

## 4.1A Business Card: Staff (without Photo)

The specifications below illustrate the positions and measurements of the information fields to appear on the business card. Exact details are shown below. The artwork is available from the Office of Corporate Relations and the Office of Estate and Development.

**Namecard**  
Size: 90 mm x 55 mm

- 1 Name**  
Font: Frutiger 65 Bold  
Size: 11 point  
Leading: 10 point  
Tracking: 10 point  
Family name should be in uppercase
- 2 Qualification(s)**  
Font: Frutiger 55 Roman  
Size: 6 point  
Leading: 8 point  
Tracking: 10 point
- 3 Designation(s)**  
Font: Frutiger 65 Bold  
Size: 7 point  
Leading: 8 point  
Tracking: 20 point
- 4 Name of Office Relating to Designation Shown.**  
Font: Frutiger 65 Bold  
Size: 8 point  
Leading: 9.5 point  
Tracking: 10 point
- 5 Name of Umbrella Office Under Which 4 Falls Under. Address, Telephone Number, Facsimile Number, Email Address, Website Address**  
  
Font: Frutiger 55 Roman  
Size: 7 point  
Leading: 9.5 point  
  
\*For points 4 & 5, text should always be aligned left with the last line 5 mm from the bottom.

**A Chinese Name**  
Font: 方正黑体  
Size: 11 point  
Leading: 12 point

- If the English name is too long, move the Chinese name down to the second line at point 2.

**B No Text Beyond This Line**

**Cross-roles**  
When faculty staff holds an administrative role in addition to his teaching role, each position appears on different sides of the card. The main role should appear on the same side as the corporate masthead.

**Front**

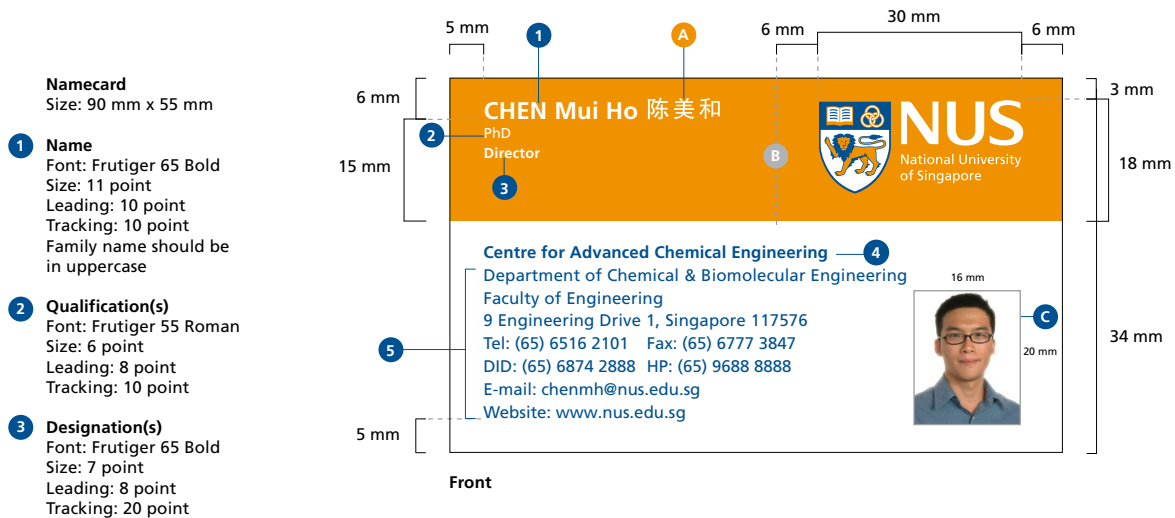
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**Reverse side**  
For Cross-roles Only

## 4.1B Business Card: Staff (with Photo)

The specifications below illustrate the positions and measurements of the information fields to appear on the business card. Exact details are shown below. The artwork is available from the Office of Corporate Relations and the Office of Estate and Development.



Front

- A Chinese Name**  
Font: 方正黑体  
Size: 11 point  
Leading: 12 point
- If the English name is too long, move the Chinese name down to the second line at point 2.
- B No Text Beyond This Line**
- C Photo**  
Size: 20 mm x 16 mm  
Colour: 4 colour  
(Colour passport size photo against white background to be provided, soft copy must be at least 300dpi.)

