

An aerial photograph of the Hong Kong University of Science and Technology (HKUST) campus. The image shows a large, curved, multi-story building with a central courtyard. The building is surrounded by lush green trees. In the background, there is a large body of water (Victoria Harbour) with several islands and mountains visible under a blue sky with scattered white clouds.

HKUST BRAND GUIDELINES

DECEMBER 2023



THE HONG KONG
UNIVERSITY OF SCIENCE
AND TECHNOLOGY



OUR BRAND

A BRAND IS WHAT PEOPLE THINK ABOUT US

which is the total impressions they have when hearing or seeing our name. The University brand is our most valuable intangible asset and defines not only what we do but also who we are and why we are doing it.

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1.0 BRAND OVERVIEW

The Hong Kong University of Science and Technology (HKUST) is established as a unique BRAND.

Established in 1991, HKUST is an international research-focused university located in Clear Water Bay, Hong Kong. Over the years, HKUST has forged strong ties with global thought leaders to find collective solutions to emerging complex global problems.





1.1 PRINCIPLE

A BRAND WE CAN ALL FEEL PROUD OF

Every time we communicate with anybody about HKUST, it will help strengthen our brand impression and exert our influence. If we communicate inconsistently, it will dilute our brand image.

These brand guidelines aim to be a tool for us to present HKUST that reflects our core values and builds an emotional connection with the audience. This brand style guide is intended to be straightforward and flexible and provide clear guidance about how our brand should appear and communicate.

Keeping a consistent look and uniform messaging throughout our communication will help strengthen the credibility and overall recognition of the University.

1.2 OUR CORE VALUES

- Excellence, Integrity, and Academic Freedom
- Global Vision and Local Commitment
- Can-do Spirit
- Inclusiveness, Diversity, and Respect
- 1-HKUST

MISSION

To advance learning and knowledge through teaching and research, particularly:

- in science, technology, engineering, management and business studies; and
- at the postgraduate level

To assist in the economic and social development of Hong Kong.

VISION

To be a leading university with significant international impact and strong local commitment.



1.3 BRAND POSITIONING

Positioning is not necessarily about creating something entirely new. It is about reconnecting who we are as a university and what we offer with our distinctive value. It guides and shapes our communications.



BRAND POSITIONING

BRAND PROPOSITION

CREATING VALUE THROUGH INNOVATION

Meaningful innovation is carried out with purpose and impact.

It creates value for the individuals and organizations they serve and our society at large.

This is the HKUST way of innovation.



BRAND POSITIONING

LEADERSHIP HAS A NEW DEFINITION

The increasingly complex world requires leaders with an amazingly analytical mind, sharp vision, the ability to motivate and empower others to strive for the best and to the limit, and most importantly, conscience and accountability.

We are fully aware of and committed to grooming these new leaders who can make the right decisions for themselves and those around them.

They are the new breed of innovators who do well and do good.

After all, leadership is more than managing a company; it is about inspiring others to embark on a journey that will lead us to a brighter future.

1.4 BRAND ATTRIBUTES

The core attributes of the University reflect the character and characteristics that are shared by our students, staff, faculty and alumni.



INNOVATIVE

We drive ourselves to push the envelope. We are committed to applying our knowledge and skills in order to advance our society, so that the world can be a better place.



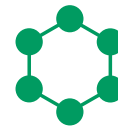
DYNAMIC

We are curious, energetic, agile, and adaptive.



CAN-DO SPIRIT

We dare to take on challenges, and are willing to collaborate.



RESPONSIBLE

We are determined to succeed and, at the same time, determined to serve.



INTERNATIONAL

We embrace the world and aim for the highest global standards.

1.5 OUR PEOPLE

HKUST IS THE STAGE FOR THOSE
WHO DARE TO LEAD.

We strive to become the place for those who are game-changers and are shaping a promising future for themselves as well as others. Their journey maybe more challenging, but it can be more satisfying and rewarding. The University provides a fertile ground for talents to grow and flourish, enabling them to step up as leaders and pave the way for many generations to come.

A man with short brown hair, wearing a light blue button-down shirt, is smiling and looking towards the camera. He is working on a complex electronic assembly mounted on a metal frame. His hands are holding a small component. In the foreground, another person's hands are visible, working on a similar assembly. The background shows a laboratory or workshop environment with shelves and equipment.

THE NON- CONFORMIST

Rules are meant to be broken ... for a good reason. Because the biggest hurdle to advancement is complacency.

To break the rules is not “rebel without a cause”. It is about having the vision, the courage, and the discipline to set a new standard for the betterment of mankind.

This is indeed the true spirit of being innovative – it is about value creation by challenging the status quo.

THE INTELLIGENT EXPLORER

“Curiosity doesn’t kill the cat”. Instead, curiosity opens our mind and drives us to chase our dreams.

Chasing big dreams requires big commitment and big actions.

This is particularly true in a world that is ever changing and full of complexity.

To seek a breakthrough, one needs to be able to intelligently navigate.



A person stands on a dark rock in the foreground, looking out over a vast mountain landscape at sunset. The sun is low on the horizon, creating a warm, golden glow and long shadows. The mountains are layered, with the closest ones in sharp focus and the distant ones fading into the background. The sky is a clear, pale blue. The overall mood is one of solitude and contemplation.

THE DARING PURSUER

Success doesn't come without struggle, hard work, sacrifices, and failures.

Endurance demands the highest level of skills and determination.

Only those with an uncompromising attitude and desire to pursue excellence attract like-minded people to join the cause.



THE UNSUNG HERO

Being goal-oriented is not necessarily about self-glorification.

The most remembered inventors are those who brought new ideas to the world and created positive impacts on our daily lives.

And the most respected leaders are those who can effectively lead with a strong sense of conscience and modesty.

These are the type of “new” leaders who will lead us to a better world.

THE WORLD CITIZEN



“No man is an island” and we realize that people are becoming more inseparable. Not only is this physically, but mentally. We are more conscious of building a world-community to share resources and face challenges together.

With the latest technology and, more importantly, a global view, we live in a borderless world where the sky is the limit.

1.6 BRAND EQUITY

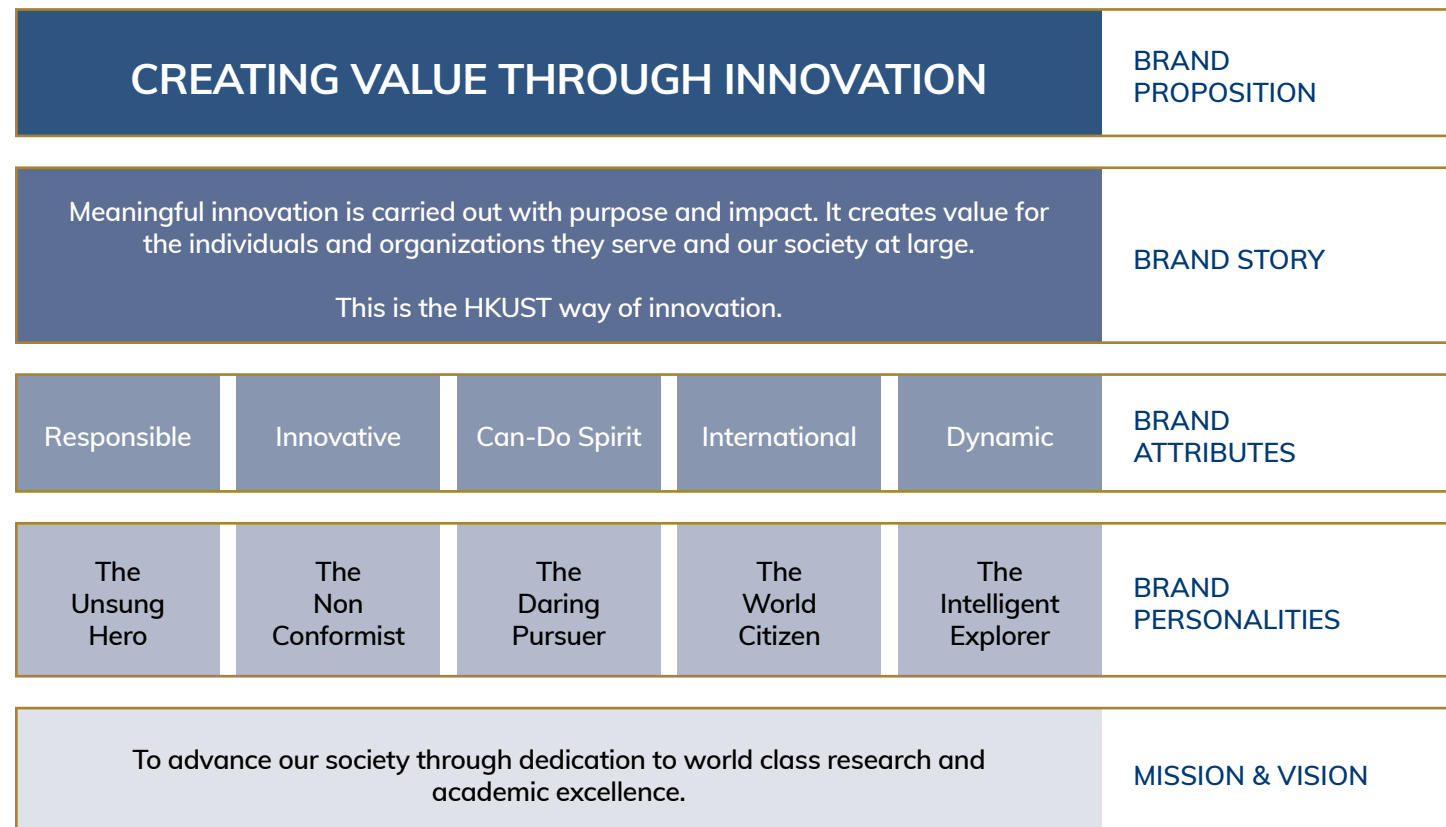
Brand equity develops and grows as a result of different targeted audience experiences with the brand. The process typically involves that the targeted audience's natural relationship with the brand unfolds following a predictable model:

AWARENESS	The brand is introduced to its target audience often with marketing and advertising in a way that gets it noticed.
RECOGNITION	The target audience becomes familiar with the brand and recognize it anywhere.
CONNECTION	When the target audience has a good experience with the brand, it becomes the preferred choice.
LOYALTY	After a series of good brand experiences, users not only recommend it to others, but it becomes the only one they will go for in that category. They think so highly of it that any creation associated with the brand benefits from its positive glow.

BRAND EQUITY

FROM MISSION TO EXPRESSION

Validated by
research with
internal & external
stakeholders



2.0 THE VOICE

When writing for marketing communications and advertising, the voice of HKUST, as conveyed in the language we use, reflects our brand identity.

Our tone and manner, choice of words, and way of presentation will all play a role in how our brand image is conceived by our audience. The way we write embodies the brand's personality, expresses the values we stand for, and reflects the people that make up the brand—the things that drive them, their loves and hates, and what they want to share with the world.

2.1 HOW DO WE COMMUNICATE ?

Our brand voice is the way we write and speak to our different audiences.

Whether it is a brochure or a speech, a consistent tone of voice will help reinforce and strengthen our brand. It is a vital part of our brand identity and personality.

HOW DO WE COMMUNICATE?

01 Be **PASSIONATE** about our innovations and discoveries

Communicate with passion, and avoid clichés. Use **stimulating, energetic expressions** to exhibit our inventiveness and creativity for finding the best possible solutions to critical global issues. That passion and enthusiasm only comes through with active and vibrant language.

02

Be **INTELLIGENT** in conveying our findings

Use facts and statistics to illustrate our points, and use vivid narrative techniques to make the stories come to life. Articles are more interesting, relevant, and memorable to readers if they can relate to the characters and the story being told. Avoid unnecessary jargon and explain things in a **direct, straightforward manner**.

03 Be **CONFIDENT** in what we stand for

Write with confidence without being arrogant. Choose **bold, unambiguous language** to describe the actions we take to address the biggest problems in the world today. Describe our eagerness to challenge the status quo and put ideas to the test in the real world.

