



The University's *emblem* comprises three pictorial elements. The book symbolizes the unique quality of the University's education philosophy which includes the training of the mind, body and spirit—whole person education.

The waves are symbolic of Hong Kong's geographic nature as well as the University's unceasing pursuit of excellence. The interlocking border illustrates the linkage of kindred spirits, reflecting the Institution's Christian heritage and international relationships.



The *logo* is derived from elements of the emblem and embodies the book and water motifs. The acronym "BU" coupled with the outlined book resemble the Chinese characters of "welcome" (迎) and "progress" (進), conceptualizing the merging of Eastern and Western cultures.

The book in the logo symbolizes knowledge and is also a reminder of the Christian heritage of the Institution. As in the emblem, the water motif undergirds the logo, reflecting Hong Kong's geographic nature as well as the University's unending vigilance for quality.



Mission Statement

大學使命

The 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.