The design of the Urban Renewal Authority logo is based on a calligraphic rendition of the Chinese character “人” (people) and the letter “U” from the word “urban”. These elements are interwoven to depict their close relationship.

The URA will improve the living environment of the people through urban renewal. At the same time the URA will also promote rehabilitation and preserve buildings of historic and architectural value. The form of the logo represents the harmony of old and new, suggesting the continuity and revival of life-styles and culture. The URA is determined to create better urban living together with the people of Hong Kong.