香港理工大學技術創新研究院
建築及室內標準化設計指引（內地）

THE HONG KONG POLYTECHNIC UNIVERSITY TECHNOLOGY AND INNOVATION RESEARCH INSTITUTE ARCHITECTURE & INTERIOR DESIGN STANDARDISATION GUIDELINES (MAINLAND CHINA)

2024年版本
Version 2024

THE HONG KONG POLYTECHNIC UNIVERSITY
香港理工大學

CAMPUS DEVELOPMENT OFFICE
校園發展處

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目錄 Contents

本文件為香港理工大學技術創新研究院（內地）提供在建築和室內設計方面的指引。其中包括設計理念、香港理工大學品牌，以及建築和室內設計建議方案 ，旨在確保大學品牌在內地的一致性，並有效地展現和傳揚香港理工大學的品牌形象，讓各界人士對大學得以留下良好印象。

This document serves as a set of guidelines for The Hong Kong Polytechnic University Technology and Innovation Research Institute (Mainland China) in the areas of architecture and interior design, including design vision, the University's brand identity, and case studies in architecture and interior design. Its purpose is to ensure consistency of PolyU's brand image within Mainland China and effectively present and promote PolyU's brand image, conveying a positive impression on individuals from various sectors.

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第一部分
Part 1

設計理念
Design Vision

三大設計理念
3 MAJOR DESIGN VISIONS

1 小區營造
COMMUNITY BUILDING

2 理大基因
POLYU DNA
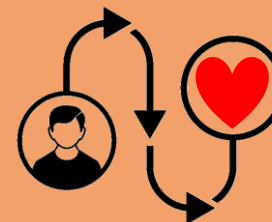
3 訪客體驗
VISITOR JOURNEY

小區營造
COMMUNITY BUILDING
1

其他非理大機構參考案例: 深圳鵬城实验室园区一期

Project Source: https://www.10design.co/ch/work/architecture/selected/peng-cheng-laboratory-park-phase-1

Project Source: https://www.10design.co/ch/work/architecture/selected/peng-cheng-laboratory-park-phase-1

Project Source: https://www.10design.co/ch/work/architecture/selected/peng-cheng-laboratory-park-phase-1

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Project Source: https://www.10design.co/ch/work/architecture/selected/peng-cheng-laboratory-park-phase-1
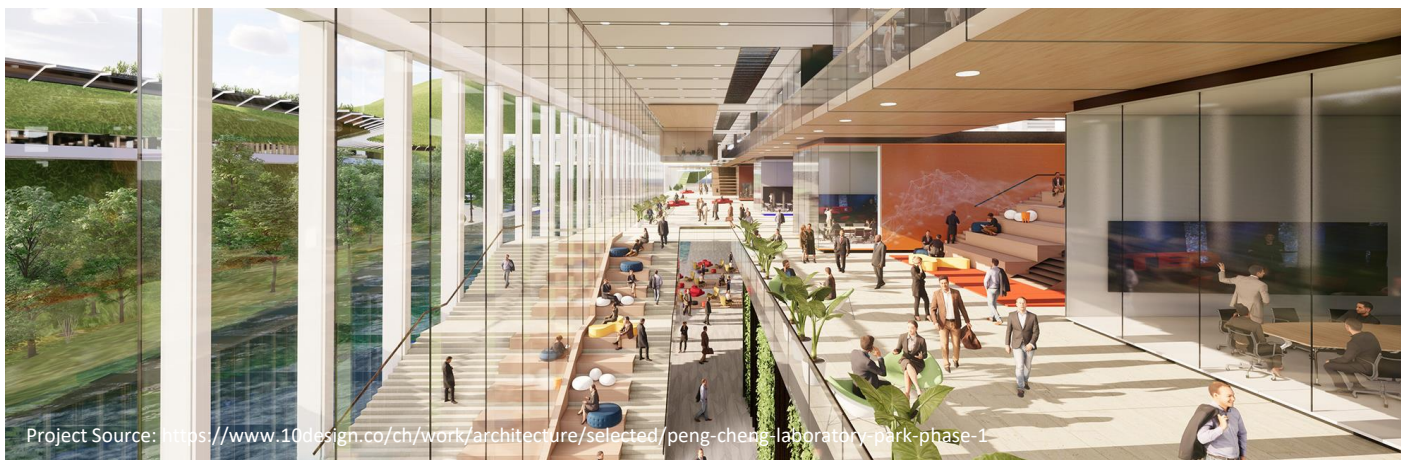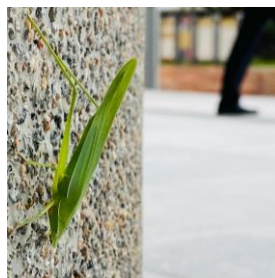
簡約自然，小區營造，促進交流，提升科研效果