NOT JUST
ABOUT WHAT
TO SAY
BUT HOW

05 Be **FRIENDLY** and show that we care about our world

We are the voice of togetherness and open-mindedness. Use **warm, people-oriented language** that connects with diverse audiences and engages the reader so that they can relate to our stories.

04

Be **INSPIRING** and ignite interest in joining our innovation journey

Tell a story in a **provocative way** to fuel curiosity and imagination about the social impact of our innovations. Aim to inspire and motivate our audience to join us in our quest for making life-changing breakthroughs.

HOW DO WE COMMUNICATE?

01: to sound **PASSIONATE**

ADD SPARKLE AND PASSION WITH DETAILS

Make use of adjectives and details to bring the story alive.

EXAMPLE:

BEFORE

The Hong Kong University of Science and Technology (HKUST) hosted its annual Underwater Robot Competition and a record 300 students from 42 different primary and secondary schools signed up for the four-day event.

AFTER

Hundreds of young students recently pitted their mechanical creations against one another during the annual Underwater Robot Competition. Over the course of four days, the 300 students—a record for the event—competed against their peers, swapped building tips, and engaged with mentors from HKUST.

02: to sound **INTELLIGENT**

TELL A STORY WITH STATISTICS

Use data and statistics to enrich a point, not make the point.

EXAMPLE:

BEFORE

Last year, 90% of HKUST graduates were employed within a year, with employers citing quality X,Y, and Z as reasons for their hiring.

AFTER

...these are qualities that employers value highly, with 90% of HKUST graduates landing jobs within a year, making it one of the Asia's most successful universities for employment.

HOW DO WE COMMUNICATE?

03: to sound **CONFIDENT**

SAY IT LIKE WE MEAN IT

Describe our actions with decisiveness and limit the use of tentative words.

EXAMPLE:

BEFORE

We hope to become one of the best universities in the world.

AFTER

We aspire to be the world's leading university.

04: to sound **INSPIRING**

ADD IMPACT WITH RHETORICAL DEVICES

Use rhetorical devices such as metaphor, simile, or repetition to create more persuasive content and direct our audience to the action that we want them to take. Add a quote to emphasize the point we try to make.

EXAMPLE:

BEFORE

Be a leader, not just a follower; take some risks, set long term goals, constantly broaden your horizons; and aim to leave your own mark in this world.

AFTER

The famous painter, Vincent Von Gogh, once said, "The fishermen know that the sea is dangerous and the storm terrible, but they have never found these dangers sufficient reason for remaining ashore." Take some risks, be passionate about what you do, and let no adversities deter you in your adventures.

05: to sound **FRIENDLY**

USE FIRST PERSON NARRATIVE AND POSITIVE WORDS

Use first-person narrative and positive words to give our writing a more personal and human touch.

EXAMPLE:

BEFORE

Our sports center is closed for renovation until February 2019. We apologize for any inconvenience caused.

AFTER

We're sorry that our center is undergoing a facelift. Please come back again in February 2019 for a brand new look!

2.2 BRAND EXPRESSION

The words in this section can help guide us in our search for an effective way to express the brand.

PASSIONATE

Committed
Dedicated
Devoted
Diligent
Driven
Energetic
Enthusiastic
Focused

INTELLIGENT

Accomplished
Creative
Exceptional
Expert
Original
Outstanding
Skillful
Talented

CONFIDENT

Certain
Forefront
Forging
Leading
Pioneering
Pathfinder
Proud
Trailblazer

INSPIRING

Adventurous
Affecting
Encouraging
Discover
Game Changing
Imaginative
Stimulating
Unconventional

FRIENDLY

Approachable
Collective
Community
Hospitable
Receptive
Sociable
Supportive
Welcoming

2.3 EDITORIAL TIPS

We will come across different contexts that require our judgement in choosing the language and tone that best conveys who we are and create an emotional connection with the reader.

Always tailor our content to the audience.

Ask ourselves [A FEW QUESTIONS](#) before we begin writing.

2.4 STYLE GUIDE

Our style guide seeks to maintain editorial consistency, brand tone and voice across all content.

In general, it follows the Chicago Manual of Style, The Associated Press Stylebook, and [Merriam-Webster Online](#). The guide was created with the following uses in mind:

- University publications
- Press releases
- Newsletters
- Brochures
- Websites
- Social media content
- Correspondence between the University and the public or other external parties

Contact the gecocontent@ust.hk if there are any questions.

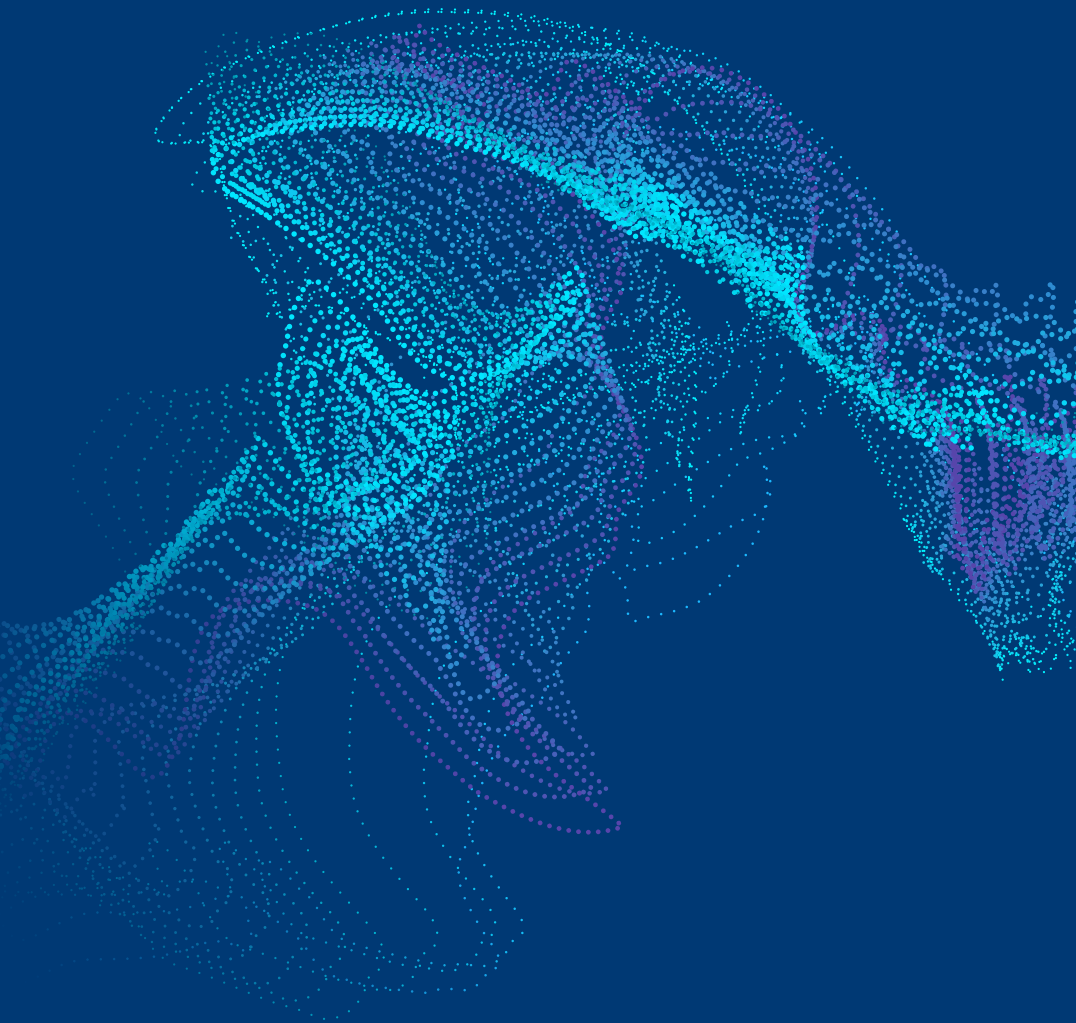
[STYLE GUIDE A-Z](#)

3.0 UNIVERSITY MARKS: UNIVERSITY'S TITLES, NAMES AND LOGOS

The look, feel, tone, terminology, and messages need to be consistent throughout the communication. Without consistency, audiences will lose sight of the picture we are trying to paint.

This section will provide clear rules for communicating the brand for HKUST. This will help us in designing and creating the communication in different forms and for various occasions.

The use of the University's titles, names and logos shall also comply with the policy set related to University Marks. Please refer to [Legal Office's homepage](#) for the latest policy under the University Marks section.



3.1 HKUST

This section is only applicable to HKUST.

3.1.1 UNIVERSITY'S TITLES AND NAMES

FULL NAME

**The Hong Kong University of
Science and Technology**

香港科技大學

Always use the full name when it appears for the first time in any communication.

Abbreviations can be used afterwards. “The” is a part of the name, and it is capitalized. The full name can appear again anytime on a needed basis even within the same communication.

ABBREVIATED NAMES

HKUST

香港科大 / 科大 / 港科大

No spacing in between the alphabets “HKUST”.
“The” is not required in front of “HKUST”.

“科大” or “港科大” should only be used in written correspondence and text communications, not for University and Constituent Unit's logo.



INCORRECT “THKUST”

These are not the appropriate abbreviations in any written and/or official verbal communication. It is important to use the name in a cohesive manner.

3.1.2 STANDARD UNIVERSITY COMBINATION LOGO - ENGLISH

A combination logo consists of logotype(e.g. texts) and logomark (e.g. image)
This standard University combination logo should be used whenever possible
on all English communications only, including University printed materials,
presentations, websites, and University souvenirs.

STANDARD UNIVERSITY COMBINATION LOGO - ENGLISH

The standard University combination logo should be used in its entirety with no alterations or additional elements.

MAIN



VARIATIONS

There are several versions of the standard University combination logo with different alignments to meet different design needs.

HORIZONTAL - 01



CENTER - 01



CENTER - 02



CENTER - 03



3.1.3 STANDARD UNIVERSITY COMBINATION LOGO - CHINESE

This standard University combination logo in Chinese (Traditional/ Simplified) should be used whenever possible on all Chinese (Traditional/ Simplified) communications only, depending on the target audience. These communications include University printed materials, presentations, websites, and University souvenirs.

STANDARD UNIVERSITY COMBINATION LOGO - CHINESE

The standard University combination logo should be used in its entirety with no alterations or additional elements.

MAIN



VARIATION

There is another version of the standard University combination logo with different alignment to meet different design needs.

CENTER



3.1.4 STANDARD UNIVERSITY COMBINATION LOGO - **BILINGUAL**

This standard University combination logo should be used whenever possible on all bilingual communications only, including University printed materials, presentations, websites, and University souvenirs.

STANDARD UNIVERSITY COMBINATION LOGO - BILINGUAL

The standard University combination logo should be used in its entirety with no alterations or additional elements.

MAIN

Logotype - Chinese



香港科技大學
THE HONG KONG
UNIVERSITY OF SCIENCE
AND TECHNOLOGY

Emblem

Logotype - English

Logotype - Chinese



香港科技大学
THE HONG KONG
UNIVERSITY OF SCIENCE
AND TECHNOLOGY

Emblem

Logotype - English

VARIATIONS

There are several versions of the standard University combination logo with different alignments to meet different design needs.

HORIZONTAL - 01



香港科技大學
THE HONG KONG UNIVERSITY OF
SCIENCE AND TECHNOLOGY

HORIZONTAL - 02



香港科技大学
THE HONG KONG UNIVERSITY OF
SCIENCE AND TECHNOLOGY

STANDARD UNIVERSITY COMBINATION LOGO - BILINGUAL

The standard University combination logo should be used in its entirety with no alterations or additional elements.

VARIATIONS

There are several versions of the standard University combination logo with different alignments to meet different design needs.

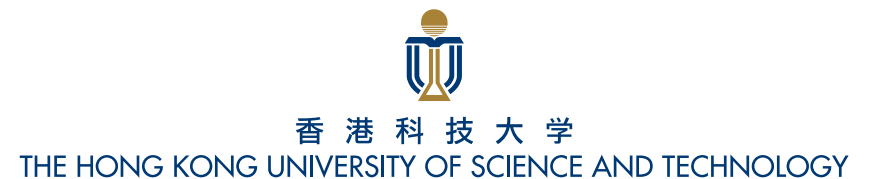
CENTER - 01



CENTER - 02



CENTER - 03



3.1.5 ABBREVIATED UNIVERSITY COMBINATION LOGO

Usage of the standard University combination logo should always be prioritized. However, if space constraints or other requirements need to be met, the abbreviated University combination logo will be an appropriate alternative.

