

形象使用手冊  
Basic Identity

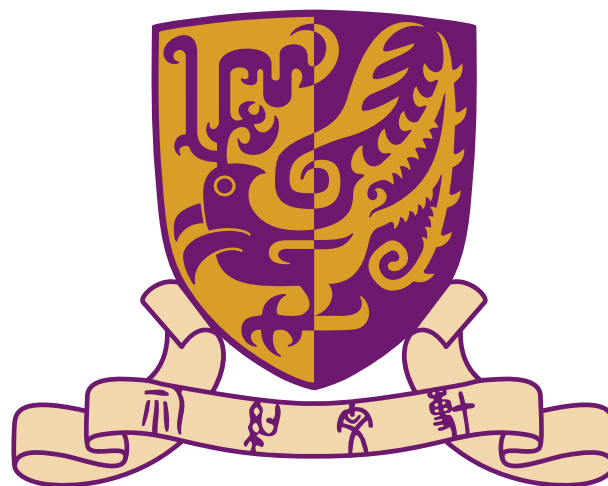
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# 基礎校徽

Basic Emblem



# 最少預留空間規範

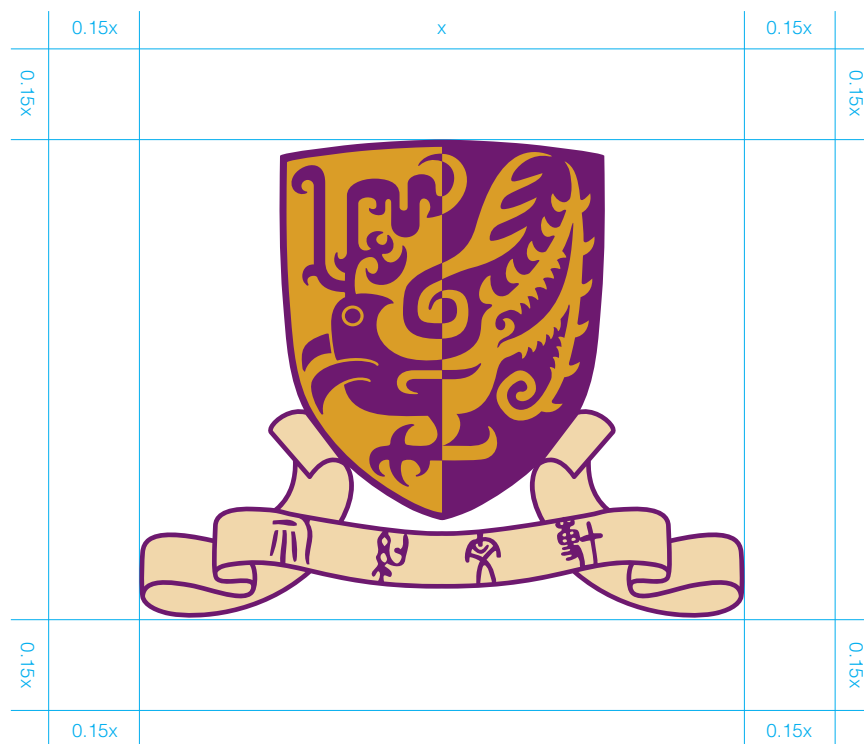
## Minimum Clear Space

為免校徽受到其他資料或圖案擾亂，其他元素包括文字、圖片及圖案，皆不能進入限定的空間範圍內。

X 是量度校徽各部分比例的基本單位。

The emblem must stay clear from all other elements to avoid disturbance.

X is the basic unit for emblem measurement.

