

**THE UNIVERSITY OF HONG KONG
SCHOOL OF PROFESSIONAL AND CONTINUING EDUCATION**

**Guidelines for a New Logo of Subject Alumni Group,
Using the HKU SPACE Alumni Logo**

Logo of the Subject Alumni Group

1. A logo template is created for Subject Alumni Group by the Design team of the Institutional Advancement Unit (IAU). Details please contact with IAU.

Using the HKU SPACE Alumni Logo

2. The Subject Alumni Group is required to seek prior approval from the Institutional Advancement Unit (IAU) via Alumni Affairs – Tel: 2910-7680; Email: alumni@hkuspace.hku.hk in using the logo of HKU SPACE Alumni. To allow sufficient time for processing, 10 working days in advance would be required.
3. The approved Subject Alumni Groups are entitled to use the logo of HKU SPACE Alumni according to the uniform format and color code, without any shape change or letter alteration. In general, all the components of the HKU SPACE Alumni logo, i.e. the Chinese name of the Alumni underneath should always be displayed together with the Logo. The minimum size of the full logo is 4.5cm in width. If the logo size is less than 4.5cm in width the simple version should be applied without the Chinese name, “香港大學專業進修學院校友會”.
4. The logo should always be used or applied from the original, high resolution artwork provided by the Design team of IAU.
5. The Subject Alumni Group can be granted to use the HKU SPACE Alumni logo with prior written approval from the Alumni Affairs team for the following items:-
 - a) business name card
 - b) website
 - c) stationeries including letterhead and envelope
 - d) souvenir
 - e) collaterals, e.g. poster, leaflet, banner, etc
6. When using the logo, the Subject Alumni Group must not implicitly and/or explicitly state that either HKU SPACE or HKU SPACE Alumni endorses their products or services. Otherwise, the School reserves the right to cancel their right of the logo usage.

7. The right of logo usage is to be determined by HKU SPACE. School reserves the right to modify the Logo Usage Guidelines at any time and without prior notice. In case of disputes, School's decision shall be final and binding.
8. HKU SPACE will reserve the right to delist a Subject Alumni Group if it is convicted of criminal offence or has infringed on social ethics. In this circumstance, the delisted Subject Alumni Group would be required to stop using the logo.
9. The logo of HKU SPACE Alumni must not be used in any other way than specified in these guidelines. If you have any queries concerning the use of logo, please seek advice from the Design team of IAU.
10. The logo of HKU could not be used at any time without the written approval by the University of Hong Kong. Details please refer to "Use of the University's Name and Visual Identity" at <http://www.hku.hk/about/uid/policies/details.html>.

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