ABBREVIATED UNIVERSITY COMBINATION LOGO - BILINGUAL

The abbreviated University combination logo should be used in its entirety with no alterations or additional elements.

This abbreviated University combination logo could be used on bilingual communications only, including University printed materials, presentations, websites, and University souvenirs.

HORIZONTAL - 01



CENTER



ABBREVIATED UNIVERSITY COMBINATION LOGO - MONOLINGUAL

The abbreviated University combination logo should be used in its entirety with no alterations or additional elements.

This abbreviated University combination logo could only be used on either English or Chinese language communications respectively, including University printed materials, presentations, websites, and University souvenirs.

ENGLISH

HORIZONTAL



CENTER



TRADITIONAL/ SIMPLIFIED CHINESE

HORIZONTAL



CENTER



3.1.6 UNIVERSITY LOGOTYPE

Usage of the University combination logo should always be prioritized. However, if space constraints or other requirements need to be met, the University logotype will be an appropriate alternative.

UNIVERSITY LOGOTYPE

The "University Logotype" refers to the textual part of HKUST's logo that spells out the University's full or abbreviated name.

When creating logos for events or programs* that include the University's full or abbreviated name, it is recommended to use the University Logotype without modifications or additions. The official University Logo Typefaces (Futura Medium for English; 黑體 for Traditional Chinese; 思源黑体 for Simplified Chinese) must be adopted while the spacing between individual letters can be adjusted based on design concepts or constraints.

(For developing Constituent Units' Logos and Partnership Logos, please refer to section 4.0.)

When using the University Logotype, it is recommended to choose from one of the following six colors. To ensure visibility, pair a light background with a dark University Logotype and vice versa.

*excluding academic programs

ENGLISH

CHINESE

HKUST BLUE 香港科大

HKUST GOLD 香港科大

HKUST YELLOW 香港科大

HKUST GRAY 香港科大

HKUST BLACK 香港科大

HKUST WHITE 香港科大

UNIVERSITY LOGOTYPE EXCEPTION

In exceptional cases where the text "HKUST" is used as a graphic design rather than a corporate identity, there are no restrictions on its presentation. Users may create the letters or words of "HKUST" in any font and style. However, it's important to note that such a designed graphic of "HKUST" cannot replace the official University Combination Logo in any form of communication.

The distinction lies in the purpose and context of the usage. If the intention is to create a unique graphic design element instead of a corporate identity, users have creative freedom in choosing fonts, styles and decorative purposes, event-specific designs, souvenir designs, or informal communication.

When using such creative designs, it is advised to feature them with the official University Combination Logo or Abbreviated Logo to retain clear corporate identity representation.

EXAMPLES

A stylized graphic of the text "HKUST". The "HK" is rendered in a thin, white outline font, while the "UST" is in a bold, black, cursive script font.A graphic of the text "HKUST" in a bold, black, outlined block font. Below it, the text "Since 1991" is written in a smaller, black, sans-serif font, flanked by two horizontal lines.

(For reference only)

3.1.7 LOGO CLEAR SPACE

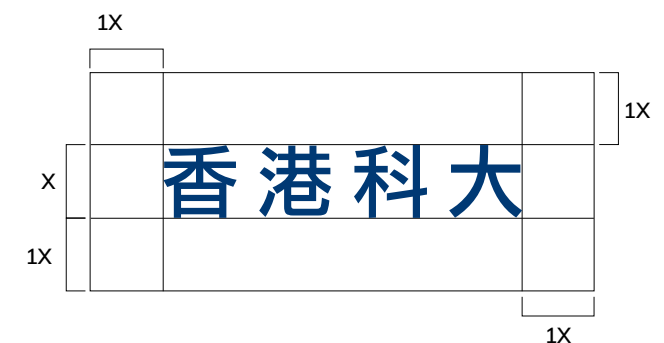
STANDARD UNIVERSITY COMBINATION LOGO AND LOGOTYPE

CLEAR SPACE[^]

The standard University combination logo or logotype should be used in its entirety with no alterations or additional elements.

The standard University logo or logotype should be displayed with the minimum clear space. No other elements should be placed within the space, so as to ensure the standard logo or logotype's visibility. This rule applies to all versions of the University combination logo or logotype.

MAIN



* The above logos are for reference only and are not full-scale replicas.

[^] If the University logotype is part of the Constituent Unit's logo or partnership logo design, the requirement on clear space and the minimum size is not applicable.

3.1.8 LOGO MINIMUM SIZE

STANDARD UNIVERSITY COMBINATION LOGO - ENGLISH

MINIMUM SIZE

The standard University combination logo should be used in its entirety with no alterations or additional elements.

To make sure the standard University combination logo is always clear and legible, there is a minimum size requirement.

The minimum size requirement is based on the height of the standard University combination logo.

MAIN



HORIZONTAL - 01



HORIZONTAL - 02



*The above logos are for reference only and are not full-scale replicas.

STANDARD UNIVERSITY COMBINATION LOGO - ENGLISH

MINIMUM SIZE

CENTER - 01



CENTER - 02



CENTER - 03



*The above logos are for reference only and are not full-scale replicas.

STANDARD UNIVERSITY COMBINATION LOGO - CHINESE

MINIMUM SIZE

MAIN



CENTER



*The above logos are for reference only and are not full-scale replicas.

STANDARD UNIVERSITY COMBINATION LOGO - BILINGUAL

MINIMUM SIZE

MAIN



*The above logo is for reference only and is not a full-scale replica.

STANDARD UNIVERSITY COMBINATION LOGO - BILINGUAL

MINIMUM SIZE

HORIZONTAL - 01



HORIZONTAL - 02



*The above logos are for reference only and are not full-scale replicas.

STANDARD UNIVERSITY COMBINATION LOGO - BILINGUAL

MINIMUM SIZE

CENTER - 01



CENTER - 02



CENTER - 03



*The above logos are for reference only and are not full-scale replicas.

ABBREVIATED UNIVERSITY COMBINATION LOGO/ UNIVERSITY LOGOTYPE

MINIMUM SIZE[^]

The abbreviated University combination logo/ University logotype should be used in its entirety with no alterations or additional elements added to it.

To make sure the abbreviated University combination logo/ University logotype is always clear and legible, there is a minimum size requirement.

The minimum size requirement is based on the height of the abbreviated University combination logo/ University logotype.

HORIZONTAL



CENTER



3.2 STANDARD UNIVERSITY COLOR PALETTE

The palette contains the core colors that should be used to match with the University combination logo across all University's communication channels.

The following regulations apply to the usage of HKUST brand.

STANDARD UNIVERSITY COLOR PALETTE

UNIVERSITY COMBINATION LOGO COLORS

When using the monochrome logo, choose from one of the following six colors only. Do not use any other colors.

DESKTOP PUBLISHING

For offset printing or silk-screen, it is suggested using either PANTONE or PROCESS COLORS (CMYK).

ELECTRONIC PRESENTATION

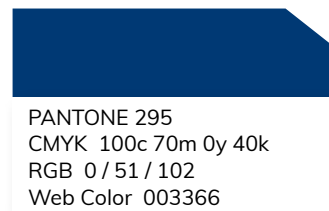
For PowerPoint presentation or digital prints, it is suggested using RGB colors.

ONLINE PUBLISHING

For web pages, it is suggested using web colors.

FABRIC PRINTING

For fabric printing, it is suggested using PANTONE or PANTONE for fabric (if applicable)



PANTONE – Matching system (PMS) A numbered color system that printers and designers use to indicate color choice. For more information, please visit Pantone website.

PROCESS COLORS – Cyan, Magenta, Yellow and Black inks (abbreviated as CMYK, with black symbolized as "K") used in the four-color offset printing process.

RGB – (Red, Green and Blue) The colors used in computer monitors.

WEB SAFE COLORS – 216 colors that appear consistently, without breaking up and dithering, across web browsers and across computer platforms.

STANDARD UNIVERSITY COLOR PALETTE

EMBLEM COLORS

The palette contains the core colors that should be used to match with the University emblem across all University communication channels.

SINGLE COLOR ON WHITE BACKGROUND



GOLD



YELLOW



BLUE



GRAY



BLACK

DARK COLOR ON LIGHT BACKGROUND



BLUE



BLACK

LIGHT COLOR ON DARK BACKGROUND



YELLOW

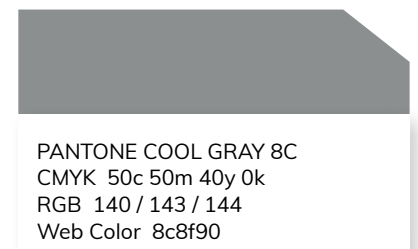
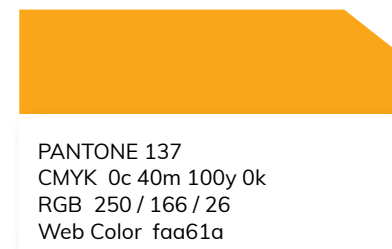
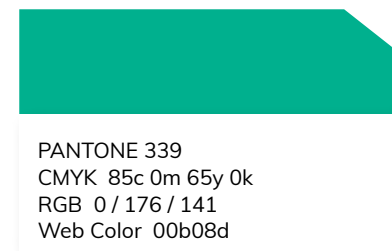
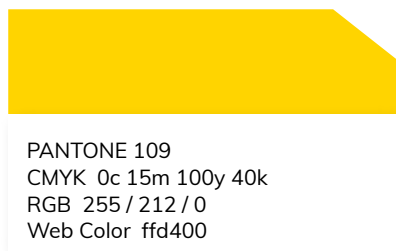
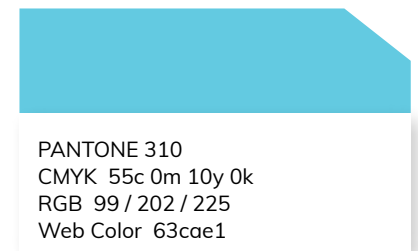
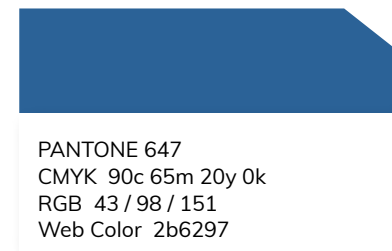
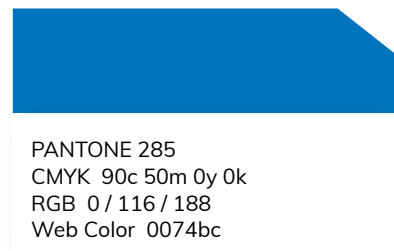


WHITE

STANDARD UNIVERSITY COLOR PALETTE

ACCENT COLORS

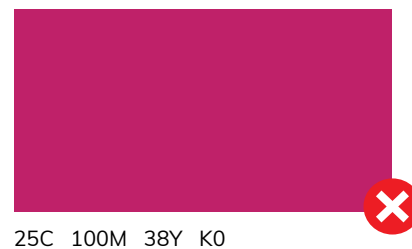
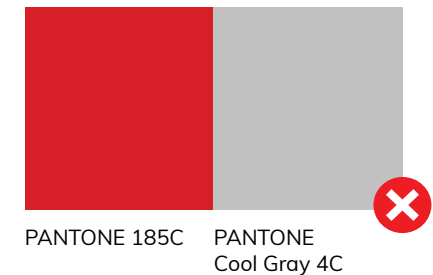
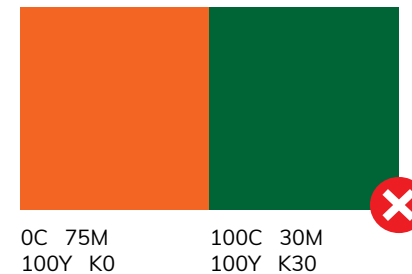
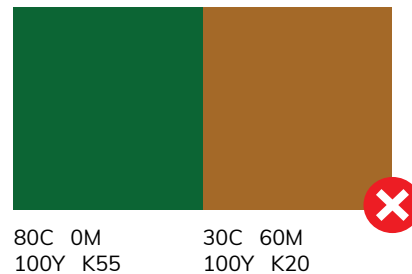
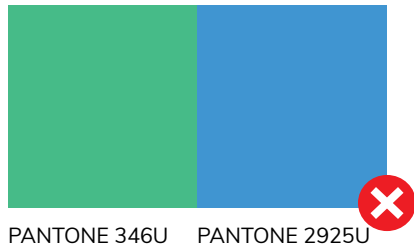
These accent colors are designed to work harmoniously with the University combination logo colors. They can be used in bars, panels, tabs, headings, subtitles, and graphs. Users are welcome to use any other color that is most desirable for any occasion except for the theme colors that are regularly used by other local universities. Users are recommended to avoid using these color combinations which are listed on the next page.