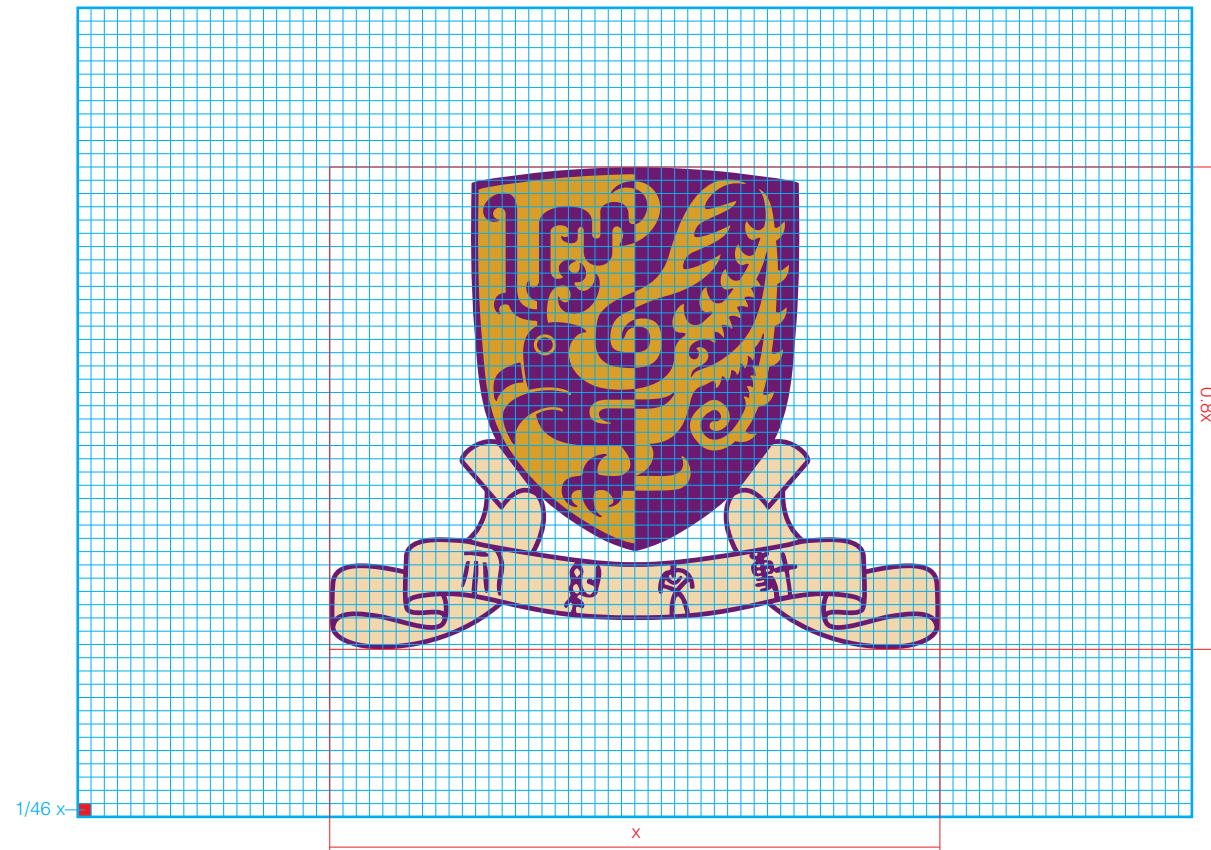


# 校徽結構

## Emblem Structure

基礎校徽的形狀及結構在任何情況下均不能更改。

The emblem is specially designed. Alteration or amendment in its shape and structure is not allowed.



