



Mission

Hong Kong Baptist University is committed to academic excellence in teaching, research and service, and to the development of whole person in all these endeavours built upon the heritage of Christian higher education.

Vision

Hong Kong Baptist University aspires to be a premier institution of higher learning providing broad-based, creativity-inspiring education with distinctive contribution to the advancement of knowledge through research and scholarship.



University Emblem

The book displayed in the motif symbolises the unique quality of the University’s educational philosophy that trains the mind, body and spirit – Whole Person Education. The waves embodied in the design are symbolic of Hong Kong’s seaboard location as well as the University’s unceasing pursuit of excellence. The interlocking border illustrates the linkage of kindred spirits, reflecting HKBU’s Christian heritage and its international relationships.



University Logo

The acronym “BU” coupled with the outline of a book on the logo resembles the Chinese characters of “welcome” (迎) and “progress” (進), denoting the merging of Eastern and Western cultures, a theme close to HKBU’s philosophical essence.



Hong Kong Baptist University 60th Anniversary Logo

The logo uses a brighter shade of HKBU's corporate colour – blue – to portray vibrancy steeped in a rich heritage. The 60th anniversary tagline “Whole Person Education for a Better World 育全人 惠全民” highlights the proud tradition and educational philosophy which underpins all HKBU's endeavours, while the design of the zero indicates upward movement, representing HKBU's continuous drive for progress. The round shape of the zero and the circle of the numeral six symbolise the all-round development of HKBU graduates.