

Hong Kong Metropolitan University – Use of Name Policy Applicable to Alumni Groups

Purpose

1. This Policy sets forth the guidelines for the use of the name of the Hong Kong Metropolitan University (“HKMU”) by HKMU Alumni Groups (defined below).
2. HKMU’s name is valuable assets of HKMU that collectively represent our brand identity, reputation and goodwill. It is imperative to safeguard the integrity of HKMU’s name and to ensure that in the course of HKMU Alumni Groups’ activities, our brand identity is exhibited appropriately and in a way that does not mislead or confuse the public.
3. This Policy aims to facilitate proper and consistent use of HKMU’s name by HKMU Alumni Groups, by setting out the general principles and guidelines which HKMU Alumni Groups should follow in using, displaying or presenting HKMU’s name.
4. It is understandable that HKMU’s name will be used extensively and under different circumstances. Hence, the general principles and guidelines are not intended to be exhaustive or comprehensive in covering all cases. If in doubt, members of HKMU Alumni Groups are advised to clarify with HKMU.
5. HKMU shall have the sole discretion to extend this Policy to cover other purposes and/or other members or groups.

Scope of Application

6. This Policy applies to the use of HKMU’s name by HKMU Alumni Groups and their members. Use of logo of HKMU is not permitted in any circumstances.
7. HKMU’s name includes “Hong Kong Metropolitan University” and “香港都會大學”, the acronyms “HKMU”, “都會大學” and all other names or abbreviations that connote an association with HKMU, including the name of any individual Schools, Offices, sub-divisions of studies and learning, administrative and service departments of HKMU.
8. HKMU’s logo includes any logos (whether registered as a trademark or not), and any other form of visual identity that connotes an association with HKMU.
9. HKMU Alumni Groups comprise unofficial alumni associations (incorporated/formed by former students or graduates of HKMU). HKMU will post and update in its website the list of alumni groups approved to use the name of HKMU.

General Principles in the Use of HKMU's Name

10. The following principles shall apply to the use of HKMU's name by HKMU Alumni Groups:-

- a. For the sake of consistency, HKMU's name shall, to the extent appropriate and possible, be used in the full and standard form appended in Annex 1 of this Policy. This particularly applies to all official activities, work, services, communications, publications, and websites of HKMU Alumni Groups;
- b. Any use of HKMU's name must be accurate, appropriate and not misleading.
- c. Any use of HKMU's name must be made to ensure that the association does not adversely affect HKMU's reputation or other interests;
- d. Any direct or implied association with HKMU due to using its name must be based on a relationship properly approved by HKMU between itself and HKMU Alumni Groups concerned;
- e. The use of the HKMU's name to describe or promote activities should be made only if it is assured that intellectual and ethical standards approved by HKMU are maintained; and that in actual application, there should be rigorous demand on factual accuracy to prevent distortion or misinformation;
- f. The format or media in which HKMU's name appears must be aesthetically pleasing in order to avoid public offence or distaste;
- g. HKMU's name should not be used for any immoral, illegal, discriminatory or defamatory purposes; and
- h. Save with express written approval by HKMU in advance, any use of HKMU's name should not suggest or imply any endorsement of, or affiliation with, or responsibility or obligations assumed by, HKMU.

HKMU's Approval for the Use of HKMU's Name

11. Save for the exemptions set out in Annex 2, HKMU Alumni Groups should seek prior written approval from HKMU or its delegated authority for the use, display and/or presentation of HKMU's name.