校徽最小使用尺寸  
The minimum width of the standard emblem

# 外框線規範

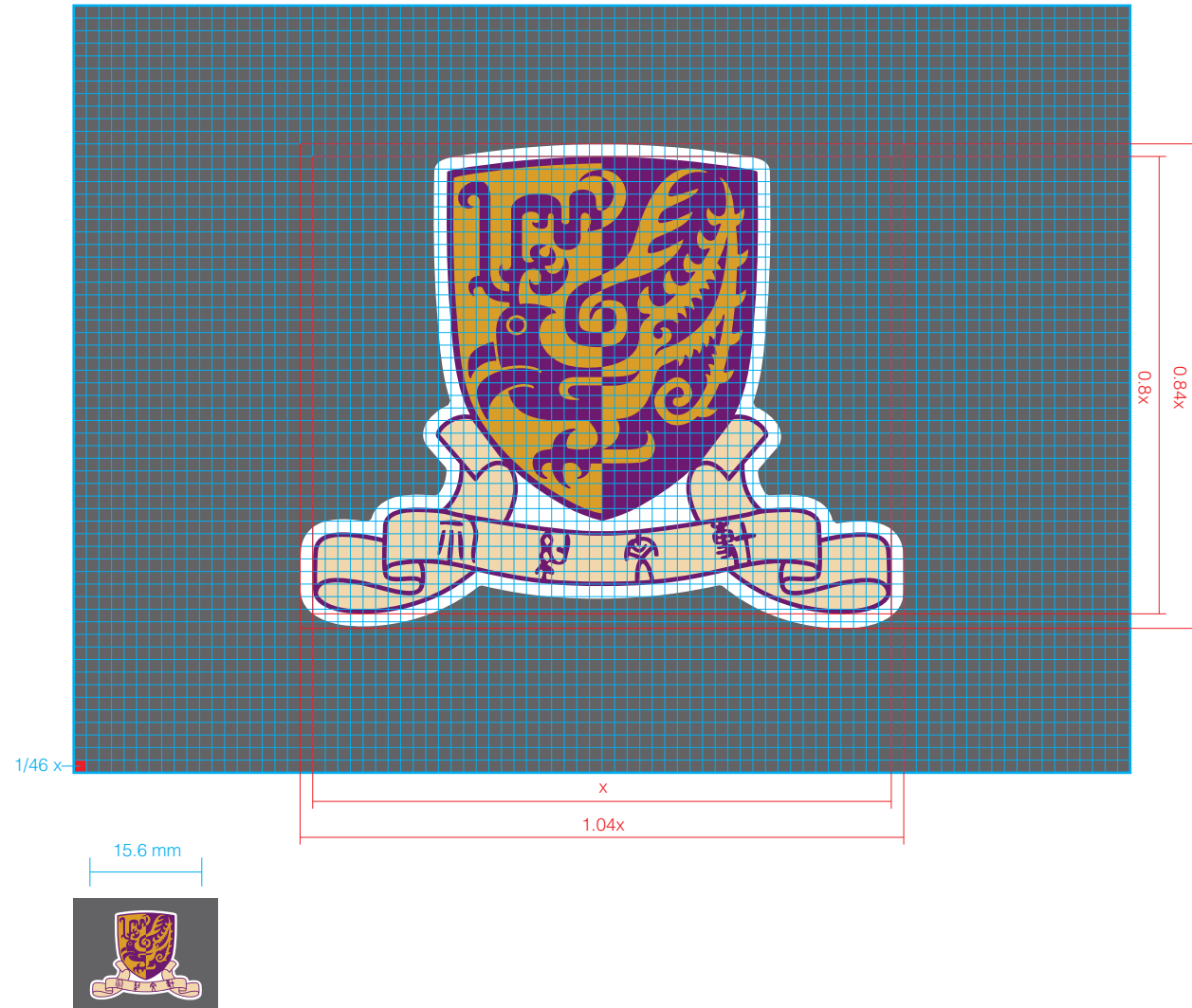
## Standard Outline

當應用於反差低的深色或花紋地背景時，基礎校徽必須使用標準白色外框線。

X 是量度校徽各部分比例的基本單位元。

When it is a dark or patterned background which has a low contrast with standard emblem, a standard white border must be added.

X is the basic unit for emblem measurement.

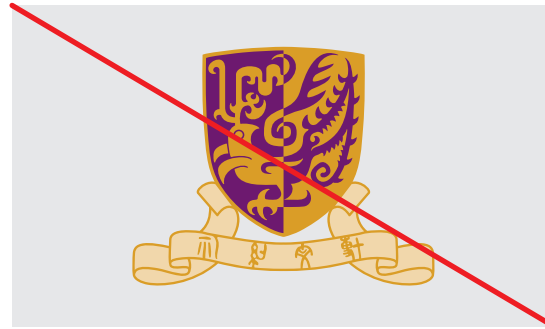


校徽配合外框線最小使用尺寸

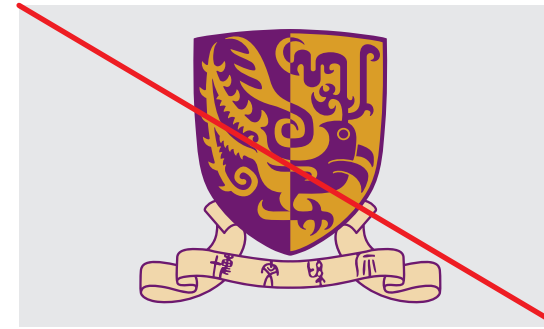
The minimum width of the standard emblem with outline

