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.
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.
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.
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 “rebek 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.
"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.
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.
“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:

<table>
<thead>
<tr>
<th><strong>Awareness</strong></th>
<th>The brand is introduced to its target audience often with marketing and advertising in a way that gets it noticed.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Recognition</strong></td>
<td>The target audience becomes familiar with the brand and recognize it anywhere.</td>
</tr>
<tr>
<td><strong>Connection</strong></td>
<td>When the target audience has a good experience with the brand, it becomes the preferred choice.</td>
</tr>
<tr>
<td><strong>Loyalty</strong></td>
<td>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.</td>
</tr>
</tbody>
</table>
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.

To advance our society through dedication to world class research and academic excellence.

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.

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.

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

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

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

**CENTER**

香港科技大学

香港科技大学
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

Logotype - Chinese

Emblem Logotype - English

Emblem Logotype - English

VARIATIONS

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

HORIZONTAL - 01

HORIZONTAL - 02
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

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

CENTER - 02

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

CENTER - 03

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

To download the combination logo files:
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.
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.
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.
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.
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.

<table>
<thead>
<tr>
<th>ENGLISH</th>
<th>CHINESE</th>
</tr>
</thead>
<tbody>
<tr>
<td>HKUST</td>
<td>香港科大</td>
</tr>
<tr>
<td>HKUST</td>
<td>香港科大</td>
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<tr>
<td>HKUST</td>
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<td>HKUST</td>
<td>香港科大</td>
</tr>
<tr>
<td>HKUST</td>
<td>香港科大</td>
</tr>
</tbody>
</table>

*excluding academic programs

To download the logo files: [DOWNLOAD]
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 destination 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

(For reference only)
3.1.7 LOGO 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.

* 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.

*The above logos are for reference only and are not full-scale replicas.
STANDARD UNIVERSITY COMBINATION LOGO - ENGLISH

MINIMUM SIZE

CENTER - 01

PRINTS 18 mm
THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY

CENTER - 02

ONLINE 80 px
PRINTS 15 mm
THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY

CENTER - 03

PRINTS 12 mm
ONLINE 50 px
THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY

*The above logos are for reference only and are not full-scale replicas.
STANDARD UNIVERSITY COMBINATION LOGO - CHINESE

MINIMUM SIZE

**MAIN**

PRINTS 8 mm

[香港科技大学]

ONLINE 40 px

**CENTER**

PRINTS 12 mm

[香港科技大学]

ONLINE 50 px

PRINTS 8 mm

[香港科技大学]

ONLINE 40 px

PRINTS 12 mm

[香港科技大学]

ONLINE 50 px

*The above logos are for reference only and are not full-scale replicas.*
STANDARD UNIVERSITY COMBINATION LOGO - BILINGUAL

MINIMUM SIZE

MAIN

<table>
<thead>
<tr>
<th>PRINTS</th>
<th>ONLINE</th>
<th>PRINTS</th>
<th>ONLINE</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 mm</td>
<td>45 px</td>
<td>10 mm</td>
<td>45 px</td>
</tr>
</tbody>
</table>

*The above logo is for reference only and is not a full-scale replica.*
HORIZONTAL - 01

DIGITAL
8 mm

PRINTS
8 mm

HORIZONTAL - 02

DIGITAL
8 mm

PRINTS
8 mm

*The above logos are for reference only and are not full-scale replicas.
STANDARD UNIVERSITY COMBINATION LOGO - BILINGUAL

MINIMUM SIZE

CENTER - 01

![Prints: 20 mm, Online: 85 px, Bilingual text]

CENTER - 02

![Prints: 18 mm, Online: 80 px, Bilingual text]

CENTER - 03

![Prints: 15 mm, Online: 70 px, Bilingual text]

*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.