12. Express approval must be sought from HKMU or its delegated authority in relation to:-

- a. Each and every fund-raising, advertising and promotional efforts, sale and distribution of services/products for financial consideration, and financial transactions;
- b. Each and every media and promotional work including but not limited to, print, radio, television, video, motion pictures, and all forms of electronic media (e.g. internet websites, electronic mail, social media, applications for computer or mobile devices); and

- c. Each and every promotion advertisement that displays, lists, or suggests HKMU as a user or endorser of any product or service.
13. In considering whether or not to grant the approval, HKMU or its delegated authority should consider, among others, the considerations and criteria set out in paragraph 10 above.
14. HKMU or its delegated authority is not bound to approve any request for the use, display and/or presentation of HKMU's name. Where approval is given by HKMU or its delegated authority, it can be given in full or in part, and the form of blanket approval, case by case approval, or any other form as HKMU may consider appropriate.
15. Any use, display or presentation of HKMU's name does not imply HKMU's endorsement of or responsibility for any activity, event, product, publication, or work by HKMU Alumni Groups.
16. HKMU reserves the right to withdraw approval for the use, display and/or presentation of HKMU's name.
17. The authority to approve the use of HKMU's name ultimately belongs to HKMU or its delegated authority.
18. Use of HKMU's former names (as displayed in Annex 3) is no longer permitted except with prior written consent and only under special circumstances. Use of HKMU's former logos are not permitted in any circumstances.

Approval Procedures

19. The Development and Alumni Affairs Office shall be the primary contact point and responsible administrative unit to review, process and approve any requests for the use, display and/or presentation of HKMU's name.
20. Below are the standard procedures for obtaining approval for the use, display and/or presentation of HKMU's name.

Request for Approval:

Any HKMU Alumni Group seeking to use HKMU's name must submit a written request to HKMU. The request should be accompanied by a sample or design of HKMU's name to be used, displayed and/or presented, and the purpose and details of such use, display and/or presentation. The request should be submitted at least four (4) weeks in advance of the intended use, display and/or presentation.

Review and Approval Process:

HKMU will review the request in compliance with this Policy and other applicable codes, policies and regulations. HKMU may consult other departments or units as necessary. HKMU will communicate its decision to HKMU Alumni Group concerned in writing, either granting or denying approval or requesting further information or modifications.

Approval Conditions:

HKMU may impose conditions on the use of HKMU's name, such as size, placement, colour or format. In some circumstances, HKMU may further impose disclaimers on the use of HKMU's name as it considers appropriate and fit or require the HKMU Alumni Group(s) concerned to provide samples or proofs of the final product or materials for approval before distribution or publication.

Renewal or Modification:

Any changes or modifications to the approved use of HKMU's name must be submitted to HKMU for review and approval. Any extension of the approval use must be submitted to HKMU for renewal or approval.

Violations:

HKMU will actively monitor for any breaches of this Policy or any usage of HKMU's name which falls outside the principles articulated in the foregoing provisions. Any unauthorized use or misuse of HKMU's name or logo may result in legal action, or other remedies as deemed appropriate by HKMU.

21. HKMU reserves the right to revise the provisions of this Policy at any time without prior notice.
22. This Policy has English and Chinese versions, in the event of conflict of terms therein, the English version shall prevail.

(26 July 2023 Version)

1. Standard Hong Kong Metropolitan University (“HKMU”) Name:

Full Name of the HKMU:	Hong Kong Metropolitan University 香港都會大學
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Note: Always use the full name when it appears for the first time in any communications.

The exemptions from the approval requirement set out in paragraph 11 of the Policy include:-

Applicable to the following activities of an alumni group that has HKMU's approval to use the name of HKMU as part of the alumni group's name ("Official Name") and in its chops (each, an "Official Chop"), then to the extent such approval has not been revoked and that the use of Official Name and Official Chop is in compliance with applicable laws and this policy (in particular clauses 10, 12 and 16):

1. the alumni group may use its Official Name and Official Chop in its communication with its alumni members; and
2. the alumni group may use its Official Name and Official Chop to communicate with the applicable government/regulatory authorities and any third party for legal and regulatory compliance purposes or for activities that fall within the annual plan (if applicable) submitted to HKMU and that are to promote the objects of the articles of association of the alumni group as approved by HKMU.

1. HKMU's former names and acronyms include:

“The Open University of Hong Kong” and “香港公開大學”, “OUHK”, “公開大學” and all other names or abbreviations that connote an association with OUHK, including the name of any individual Schools, Offices, sub-divisions of studies and learning, administrative and service departments of OUHK.