# 錯誤校徽運用

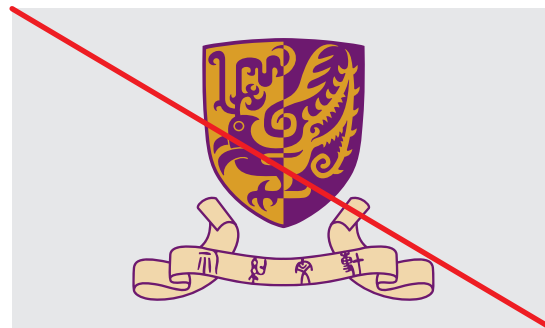
## Incorrect Uses of Emblem



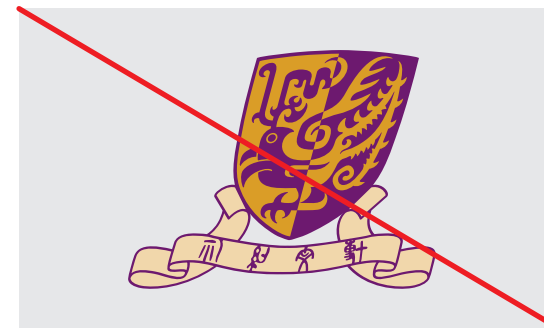
A 校徽色彩使用錯誤  
Incorrect use of emblem color



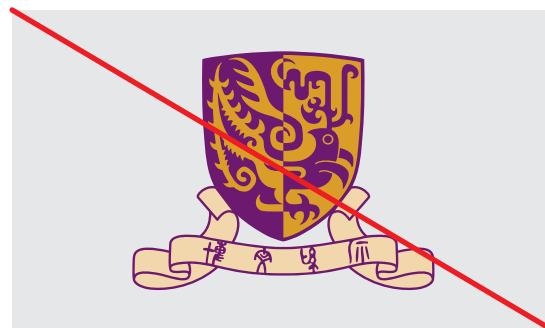
B 校徽比例錯誤  
Standard proportion cannot be altered



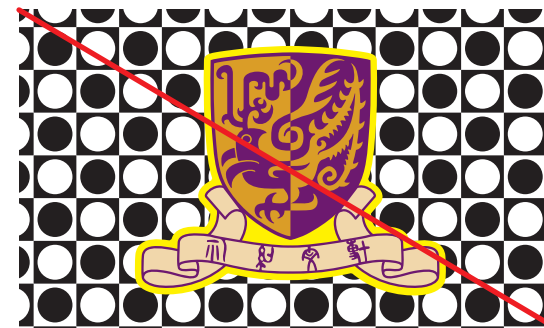
C 校徽結構錯誤  
Alteration of emblem structure is not allowed



D 校徽傾斜錯誤  
Alteration of emblem structure is not allowed



E 校徽反向錯誤  
Incorrect use of emblem in reverse order



F 校徽外框色彩使用錯誤  
Incorrect use of emblem border color and placing on patterned background

## 標準校名字體結構(橫式) Standard Logotype (Horizontal)

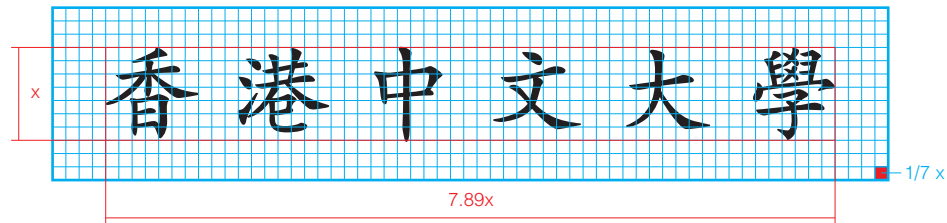
中、英文標準校名字體是在基礎字款上作高度修飾的字體，任何情況下，均不可以其他近似字款代替，亦不能更改字體本身的任何比例、排列方式及距離。

中文基礎字款：蒙納楷書

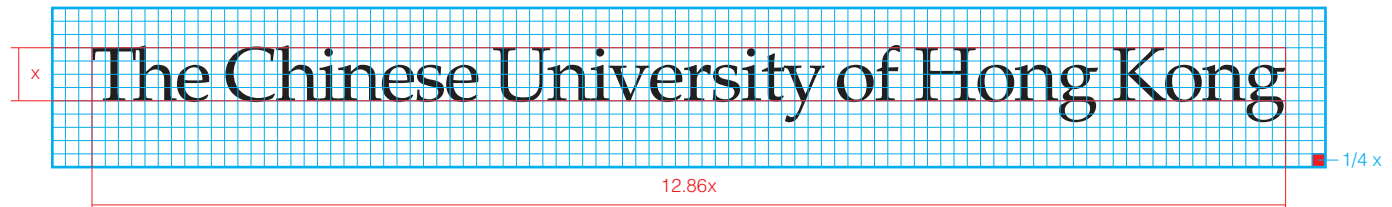
英文基礎字款：Palatino

Both Chinese and English logotypes are unique and specially designed. Alteration or amendment in the typeface and their proportion, arrangement and distance are not allowed.