STANDARD UNIVERSITY COLOR PALETTE

COLORS TO BE AVOIDED

It is recommendable to avoid using the following color tones which are currently used by other local universities as their theme colors.



3.3 UNIVERSITY EMBLEM



The University emblem may be used in internal communications, online user interfaces with space constraints, or souvenir designs*.

The following regulations apply to the usage of HKUST brand.

*If the University emblem is used for souvenir design, the titles and names of the University should also be visible on the product.

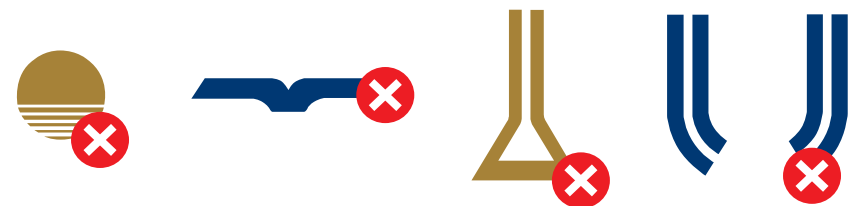
UNIVERSITY EMBLEM

The emblem of HKUST is in several ways symbolic of the institution. Lyrically it visualizes the golden head of wisdom over the open book of knowledge. Between the arms holding the book can be seen as a flask representing science. Alternatively, it is a transmission tower representing engineering and technology or communication and management. We can also see a sun radiating gold, that very traditional Chinese color, over an ocean glowing with the deep blue representative of Hong Kong. Supporting these emblems are the three Greek letters upsilon, psi, and tau, that is: transliterating as UST. The emblem entwines many meanings, as does the University itself.



PROHIBITED USE OF UNIVERSITY EMBLEM ELEMENTS

Every part of the University emblem has its meaning, and we should respect it in the same way we respect a person when we feature it. Hence the University emblem **MUST** be used in its entirety. It must **NOT** be featured in broken parts and/ or become part of another design elements. Do not crop, stretch, partially scale, shorten, abbreviate, or create acronyms out of the University emblem.

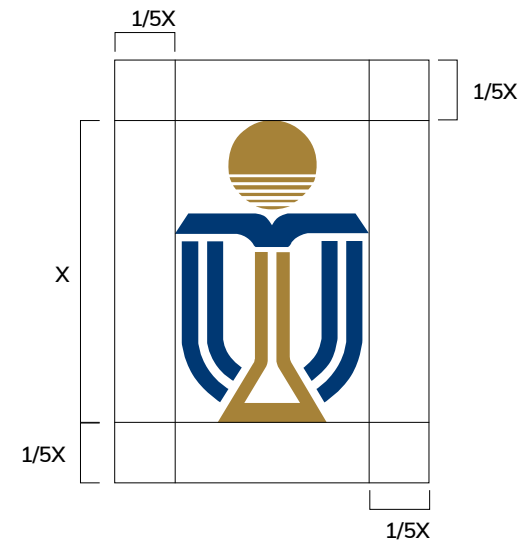


UNIVERSITY EMBLEM

CLEAR SPACE

The University emblem should be used in its entirety with no alterations or additional elements added to it.

The University emblem should be displayed with the minimum clear space. No other elements should be placed within the space, so as to ensure the University emblem's visibility. This rule applies to all versions of the University emblem.

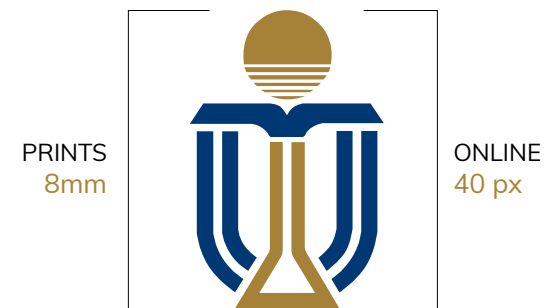


MINIMUM SIZE

To make sure the University emblem is always clear and legible, there is a minimum size requirement.

The minimum size requirement is based on the height of the University emblem. When reproducing the University emblem in print, the minimum size of the symbol is 8mm.

For online use, the minimum size is 40 pixels at 72 dpi.



*The above is for reference only and is not a full-scale replica.

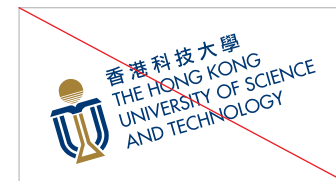
3.4 PROHIBITED USE OF UNIVERSITY COMBINATION LOGO

The following regulations apply to the usage of HKUST brand.

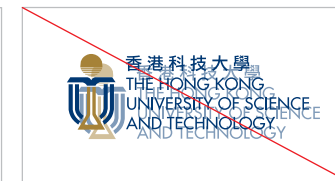
PROHIBITED USE OF UNIVERSITY IDENTITY

There are a few ways in which the University identity should NOT be used on any occasion, including but not limited to communication materials and affiliated unit's logo design.

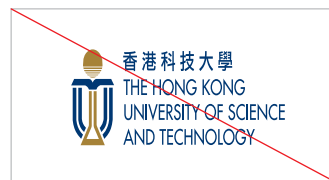
Here are some examples:



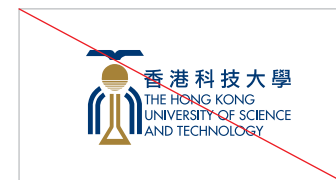
- incline the University combination logo



- overlap the University combination logo



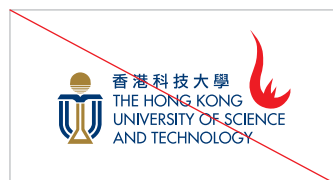
- condense or expand the University combination logo



- attempt to re-create the University combination logo



- alter or change the colors of the University combination logo



- combine the University combination logo and any other images, including The Red Bird Sundial logo



- break or take a certain component of the University emblem



- place the University combination logo on busy photographic backgrounds



- alter the proportion or size of any element of the University combination logo



- place the dark version of the University combination logo on dark backgrounds



- place the light version of the University combination logo on light backgrounds



- place the University combination logo inside any shapes or place any shapes between University logotype



- use typefaces other than Futura Medium (English) or 黑體 (Chinese) for the University name.

4.0 UNIVERSITY CONSTITUENT UNITS, PARTNERSHIP, SUBSIDIARIES AND COLLABORATIVE CAMPUS(ES)

The development of new marks (including logos) by Constituent Units, partnership, subsidiaries and collaborative campus(es) of HKUST shall comply with the respective Policy & Guidelines on the Use of the University's Titles, Names and Logos of HKUST and HKUST(GZ).

Constituent Units of HKUST are more specifically defined in the said respective Policy & Guidelines, but in general refer to Schools/ Hubs, offices, laboratories, centers, institutes, PRC representative offices of the University and other official units established by the University, as the case may be.

UNIVERSITY CONSTITUENT UNITS, PARTNERSHIP, SUBSIDIARIES AND COLLABORATIVE CAMPUS(ES)

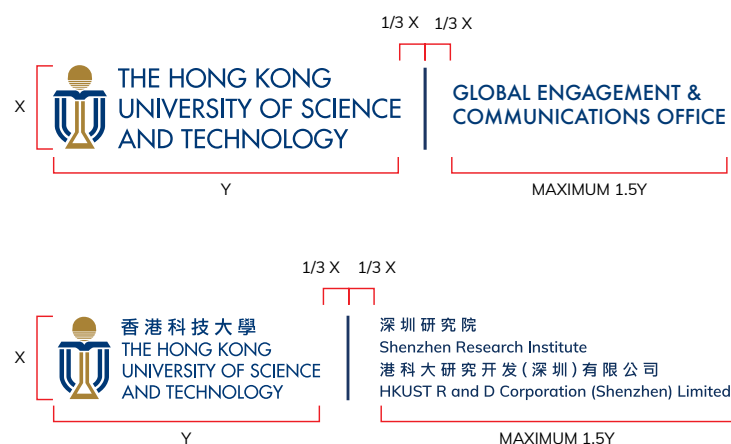
4.1 CONSTITUENT UNITS' LOGOS

To maintain brand consistency among the University and University's Constituent Units, the identity or name of the University should be featured as part of the design of the Constituent Units logo. They should follow the below guidelines and feature them in the corresponding language version.

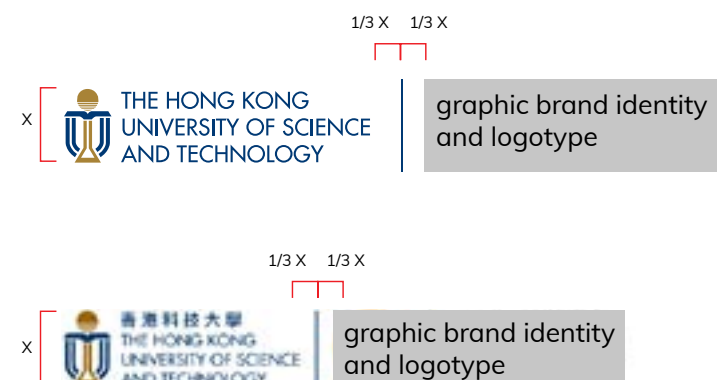
The standard University combination logo should be placed on the left side while the graphic brand identity, logotype, and/or name of the Constituent Units should be placed on the right side and share the same spacing rules and language order as the standard University combination logo. The graphic brand identity, logotype, and/or name of the Constituent Units should not exceed the height of the University combination logo. Please see examples as shown for guidelines on the size, spacing, and minimum clear space.

EXAMPLE 1

For Constituent Units without graphic brand identity:

**EXAMPLE 2**

For Constituent Units with graphic brand identity:



(For reference only)

The graphic brand identity of the Constituent Units should always be placed on the left of its logotype and/or name.

UNIVERSITY CONSTITUENT UNITS, PARTNERSHIP, SUBSIDIARIES AND COLLABORATIVE CAMPUS(ES)

4.1 CONSTITUENT UNITS' LOGOS

STANDARD TYPEFACE FOR CONSTITUENT UNIT'S LOGO

The Constituent Unit's logo should follow the Standard University Logo Typeface:

ENGLISH: Futura Medium

TRADITIONAL CHINESE: 黑體

SIMPLIFIED CHINESE: 思源黑体 – 简体中文版

If a Constituent Unit's logo consists of the full name or abbreviated name of the University, the typeface of the University name should be in Futura Medium for English, 黑體 for Traditional Chinese and 思源黑体 – 简体中文版 for Simplified Chinese.

HELLO, I'M **FUTURA MEDIUM**.
Official font type of the University logo.

CHARACTERS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()_+:"<>?

你好!我是**黑體**。
大學標誌中的官方字體。

你好!我是**思源黑体 - 简体中文版**。
大学标志中的官方字体。

UNIVERSITY CONSTITUENT UNITS, PARTNERSHIP, SUBSIDIARIES AND COLLABORATIVE CAMPUS(ES)

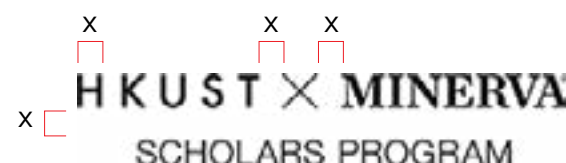
4.2 PARTNERSHIP LOGOS

For academic related partnership, the standard University combination logo should be featured on the left with an equal share of space (referring to the height of both logos) with the partner's logo.