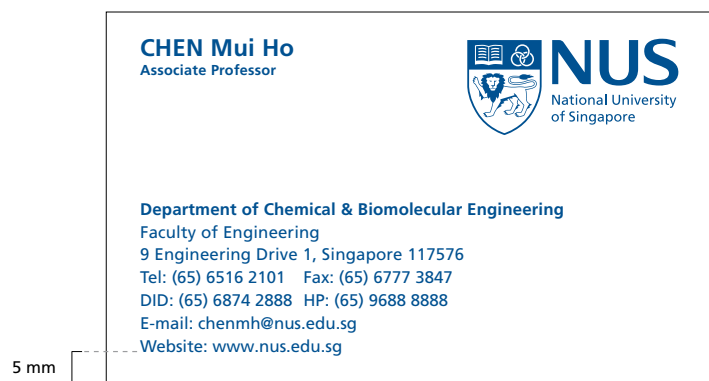
- A Chinese Name**  
Font: 方正黑体  
Size: 11 point  
Leading: 12 point

- B No Text Beyond This Line**

- C Photo**  
Size: 20 mm x 16 mm  
Colour: 4 colour  
(Colour passport size photo against white background to be provided, soft copy must be at least 300dpi.)

### Cross-roles

When faculty staff holds an administrative role in addition to his teaching role, each position appears on different sides of the card. The main role should appear on the same side as the corporate masthead.



Reverse side

For Cross-roles Only

## 4.1C Business Card: Student (without Photo)

The specifications below illustrate the positions and measurements of the information fields to appear on the business card. Exact details are shown below. The artwork is available from the Office of Corporate Relations and the Office of Estate and Development.

**Namecard**  
Size: 90 mm x 55 mm

**1 Name**  
Font: Frutiger 65 Bold  
Size: 11 point  
Leading: 12 point  
Tracking: 10 point  
Family name should be in uppercase

**2 Designation(s)**  
Font: Frutiger 65 Bold  
Size: 7 point  
Leading: 8 point  
Tracking: 20 point

**3 Name of Department Relating to Designation Shown.**  
Font: Frutiger 65 Bold  
Size: 8 point  
Leading: 9.5 point  
Tracking: 10 point

**4 Name of Faculty Under Which 3 Falls Under. Address, Telephone Number, Facsimile Number, Email Address, Website Address**

Font: Frutiger 55 Roman  
Size: 7 point  
Leading: 9.5 point

**\*For points 3 & 4, text should always be aligned left with the last line 5 mm from the bottom.**

**A Chinese Name**  
Font: 方正黑体  
Size: 11 point  
Leading: 12 point

- If the English name is too long, move the Chinese name down to the second line at point 2.

**B No Text Beyond This Line**

Front

## 4.1D Business Card: Student (with Photo)

The specifications below illustrate the positions and measurements of the information fields to appear on the business card. Exact details are shown below. The artwork is available from the Office of Corporate Relations and the Office of Estate and Development.

**Namecard**  
Size: 90 mm x 55 mm

**1 Name**  
Font: Frutiger 65 Bold  
Size: 11 point  
Leading: 12 point  
Tracking: 10 point  
Family name should be in uppercase

**2 Designation(s)**  
Font: Frutiger 65 Bold  
Size: 7 point  
Leading: 8 point  
Tracking: 20 point

**3 Name of Programme Relating to Designation Shown.**  
Font: Frutiger 65 Bold  
Size: 8 point  
Leading: 9.5 point  
Tracking: 10 point

**4 Name of Faculty Under Which 3 Falls Under. Address, Telephone Number, Facsimile Number, Email Address, Website Address**  
  
Font: Frutiger 55 Roman  
Size: 7 point  
Leading: 9.5 point

**\*For points 3 & 4, text should always be aligned left with the last line 3 mm from the bottom.**

**A Chinese Name**  
Font: 方正黑体  
Size: 11 point  
Leading: 12 point

- If the English name is too long, move the Chinese name down to the second line at point 2.

**B No Text Beyond This Line**

**C Photo**  
Size: 20 mm x 16 mm  
Colour: 4 colour  
(Colour passport size photo against white background to be provided, soft copy must be at least 300dpi.)