

Opening Minds Shaping the Future

Through an innovative education model combining professional knowledge with service-learning and real-world experience, PolyU has nurtured many bright minds who are contributing to society. We also challenge boundaries and uncover knowledge, bringing many practical, yet world-changing, ideas to life for the benefit of mankind.

啟迪思維 · 成就未來

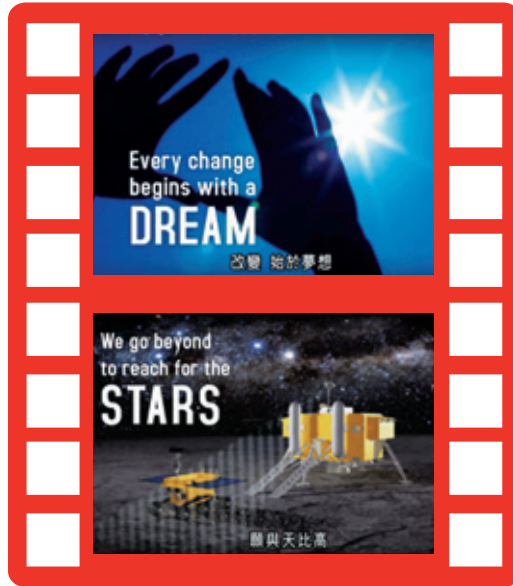
理大的嶄新教育模式，將專業知識、服務學習和現實社會體驗結合起來。我們致力培育貢獻社會的傑出人才，更挑戰極限，開拓知識，讓開天闢地的構思意念孕育成長，造福世界。

Following a series of consultation and engagement exercises with internal and external stakeholders, in May 2015, PolyU adopted **Opening Minds · Shaping the Future** as its new brand promise for education and research. Since then, the new brand has been publicized through different channels at home and abroad.

2015年5月，理大在舉辦多次諮詢及討論會，並收集校內及校外持分者的意見後，決定採用「**啟迪思維 · 成就未來**」作為全新的教研承諾，隨後更在本地及海外不同媒體進行推廣。



Corporate and Brand Story Videos 大學與品牌故事短片



Awards 獎項

- ▶ Grand Award - Best of Category Award in the 2015 Galaxy Awards (Videos Category)
2015 年 Galaxy Awards (錄像組別) 大獎
- ▶ Gold Award - 2015 Galaxy Awards (Videos & DVDs: Corporate Identity Category)
2015 年 Galaxy Awards (錄像及影音光碟：企業形象組別) 金獎
- ▶ Bronze Telly Award - 36th Annual Telly Awards (Online Video Category)
第三十六屆美國特勒電視節 (網上錄像組別) 銅獎

http://www.polyu.edu.hk/cpa/Corporate_Video/2015

Brand Advertisements 品牌廣告

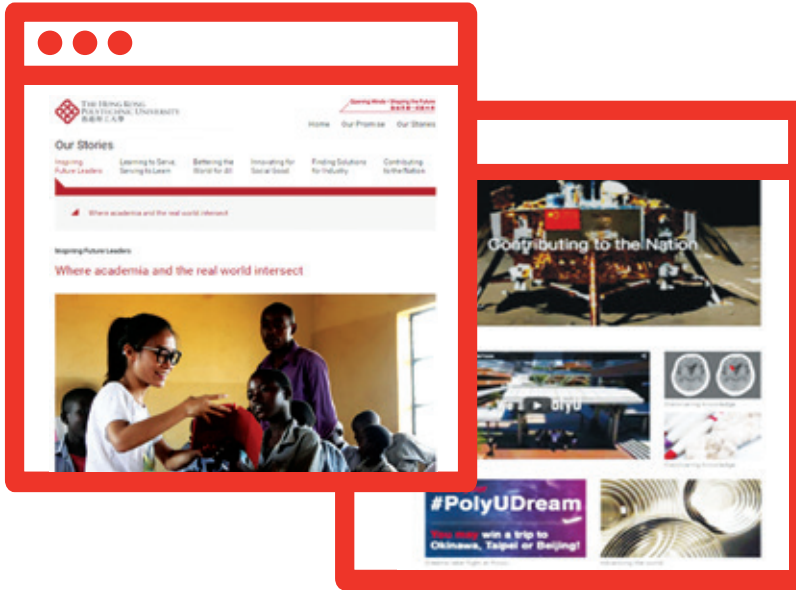


Advertisements are placed in different platforms to bring out the essence of the PolyU brand.
在不同平台刊登廣告，以傳達理大品牌的精髓。

Award 獎項

- ▶ Bronze Award - Best International Print Advertisement
- 11th QS-APPLE Creative Awards
第十一屆 QS-APPLE 創意大獎 — 最佳國際平面廣告銅獎

Brand Website 品牌網頁



Features 特色

- ▶ Corporate Video 大學短片
- ▶ Our Promise 我們的承諾
- ▶ Brand Stories 品牌故事
- ▶ Photo Gallery 相片集

Award 獎項

- ▶ Best in Class - Interactive Media Award (University Category)
2015 年互動媒體大獎—最優秀網站（大學組別）

www.polyu.edu.hk/openingminds

Research Hub Microsite 大學科研網站



PolyU's impactful breakthrough, research excellence and knowledge transfer achievements are showcased on this microsite.

此網站展示理大影響深遠的突破發明、卓越科研，以及知識轉移方面的成就。

[http://timeshighereducationonline.com/
the-hong-kong-polytechnic-university](http://timeshighereducationonline.com/the-hong-kong-polytechnic-university)

Publications 刊物



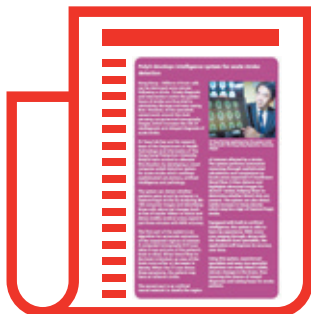
PolyU Milestones Special Edition
(June 2015)
《理程》特別版（2015年6月）

<http://www.polyu.edu.hk/cpa/milestones/en/201506>



excel @ PolyU e-newsletter
電子通訊

<http://www.polyu.edu.hk/cpa/excel/en/201505>



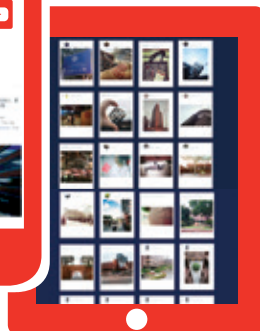
Brand stories published in
overseas magazines
在海外雜誌刊載品牌故事

Social Media Campaigns/ Online Platforms

社交媒體活動 / 網上平台



Web Banners
網頁廣告



Social Media
社交媒體

<http://www.polyu.edu.hk/PolyUDream>

Other Publicity Channels

其他推廣渠道



Souvenirs
紀念品



Wall Banners
牆壁廣告



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