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# 中文標準校名字體結構（豎式）

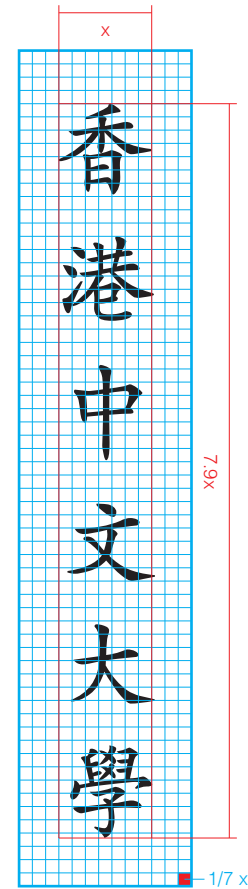
## Standard Chinese Logotype (Vertical)

中文標準校名字體是在基礎字款上作高度修飾的字體，任何情況下，均不可以其他近似字款代替，亦不能更改字體本身的任何比例、排列方式及距離。

中文基礎字款：蒙納楷書

The Chinese logotypes is unique and specially designed. Alteration or amendment in the typeface and its proportion, arrangement and distance are not allowed.

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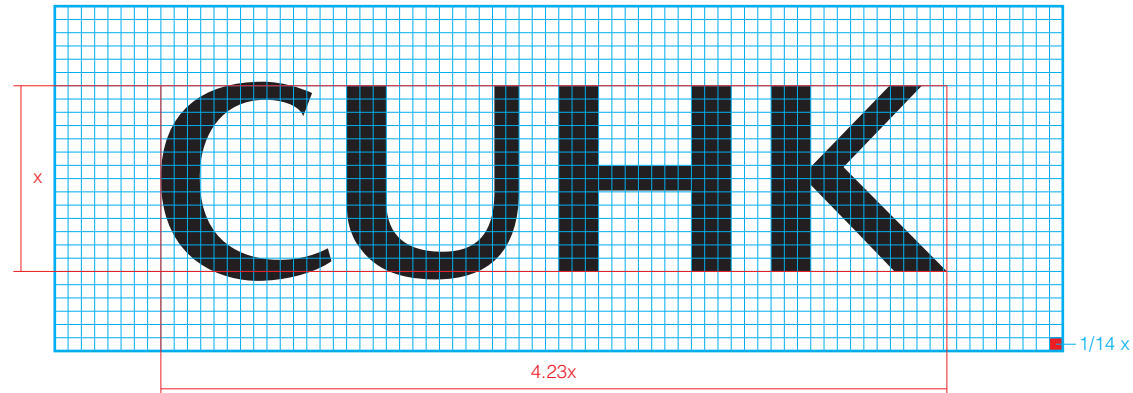
# 英文校名簡稱標準字體結構(橫式)

## CUHK Standard Logotype (Horizontal)

英文校名簡稱是特別設計的字體，任何情況下，均不可以其他近似字款代替，亦不能更改字體本身的任何比例、排列方式及距離。

The CUHK logotype is unique and specially designed. Alteration or amendment in the typeface and its proportion, arrangement and distance are not allowed.

# CUHK



# 標準置中署式一

## Standard Signature (Center) Version 1

此署式為正常情況下使用，  
在沒有特殊要求下，建議使  
用此排列。

所有署式中，基礎校徽的寬  
度不得小於 15mm。

This signature should be used  
as first priority.

The minimum width of standard  
emblem is 15mm.



## 標準置中署式二

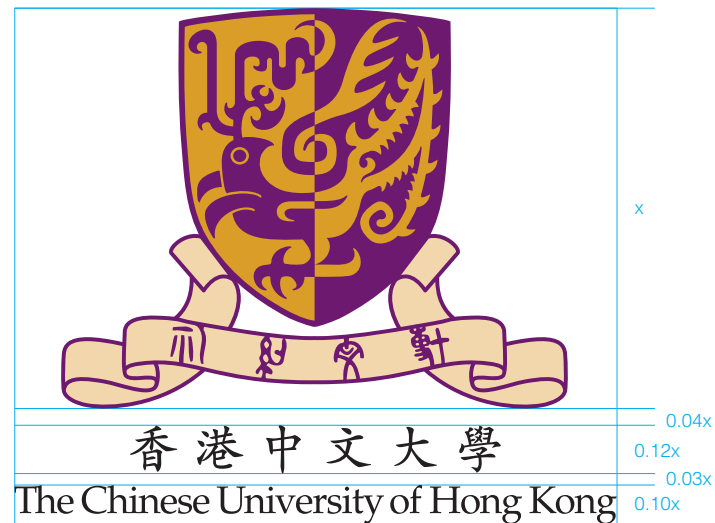
### Standard Signature (Center) Version 2

