University, delivers impact through internationalisation, innovation and interdisciplinarity."

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