

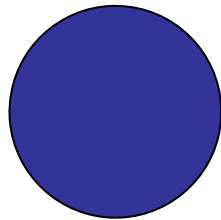


University of Macau Logo Manual

澳門大學

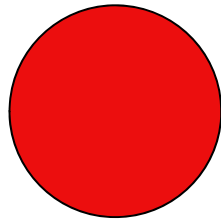
UNIVERSIDADE DE MACAU

UNIVERSITY OF MACAU



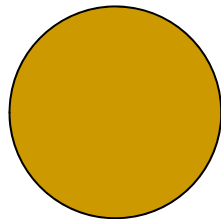
Blue

Pantone equivalent PMS 296C
Process equivalent C:100, M:73, Y:30,
K:83



Red

Pantone equivalent PMS 032C
Process equivalent C:0, M:90,
Y:60, K:0



Gold

Pantone equivalent PMS 871C

Brand Color Palette

On the left is a list of the premier brand colours for the University of Macau.

Please note that there is no CMYK equivalent for the gold pantone colour.

The colours on the left are just simulation of the pantone colours and should not be used to match colour.



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University of Macau Logo

On the left is the recommended version for the University of Macau logo.

The logo is the principal symbol that represents the university, so whenever the image of the university is presented to external parties, this logo should be used.

University of Macau Logo Description

The logo consists of two parts: the emblem and UM's name in Chinese, Portuguese and English.

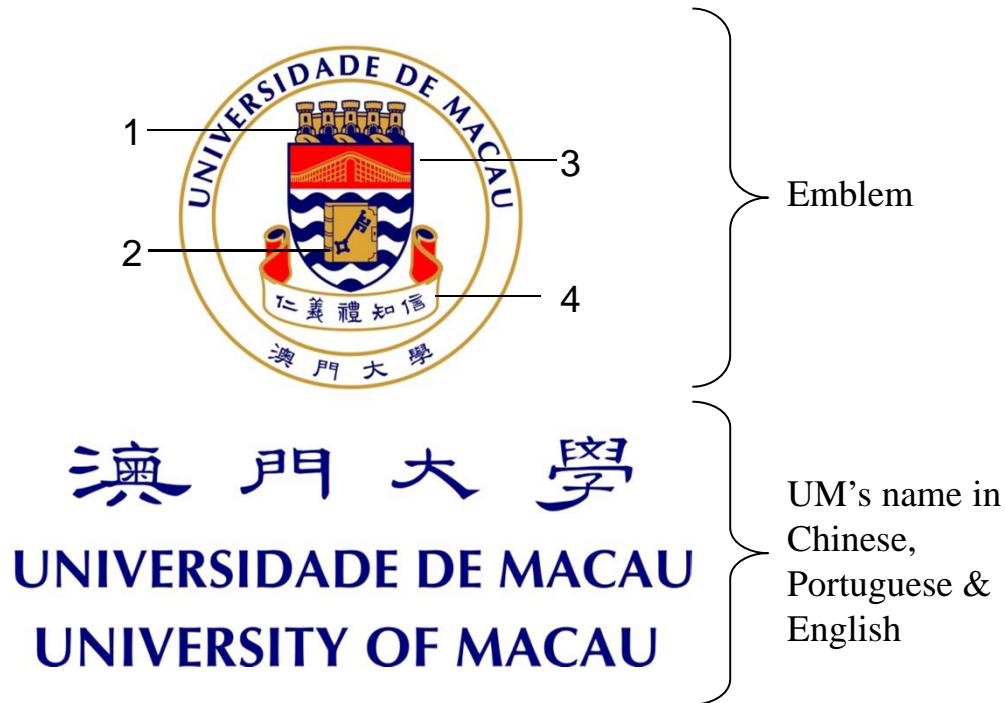
The colours of the emblem are **red** for hope, **blue** for the joy of well-being, and **gold** for the advancement of humanity.

1. The emblem of the University of Macau features a five-towered crest encircled by golden rings and the name of the University in Chinese and Portuguese.

2. The key on the book is the key to knowledge, and the waves represent the University in its island setting in the South China Sea.

3. The bridge links together the Eastern and Western cultures.

4. On the ribbon is a Chinese motto listing the five virtues of an ideal scholar: humanity, integrity, propriety, wisdom and sincerity.





Full colour – Logo in corporate colours against a white background.

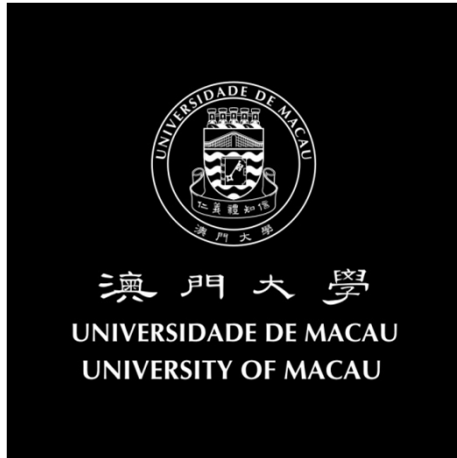


Black & white – Logo in black against a white background.