此署式為特殊情況下使用的  
排列方式，例如：大型招牌、  
徽章等。

所有署式中，基礎校徽的寬  
度不得小於 15mm。

This version can be applied on  
signage, pin items, etc.

The minimum width of standard  
emblem is 15mm.

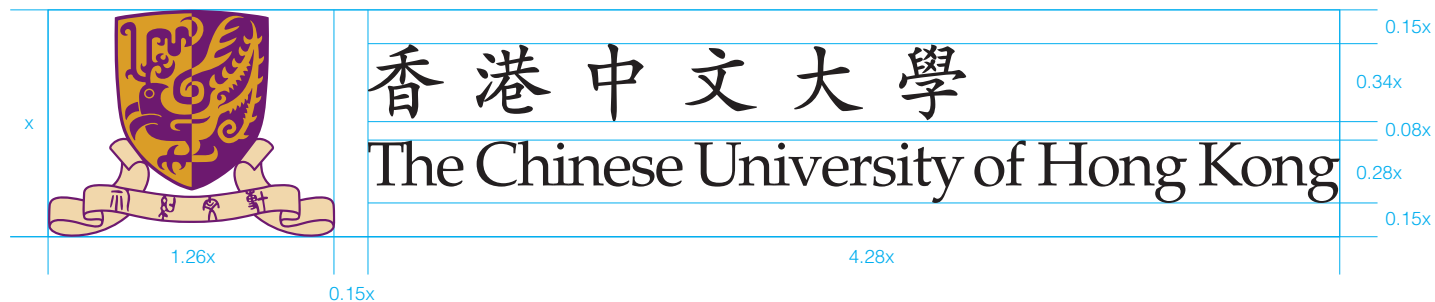


# 標準橫排署式

## Standard Signature (Horizontal)

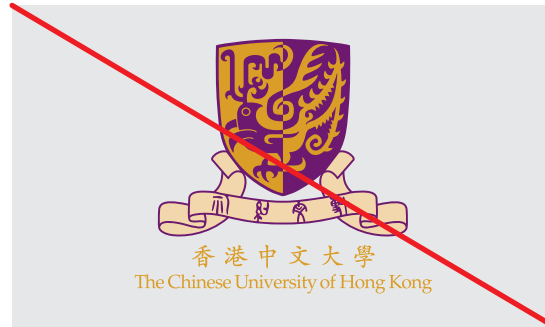
所有署式中，基礎校徽的寬度不得小於 15mm。

The minimum width of standard emblem is 15mm.