Creating a Contemporary and Relaxed Environment for Community Building and Idea Exchanges to Harness the Power of Innovation

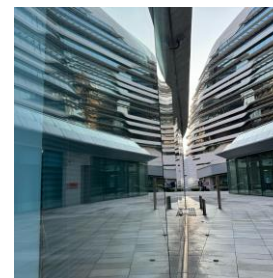Project Source: https://www.10design.co/ch/work/architecture/selected/peng-cheng-laboratory-park-phase-1
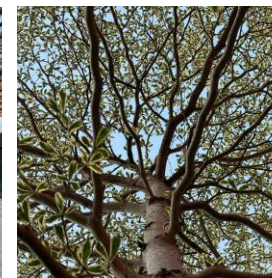
水磨石
Terrazzo Finishes

密肋楼板
Waffle Ceiling

紅磚及方格
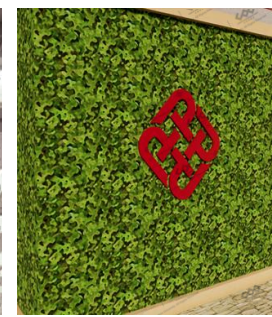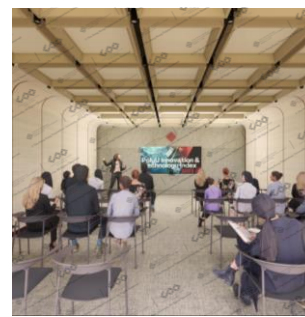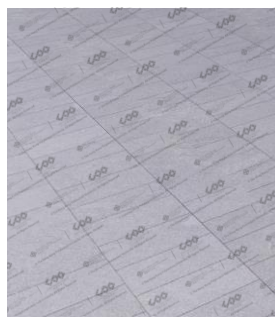Red Brick & Grid Pattern

高科技及現代感
High-Tech &
Contemporary

綠色與可持續
Green &
Sustainable

經典元素 **重塑**

塑造具香港理工大學的標誌性元素，並推動創新、前瞻性、簡約 及 高新科技的理大基因設計
Reshape the iconic elements with PolyU DNA and promote a new design that is innovative, forward-looking, simple and high-tech
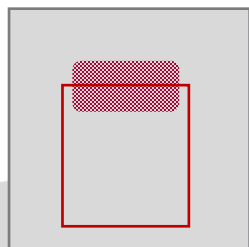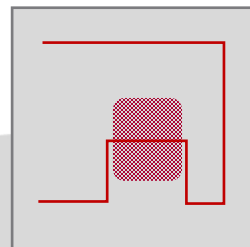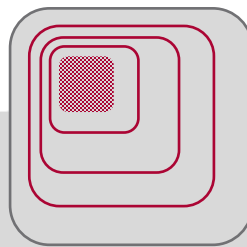
建築主立面 *
BUILDING
MAJOR FACADE

入口門頭、入口特色牆 **
ENTRANCE PORTAL/
FEATURE WALL

入口前台
ARRIVAL
HALL

會議廳
CONFERENCE
HALL
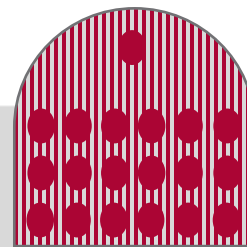
辦公室
COLLABRATION
HALL
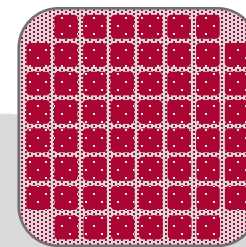
香港理工大學創新之旅
THE HONG KONG POLYTECHNIC UNIVERSITY INNOVATION JOURNEY

1) 每個主要空間都是一個景點 — Every Major Space is an attraction
2) 體現香港理工大學的創新精神 — Reflects PolyU Innovation Spirits
3) 學習與展示 — Learning and showcasing
4) 訪客互動及進一步推廣理大及相關子品牌的機會 — Visitor Engagement and Opportunity to Further Promote PolyU and its associated sub-brands.

