


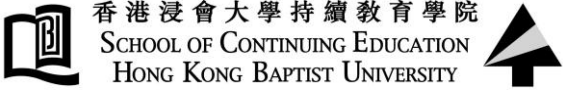


Guidelines on the Use of SCE Logo

Last modified: **March 2022**





Important Notes:

1. The components of the SCE logotypes have fixed relationships. **Do not attempt to alter the colours, typefaces, alignment or spacing.**
2. **All SCE logotypes do not carry a white edge or any font shadow.**
3. The SCE logotypes should never be scanned or copied from printed matter or the SCE website.
4. Electronic images of the logotypes in high resolution are obtainable from the PR and Communication Section. Requisition should be made by filling in the “Request for Electronic Images of Logo” form available on the SCE intranet. For any queries, please contact the Section by e-mail at scepr@hkbu.edu.hk.
5. For consistency and promotion of corporate image, the guidelines must be observed strictly. **Prior approval from the Dean should be sought via the PR & Communication Section for any deviation from this set of guidelines or for other usage not covered herein.**
6. Regarding the use of the University emblem and logo, please refer to the [HKBU Brand Communications Guide](#).

Item	Logo variation	Colour Specification	Application
1a.		<u>Official version (BLUE)</u> - Spot colour: Blue: Pantone 287* - Process colour: Blue: 100C 70M 0Y 10K	- Official signage at entrances of SCE offices - Note that there is a thin line between the two rows of Chinese text. The thickness of the line is in a set proportion to the other components of the logotype and should not be altered.
1b.		<u>Single colour version (BLACK)</u> - Spot colour: Black: Pantone Black - Process colour: Black: 0C 0M 0Y 100K	
2a.		<u>Official version (BLUE)</u> - Spot colour: Blue: Pantone 287* - Process colour: Blue: 100C 70M 0Y 10K	- Official signage for SCE bulletin boards - Announcements posted at Centres with limited text (e.g. class suspension) - Directional signage - All forms
2b.		<u>Single colour version (BLACK)</u> - Spot colour: Black: Pantone Black - Process colour: Black: 0C 0M 0Y 100K	





* Please use 287c and 872c for coated paper; and 287u and 872u for uncoated paper

Templates available on SCE intranet

3a.	 <p>香港浸會大學 HONG KONG BAPTIST UNIVERSITY</p> <p>持續教育學院 SCHOOL OF CONTINUING EDUCATION</p>	<u>Official version (BLUE)</u> - Spot colour: Blue: Pantone 287* - Process colour: Blue: 100C 69M 0Y 11K	- Stationery (e.g., fax cover sheet [#] , memo [#] , examination scrap paper) - Notices posted/ distributed to students - Not applicable to standard letterhead, envelope, complimentary slip or name card, of which the layouts are governed by University guidelines
3b.	 <p>香港浸會大學 HONG KONG BAPTIST UNIVERSITY</p> <p>持續教育學院 SCHOOL OF CONTINUING EDUCATION</p>	<u>Single colour version (BLACK)</u> - Spot colour: Black: Pantone Black - Process colour: Black: 0C 0M 0Y 100K	
3c.	 <p>香港浸會大學 HONG KONG BAPTIST UNIVERSITY</p> <p>持續教育學院 SCHOOL OF CONTINUING EDUCATION</p>	<u>Official version (BLUE)</u> - Spot colour: Blue: Pantone 287* - Process colour: Blue: 100C 69M 0Y 11K	- Letterhead for printing (Referenced University's guidelines)
3d.	 <p>香港浸會大學 HONG KONG BAPTIST UNIVERSITY</p> <p>持續教育學院 SCHOOL OF CONTINUING EDUCATION</p>	<u>Official version (BLUE)</u> - Spot colour: Blue: Pantone 287* - Process colour: Blue: 100C 69M 0Y 11K	- Letterhead for e-purposes (Referenced University's guidelines)





* Please use 287c and 872c for coated paper; and 287u and 872u for uncoated paper

Templates available on SCE intranet

4a.		<u>Official version (BLUE & GOLD)</u> <ul style="list-style-type: none"> - Spot colour: Blue: Pantone 287* Gold: Pantone 872* - Process colour: Blue: 100C 70M 0Y 10K Gold: 0C 20M 90Y 50K 	<ul style="list-style-type: none"> - Collaborative agreements with non-universities (e.g. professional associations). Note that the HKBU logo should be used for collaborative agreements with universities - For publicity and promotional purposes: <ul style="list-style-type: none"> - SCE website - Print ads. Same proportion, i.e. no variation for vertical or horizontal ads - On-line ads - Other promotional materials (e.g. Prospectus, Cert./Dip. booklet, brochures, leaflets, folders, posters, invitation cards, souvenir items) - Banners/ backdrops of School events. - Note that for formal and official occasions such as commencement and graduation ceremonies, the University emblem should be used instead - Sponsor/ co-organiser/ supporting organisation acknowledgement (e.g. on posters/ print-ads of events organised by other parties) - Press releases - Corporate PowerPoint presentations
4b.		<u>Single colour version (BLUE)</u> <ul style="list-style-type: none"> - Spot colour: Blue: Pantone 287* - Process colour: Blue: 100C 70M 0Y 10K 	
4c.		<u>Single colour version (BLACK)</u> <ul style="list-style-type: none"> - Spot colour: Black: Pantone Black - Process colour: Black: 0C 0M 0Y 100K 	
4d.		<u>Reversed version (WHITE)</u> <ul style="list-style-type: none"> - White against a coloured background. The tree icon is printed in solid white with two transparent lines inside. 	