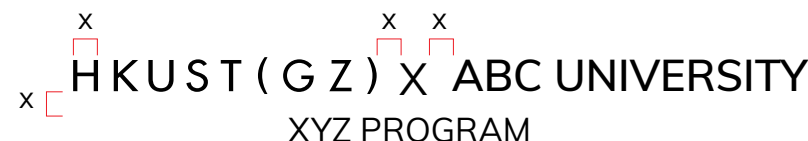
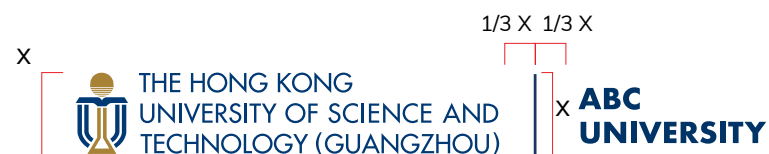
When using the University logotype (see section 3.1.6 University Logotype) in the design of partnership logo, it should be used in its entirety.

The logo, typeface, or name of the partners should not exceed the height of the University combination logo. Please see examples as shown for the size, spacing, and minimum clear space guidelines.

EXAMPLES



(For reference only)



The above two types of examples are restricted to logos of University Constituent Units, academic-related partnerships, subsidiaries, and collaborative campus(es). For collaboration with non-affiliated units, which required featuring both their logos and the University combination logo in the same context, the University combination logo should be the same height as the non-affiliated units' logo(s). The two logos could be placed side by side, or preferably the University combination logo could be placed on the top left corner of the page or design layout.

4.3 SUBSIDIARIES AND COLLABORATIVE CAMPUS(ES)

Subsidiaries and collaborative campus(es) of the University are not allowed to use the University's Titles and Names or any other HKUST Marks without a written licence agreement. Those licensed to use HKUST Marks must follow the requirements set out in these guidelines.

HKUST(GZ) was granted a licence by HKUST to use the HKUST(GZ) name and HKUST's trademarks for HKUST(GZ)'s university operation under a Name and Marks Licence Agreement ("Licence"). HKUST(GZ)'s use of the same is subject to the terms and conditions set out in the Licence, including the requirements set out in these guidelines. Certain HKUST(GZ) specific examples are provided in this section.

4.3.1 UNIVERSITY'S TITLES AND NAMES

University branding should be led in a unified manner and managed by a single lead, refers to the Clear Water Bay (CWB while the name of HKUST, in general) campus of HKUST, under “the “Unified HKUST, complementary campuses” principle, it can also be used as an umbrella term in referring to both the CWB and the Guangzhou (GZ) campus. In cases where the name or logo of HKUST shall be used or featured for the promotion of HKUST(GZ), this Brand Guidelines must be strictly followed or you may consult GECO (CWB) if necessary.

FULL NAME

**The Hong Kong University of
Science and Technology (Guangzhou)**
香港科技大學(廣州)

Always use the full name when it appears for the first time in any communication.

Abbreviations can be used afterwards. “The” is a part of the name, and it is capitalized. The full name can appear again anytime on a needed basis even within the same communication.

ABBREVIATED NAMES

HKUST(GZ)
香港科大(廣州) / 港科大(廣州)

No spacing in between the alphabets “HKUST(GZ)”.
“The” is not required in front of HKUST(GZ).

“港科大(廣州)” should only be used in written correspondence and text communications, not in the University logotype.



INCORRECT “THKUST(GZ)”

These are not the appropriate abbreviations in any written and/or official spoken form of communication. It is important to use the name in a cohesive manner.

4.3.2 COMBINATION LOGO

HKUST(GZ) combination logo in different languages (bilingual, English, Simplified or Traditional Chinese), alignments (left or center), format (standard or abbreviated) and colors can be downloaded from this guidelines. Please follow the same guidelines of the University's combination logo aforementioned regarding the requirements of clear space (section 3.1.7), minimum size (section 3.1.8) and exception of logo and logotype (section 3.1.6).

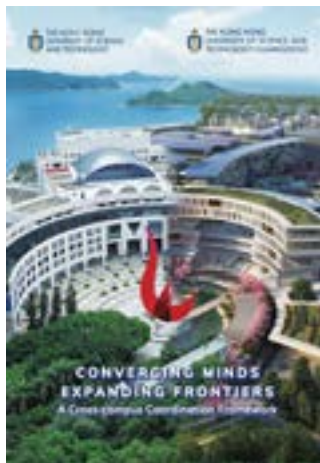


4.3.2 COMBINATION LOGO

For joint program, event, website, communication materials etc. by both HKUST and HKUST(GZ), please see examples as shown below for logo placement. The two logos should be in the same size, height and format with the hosting unit of the program, event, etc. be placed on the left.

For videos produced by both HKUST and HKUST(GZ), the University Emblem should be displayed in the top right corner at all times. The standard logos (static or animated) of HKUST and HKUST(GZ) should be shown at the end of the video. Please download the template at the bottom of this page for use.

EXAMPLES



(publication)



(website)

EXAMPLES



(video)

UNIVERSITY CONSTITUENT UNITS, PARTNERSHIP, SUBSIDIARIES AND COLLABORATIVE CAMPUS(ES)

4.3.2 CONSTITUENT UNITS' LOGOS

EXAMPLE

For Constituent Unit's logo showing both Hub and Thrust Area **with Thrust Area** as the main content:



Constituent Unit's logo designs made with the University combination logo and/or The Red Bird Sundial are substantially associated with the University and therefore should comply with the Brand Guidelines. Exceptional cases shall be considered when the logo is a partnership logo. Please consult GECO regarding uncertainties about logo design.

4.3.3 CONTENT TYPEFACE

HKUST(GZ) should follow the same requirements of HKUST regarding the use of standard University content typeface indicated in section 5 of these guidelines.

HELLO, I'M **Muli - Regular.**

Official University font type in content text.

CHARACTERS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()_+:"'<>?

FONT FAMILY

Muli - ExtraLight
Muli - ExtraLightItalic
Muli - Light
Muli - LightItalic

Muli - Regular Muli -
RegularItalic
Muli - SemiBold
Muli - SemiBoldItalic

Muli - Bold
Muli - BoldItalic

你好!我是**黑體**(**蘋果儷黑體/微軟正黑體**)。

大學中文正文內容的官方字體。

5.0 STANDARD UNIVERSITY CONTENT TYPEFACE

Standard University content typeface also helps to enhance the University's brand identity and should be used consistently across the University. To help ensure that all of our visual communications are consistent, the University selects a group of preferred typefaces for various types of materials and one default typeface.

The following regulations apply to the usage of HKUST brand.

STANDARD UNIVERSITY CONTENT TYPEFACE

CONTENT TEXT

ENGLISH: Muli

Muli is a minimalist Sans Serif.
It is designed mainly for use as content text font.

Muli has been designed to be used freely
on both online and offline materials.

CHINESE:

黑體 (蘋果儷黑體 / 微軟正黑體)

You are strongly recommended to
embed fonts in the file to ensure no
distortion of the fonts when they are
displayed.

HELLO, I'M Muli - Regular.

Official University font type in content text.

CHARACTERS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*()_+:"<>?

FONT FAMILY

Muli - ExtraLight
Muli - ExtraLightItalic
Muli - Light
Muli - LightItalic

Muli - Regular Muli -
RegularItalic
Muli - SemiBold
Muli - SemiBoldItalic

Muli - Bold
Muli - BoldItalic

你好!我是黑體(蘋果儷黑體/微軟正黑體)。
大學中文正文內容的官方字體。

STANDARD UNIVERSITY CONTENT TYPEFACE

CONTENT TEXT

Muli should be considered first for all content. If it is not available, Arial may be used.

HELLO, I'M ARIAL.

Alternative official University font type in context text.

CHARACTERS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&*()_+:"<>?

FONT FAMILY

Arial - Regular

Arial - Bold*Arial - Italic****Arial - Bold Italic***

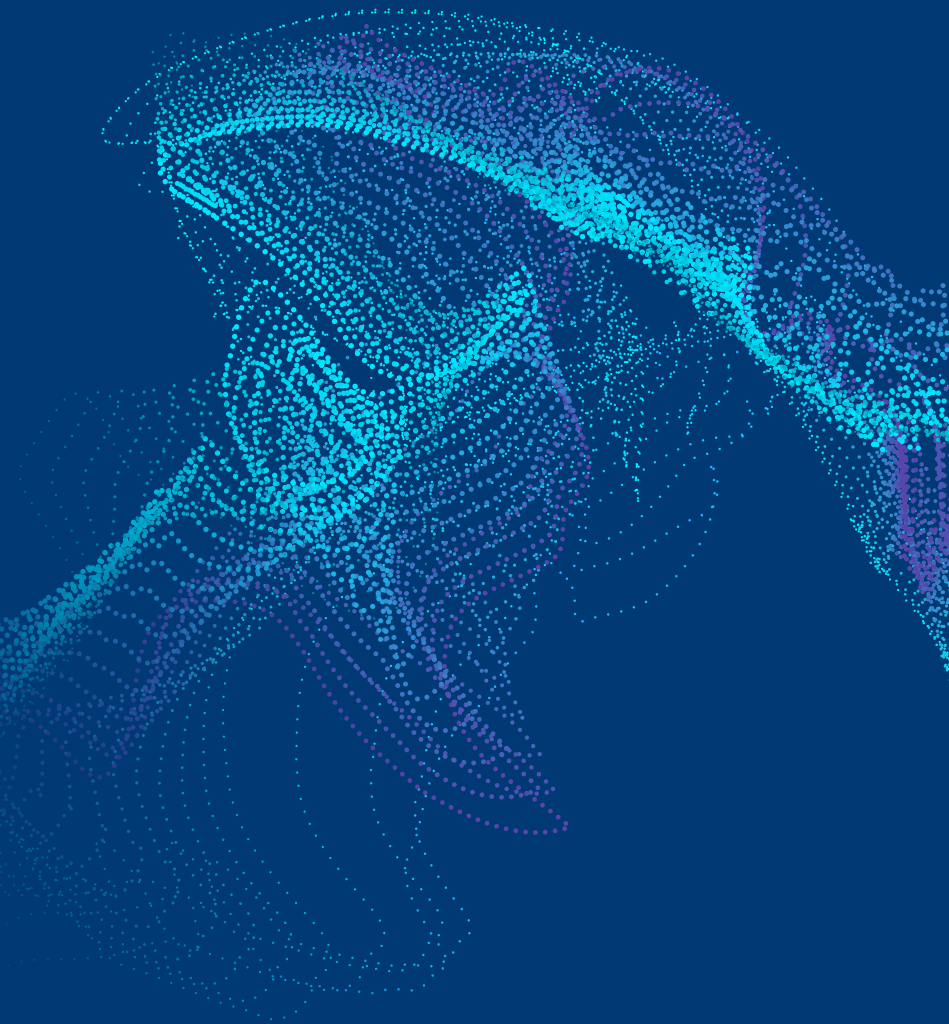
6.0 THE RED BIRD SUNDIAL

The Red Bird Sundial logo under the design concept of the “Circle of Time” is originally authored by Charles Smith and Joan Walsh-Smith of Smith Sculptors, and has become an icon of the University.

“The Red Bird Sundial” in English and 紅鳥日晷 in Chinese are the only official names. Nicknames or other names when mentioning The Red Bird Sundial are not preferred.

The use of The Red Bird Sundial logo (being a University’s mark) shall also comply with the respective Policy & Guidelines on the Use of the University’s Titles, Names and Logos of HKUST.

If you have any enquiries regarding The Red Bird Sundial, you are welcome to email brand@ust.hk for assistance and clarification.



6.1 THE RED BIRD SUNDIAL LOGO

THE RED BIRD SUNDIAL LOGO

USAGE

When used, the logo is substantially associated with the University. You are advised to download the artwork from the link at the bottom of this page and not to recreate The Red Bird Sundial logo so that the positive image of the University can be maintained.

Using the provided logo without alteration is recommended. Otherwise, the usage of the altered logo should be reviewed by Global Engagement & Communications Office (GECO) and approved by the Vice-President for Institutional Advancement to ensure it will not adversely affect the image of The Red Bird Sundial.