* 當各院社或中心進駐個別單層或單元時（非進駐整棟），可以不考慮建築主立面之訪客體驗。

**當各院社或中心進駐個別單層&單元時（非進駐整棟）， 除現場地條件不滿足，否則都要盡量爭取設置入口門頭及入口特色牆之訪客體驗。

第二部分
Part 2

香港理工大學品牌
The Hong Kong Polytechnic University Brand

香港理工大學校徽及顏色規定
The Hong Kong Polytechnic University Corporate Logo and colour Palettes

香港理工大學校徽顏色選用理大紅，而校名則選用理大灰。請遵循彩通色彩標準，並參考最新版彩通顏色配方指南。

PolyU Red should always be used for the PolyU Logo while the PolyU Grey should always be used for the logotype. Primary usage of the PolyU Logo should always appear in full colour. Please follow the Pantone® colours unless technical restrictions do not allow their usage. Pantone® is a registered trademark of Pantone Inc. For accurate colour standards, please refer to the current edition of the Pantone Colour Formula Guide.

	理大紅（PolyU Red)	理大灰（PolyU Grey)
Pantone	PMS 194C	PMS Cool Gray 11C
Process	90M 60Y 40K	80K
RGB	160R 35G 55B	88R 89G 91B
Hex	#A02337	#58595b

*SOURCE: The PolyU Brand Communication Guidelines https://www.polyu.edu.hk/cpa/brand-assets/

香港理工大學校徽使用規定
The Hong Kong Polytechnic University Corporate Logo

使用香港理工大學校徽時，請按照以下規格設置，必須遵循指定的比例，調色及白位間距堅決遵守，並且確保校徽不受文字和其他視覺元素的影響，已保留校徽的完整性及統一性。

When using the Hong Kong Polytechnic University logo, please adhere to the following specifications. It is essential to follow the designated proportions, color and spacing, and to make sure the logo will not be interfere by any text or other visual elements, in order to ensure the integrity and consistency of the logo is preserved.

X

X

PolyU Red

Pantone	PMS 194C
Process	90M 60Y 40K
RGB	160R 35G 55B
Hex	#A02337

X

0.05X
0.35 X
0.05X
0.15X
0.05X

香港理工大学晋江技术创新研究院
The Hong Kong Polytechnic University – Jinjiang Technology and Innovation Research Institute

對中
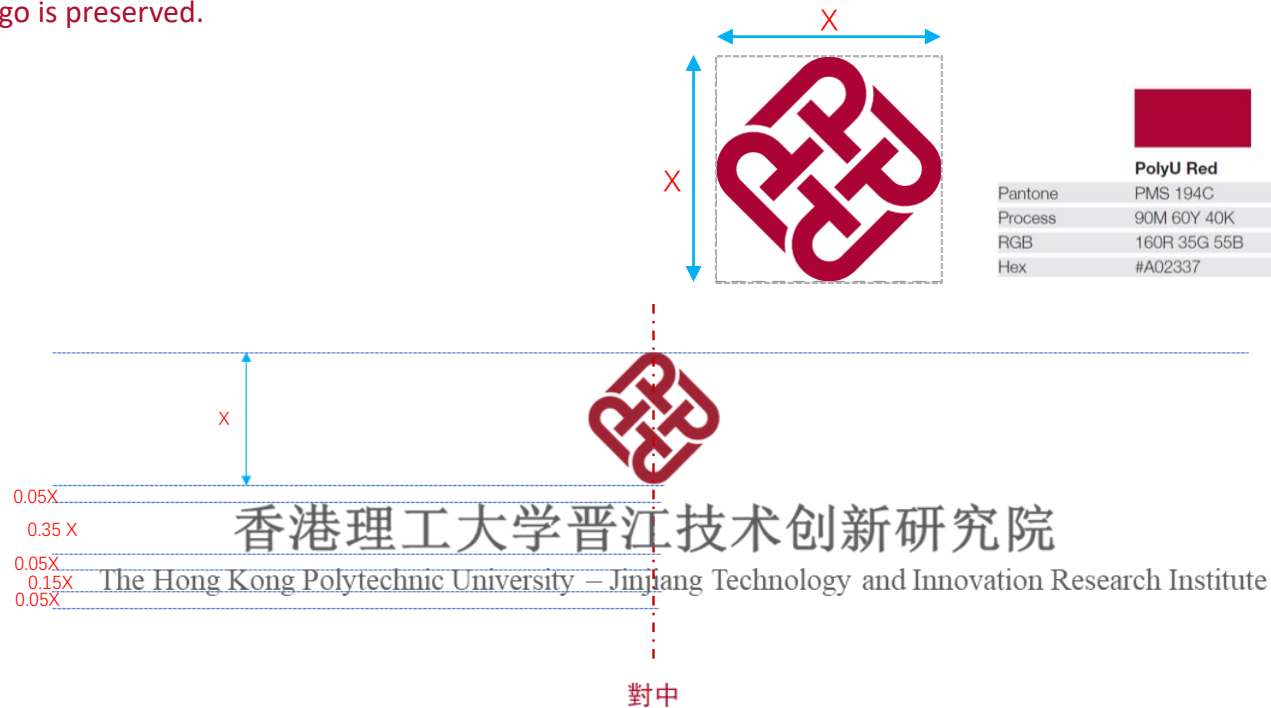
機密 CONFIDENTIAL
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香港理工大學校徽布局及背景控制
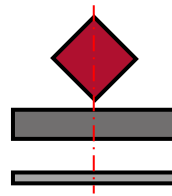# The Hong Kong Polytechnic University Corporate Logo Placement and Background Control

