

Logo Design Competition

Guidelines for Logo Design Requirements and Submission

1. All THEi full-time students are eligible to participate in this competition
2. Participants could join the Logo Design for **EITHER or BOTH** centre(s):
 - a. THEi-industry Applied Research Centre (TiARC) / THEi 高科院工業應用研究中心
 - b. TiARC for Sustainable Development / THEi 高科院可持續發展工業應用研究中心The award of winning the logo design for each centre is HKD\$2000; a chance of winning up to \$4000 if the participant is awarded for both centres.

2. Requirements for the Logo Design for “THEi-industry Applied Research Centre (TiARC) / THEi 高科院工業應用研究中心”

- Both the English version and Chinese version are required
- Both the vertical scale and horizontal scale are required
- The logo consists of both the **logotype** (text-based part) and **logomark** (a symbol or image):
- The English logotype consists of the whole name of the centre “THEi-industry Applied Research Centre”
- The Chinese logotype consists of the whole name of the centre “THEi 高科院工業應用研究中心”
- The logo design must **convey the spirit and mission of the centre**
- For detailed information of the centre, please refer to [Appendix A](#)

3. Requirements for the Logo Design for “TiARC for Sustainable Development / THEi 高科院可持續發展工業應用研究中心”

- Both the English version and Chinese version are required
- Both the vertical scale and horizontal scale are required
- The logo consists of both the **logotype** (text-based part) and **logomark** (a symbol or image):
- The English logotype consists of the whole name of the centre “TiARC for Sustainable Development”
- The Chinese logotype consists of the whole name of the centre “THEi 高科院可持續發展工業應用研究中心”
- The logo design must **convey the spirit and mission of the centre**
- For detailed information of the centre, please refer to [Appendix B](#)

4. All applicants must submit the following by February 1, 2026 at 23:59 :

- One **A4 size PDF** displaying the logo on a white and transparent background, in both color and black & white versions
- One **PNG** file with a **transparent background**, at least 2000px wide, at **400 DPI**
- One **PDF** file containing a statement of design concept of the logo (in 150 words)

All entries must be submitted via email: submit-ro@thei.edu.hk by the deadline, with the subject line as **"TiARC Logo Design Competition"**. The applicant's name, student ID, programme of study, contact number, and student's school email should be clearly stated in the submission email.

5. The Judging Panel will be Prof. Paul Tsang (Vice President((Academic)), Dr. Yin-Lun Chan (Head of Department of Design and Architecture), Ms. Sylvia Ng (Lecturer of Department of Design and Architecture) and Dr. Vanessa Li (Head of Research Office).

6. Results of the competition will be announced in March/April 2026.

7. The selected winner will be required to provide the full logo package to receive the prize award & certificate, including:

- **Vector Source Files:** The original **Adobe Illustrator (.AI)** file, with all fonts converted to outlines.
- **High-Resolution Files:** **PDF** and **PNG (400 DPI**, transparent background) in color, black-and-white, and reversed (white) versions.
- **Style Guide (Optional but highly recommended):** A simple PDF showing correct color values (CMYK for print, RGB/Pantone for web), fonts used, and spacing rules.

8. Rules and Regulations

- The champion's design will consider to be adopted as the Centre's official logo. THEi reserves the right to amend the winning design(s) and/or develop different version(s) of the logo in relation to its colour, size, form, resolution and all other features, with or without the consent of the creator of the winning entry.
- The participants agree to accept that THEi has the right to display or publish selected designs from the Competition for publicity and related activities for promoting THEi and/or the Centre in whatever format, material or platform anywhere, and with no time limit.
- By entering the competition, the participants agree to assign the intellectual property rights of their designs to THEi.
- Submitted entries will not be returned and will be properly destroyed 12 months after all Competition-related activities end.
- The winning design(s) are subject to investigations regarding originality and eligibility for trademark registration. THEi reserves the right to forfeit the prizes offered, and other entries may be selected as the winning designs.
- The decisions of the judging panel are final. In case of any dispute, THEi reserves the final decision.

- Participants who violate the intellectual property protection ordinances of Hong Kong, and/or any intellectual property or copyright protection in any other country(ies) will be disqualified and held solely liable for any constituted or potential act of infringement.
- Once the entry(ies) is/are submitted, the entrant(s) is/are assumed to have read and understood these rules and regulations, and agreed to abide by them.