University of Macau Logo with Different Colour Combination

The elements in the logo can adopt different combinations of colours depending on specific circumstances.

On the left is a list of all the acceptable colour combinations for the logo. Please refer to this chart for details.



Black & white – Logo in white against a black background.



Single colour – Logo in white with “UM red” as the background colour.



Single colour – Logo in white with “UM blue” as the background colour.



Embossing or foil blocking application 1 – If the logo is to be **embossed** or **foil-blocked gold** on a light background such as white, the single-colour versions should be used.



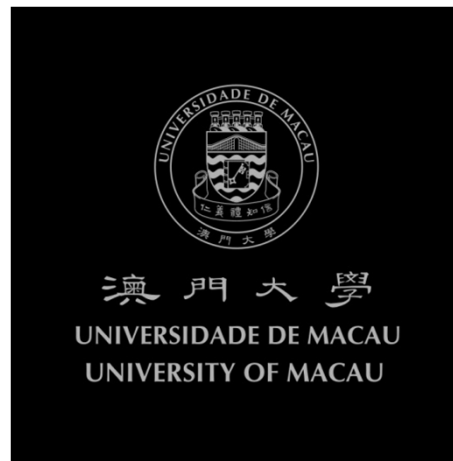
Embossing or foil blocking application 2 – If the logo is to be **embossed** or **foil-blocked gold** on a dark background such as black, the single-colour versions should be used.



Embossing or foil blocking application 3 – If the logo is to be **embossed** or **foil-blocked gold** on a dark background such as “UM blue”, the single-colour versions should be used.



Embossing or foil blocking application 4 – If the logo is to be **embossed** or **foil-blocked silver** on a light background such as white, the single-colour versions should be used.



Embossing or foil blocking application 5 – If the logo is to be **embossed** or **foil-blocked silver** on a dark background such as black, the single-colour versions should be used.



Embossing or foil blocking application 6 – If the logo is to be **embossed** or **foil-blocked silver** on a dark background such as “UM blue”, the single-colour versions should be used.



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Printing

The minimum size of the logo (emblem with UM's name in Chinese, Portuguese & English) must be **19.5mm (w) X 18mm (h)**

Foil blocking

The minimum size of the logo (emblem with UM's name in Chinese, Portuguese & English) must be **19.5mm (w) X 18mm (h)**

Embossing

The minimum size of the logo (emblem with UM's name in Chinese, Portuguese & English) must be **29.25mm (w) X 27mm (h)**



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Printing

The minimum size of the logo (emblem with UM's name in Chinese, Portuguese & English) must be **35.5mm (w) X 10mm (h)**

Foil-blocking

The minimum size of the logo (emblem with UM's name in Chinese, Portuguese & English) must be **35.5mm (w) X 10mm (h)**

Embossing

The minimum size of the logo (emblem with UM's name in Chinese, Portuguese & English) must be **53.25mm (w) X 15mm (h)**

Minimum Size of University Logo in Various Situations

A minimum size of logo has been set for different printing usage. The purpose is to ensure the details on the symbol are not blurred and can be read clearly.

Dos about the usage of UM's logo

1. When the full-colour versions are used, the background of the emblem must be white, regardless of the logo background colour.



2. When the single-colour versions are used (i.e. the reverse typed versions, gold foil-blocked versions, and silver foil-blocked versions), the background of the emblem should be transparent.



Dos about the usage of UM's logo

3. The minimum size requirements must be observed for printing (full-colour or single-colour) or embossing, otherwise details in the emblem may become blurred, thereby compromising the university's image. (please refer to slide 10)
4. The university name in Chinese, Portuguese and English below the emblem must follow specified font, size and line space.
5. To better promote the university's image, we are more than happy to provide professional opinions on logo usage. It is highly recommended that you pass your finished promotional materials bearing UM's logo to the Information and Public Relations Office before releasing them to the public. For enquiries, please contact our staff. (please refer to slide 16)

Don'ts about the usage of UM's logos



Do not use the emblem to create other departmental identities.



Do not reproduce the logo within a box of any shape.



The logo must never appear on a photographic/ patterned background when the contrast is insufficient.



Do not reduce the size of the logo to under the minimum size required.

Don'ts about the usage of UM's logos



Do not use the UM name style without the emblem.



Do not add any graphic elements in the emblem.



Do not reproduce the logo on a background with insufficient contrast, for example background that uses clashing colours, or is overly patterned.



No words or strong visual elements are allowed within the exclusion zones.

Don'ts about the usage of UM's logos



Do not reconfigure the logo in any way.
(please refer to point 5 on slide 12)



Do not reproduce the logo in any colour other than those specified.



Do not use special effects, such as distortion or shadow, to reproduce the logo.



Do not scan or rescan the logo without using the master artwork.

Enquiry

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