



「作為香港的博雅大學，我們深信我們的教育能夠幫助學生在不可預測、瞬息萬變的未來世界裡成就自己，同時把學生培育成為世界公民。我們為此引以為傲。」

“As the liberal arts university in Hong Kong, we believe our education can best prepare students for success in an unpredictable future, and we pride ourselves on our ability to transform students into global citizens in a rapidly changing world.”

嶺南大學校長鄭國漢教授
President Professor Leonard K Cheng,
Lingnan University

把握博雅教育的轉化力量

HARNESSING THE TRANSFORMATIVE POWER OF LIBERAL ARTS EDUCATION

為了傳達嶺大的品牌精髓，大學今年三月推出新一輪的品牌宣傳計劃。在此之前，我們進行了一次品牌審計，向校內外各方持份者收集他們對嶺大的看法和意見。品牌宣傳計劃亦與嶺大2016-2022年度策略發展計劃相互配合，而發展學生潛力為該計劃的主要目標之一。

嶺大採用了「博雅教育·成就一生」作為新口號，強調大學致力於通過博雅教育，成功地幫助學生成就他們的人生。宣傳計劃的內容建基於嶺大品牌的三大特質：

全人教育：嶺大以基礎廣闊的課程設計、小班教學及緊密的師生關係，培育學生全方位的卓越才能。我們的學生擁有慎思明辨的能力及廣闊的視野，有助他們創造美好的事業和人生。

多姿多彩的校園生活：嶺大通過四年全宿、實習及服務研習機會，以及多元化的學生計劃，為學生提供豐富充實的校園生活。當學生掌握了有用的知識和實際的技能後，便能夠在瞬息萬變的世界面對各種挑戰。

國際參與：嶺大獲《福布斯》評為「亞洲十大頂尖博雅學院」之一，並身為「世界博雅學府聯盟」的成員，致力成為一所享譽國際的博雅教育大學。我們為學生提供多元文化的校園、海外交流機會及各種國際協作課程和活動，讓他們得以接觸多方面的學習機會。

雖然這些特質一直是嶺大教育的理念，但是在新的品牌宣傳計劃裡，我們以一些充滿感染力的「嶺大故事」，進一步突顯嶺大這三大特色。

除了推出新的品牌宣傳網頁外，我們亦透過QS雜誌、港鐵的廣告燈箱、車箱電視、本地印刷和電子媒體及各大社交平台分享「嶺大故事」。

To convey its brand essence, Lingnan University launched a new brand campaign in March, following a brand audit that solicited feedback from external and internal stakeholders who described their perceptions of Lingnan. The new campaign also ties in with the University's new Strategic Plan 2016-2022, in which student development is set as one of the primary objectives.

The new tagline “Liberal Arts Education · Transformation For Life” highlights the University's commitment and success in transforming students through our unique liberal arts education. The promotional campaign is based on three key brand attributes of Lingnan:

Whole-person education: Lingnan nurtures all-round excellence in students through a broad-based curriculum, small class instruction and close faculty-student relationships. With critical thinking and broad vision, students will be able to flourish in their careers and lives.

Vibrant campus life: Lingnan builds a rich campus life for students through its full residency, internship and Service-Learning opportunities as well as diverse student programmes. By gaining highly valued life skills, students are more able to embrace different kinds of challenges in this world of rapid change.

Global engagement: Named by *Forbes* as one of the “Top 10 Liberal Arts Colleges in Asia” and as a member of the Global Liberal Arts Alliance, Lingnan aspires to be an internationally recognised liberal arts university. We offer a world of possibilities to students through a multicultural campus, overseas exchange opportunities and global collaborations.

All of these attributes have always been part of our promise, and they were further promoted in the new campaign through our inspiring “Lingnan Stories”.

In addition to the launch of a new branding campaign website, the “Lingnan Stories” were also shared on QS magazines, MTR panels and in-train TV channels, local printed and electronic media as well as various social media platforms.