

國立清華大學科技管理學院視覺識別系統使用管理要點

Visual Identity System Usage Policy

College of Technology Management, National Tsing Hua University

111年10月5日，111學年度第一次院務會議通過訂定

Established at the 1st College Council on October 5, 2022

一、國立清華大學科技管理學院（以下簡稱本院）為辦理本院視覺識別系統

(Visual Identity System，簡稱VIS)之使用申請及授權業務，特訂定本要點。

Article 1 The purpose of this policy is to establish procedures to process the application and authorization of the use of the Visual Identity System (VIS for short) of the College.

二、本要點所稱的視覺識別系統，包含院徽及標準字體院名、書法字體院名（如附件一）。

Article 2 The VIS referred to in this policy includes the logo and the name of the institution in the standard and in the calligraphic fonts (as shown in Appendix I)

三、本院各單位、教職員工生、學生社團或各地校友會等，若非以商業為目的而欲使用本院視覺識別系統時，應遵守本院『國立清華大學科技管理學院視覺識別系統規範手冊』之規範。

Article 3 Anyone from CTM, including faculty members, staff, students, student clubs, or alumni associations, who wishes to use our VIS for non-commercial purposes should abide by the "National Tsing Hua University College of Technology Management Visual Identity System User's Manual".

四、非本院單位如欲使用本院視覺識別系統，須向本院提出申請（申請表如附件二），並不得作為商業目的使用。

Article 4 If anyone outside the organizations mentioned above wishes to use our VIS, an application must be submitted to the College (application form as shown in Appendix II) and this must not be used for commercial purposes.

五、 獲本院授權使用視覺識別系統者，不得將本院視覺識別系統與監製、製造、生產、品質管制、管理、保證、推薦或其他近似文字或圖樣連用。但與本院有產學合作、專利技術移轉或授權，經本院同意者，不在此限。

Article 5 Any person authorized by the College to use the VIS shall not use the VIS in conjunction with supervision, manufacturing, production, quality control, management, guarantee, recommendation or other similar words or patterns. However, in the cases of authorized industrial-academic cooperation, transfer of patented technology, the College shall agree to such use.

六、 使用本院視覺識別系統應遵守申請使用之目的、範圍及方式。若欲延長使用期限，應再次提出申請，且非經本院同意不得轉授權。



Article 6 The use of the VIS of the College shall comply with the purpose, scope and manner of the application for use. To extend the period of use, a re-application should be submitted, and sublicense shall not be granted without the consent of the College.

七、 本要點經院務會議通過後實施。

Article 7 These regulations shall take effect after the approval of the College Council.

【附件一】本院視覺識別系統



Appendix I : The Visual Identity System of the College of Technology Management of NTHU

院徽 Logo	
	<p>說明：</p> <p>整體標誌設計形象扣合科技管理學院台積館建築，以建築外觀的透視角度進行發想。透過躍然的線條與球狀裝飾物，增添整體標誌的親和感。</p> <p>為增添標誌辨識度，搭配台積館建築上明顯的公共藝術的球型裝置，四個圓分別代表行政中心、大學與碩博班、在職專班、研究中心。</p> <p>整體標誌的線條、圓點在標誌上看似交錯的線條的走勢，卻有可讀性，代表「管理」面上的有條不紊，而其樣式也以電路板的線路與組件代表「科技」感。</p> <p>The overall logo design is conceived from the perspective of the building's exterior with a sense of affinity through adding the leaping lines and spherical ornaments of the public art sculpture installation.</p> <p>The four circles represent the administration center, the bachelor's, master's and doctorate degree programs, the Professional Part-Time Degree Programs, and research centers.</p> <p>The lines and dots of the logo mingled together appear in an interlaced pattern represent the orderliness of "management", and the style also represents a sense of "technology" with the lines and components of circuit boards.</p>
一般標準字 Name in the Standard Font	書法字標準字 Name in the Calligraphic Font
<p>科技管理學院</p> <p>College of Technology Management</p>	 <p>College of Technology Management</p>

國立清華大學科技管理學院視覺識別系統使用申請表（非商業使用）

申請日期： 年 月 日

Application Date: yyyy/mm/dd

選擇授權項目 License Item	院徽 LOGO	
	<input type="checkbox"/> 	
	一般標準字 Name in the Standard Font	書法字標準字 Name in the Calligraphic Font
	<input type="checkbox"/> 	<input type="checkbox"/> 
用途 Purpose of Usage		
使用期間 Period of Usage	年 月 日起 至 年 月 日止 From yyyy/mm/dd to yyyy/mm/dd	
申請單位/申請人 Applicant		授權人核定 Review Outcome
單位名稱 Organization : 姓名 Applicant's Name : 聯絡電話 Phone Number : E-mail: _____ (蓋章Signature)		<input type="checkbox"/> 同意 Approved <input type="checkbox"/> 補充資料後再審 Supplementary to be Submitted <input type="checkbox"/> 駁回 Rejected
		_____ (核章Authorization Seal)