### 主次 HIERARCHY

主次分明的設計布局可清晰把校徽展示出來，突顯香港理工大學校徽是設計中最重要的部分。

Hierarchy helps to standout The Hong Kong Polytechnic University corporate logo which forms an important part of a design proposal.

整齊 ALIGNMENT

整齊有序的設計布局可避免混亂，可清晰把校徽及重要信息展示。

Alignment helps to avoid mess and tidy up the information from a design layout which make reader less easy to be distracted and comfortably to focus on the most important parts
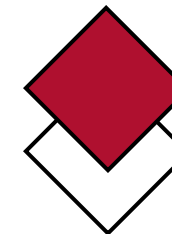
對比 CONTRAST

色彩對比的設計布局可突顯校徽。 在設計時利用視覺層次顏色和對比度， 加強重要元素中的明亮顏色，使校徽更突出。

Colour contrast are used in design composition to draw the viewer's attention to specific graphic elements through contrasting colour palettes. Bright colours should be used for the most important elements.

香港理工大學校徽建議比例
The Hong Kong Polytechnic University Corporate Logo
Recommended Proportion

X

0.05X
0.35 X
0.05X
0.15X
0.05X

香港理工大学晋江技术创新研究院
The Hong Kong Polytechnic University – Jinjiang Technology and Innovation Research Institute

對中

設有香港理工大學校徽、校名、研究院全名
香港理工大學校徽顏色選用理大紅，而校名、研究院名則選用理大灰。

To incorporate PolyU Logo with University and Research Institute Full Name.
PolyU Red should always be used for the PolyU Logo while the PolyU Grey should always be used for the logotype.

	PolyU Red	PolyU Grey
Pantone	PMS 194C	PMS Cool Gray 11C
Process	90M 60Y 40K	80K
RGB	160R 35G 55B	88R 89G 91B
Hex	#A02337	#58595b

