

The University of Macau

Souvenir Guidelines

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Keywords: *UM souvenirs, requisition, production, guests, event participants, university image*

1. Purpose

The souvenirs of University of Macau (UM) are part of the university's identity and help build its brand image. In order to present a consistent brand image of the university, the following rules must be followed when units producing and using UM souvenirs for official purposes.

2. Scope

For the above purpose, the UM souvenirs are for guests invited by the university and participants in university events.

3. Usage of souvenirs

3.1 Units are required to purchase UM souvenirs from the university-authorized shop, which produces and sells UM souvenirs in accordance with its agreement with the university.

3.2 Certain limited-edition UM souvenirs are for official purpose used and can only be purchased by staff.

3.3 All souvenirs for official use, including the limited-edition, the upper limit of requisition amount for each souvenir item used for official purpose is MOP500.

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4. Production of souvenirs

- 4.1 If it is indeed necessary for any unit to produce its own souvenirs, please follow the following rules in point 4.2 and 4.3 and avoid producing the same variety of souvenirs that is already available in the university-authorized shop.
- 4.2 The souvenirs must be inscribed with the university's logo or name either in the complete form (University of Macau) or the abbreviated form (UM). To achieve better promotional effects, the nature and style of the souvenirs should suit the university's image and should include elements that highlight the university's brand. (Please refer to the University of Macau Brand Guidelines and University of Macau Logo Manual for details.)
- 4.3 To protect the university's image, souvenirs inscribed with the university's logo or name either in the complete form (University of Macau) or the abbreviated form (UM) should be agreed by the Rector or Director of Communications Office before production.

5. Remarks

- 5.1 These guidelines shall take effect on the day of approval.
- 5.2 For enquiries about the souvenir guidelines, please email to the Communications Office at prs.event@um.edu.mo.

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澳門大學紀念品指引

1. 目的

澳門大學（澳大）紀念品為大學的標誌之一，且有助建立大學的形象。為了使澳大品牌形象統一化，部門使用及製作公務用途的澳大紀念品時必須遵守以下規定：

2. 對象

為著上述目的，澳大紀念品是用予致送給大學的嘉賓及活動參與者。

3. 使用紀念品

3.1 部門須在大學授權的商店購買澳大紀念品。授權的商店會根據其與大學簽訂的合作協議，製作及售賣澳大官方紀念品。

3.2 指定的限量版澳大紀念品僅供職員購買並用作公務用途。

3.3 用作公務的澳大紀念品及限量版澳大紀念品，每件紀念品之上限金額為澳門幣 500 元。

4. 製作紀念品

4.1 部門如有需要自行製作紀念品，須遵守 4.2 和 4.3 的指引並避免與商店售賣的種類重複。

4.2 紀念品需印上含有澳門大學標誌或「澳門大學」、「澳大」名稱，種類及款式需配合澳大的品牌形象，並包含能夠突顯澳大品牌的元素（詳情請參考「澳門大學品牌形象指引」及「澳門大學標誌使用說明」），以宣傳大學形象。

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4.3 為了維護大學形象，含有澳大標誌或「澳門大學」、「澳大」名稱的紀念品需經校長或傳訊總監同意後方可製作。

5. 備註

5.1 此指引由批准日起生效。

5.2 如對大學紀念品指引有任何查詢，請聯絡傳訊部，電郵：prs.event@um.edu.mo。