* Please use 287c and 872c for coated paper; and 287u and 872u for uncoated paper

Templates available on SCE intranet

5a.		<u>Official version (BLUE & GOLD)</u> <ul style="list-style-type: none"> - Spot colour: Blue: Pantone 287* Gold: Pantone 872* - Process colour: Blue: 100C 70M 0Y 10K Gold: 0C 20M 90Y 50K 	<ul style="list-style-type: none"> - On-line ads (Item 4. should be used if space permits) - Souvenir items (Item 4. should be used if space permits) - Corporate PowerPoint presentations - Lecterns - Smart card readers
5b.		<u>Single colour version (BLUE)</u> <ul style="list-style-type: none"> - Spot colour: Blue: Pantone 287* - Process colour: Blue: 100C 70M 0Y 10K 	
5c.		<u>Single colour version (BLACK)</u> <ul style="list-style-type: none"> - Spot colour: Black: Pantone Black - Process colour: Black: 0C 0M 0Y 100K 	
5d.		<u>Reversed version (WHITE)</u> <ul style="list-style-type: none"> - White against a coloured background. The tree icon is printed in solid white with two transparent lines inside. 	





* Please use 287c and 872c for coated paper; and 287u and 872u for uncoated paper

Templates available on SCE intranet

5e.		<u>Single colour version (BLACK)</u> - Spot colour: Black: Pantone Black - Process colour: Black: 0C 0M 0Y 100K	- Souvenir items (e.g. single colour / silk-screen if reversed white or 5c grayscale is not feasible)
-----	---	---	---

* Please use 287c and 872c for coated paper; and 287u and 872u for uncoated paper

Templates available on SCE intranet

6a.		<u>Official version (BLUE & GOLD)</u> <ul style="list-style-type: none"> - Spot colour: Blue: Pantone 287* Gold: Pantone 872* - Process colour: Blue: 100C 70M 0Y 10K Gold: 0C 20M 90Y 50K 	<ul style="list-style-type: none"> - On-line ads (Item 4. should be used if space permits) - Souvenir items (Item 4. should be used if space permits) - Sponsor/ co-organiser/ supporting organisation acknowledgement (e.g. on posters/ print-ads of events organised by other parties) - SCE flag - Collaborative agreement with non-universities (e.g. professional associations). Note that the HKBU logo should be used for collaborative agreements with universities
6b.		<u>Single colour version (BLUE)</u> <ul style="list-style-type: none"> - Spot colour: Blue: Pantone 287* - Process colour: Blue: 100C 70M 0Y 101K 	
6c.		<u>Single colour version (BLACK)</u> <ul style="list-style-type: none"> - Spot colour: Black: Pantone Black - Process colour: Black: 0C 0M 0Y 100K 	
6d.		<u>Reversed version (WHITE)</u> <ul style="list-style-type: none"> - White against a coloured background. The tree icon is printed in solid white with two transparent lines inside. 	

* Please use 287c and 872c for coated paper; and 287u and 872u for uncoated paper

Templates available on SCE intranet

7.	 <p>The logo for the School of Continuing Education (SCE) at Hong Kong Baptist University (HKBU). It features a stylized blue 'B' inside a square, followed by 'SCE' in large blue letters and 'HKBU' in large gold letters. To the right, the text 'SCHOOL OF CONTINUING EDUCATION HONG KONG BAPTIST UNIVERSITY' is written in smaller blue and gold fonts, with Chinese characters '香港浸會大學持續教育學院' stacked vertically.</p>	<p><u>Official version (BLUE & GOLD)</u></p> <ul style="list-style-type: none"> - Spot colour: <ul style="list-style-type: none"> Blue: Pantone 287* Gold: Pantone 872* - Process colour: <ul style="list-style-type: none"> Blue: 100C 70M 0Y 10K Gold: 0C 20M 90Y 50K 	<ul style="list-style-type: none"> - Staff badge - Student I.D. card
----	--	---	--

* Please use 287c and 872c for coated paper; and 287u and 872u for uncoated paper

Templates available on SCE intranet