中文字體 Chinese Facetype
中易宋體 Simsun

英文字體 English Facetype
Arial

For details of Pantone colour code, please refer to "Full Colour Corporate Logo" illustrated in The PolyU Brand Communication Guidelines
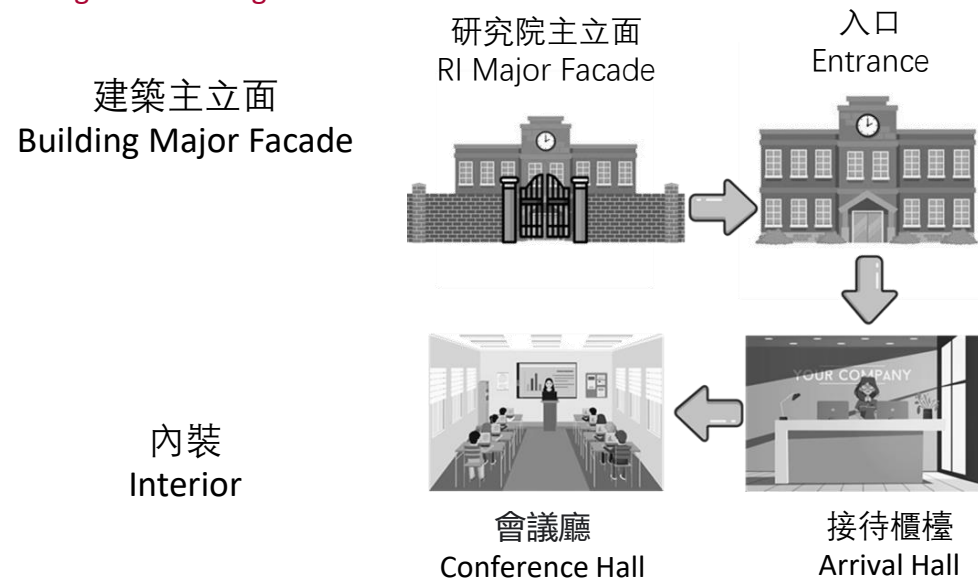https://www.polyu.edu.hk/cpa/brand-assets/

香港理工大學校徽與訪客接觸點
The Hong Kong Polytechnic University Corporate Logo and Visitor Touchpoints

接觸點是香港理工大學品牌會觸及訪客的任何時機。從建築和室內設計的角度理解，例如建築主立面，圍牆和入口閘門、雨篷、入口特色牆、入口大堂、前檯和背牆、電梯大堂、會議室、長廊、教室等。
建築和室內設計的主要接觸點必須加入理大基因，使標準化及進一步強化理大品牌標準。而主要訪客接合點如下圖：

Touchpoints mean where visitors receive the image or message from a brand. For example, from the perspective of architecture and interior design, touchpoints could be but not limited to the main facade walls, fence wall and entrance gate, entrance canopy, entrance hall, reception counter and the background wall, elevator hall, conference/reception room, corridor, classroom etc.
We can consider to inject and further strengthen our University Brand at the major touchpoints including the following:

研究院主立面
RI Major Facade

入口
Entrance

建築主立面
Building Major Facade

內裝
Interior

會議廳
Conference Hall

接待櫃檯
Arrival Hall

香港理工大學主校園接觸點– 建築主立面案例 1
The Hong Kong Polytechnic University Main Campus Touchpoint – Building Major Façade Case 1

建築主立面
適合放置大型理大校徽或校徽連校名，以便從遠方就能認出理大校徽。
校徽顏色: 應首先考慮選用理大紅和理大灰。
校徽大小: 最小可以考慮 2.5米 x 2.5米 為基本的尺寸, 最終以整體設計效果為準
校徽光效: 應考慮夜間的光效 – 例如背光 (建議) 或前光
* 校徽主幹如需外露, 不能超出校徽或大於校徽,主幹以深色油漆完成, 避免與校徽顏色相同

Main Façade
Appropriate to place a large scale PolyU logo so that people can recognise PolyU even from distant.
PolyU logo colour: PolyU red should be considered first.
PolyU logo size: minimum size of 2.5m x 2.5m can be considered as the basic, but the design shall depends on the overall effect case by case.
lighting effects: Consideration should be given to night time light effects, ie. backlit (preferrable) or front lit.
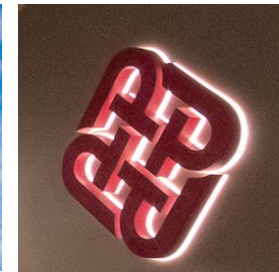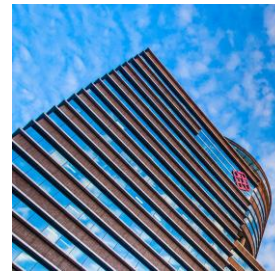
層次 Hierarchy ✗
整齊 Alignment ✗
對比 Contrast ✗
可視 Visibility ✗

