

## Tamkang Unveils 75th Anniversary Logo and Slogan as Celebration Kicks Off

Tamkang University has officially unveiled its 75th anniversary logo and slogan, which will be used by all offices in related activities and promotional materials, marking the official start of the anniversary celebrations. The list of winners from the “75th Anniversary Logo & Slogan Design Contest” has also been announced on the university website and individually notified via email. (Link: <http://www.ac.tku.edu.tw/news/news.php?Sn=1173>)

The official logo is based on the first-place design titled “雲端智慧・AI紐帶”. It features a ribbon embedded with digital symbols, representing the university’s vision of a cloud-intelligent campus. The circular SDGs (Sustainable Development Goals) icon is integrated into the number 75, embodying the idea of a resilient smart city university focused on “Cloud Intelligence and a Sustainable Future.” The digital ribbon aligns with Tamkang’s development goals “AI+SDGs=∞” and “ESG+AI=∞,” symbolizing continuous progress like undulating waves. This complements the upper-left slogan: “智領未來∞永續淡江” (Shining Future with Intelligence ∞ Everlasting Tamkang with Sustainability).

The second-place logo, Team TK, simplifies “Tamkang University” into the core branding concept “TK.” It aims to create a dynamic, youth-centered image combining intelligence and sustainability. The design adopts the circular SDGs structure, modularizing the geometry into the visual form “TK,” with rearrangements that convey infinite sustainability through diverse configurations.

The third-place design, “七五淡江・無限未來”, centers on the number 75, incorporating Tamkang’s emblematic colors and architecture. Inspired by the theme “AI+SDGs=∞,” the logo features the 17 SDG colors forming an infinity symbol, representing the university’s enduring commitment to sustainable development and integration of campus values with SDG ideals. Tech-style lines emerging from the 75 signify Tamkang’s ongoing energy

and drive toward the future through AI technology.

The top 3 slogans are: “跨越75、智領未來、永續前行”；“淡江75、創新永續、智領未來”；“智永雙全、創新75”. Honorable mentions for slogans: “智慧領航 永續淡江”；“淡大75無限榮耀・AI智慧由我閃耀”；“淡江75挺智慧，永續AI超速配”. The top 3 AI logo winners are: “永耀75”；“無限創新繪製未來”. Honorable mentions in the AI logo category: “淡江75・展翼未來”；“無限75”；“淡江75・智永未來”.

Secretary-General Yu-Pei Ma noted that the contest received 65 entries for the logo contest, 144 for the slogan, and 114 for the AI logo. A panel of faculty and professionals in design and language fields conducted blind evaluations based on creativity and thematic relevance, visual appeal and recognizability, practicality and adaptability, and clarity of design concept. All entries included detailed explanations, demonstrating the participants’ deep understanding of Tamkang’ s development vision. During the judging process, discussions focused on design quality, recruitment appeal, the university’ s legacy, and resonance with younger audiences. After refining the final designs to reflect Tamkang’ s identity, the winning logo and slogan will be featured on anniversary materials, including conference documents, publications, T-shirts, envelopes, mugs, and other commemorative items, preserving the memorable spirit of the 75th anniversary celebration.

2025/05/20

淡江大學創校75週年  
智領未來 ∞ 永續淡江



The official logo and slogan for Tamkang University’ s 75th anniversary have been unveiled.

第一名



佳作



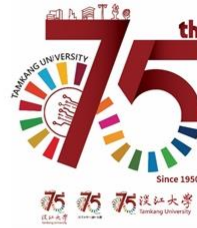
第二名



佳作



第三名



佳作



The top 3 winning logo designs and honorable mentions.

第一名



佳作



第二名



佳作



第三名



佳作



Top 3 Winning Designs and Honorable Mentions from the AI Logo Contest.