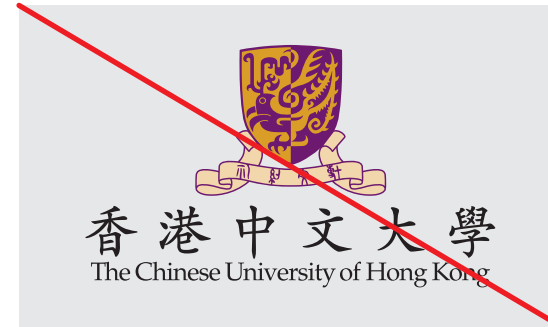


# 錯誤署式運用

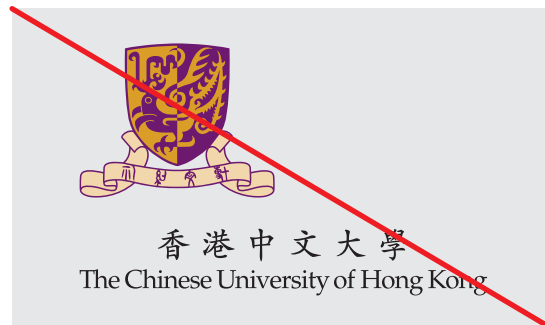
## Incorrect Uses of Signature



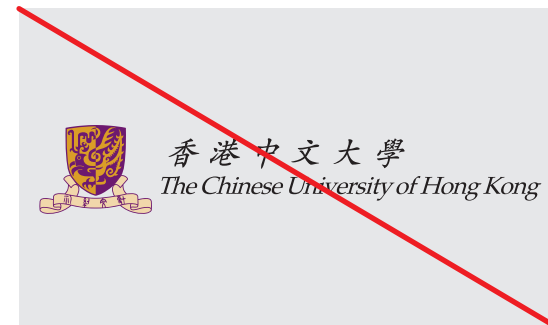
A 標準字體色彩使用錯誤  
Incorrect use of logo color



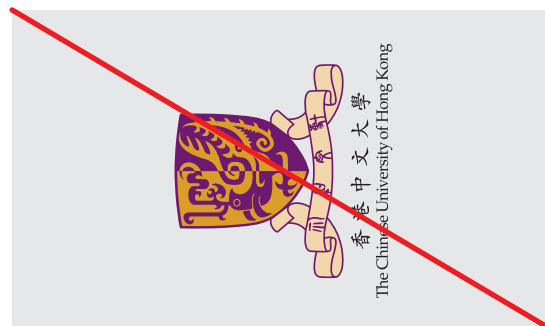
B 署式比例錯誤  
Standard proportion cannot be altered



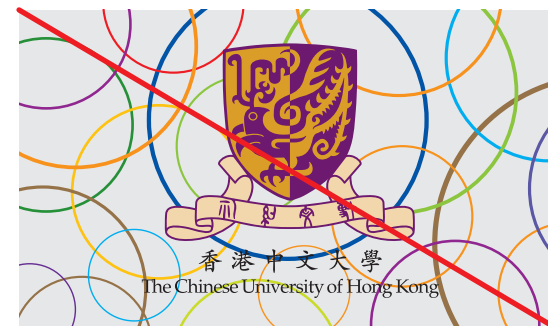
C 署式結構錯誤  
Alteration of logo structure is not allowed



D 署式傾斜錯誤  
Alteration of logo structure is not allowed



E 署式方向錯誤  
Incorrect orientation of logo



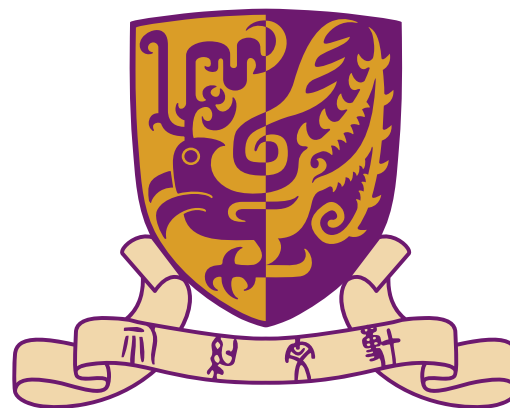
F 不可將署式應用在繁雜背景上  
Incorrect use of logo on patterned background

# 標準色彩系統 (彩色 1)

## Color Scheme (Full-Color Version 1)





應用彩色校徽於一般印刷上。

Signature in full color version should be applied in all printing as first priority.



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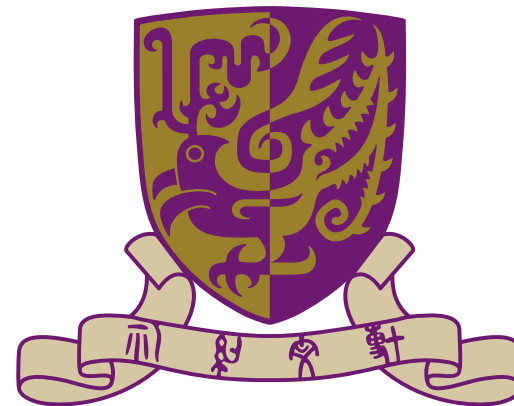
				
專色首選 Pantone Colour-First Priority	Pantone 255 C	Pantone 117 C	35% Pantone 117 C	Pantone Pro. Black C
專色特別物料製作 Pantone Colour-Special Material	Pantone 255 C	Pantone 117 C	Pantone 7402 C	Pantone Pro. Black C
專色印金 Pantone Colour-Gold	Pantone 255 C	Pantone 874 C (金色)	35% Pantone 874 C (金色)	Pantone Pro. Black C
拆色 Process Colour	C50 M95 K30	C10 M35 Y100	C5 M10 Y35	K100
RGB 彩色展示數據 RGB Value	R117 G15 B109	R221 G163 B0	R244 G223 B176	R34 G24 B21
Web 安全彩色展示數據 Web RGB Value	R73 G21 B6D	RDD GA3 B00	RF4 GDF BB4	R22 G18 B15

# 標準色彩系統 (彩色 2)

## Color Scheme (Full-Color Version 2)

應用彩色校徽於一般印刷上。

Signature in full color version should be applied in all printing as first priority.