層次 Hierarchy ✓
整齊 Alignment ✓
對比 Contrast ✓
可視 Visibility ✓

*鏤空不銹鋼字體和 香港理工大學校徽，採用噴漆和烤瓷漆面，背襯丙烯酸擴散器帶光環效果，背光以發光二極體燈 （色溫4000K、防水等級IP67 或經批准的同等產品）
*Cut-out S.S. letter and PolyU logo with spray painted and baked enamel finish, backed with acrylic diffuser with halo effect backlit LED light (4000K, IP67 or approved equivalent)

香港理工大學主校園接觸點- 案例 2
The Hong Kong Polytechnic University Main Campus Touchpoint - Major Façade Case 2

圍牆，入口門頭，入口特色牆
適合放置中或小型理大校徽。
校徽顏色: 應該首先考慮選用理大紅。
校徽大小: 最小可以考慮 0.5米 x 0.5米 為基本的尺寸, 最終以整體設計效果為準
校徽光效: 應考慮夜間的光效 - 例如背光 (建議) 或前光

Fence Wall, Entrance Portal & Feature Wall
Appropriate to place a medium to small scale PolyU logo.
PolyU logo colour: PolyU red should be considered first.
PolyU logo size: minimum size of 0.5m x 0.5m can be considered as the basic, but the design shall depends on the overall effect case by case
PolyU logo lighting effects: Consideration should be given to light effects at night, ie. backlit (preferrable) or front lit

*鏤空不銹鋼字體和 香港理工大學校徽，採用噴漆和烤瓷漆面，背襯丙烯酸擴散器帶光環效果，背光以發光二極體燈（色溫4000K、防水等級IP67 或經批准的同等產品）
*Cut-out S.S. letter and PolyU logo with spray painted and baked enamel finish, backed with acrylic diffuser with halo effect backlit LED light (4000K, IP67 or approved equivalent)
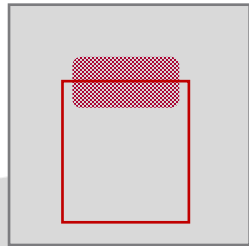
機密 CONFIDENTIAL
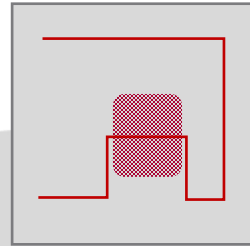(只供香港理工大學內部使用 For Internal Use Only)

香港理工大學主校園接觸點-建築主立面案例 3
The Hong Kong Polytechnic University Main Campus Touchpoint - Major Façade Case 3

主要對接觸點例圖解說明 － 入口特色牆
Major Touchpoint Illustration – Entrance Feature Wall

綠化牆作為背景是色彩對比的一個例子，以突出理大校徽並且有綠化校園作用

Vertical Greenery Wall as a backdrop is an example of colour contrast to stand out the PolyU Logo, and at the same time to provide more greenery to the campus

*鏤空不銹鋼字體和 香港理工大學校徽，採用噴漆和烤瓷漆面，背襯丙烯酸擴散器帶光環效果，背光以發光二極體燈（色溫4000K、防水等級IP67 或經批准的同等產品）
*Cut-out S.S. letter and PolyU logo with spray painted and baked enamel finish, backed with acrylic diffuser with halo effect backlit LED light (4000K, IP67 or approved equivalent)

香港理工大學晉江技術創新研究院創新之旅
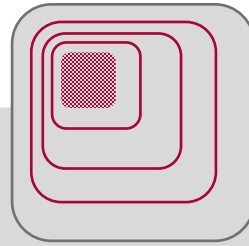# The Hong Kong Polytechnic University - Jinjiang Technology And Innovation Research Institute Journey
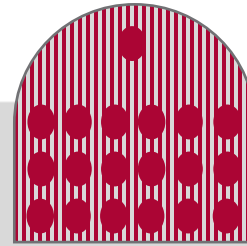
建築主立面
BUILDING
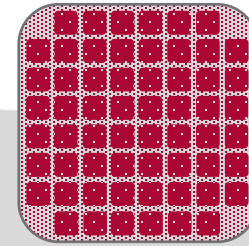MAJOR FACADE

入口門頭、特色牆
ENTRANCE PORTAL/
FEATURE WALL

入口前台
ARRIVAL
HALL

會議廳
CONFERENCE
HALL

辦公室
COLLABRATION
HALL