

**Student Development Services-SLR**  
**Guidelines for Designing Promotional Material**

1. All promotional material to be displayed on campus, e-panels, CAP and banners etc. must include CityUHK SDS logo. (refer to Fig 1).



Fig 1

2. Please go through and follow the [Corporate Identity Manual](#) when using the CityUHK logo.
3. If the activity is organised by an SDS-affiliated student society, the DegreePlus logo must also be included. Both the colored and reversed white versions can be used, depending on the color tone of the design (refer to Fig 2.1 and 2.2).



Fig 2.1



Fig 2.2

4. When placing the logo(s) in the corner of the promotional material, maintain approximately 3 mm of margin as the printing or displaying bleed edge. (refer to Fig 3).



Fig 3

5. The use of other tags, logos, or figures is optional if you find it necessary for your promotional material (refer to Fig 4 for examples).

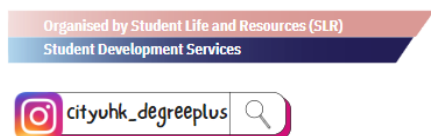


Fig 4

6. Please seek assistance from your liaison officers to obtain all the logos mentioned.