The logo has a registered trademark for any application on any items for commercial purposes. Official approval from the University is required for commercial merchandising.



THE RED BIRD SUNDIAL IMAGE

COLOR

The red color of The Red Bird Sundial logo is specially picked to convey the vibrancy of the sculpture. Please follow the color usage guidelines for all printing materials to uphold the image consistency of this iconic element of the University.



PROCESS COLORS – Cyan, Magenta, Yellow and Black inks (abbreviated as CMYK, with black symbolized as "K") used in the four-color offset printing process.

RGB – (Red, Green and Blue) The colors used in computer monitors.

WEB SAFE COLORS – 216 colors that appear consistently, without breaking up and dithering, across web browsers and across computer platforms.

6.2 THE RED BIRD SUNDIAL SCULPTURE

The Red Bird Sundial is the most prominent brand icon of HKUST. This section provides the guidelines for replicating The Red Bird Sundial in 3-D, for upholding the integrity of this important brand property of the University, including but not limited to any 3-D installation display, production of trophy and souvenirs, etc.

THE RED BIRD SUNDIAL SCULPTURE

USAGE

The Red Bird Sundial was created to convey specific meaning and messages. Regardless of the size and material, any replication of The Red Bird Sundial should follow stringent measurements in all dimensions to retain the spirit and essence of this brand icon from any angle.

There is no restriction on the size for 3-D replicas of The Red Bird Sundial, provided that all proportions can be maintained and truly represented without any distortion.

The Red Bird Sundial should also be presented in its entirety with no alterations or the intrusion of any other external objects. This rule applies to all versions of the Red Bird Sundial. Otherwise, the production of the altered 3-D replicas should be reviewed by Global Engagement & Communications Office (GECO) and approved by the Vice-President for Institutional Advancement to ensure it will not adversely affect the image of The Red Bird Sundial.



THE RED BIRD SUNDIAL SCULPTURE

COLOR

To obtain an ideal balance between consistency and flexibility in applications, The Red Bird Sundial should only be in a specific red color or the original material color.

The red color specification is indicated as follows:



(for illustration purposes only)

THE RED BIRD SUNDIAL SCULPTURE

PROHIBITED USE OF THE RED BIRD SUNDIAL LOGO/ SCULPTURE

**DO NOT...**

Present The Red Bird Sundial in wrong proportion



Integrate the Red Bird Sundial with other objects, unless they are animated objects remain in close proximity to the Red Bird Sundial without directly impacting or changing its shape



Feature the Red Bird Sundial in any solid color tones other than the designated red color specified on the previous page



7.0 VISUAL ELEMENTS

Our use of visual elements is distinct to our brand and reflects our key messages. Choosing how to communicate the story visually is as important as the words you choose.

The following regulations apply to the usage of HKUST brand in visual elements.

HOW DOES OUR BRAND DNA TRANSLATE INTO PHOTOGRAPHY?



7.1 PHOTOGRAPHY - STYLE INDICATION

STYLE

Our imagery should be shot with natural lighting, be real and capture the person's personality.



EMOTION

Use photos that engage the viewer and are able to communicate the essence and emotional qualities of our brand.



ACTION

The subject should be caught naturally. Capture them in action, enjoying themselves, smiling and interacting.



CULTURAL DIVERSITY

We have a multinational student body, so consider selecting diversity rich images.



PRESENTING OUR BRAND DNA THROUGH IMAGES



INNOVATIVE

Use photography that shows students and the faculty actively engaged in academics and the pursuit of knowledge.



DYNAMIC

We have the best views of the city, and ample opportunity to create many vibrant and colorful photos.



CAN-DO SPIRIT

Photography should allow the viewer to observe personal moments and individual achievements.



RESPONSIBLE

Use photography that shows our students, faculty, and staff commitment to social causes in our neighborhood and the world.



INTERNATIONAL

Our students come from all over the world, so the photos should demonstrate an international perspective.

7.2 PHOTOGRAPHY - TECHNICAL GUIDELINES

- Take high resolution photos — photos must be at a resolution of 300 dpi (2700 x 3600 pixels).
- Use one of the following formats: high resolution JPEG files (.jpg), TIFF files (.tiff) or RAW files (.dng).
- Take color photos and use 24-bit or higher color depth.
- Make sure the photograph can be cropped later with a wide view or a tight focus.

7.3 IMAGE USAGE

Shooting angle, lighting, people's action and expression are important to reflect the personality of the University.

IMAGE CROPPING

Crop the photos to highlight the subject you want your audience to focus on.



COLOR TONE

Photo-editing should always perform basic color corrections. Special filtering is not recommended.



CAMERA FOCUS

When taking a photograph of a group or scene, avoid capturing images that do not have a focus.

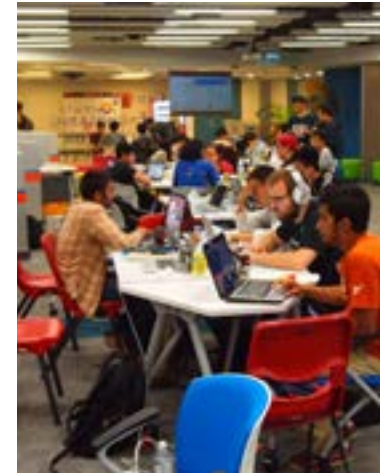


7.4 IMAGE USAGE - NOT RECOMMENDED STYLE

When creating or selecting imagery, avoid stock photographs, generic situations, or environments that look unnatural. The subjects should appear natural instead of being prompted and aware of the camera.

✗ DO NOT...

- stereotypical posing shot.
- subjects wearing clothing that features other universities' logos.
- taking photos with messy backgrounds.
- using props out of context.
- using poor quality imagery.
- using imagery with bad lighting.
- strong light and reflections from glasses.



Public Domain Images

8.0 COMMUNICATIONS

The following regulations apply to the usage of HKUST brand in communications.

8.1 UNIVERSITY PRINTED MATERIALS

UNIVERSITY PRINTED MATERIALS

COMMUNICATION TEMPLATE

UNIVERSITY COMBINATION LOGO

The University combination logo should always be placed on the LEFT side, either on top or bottom, portrait or landscape scale.

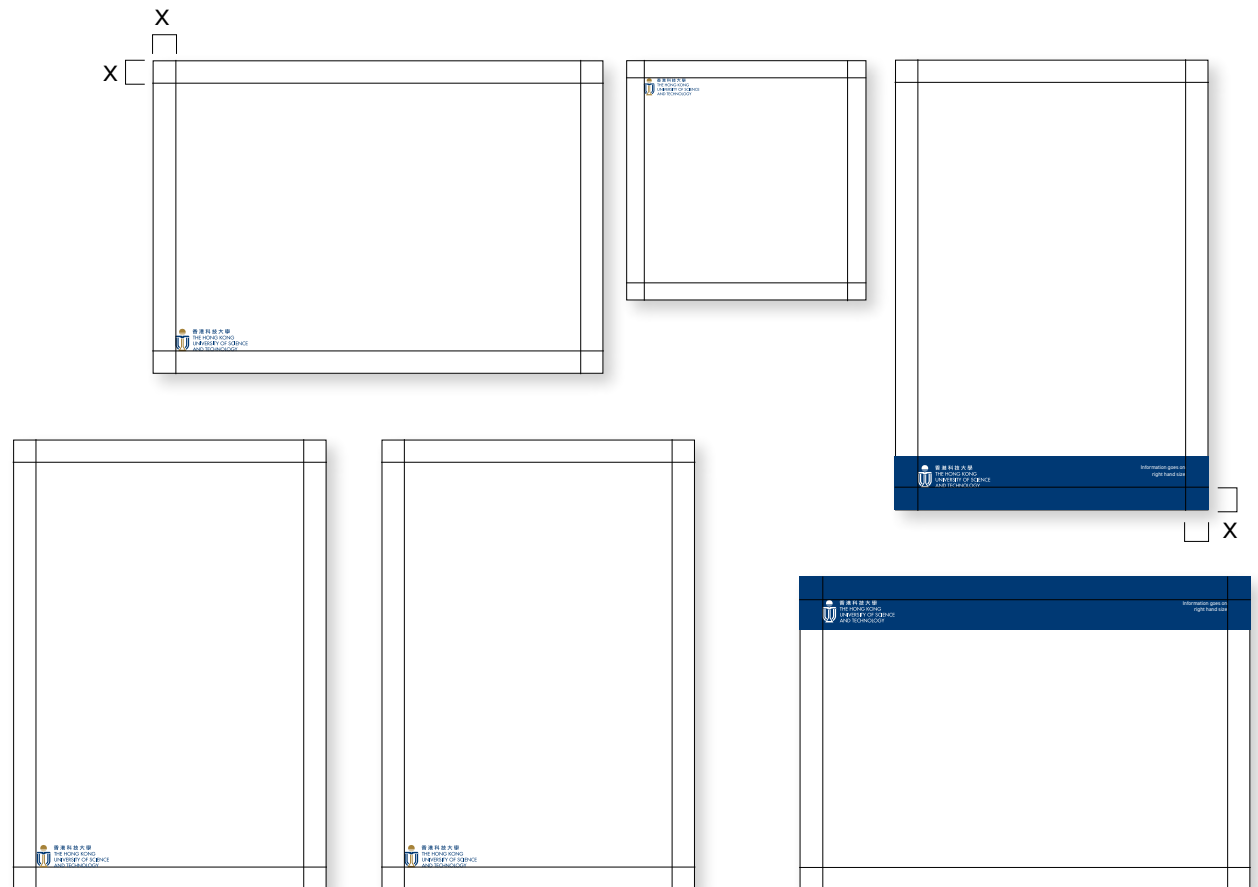
MARGIN

NO LESS than the height of the University combination logo (x) on each side. This applies to all communication materials.

COLOR BAR

The top & bottom margin of the color bar should cover the University combination logo with clear space on scale.

Information on the color bar should always be on the RIGHT side and align with the top part of the University combination logo.



UNIVERSITY PRINTED MATERIALS

ENVELOPE

All envelope production should go through Media Technology & Publishing Center (MTPC).

UNIVERSITY COMBINATION LOGO

The University combination logo is positioned to the top left of the letterhead, allowing sufficient space from the top and right-hand edges of the envelope. Follow the University combination logo usage on section 3.

TYPEFACE

Follow the typeface guidelines specified in 5.0 Standard University Content Typeface.

FORMAT

The format for envelope is landscape.

PAPER SOURCE

Impact PT100, 100gsm by Polytrade Paper.

ENVELOPE DESIGN SAMPLES



UNIVERSITY PRINTED MATERIALS

LETTERHEAD

All letterhead paper production should go through Media Technology & Publishing Center (MTPC).

UNIVERSITY COMBINATION LOGO

The University combination logo is positioned to the top left of the letterhead, allowing sufficient space from the top and right-hand edges of envelope. Follow the University combination logo usage on section 3.

TYPEFACE

Follow the typeface guidelines specified in 5.0 Standard University Content Typeface.

FORTMAT

The format for letterhead paper is portrait, standard A4.

PAPER SOURCE

Impact PT080, 80gsm by Polytrade Paper.

LETTERHEAD DESIGN SAMPLE



UNIVERSITY PRINTED MATERIALS

NAME CARD

HKUST bilingual name card is for individual to share contact of the University. Personal information will only be included subject to request and upon approval by respective Deans, or VPs. Official ordering of name card can be done through the online Work Request System of Media Technology & Publishing Center (MTPC). Official photo* and QR code can be added on name card as optional items upon request.

Also FSC paper or 100% recycled paper would be used. Recycled paper logo would be displayed accordingly.

SAMPLES (HKUST)



* Official photo for staff can be taken through MTPC's free portrait service at the beginning of each semester. Non-official photo may not be accepted for name card printing.

