

The University of Macau

Guidelines for Name Card Design

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Keywords: *Name card format*

1. Purpose and Scope

The name cards of University of Macau (UM) staff are part of the university's identity and help build its brand image. The following rules must be followed when producing name cards bearing the name of the University of Macau.

2. Format

- a. The letterhead should include the university's official logo;
- b. Information to be printed includes:
 - Employee's name
 - Job title and department
 - Degree obtained (optional)
 - University address and homepage address
 - Office location: building name + building code (optional: room number)
 - Employee's telephone number (use direct line, e.g. 8822XXXX) and fax number
 - Employee's work email
 - QR code that links to the university's official website or the employee's academic profile on UM's website
- c. Name cards should be in one of the official languages (Chinese/Portuguese) and English at the requestor's discretion.
- d. Certain symbols, such as international accreditation symbols, can be printed at the specified location on the name card after obtaining the rector's approval, and the department head shall decide who needs to include such symbols in the name card.

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3. Colour, Material and Size

- Name cards should be made of this paper: Conqueror Wove Diamond White 300gsm.
- UM's official logo should be in full colour, and the blue background of the name card should be in the Pantone colour coded 641C.
- The size of a name card should be 90mm (length) x 55mm (width).
- The size of the international accreditation symbol must not exceed 12.5mm (length) x 16.5mm (width), if applicable.

4. Sample Formats

a. General



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b. With symbol



5. Notes

- These guidelines shall take effect on the day of approval.
- Any matters not covered herein shall be subject to the rector's approval.
- For enquiries about name card format, please email the Communications Office at prs.event@um.edu.mo.

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澳門大學名片設計指引

1. 目的

澳門大學名片為大學的標誌之一，正確統一名片的設計將有助建立大學的形象，製作大學名片時必須遵守以下規定：

2. 格式

- a. 名片抬頭應包括大學官方標誌
- b. 內容應包括：
 - 員工姓名
 - 在大學的職稱及所屬部門
 - 取得之學位（可選擇）
 - 大學地址及網址
 - 辦公室地址：建築物名+代碼（可選擇：辦公室編號）
 - 電話號碼（請使用直線號碼，如：8822xxxx），傳真號碼
 - 電郵地址
 - 二維碼連接到大學官方網址或教職人員在澳大網站的學術簡歷
 - 國際性認證標誌（可選擇）
- c. 名片應根據申請人的選擇以任一種官方語言（中文／葡文）及英文印製。
- d. 一些標誌例如國際性認證標誌可允許加於名片指定位置上，但需獲校長批准，並由部門主管決定印有上述標誌的名片使用者。

3. 顏色、材料及尺寸

- a. 紙質為剛古滑面紙 - 鑽白 300gsm

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b. 澳門大學的官方標誌是全彩色，名片的藍色背景專色代碼為 641C

c. 名片尺寸為 90 mm (長) x 55 mm (闊)

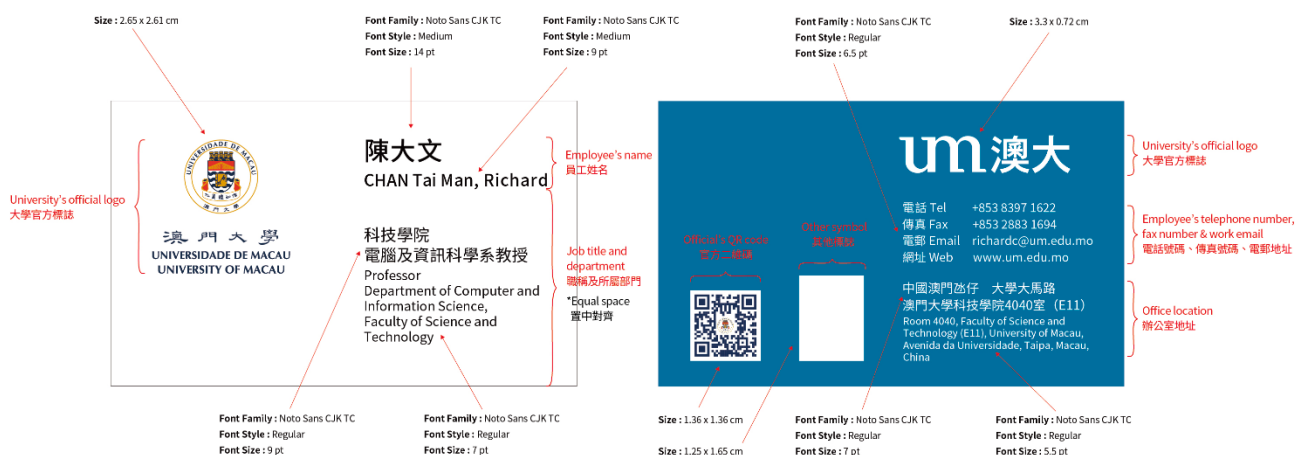
d. 國際性認證標誌尺寸不大於 12.5mm (長) x 16.5mm (闊)

4. 參考圖案

a. 一般情況



b. 附加標誌



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5. 備註

- a. 此指引由批准日起生效。
- b. 就本指引未盡之事宜，由校長以批示處理。
- c. 如對大學名片之使用有任何查詢，請聯絡傳訊部，電郵:
prs.event@um.edu.mo。