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雙專色  
2 Pantone Colour



Pantone 255 C



Pantone 874 C (金色)



35% Pantone 874 C (金色)

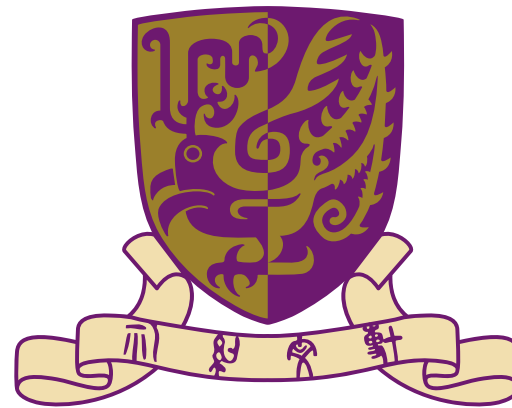


# 標準色彩系統 (彩色 3)

## Color Scheme (Full-Color Version 3)

應用燙金校徽於特殊印刷上。

Hot stamp foil gold application could be applied on special occasion.



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燙金  
Hot Stamp Foil Gold



C50 M95 K30



燙金 Hot Stamp Foil Gold  
( Pantone 874 C )



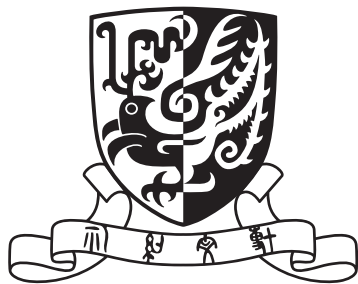
C5 M10 Y35

# 標準色彩系統(單色)

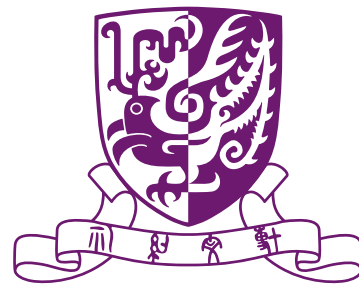
## Color Scheme (Single-Color Version)

若因印刷上的限制，可使用單色製作，請使用本頁單色應用示範。

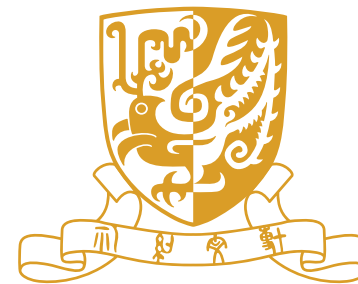
Signature in single-color version can be applied in case of a printing limitation.



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Pantone Pro. Black C

K100

R34 G24 B21



Pantone 255 C

C50 M95 K30

R117 G15 B109



Pantone 117 C

C10 M35 Y100

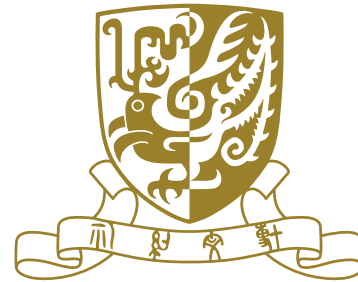
R221 G163 B0

# 標準色彩系統(金屬色)

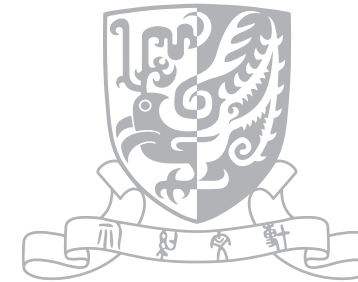
## Color Scheme (Metallic Version)

單色的署式亦可使用金屬色，如金色、銀色或作其他印刷效果，如燙金、光油或凸印。請參考本頁應用示範。

Signature in metallic color can be adopted in some special printing, e.g. hot-stamping.



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Pantone 874 C



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Pantone 877 C