UNIVERSITY PRINTED MATERIALS

UNIVERSITY FLAG

FABRIC

Nylon or polyester

PANTONE COLOR

Pantone 295

SIZE

Routine flag raising : 144 cm x 96 cm

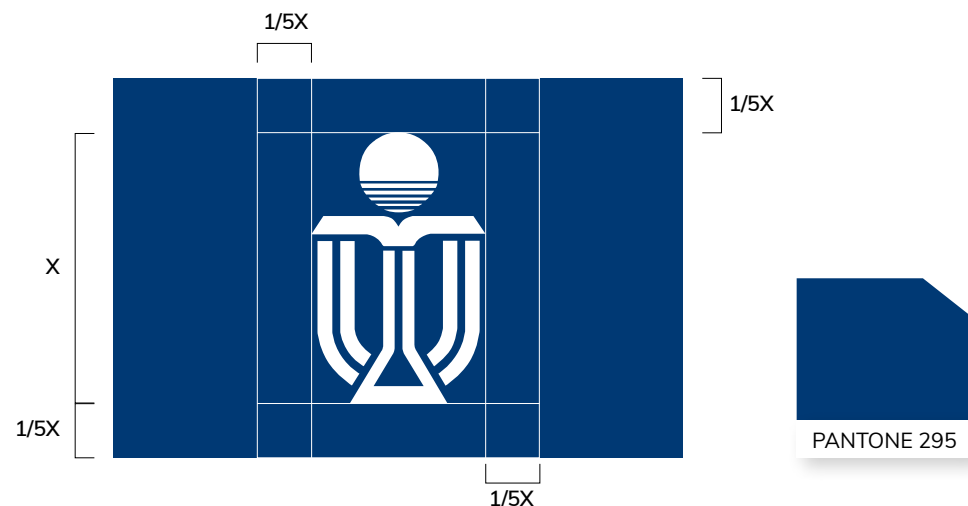
Special occasion* flag raising : 192 cm x 128 cm

FABRIC PRINTING

For fabric printing, it is suggested using PANTONE or PANTONE for fabric (if applicable)

* including the HKSAR Establishment Day and National Day

EXAMPLES



ROUTINE FLAG RAISING



144 cm x 96 cm

SPECIAL OCCASION FLAG RAISING



192 cm x 128 cm

UNIVERSITY PRINTED MATERIALS

ADVERTISING - PRINT

CENTRAL IDEA

Key messages should always be straight-forward and placed in an eye-catching location.

IMAGES OR ILLUSTRATIONS

Always follow the photography recommendations in section 7 - Visual Elements.

HEADLINE

The headline should be minimal and take up only 20% of the image. A maximum of 4 lines can be used.

Headlines should be short, concise and engaging, to inspire the reader to find out more.

UNIVERSITY COMBINATION LOGO

The University combination logo placement and usage should follow the Brand Guidelines. It must always be placed on the left hand side and take up around 10% of the image.

EXAMPLES



UNIVERSITY PRINTED MATERIALS

EVENT - BACKDROP AND BANNER

CENTRAL IDEA

Key information / illustrations should be positioned at eye level.

IMAGES OR ILLUSTRATIONS

When designing the backdrop or pull-up banner, consider using colors from the standard University color palette first. We recommend using a solid background so that the main message can stand out.

TITLE

The title must be clear and readable, concise and powerful, and the text should be as large as possible.

UNIVERSITY COMBINATION LOGO

The University combination logo placement should follow the Brand Guidelines. We recommend placing it in the upper left corner or in the center.

EXAMPLES



UNIVERSITY PRINTED MATERIALS

PAPER STOCK (RECOMMENDED)

To be environmentally friendly, we recommend **WOODFREE** paper with **FSC™ certification** as our main paper stock.

FSC™-certified paper is typically composed of virgin tree fibers, but it can be just as eco-friendly as recycled paper. The paper should be a good quality, 100% recycled paper with excellent whiteness which is suitable for both digital and litho printing.

All promotional materials should be printed on the recycled paper offset, unless circumstances dictate otherwise.



8.2 UNIVERSITY SOUVENIRS

UNIVERSITY SOUVENIRS

If you want to produce a university souvenir featuring the abbreviated University's name using typography, illustration, iconography, or pictures, please ensure that the design should project positive brand image based on the Brand Guidelines. You are also required to include the Standard or Abbreviated University Combination Logo somewhere in the product or on the package as a proof of the authenticity of the item.

If you need further advice, please email brand@ust.hk.

EXAMPLES



8.3 UNIVERSITY DIGITAL MATERIALS

UNIVERSITY DIGITAL MATERIALS

ADVERTISING - ONLINE

INSTRUCTIONS

HEADLINE

Legibility is key, therefore headlines should be short and to the point which will allow them to be as large as possible.

UNIVERSITY COMBINATION LOGO

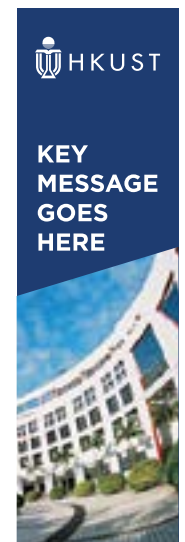
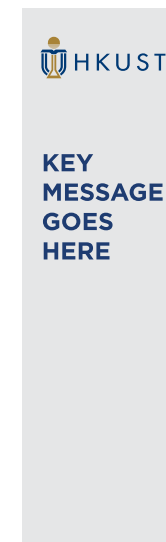
The University combination logo must be used and its usage should comply with the Brand Guidelines.

For limited space, the abbreviated University combination logo is recommended.

IMAGES OR ILLUSTRATIONS

Imagery can be used as part of the header. Any imagery used should not compromise the legibility of the University combination logo.

DESIGN EXAMPLES



UNIVERSITY DIGITAL MATERIALS

WEBSITE

Our website is one of the University's most important communication tools, and allows us to constantly interact with our audience. As part of the University, all affiliated websites must be regularly updated, meet the highest aesthetic standards, and project a uniform design structure. Moreover, the websites should have user-friendly navigation systems and implement a unified style to promote the image of a cohesive University.

The University has selected Drupal as its website development platform, and will use the functions and templates it provides for website design. This platform has already incorporated all the mandatory functions and features based on these guidelines. Moving forward, we will have all University websites using this customized site platform to facilitate uniform management.

All Constituent Units still have the freedom of selecting their own website layout, graphics, and multimedia with the support provided by the Media Technology & Publishing Center (MTPC) and / or your dedicated agency. Backend support will be handled by the Information Systems Office (ISO), and hosting will be handled by the Information Technology Services Center (ITSC) for HKUST and Information

Technology Center (ITC) for HKUST(GZ). If you have enquiries regarding the website or Brand Guidelines, you are welcome to email brand@ust.hk for assistance and clarification.



UNIVERSITY DIGITAL MATERIALS

WEBSITE - QUICK CHECKPOINTS

QUALITY

1. All information on HKUST and affiliated websites, including but not limited to change of personnel in your Constituent Units must be regularly updated.
2. Do not use misleading terms or naming conventions, such as in sections that use words like “latest” or “news.”
3. Copyright information must be included to protect your website from plagiarism.
4. All affiliated websites must be Hyper Text Transfer Protocol Secured (HTTPS) and pass a Security Vulnerabilities scanner and fixer.
5. Before the website can be publicized, it must undergo the User Acceptance Test (UAT), the final and most critical website test. Make sure your new website has passed UAT before its launch.
6. For visibility purposes, the minimum body font size should be 16 pixels, while the secondary text font size should be 13-14 pixels.
7. Your website must be set for the most commonly used screen size of 1366 x 768.

CONSISTENCY

8. All affiliated websites must use the University’s header/footer templates.
9. The footer must include the University social icons or social icons from your Constituent Units.
10. The website of Constituent Units must include a link to the privacy statement.
11. The University combination logo must always be included in the header.
12. The logo of Constituent Units must NOT be larger than the University combination logo.
13. The name of logo of the Constituent Units must always be to the right of the University combination logo (please see section 4.1 for details).
14. The University combination logo must incorporate a hyperlink to the University websites respectively.
15. All affiliated websites must deploy the University’s emblem as Favicon in the URL domain display.

FUNCTIONALITY

16. All HKUST affiliated websites must be mobile responsive.
17. All affiliated websites must have search functionality.
18. All affiliated websites should be equipped with website tracking tools such as Google Analytics or Baidu Analytics for better understanding of website performance.
19. All affiliated websites must install API (or RSS with tags) in the University’s affiliated websites for automated content such as events, press releases, news, according to categorization by the University.
20. All affiliated websites must pass Google or Baidu page speed test.
21. All affiliated websites must pass mobile friendly test.

For website security, please contact Information Technology Service Centre (ITSC) for HKUST or Information Technology Centre (ITC) for HKUST(GZ).

For backend site architecture, please contact Information Systems Office (ISO).

For website layout, graphics and multimedia, please contact Media Technology & Publishing Center (MTPC).

UNIVERSITY DIGITAL MATERIALS

EMAIL SIGNATURE

A consistent email signature is one of the key elements of our brand image. Every email sent out represents the University. Please follow the format shown here for your email signatures.

EXAMPLES

FULL NAME

Job Title

Schools/IPO/Academic Departments/Institutes/Academic Programs/Labs/
Centers/Offices

T: +852 1234 1234 F: +852 1234 1234

E: email@ust.hk W: www.hkust.edu.hk**Email signature should include**FONT: Arial
COLOR: R 80 / G 80/ B 80

YOUR NAME

□ 12 PT

Title

Schools, IPO, Academic Departments, Institutes, Academic
Programs, Laboratories, and Centers/Office

] 11 PT

Phone number / Direct line / Fax number
Email / Website

] 10 PT

University combination logo (hyperlink to official website)

UNIVERSITY DIGITAL MATERIALS

MASS EVENT EMAIL TEMPLATE

All event organizers that communicate with external audiences should refer to the University Header / Footer design template when creating their bulk emails. Please [click here](#) for further details.

The University Event Calendar System has built-in email templates for promoting HKUST events. Please [click here](#) to create your own event email.

EXAMPLES HEADER



FOOTER



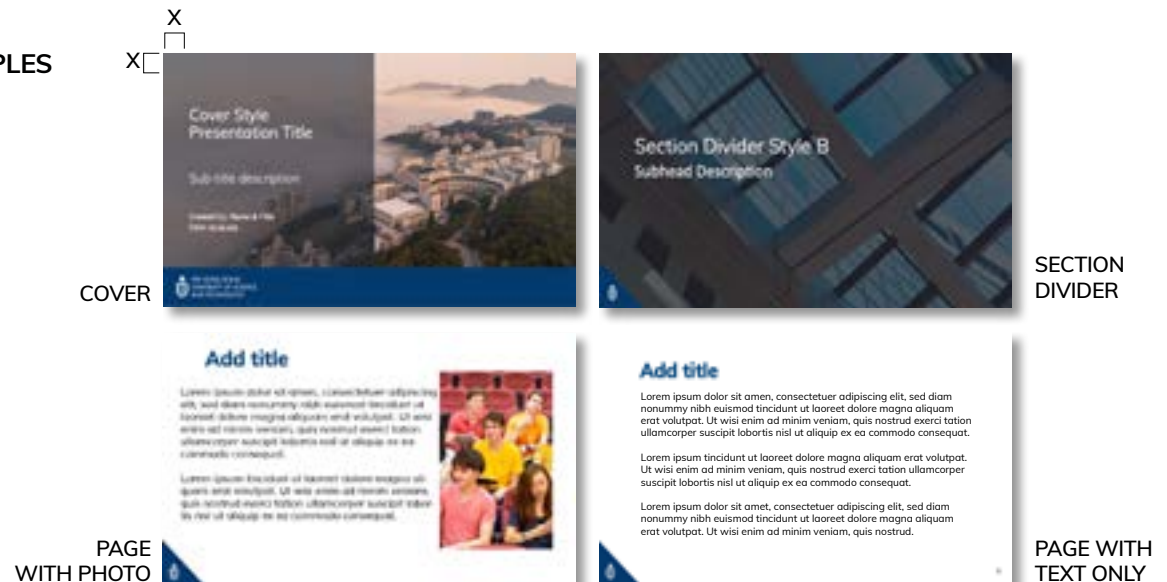
UNIVERSITY DIGITAL MATERIALS

POWERPOINT

- The PowerPoint system is flexible enough to create different unique impressions.
- The recommended document size is 16:9.
- When adding images to PowerPoint, only use good quality images that are not pixelated or too small to display.
- It is better to use clear and concise text with a strong supporting image than to make a slide look cluttered with unnecessary imagery.

