

CCHAP

A NEW CHAPTER

Learn with purpose.

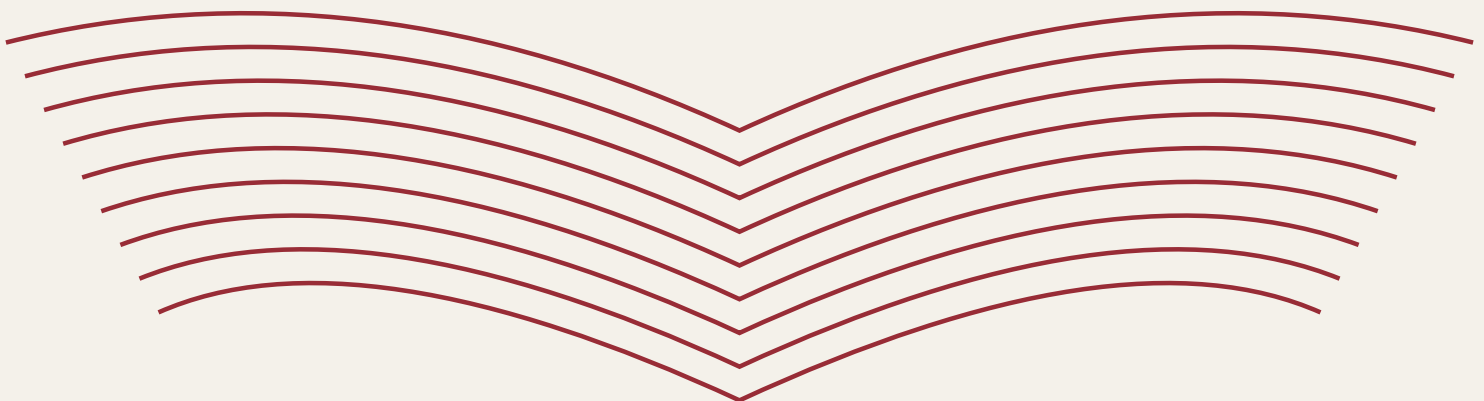


A VISUAL EDITION / 2026

Knowledge, with a human purpose.

从学习，到关怀。

A clearer voice for healthcare and pharmaceutical learning.
The college's red identity anchors a warmer visual language,
with room for people, purpose and the next step.



CCHAP

A contemporary typographic signature.

The complete archival college identity remains intact.



ORIGINAL CREST

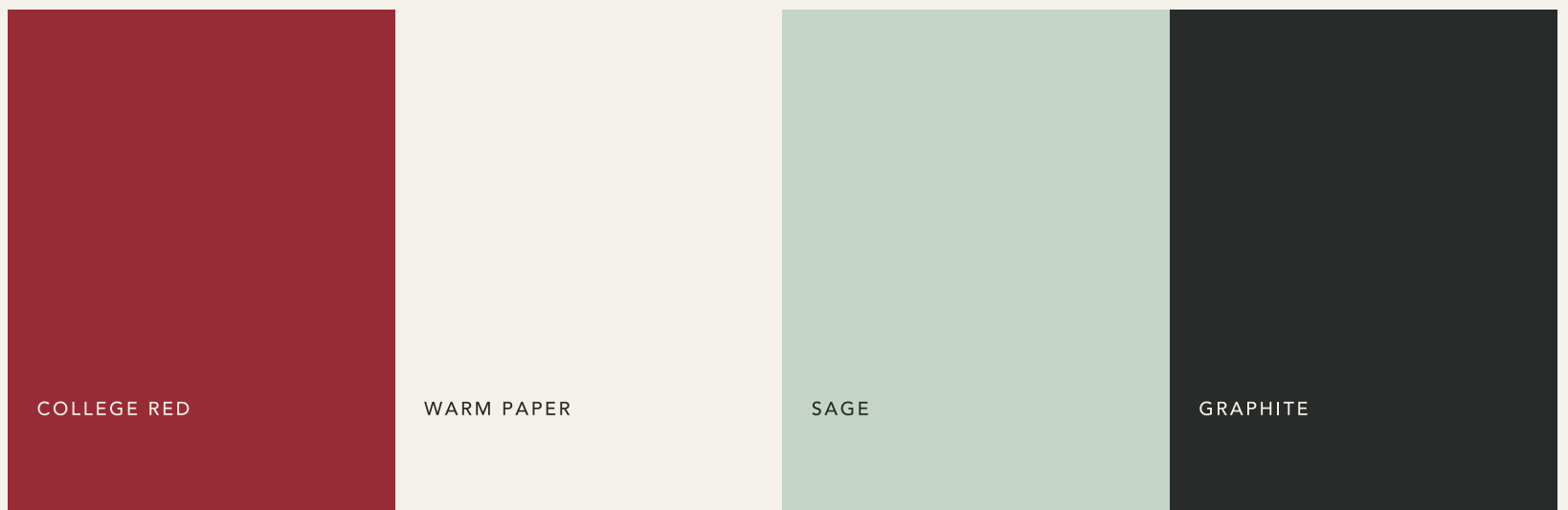


ORIGINAL HORIZONTAL LOCKUP

Clear. Warm. Considered.

CCHAP

Avenir / 学有所向



A deeper red continues the character of the archive.
Warm paper and sage soften the institutional setting.
A clear type hierarchy gives every message its place.

Two paths. One clear system.

01 / PROGRAMMES

Vocational programs

A new profession.

02 / WORKSHOPS

Skills workshops

A new perspective.

A shared ambition.



Learn. Together.

ARCHIVAL STOCK IMAGE / ILLUSTRATIVE

Make room for what comes next.



The new open-page graphic connects learning materials, campaigns and the digital experience. It is a supporting graphic, separate from the original college crest.

CCHAP

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学有所向。

A VISUAL EDITION BY DAY OF DESIGN

Original college identity and design archive: 2023.

New typography, colour, graphic system and applications: 2026.

Photography is stock imagery embedded in the original artwork;
it does not establish actual students, staff or campus locations.

New concepts are not confirmed as adopted, printed or launched.