THEi-industry Applied Research Centre (TiARC), THEi 高科院工業應用研究中心

The THEi-Industry Applied Research Centre (TiARC) is an initiative to strengthen cross-disciplinary collaboration between academia and industry. As industries face rapid technological changes and evolving market needs, TiARC leverages THEi's expertise in professional education, innovative research, and its extensive industry network to create a platform where academic knowledge and industry insights unite to address contemporary challenges.

Through cross-disciplinary research and strong industry partnerships, TiARC is dedicated to driving innovation and addressing real-world challenges across various sectors. The centre supports the development of practical solutions that enhance economic growth, improve quality of life, promotes environmental protection, and strengthen Hong Kong's position as a leader in applied research and technological advancement.

「THEi 高科院工業應用研究中心」旨在促進學界與產業界的跨領域合作。隨著產業面對技術革新和市場需求變化，本中心充分發揮 THEi 高科院在專上教育、創新研究及廣大夥伴網絡的優勢，打造一個結合學術知識與產業經驗的平台，以應對各行業所面對的挑戰。

透過跨學科研究和產業夥伴關係，本中心致力於推動創新，應對各領域的現實挑戰，開發具體可行的解決方案，以促進經濟增長，提升生活質素，推動環境保護，並加強香港作為應用研究及科技發展的領導地位。

“TiARC aspires to cultivate a vibrant platform where researchers, students, and industry professionals collaborate to generate new knowledge and develop cutting-edge sustainable innovations and advanced technologies.”

「THEi 高科院工業應用研究中心」致力打造一個充滿活力的平台，讓研究人員、學生及業界專業人士攜手合作，創造新知識並開發尖端且可持續的創新及先進技術。

TiARC for Sustainable Development , THEi 高科院可持續發展工業應用研究中心

TiARC for Sustainable Development is the inaugural research centre established as part of the TiARC initiative. The centre drives cross-disciplinary projects that promote green technologies, efficient use and recycling of resources, and circular economy, while nurturing talents equipped to lead in sustainability.

「THEi 高科院可持續發展工業應用研究中心」是「THEi 高科院工業應用研究中心」倡議下成立的首個研究機構。本中心致力於推動跨領域研究項目，促進綠色科技、資源高效利用與循環再生，以及循環經濟發展，同時培育具備可持續發展領導能力的專業人才。

Mission 使命

TiARC for Sustainable Development bridges the gap between research and industrial application by establishing close partnerships with business and community organisations, co-creating innovative solutions that address industry needs, enhancing productivity and promoting sustainable development. By incorporating applied research with industry practices, the centre is committed to accelerate the adoption of sustainable technologies, advance research capabilities in green innovation, and bolster Hong Kong's competitiveness in sustainable development.

作為學術研究與產業應用之間的橋樑，「THEi 高科院可持續發展工業應用研究中心」透過與企業及社區組織建立緊密夥伴關係，共同開發符合產業需求的創新技術，進而提升生產力並推動可持續發展。本中心致力於結合應用研究與業界經驗，促進可持續發展廣泛應用、推動綠色創新研發，並增強香港可持續發展的優勢。

Vision 願景

TiARC for Sustainable Development envisions itself as a leading hub for applied research and innovation, bringing about transformative impacts on industry, society, and sustainable development. Through its commitment to sustainability-focused research and partnerships, the centre strives for effective cross-disciplinary industry-academia collaboration, applied research excellence, and leadership in sustainable innovation.

The centre also places a strong emphasis on immersive, hands-on, project-based learning, empowering students to actively engage in real-world research and development initiatives. By working alongside industry professionals and academic experts, students gain invaluable practical experiences and develop critical problem-solving skills. The centre strives to cultivate a new generation of innovators and leaders equipped to drive sustainable change.

「THEi 高科院可持續發展工業應用研究中心」致力成為應用研究與創新的領導樞紐，為產業社會及可持續發展帶來革新。本中心秉持可持續發展的研究精神與密切的產業夥伴關係，積極推動跨領域產學協作，追求應用研究的卓越成果，引領創新可持續發展。

在人才培育方面，我們特別強調沉浸式、實習型和專題研習導向的學習模式，讓學生能深度參與可實際應用於產業的研究。在業界專家和學者的指導下，學生能獲取寶貴的實習經驗，並培養解決問題的能力，成為推動可持續發展的新一代創新者與領導者。