

The Hong Kong University of Science and Technology

E-Board Guideline

The Hong Kong University of Science and Technology (HKUST) E-Board, located in the Atrium above the escalator towards Academic Concourse and connected with 3 display units at various locations, is an official promotional channel of the University within the campus area. HKUST E-Board allows academic and administrative units of the University to reach and engage audiences by showcasing various aspects of the unit's programs, offerings and events. It is made available to the HKUST Community for the purpose of providing timely information such as weather, local news, HKUST news, ad-hoc or urgent University's announcement, etc. It also includes promotion of activities such as talks, seminars, ceremonies and could provide live/timed broadcast of selected campus events.

Global Engagement & Communications Office (GECO) is responsible for the maintenance and operation of the HKUST E-Board and the three display units.

Objectives

This guideline serves to provide a clear understanding of the usage of The Hong Kong University of Science and Technology (HKUST) E-Board. As one of the official channels, HKUST E-Board will align with [HKUST brand guidelines](#) and [HKUST brand style guides](#) set forth for brand consistency. Below are the guidelines for posting promotions, events or announcement to the HKUST E-Board:

Eligible Users

- The HKUST Community, including all official units such as schools, institutes, academic departments, program offices, centers, administrative departments, offices and units, as well as official alumni's association and official student organizations are eligible to promote in HKUST E-Board for FREE.

Operation

- The HKUST E-Board will operate Monday to Friday from 8:00 a.m. to 9:30 p.m. on working days and on Saturdays from 8:00 a.m. to 1:00 p.m. No operation on Sundays and public holidays.
- Each content display is allowed to run for a maximum of ten (10) working days but cannot go beyond the event date, except getting special permission from GECO.
- Requests of content display will be taken on a first-come-first-served basis and scheduled based on availability.
- Each submission will be displayed for about 10 seconds or a duration which GECO deem fits to achieve the purpose of E-Board.

Content Guidelines

- Only events that are hosted, co-hosted or sponsored by academic, administration or affiliated units of HKUST will be allowed for use of the HKUST E-Board;
- For events/ promotions organized under a joint partnership or sponsored by external parties:
 - less than 20% of the content display in the E-Board may be dedicated to non-HKUST Community affiliated with the event or organization in any way;
 - for HKUST logo display with any non-HKUST Community members or organization, pls. follow the [HKUST brand guidelines](#), and;
- Any content that contains external materials with copyright must be duly credited to the source eg. includes news clippings, or extract of content of external websites;
- Each submission is encouraged to contain the QR code for additional information;
- For the content display materials which contain sound or dialogue other than background music, GECO reserves the right to mute the sound as it deems appropriate;
- All messages submitted are subject to space and time availability and appropriateness of content. Event submissions will not be saved or archived. All files will be deleted after the display period.
- For effective and efficient operation of HKUST E-Board, please ensure the submitted digital files for access or download should not contain viruses or corrupted files that may damage the operation of others' computers.

It is the responsibility of the party who make the submission to GECO to ensure the content display should NOT:

- contravene any Hong Kong Laws;
- contain any obscene, indecent, abusive, racist, sexist or defamatory content which could potentially causing harm to the University community;
- violate or infringe upon the rights of any individual or third party, including copyright, trademark, privacy, publicity or other personal or proprietary;
- contain personal message or political statements, links, or information in the content;
- include or promote commercial activities, or advertisements from non-university organizations. claim insufficiently supported by, or distort the true meaning or practicable application of statements made by professional or scientific authority;
- contain statements, suggestions, or pictures that are related to political advocacy, offensive to public decency or minority segments of the population;
- contain content or language that is vulgar, threatening, or graphically or gratuitously violent, disgraceful, bullying, intimidating, derogatory, harassing, defaming or launching personal attack on individuals or certain groups.
- feature testimonials that do not reflect what exactly the experience and opinion that the

person is trying to share;

- contain anything that is unlawful, false, misleading, malicious, discriminatory or disturbing public order;
- contain any inappropriate material, including but not limited to promotions of alcohol and tobacco consumption, pornographic displays, nudity, etc.;

Content Formatting

All mass announcement and promotion should conform to the following standards:

- Use good contrast – best is dark type on a light background
- Use a clean, easily read font such as Arial – do not use special effects which only make information hard to read (may consider 3x5 Rule: 3 lines of text with 5 words each or 5 lines of text with 3 words each)
- Type must be big enough to read at a distance. 72pt is recommended for event names, 48pt is recommended especially for time, date, place information
- Keep messages uncluttered – present only most important information e.g. for event promotion, title of the event, date/ time and venue are key information
- Make lines of text short and limit them to four or less, plus heading
- Images should be 1920x1080 96dpi JPG files and have a 16:9 aspect ratio Poster file format should be either JPG / JPEG (size less than 5 MB)
Animated post and video file format: WMV or MP4 (around 3 minute)

Approval Process

- Content display materials **MUST** be submitted to the Global Engagement & Communications Office, via [E-Board Promotion Request Form](#) at least 10 working days prior to the preferred posting date. Failing to submit before the deadline may result in the content not being run.

Disclaimer

- Events displayed in the E-Board do not necessarily represent the official stance of HKUST. HKUST shall bear no liabilities to anyone for any losses of any nature resulting from any decision made or action taken in reliance on the information contained on E-Board.
- Global Engagement & Communications Office reserves the right to claim damage from anyone who submit a file that contains viruses leading to damage of our operation's hardware and software.
- Global Engagement & Communications Office reserves the right to edit any materials submitted for posting based on [HKUST brand style guides](#) and [HKUST brand guidelines](#) to address space or time constraints, wrong logo usage and/or incorrect grammar.
- Global Engagement & Communications Office reserves the right to revise and interpret the

regulations set forth in this guideline from time to time.

- Global Engagement & Communications Office reserves the right to grant the permission of using E-Board to any other organizations pertaining to the objectives of the E-Board and in the interest of the University.
- Global Engagement & Communications Office reserves the right to reject any request for display, remove or refuse any materials that does not adhere to the guidelines or is deemed inappropriate. Global Engagement & Communications Office will notify the submitter so that, if possible, they may change and resubmit the ad.