

LINGNAN UNIVERSITY

Principles and Guidelines on the Use of University's Title

1. Preamble

- 1.1 Section 22 of the Lingnan University Ordinance (Cap 1165) clearly prohibits the unauthorized use of title of the University, “no person shall incorporate or form, or be a director, officer, member or organizer of, or work in connection with, any body of persons which-
- (a) falsely purports or hold itself out to be
 - (i) the University or any branch or part thereof; or
 - (ii) in any way connected or associated with the University; or
 - (b) with intent to deceive or mislead, uses the title “Lingnan University” or “嶺南大學” or a title in any language which so closely resembles that title so as to be capable of deceiving or misleading any person into believing that the body of persons is-
 - (i) the University or any branch or part thereof; or
 - (ii) in any way connected or associated with the University.”
- 1.2 The following principles and guidelines set out the general guidelines on the use of the title of the University for members of the University and the public so as to ensure the use of the University's title be accurate and appropriate.
- 1.3 It is anticipated that the University's title will be used extensively and under different circumstances. As such, the following principles and guidelines will not be able to cover all possible usages. If in doubt, members of the University and the public are urged to seek advice from the President through the Institutional Research and Branding Office (IRBO).

2. Definition

- 2.1 The University's title means “Lingnan University”, “嶺南大學”, “Lingnan”, “嶺南”, the acronym “LU”, “嶺大”, all other names, abbreviations, logos¹ (whether registered as a trademark or not), and any other form of visual identity that connote an association with the University.

¹ The Lingnan University Graphic Identity Guidelines were adopted by the University management on 22 October 2002. All members of the University and members of the public are required to adhere to the aforesaid guidelines in using the visual identity of the University which are made available on the University intranet webpage. For details of the aforesaid guidelines and information on the usage of University visual identity, please contact the Institutional Research and Branding Office (irbo@LN.edu.hk).

3. Applicability

3.1 The following principles and guidelines shall be applicable to:-

- (a) “University members”, including all staff and students;
- (b) University’s sub-divisions of studies and learning, administrative and service departments, companies, registered staff organizations, sponsored or registered student groups;
- (c) University support groups such as Court and Council lay members, alumni bodies²;
- (d) Government and other statutory bodies;
- (e) Public members, either individually or collectively, who through participation and engagement in University activities have become involved in the use of the University’s title; and
- (f) Print, television, video, motion picture, all forms of electronic media.

4. General Principles

4.1 The following criteria, *inter alia*, should be considered when approval is to be given by the President or his/her designated authority for the use of the University’s title:

- (a) Any use of the University’s title must be made to ensure that the association does not adversely affect the University’s reputation or other interests.
- (b) Any direct or implied association with the University due to using its title must be based on a relationship properly approved by the University between itself and the other party concerned.
- (c) The use of the University’s title to describe or promote activities should be made only if it is assured that intellectual and ethical standards approved by the University are maintained; and that in actual application, there should be rigorous demand on factual accuracy to prevent distortion or misinformation.

² Alumni groups are welcome to set up new alumni associations with common study background or interest for promoting fellowship among members and supporting the development of the University. Alumni associations are formed as independent entities either incorporated as limited companies under the Companies Ordinance (Cap 32) or as registered societies under the Societies Ordinance (Cap 151). The alumni groups may also consider to join the Lingnan University Alumni Association (Hong Kong) Limited as a Corporate Member. If alumni groups are planning to use the University’s title or visual identity in any activity or in any manner that connote direct or implied association with the University, they are requested to observe and act in accordance with this principles and guidelines.

- (d) The format or media in which the University's title (or any form of visual identity) appears must be aesthetically pleasing in order to avoid public offence or distaste.

5. Guidelines

- 5.1 The authority to approve the use of the University's title ultimately belongs to the President or his/her delegated authority.
- 5.2 For events other than the normal University activities, staff and students, individually or collectively, may only use the title of the University (including the name of individual Faculties, Departments, sub-divisions of studies and learning, administrative and service departments) with the approval of the President or his/her delegated authority except where blanket or category approval has already been given.
- 5.3 In using or authorizing the use of the University's title (including the name of individual Faculties, Departments, sub-divisions of studies and learning, administrative and service departments) to identify themselves or to associate with activities conducted in collaboration with outside parties (such as in contract research, public statements, joint authorships), the parties concerned should, wherever necessary, assure that the use of such title(s) does not imply the University's endorsement of or responsibility for the particular activity, product, or publication involved.
- 5.4 Members of the public and members of the University, either individually or collectively, who have planned to use the University's title in any activity or in any manner that connote direct or implied association with the University shall seek for the President's approval for the use of the University's title in writing to the IRBO, Lingnan University, Tuen Mun, Hong Kong or irbo@LN.edu.hk. The IRBO is accountable to the President and is designated to coordinate the administrative work arising from the use of University's title in any activity or in any manner of that connote direct or implied association with the University.