Consider the audience and environment when choosing slide design. For example, dark backgrounds may work well for presentations, but are not ideal for printing.

EXAMPLES



UNIVERSITY DIGITAL MATERIALS

MOBILE APPLICATIONS (APP)

These guidelines aim to provide guidance to the University and Constituent Units when they develop an official mobile application on iOS platform and/or Android platform under the name of University.

UNIVERSITY OFFICIAL IDENTITY

- Only official applications can include the University official identity, including but not limited to University combination logo, emblem, logotype, full name and abbreviated name of the University. The application must be approved by respective Senior Management (Vice-President or above), Deans or Directors of Constituent Units to be an official application.
- If the application is developed by faculty members, alumni, staff and students which is not associated with the University, it will be regarded as a non-official application. It should be published independently and cannot consist of any University official identity, including but not limited to University logo, emblem, logotype, full name and abbreviated name of the University. These applications will not be listed on the University website.
- Standard University combination logo, abbreviated University combination logo, University emblem and/or University logotype should be clearly displayed in the official application.
- The official application should include the full name “The Hong Kong University of Science and Technology”.
- When starting an application, a loading screen to show the University identity can be considered.
- If there is any video in the application, the University combination logo should be displayed in the video. Please see section 8.4 University Video.

APPLICATION NAME

- Only official applications can include the full name or abbreviated names of the University. The use of the University's Titles and Names in applications must be approved by respective Senior Management (Vice-President or above), Deans or Directors of Constituent Units.

UNIVERSITY DIGITAL MATERIALS

MOBILE APPLICATIONS (APP)

ICON DESIGN

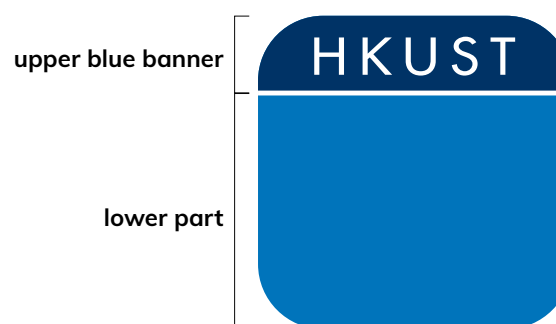
- The color of the application icon and the design should follow the standard University color palette. (see section 3.4)
- Application icon designs made with the University's titles and names, the University combination logo, the University emblem and/or The Red Bird Sundial logo are substantially associated with the University and should comply with Brand Guidelines.
- The University application icon template should be adopted to the official application. Please use the provided file without alteration.

CONTENT TYPEFACE

- The standard University content typeface (Muli family for English, 黑體 (蘋果儷黑體 / 微軟正黑體) for Chinese) should be adopted in the mobile application (see section 5.0)

INSTRUCTIONS

- The upper blue banner is the University identity which must be kept without alteration.
- The lower part is allowed for your application icon design. Please see a sample as shown.



UNIVERSITY DIGITAL MATERIALS

MOBILE APPLICATIONS (APP)

THINGS TO CONSIDER

1. Easy navigation

Make sure navigation within the application is fast and smooth for a good user experience.

2. Keep it simple

Adopt a minimalistic approach when it comes to user interface design. Strip off any unnecessary elements.

3. Large controls and large texts

Ensure the controls are large enough for thumbs to easily tap and scroll. Bigger font size also makes it easier to read and understand.

4. Be consistent

Consistency builds trust and loyalty. Having a consistent UI design would allow users to entrust your application.

5. More interactive design

Interactive features enhance the overall user experience and make users stay on the application for longer.

6. Utilize mobile device features

Make use of popular mobile device features such as camera, push notifications, Bluetooth, GPS to enrich the functionality of the application.

7. Incorporate an in-app search feature

Your application may not be able to provide all the information or service that users are looking for. Consider incorporating an in-app search feature so that users don't have to leave your application when the needs arise.

8. Accessibility

Consider making your application more accessible to users with disabilities (e.g. poor vision, hearing, manual dexterity, and other impairments). Refer to the Mobile Accessibility Guidelines at W3C.

9. User Acceptance Test (UAT)

Before publicizing the application, make sure to conduct user acceptance tests (UATs). Reflect on the feedback to fix bugs and improve on the application.

10. OS updates

Operation systems (iOS and Android) have updates from time to time. Make sure to review and update the application regularly to ensure it runs well on different OS versions and mobile device models.

UNIVERSITY DIGITAL MATERIALS

MOBILE APPLICATIONS (APP)

DEVELOPMENT PLATFORM

- User habit should be considered before choosing a suitable platform (iOS and/or Android) for the application.
- Check the technical requirements of the respective development platform before developing the application:
iOS: <https://developer.apple.com/>
Android: <http://developer.android.com/>
- For any technical questions, please seek advice from Information Technology Services Center (ITSC) for HKUST and Information Technology Center (ITC) for HKUST(GZ).

DATA AND SECURITY CONSIDERATIONS

- A hyperlink to the University privacy policy should be included in the application if personal data is collected.
- For any questions about the University's privacy policy, please seek advice from Legal Office.
- For any questions about the application security, please seek advice from Information Technology Services Center (ITSC) for HKUST and Information Technology Center (ITC) for HKUST(GZ).

PUBLICATION

- If the application is open for public download, it should be uploaded to App Store (for iOS devices), Google Play (for Android devices) and/or the official application stores managed by the mobile brands (e.g. HUAWEI AppGallery).
- Please be aware of the approval period when the application is uploaded to App Store. Apple will review and approve the application before publicizing it on App Store. The approval period may affect the application launch date.
- If you wish to list the application on the University website, you may contact Global Engagement & Communications Office (GECO) by emailing brand@ust.hk.
- If the application only targets at a specific group of internal users such as faculty members, students, alumni and/or staff, please distribute the application in the format of APK for Android or IPA for iOS instead of publishing on App Store or Google Play.

8.4 UNIVERSITY VIDEO

UNIVERSITY VIDEO

With video growing in importance, the effectiveness of the University identity and the recognition of the brand are dependent on maintaining a standard for video and web communications. It is vital for all videos related to the University to consistently communicate the brand both visually and conceptually.

Video can be a very compelling way to reach audiences, but like any medium you use, it needs to reflect the brand. To sum up, University videos should:

- advance the University's brand by applying brand standards, including standard University typeface and standard University color palette.
- be of high quality and reflect the University's status as an innovative, research-led institution.
- be produced in the appropriate technical specification for effective archiving, distributing, and broadcasting/streaming.
- not render the University liable for any legal actions arising from their production and/or distribution.

UNIVERSITY VIDEO

BRANDING

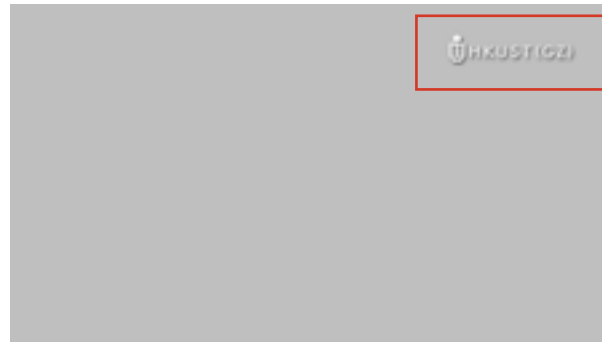
Clear branding on visual materials is crucial in conveying our identity to external audiences. This section provides clear guidelines and examples on how to incorporate appropriate logos in the videos produced by HKUST, HKUST(GZ), and their constituent units.

The Abbreviated University Combination Logo or the University Emblem should appear on the top right corner throughout the whole video. Select the English, Chinese, or Bilingual Abbreviated University Combination Logo according to the language of the content.

EXAMPLE WITH HKUST LOGO



EXAMPLE WITH HKUST(GZ) LOGO



EXAMPLE WITH JUST EMBLEM



UNIVERSITY VIDEO

Each video should also prominently feature the Standard University Combination Logo (static or animated) during the closing shot. Select the English, Chinese, or Bilingual Standard University Combination Logo according to the language of the content.

EXAMPLE WITH HKUST LOGO



EXAMPLE WITH HKUST(GZ) LOGO



CONSTITUENT UNITS

Constituent units should display both the Standard University Combination Logo and their full logo with a division line in between for the closing shot. Select the English, Chinese, or Bilingual Abbreviated University Combination Logo according to the language of the content.

EXAMPLE WITH HKUST LOGO



EXAMPLE WITH HKUST(GZ) LOGO

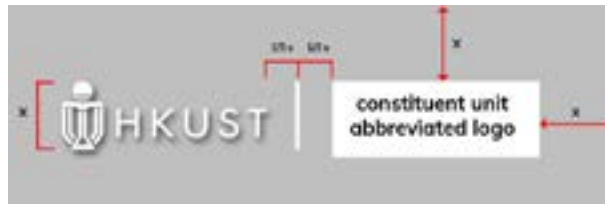


UNIVERSITY VIDEO

CONSTITUENT UNITS WITH ABBREVIATED LOGO

For constituent units with their own abbreviated logo, they should display both the Abbreviated University Combination Logo and their abbreviated logo at the top right corner of the video with a division line in between.

EXAMPLE WITH HKUST LOGO



EXAMPLE WITH HKUST(GZ) LOGO



If the constituent unit's abbreviated logo already contains the University's full or abbreviated name and/or the University Emblem, only their abbreviated logo should appear on the top right. Select the English, Chinese, or Bilingual Abbreviated University Combination Logo according to the language of the content.

UNIVERSITY VIDEO

For the closing shot, they should display both the Standard University Combination Logo and their full logo with a division line in between for the closing shot. Select the English, Chinese, or Bilingual Abbreviated University Combination Logo according to the language of the content.

EXAMPLE WITH HKUST LOGO



EXAMPLE WITH HKUST(GZ) LOGO



CROSS-CAMPUS USE

For videos produced for cross-campus use between HKUST and HKUST(GZ), only the University Emblem should be featured on the top right corner of the video.

EXAMPLES WITH JUST EMBLEM



UNIVERSITY VIDEO

The closing shot should feature the Standard University Combination Logos (static or animated) of both campuses. Select the English, Chinese, or Bilingual Abbreviated University Combination Logo according to the language of the content.

EXAMPLE WITH HKUST AND HKUST(GZ) LOGOS



FONTS AND COLORS

To maintain a consistent brand image, all fonts and colors featured in the video should follow the guidelines stated in the previous sections on the Standard University Content Typeface and the Standard University Color Palette.

UNIVERSITY VIDEO

VIDEO QUALITY

- All videos should be in HD format. Video output is to be well lit; avoid any darkness on-screen that creates difficulty seeing the subject.
- Any graphics used must be professional, appropriate and necessary to convey the message.

PERMISSIONS AND COPYRIGHT

- When using images from stock photo banks, or existing works of art or footage, make sure that all these are checked beforehand to avoid breaching any copyright laws.
- If you are using music in your video, either use copyright-free music or make sure that you are complying with all relevant copyright legislation.

SUBTITLES

- English subtitles should be in the font type of Avenir Next (Medium) and font size of 50.
- Traditional Chinese subtitles should be in the font type of 黑體 and font size of 50 while Simplified Chinese subtitles should be in the font type of 思源黑体 – 简体中文版 and font size of 50.

APPENDIX: DOWNLOADABLE RESOURCES

HKUST combination Logo & Logotype	↓ DOWNLOAD
HKUST(GZ) combination Logo & Logotype	↓ DOWNLOAD
University Emblem	↓ DOWNLOAD
Muli Font Family	↓ DOWNLOAD
The Red Bird Sundial logo	↓ DOWNLOAD
The Red Bird Sundial 3D file	↓ DOWNLOAD
University Digital Materials – PowerPoint Template	↓ DOWNLOAD
University Application Icon Template	↓ DOWNLOAD
University Website Guidelines	↓ DOWNLOAD
HKUST Logo Template for Videos	↓ DOWNLOAD
HKUST(GZ) Logo Templates for Videos	↓ DOWNLOAD



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COMMUNICATIONS OFFICE