PRINTS
8 mm

ONLINE
40 px

PRINTS
15 mm

ONLINE
50 px

PRINTS
12mm

ONLINE
50 px

PRINTS
2 mm

ONLINE
20 px

PRINTS
2 mm

ONLINE
20 px
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 L 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 silkscreen, 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.
SINGLE COLOR ON WHITE BACKGROUND

DARK COLOR ON LIGHT BACKGROUND

LIGHT COLOR ON DARK BACKGROUND

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

**ACCENT COLORS**

- **PANTONE 548**
  - CMYK: 100c 65m 50y 0k
  - RGB: 0 / 62 / 78
  - Web Color: 003e4e

- **PANTONE 285**
  - CMYK: 90c 50m 0y 0k
  - RGB: 0 / 116 / 188
  - Web Color: 0074bc

- **PANTONE 647**
  - CMYK: 90c 65m 20y 0k
  - RGB: 43 / 98 / 151
  - Web Color: 2b6297

- **PANTONE 310**
  - CMYK: 55c 0m 10y 0k
  - RGB: 99 / 202 / 225
  - Web Color: 63cae1

- **PANTONE 109**
  - CMYK: 0c 15m 100y 40k
  - RGB: 255 / 212 / 0
  - Web Color: ffd400

- **PANTONE 367**
  - CMYK: 40c 00m 80y 0k
  - RGB: 140 / 143 / 144
  - Web Color: 8c8f90

- **PANTONE 339**
  - CMYK: 85c 0m 65y 0k
  - RGB: 163 / 207 / 98
  - Web Color: a3cf62

- **PANTONE 340**
  - CMYK: 100c 10m 85y 0k
  - RGB: 0 / 154 / 97
  - Web Color: 009a61

- **PANTONE 185**
  - CMYK: 0c 100m 90y 00k
  - RGB: 237 / 27 / 47
  - Web Color: ed1b2f

- **PANTONE 216**
  - CMYK: 40c 95m 50y 30k
  - RGB: 124 / 35 / 72
  - Web Color: 7c2348

- **PANTONE 137**
  - CMYK: 0c 40m 100y 0k
  - RGB: 250 / 166 / 26
  - Web Color: faa61a

- **PANTONE COOL GRAY 8C**
  - CMYK: 50c 50m 40y 0k
  - RGB: 140 / 143 / 144
  - Web Color: 8c8f90
It is recommendable to avoid using the following color tones which are currently used by other local universities as their theme colors.

**STANDARD UNIVERSITY COLOR PALETTE**

**COLORS TO BE AVOIDED**

- PANTONE 346U 0C 75M 100Y  K50
- PANTONE 255C
- PANTONE 117C
- PANTONE 185C
- PANTONE Cool Gray 4C
- PANTONE 2925U
- PANTONE 30C 60M 100Y  K20
- PANTONE 194C
- PANTONE 287U
- PANTONE 10C 30M 100Y  K30
- PANTONE 25C 100M 38Y  K0
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:

- DO NOT...
  - 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.
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:

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

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.
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

HELLO, I’M Muli - Regular.
Official University font type in content text.

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

FONT FAMILY
Muli - ExtraLight  Muli - Regular  Muli - Bold
Muli - ExtraLightItalic  Muli - RegularItalic  Muli - BoldItalic
Muli - Light  Muli - SemiBold
Muli - LightItalic  Muli - SemiBoldItalic

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.
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。
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 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.

**COLOR**

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.

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

PANTONE 185
CMYK 0 / 100 / 90 / 0
RGB 237 / 27 / 47
Web code #ed1b2f

(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

Merge The Red Bird Sundial with another object

Feature The Red Bird Sundial in the wrong red color tone or other colors
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.

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

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

**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.
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.
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.

FORMAT
The format for letterhead paper is portrait, standard A4.

PAPER SOURCE
Impact PT080, 80gsm by Polytrade Paper.
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.

* 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
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.
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.
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
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.

UNIVERSITY DIGITAL MATERIALS
ADVERTISING - ONLINE
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.

Email signature should include

FONT: Arial
COLOR: R 80 / G 80 / B 80

YOUR NAME
Title
Schools, IPO, Academic Departments, Institutes, Academic Programs, Laboratories, and Centers/Office
Phone number / Direct line / Fax number
Email / Website

University combination logo (hyperlink to official website)
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.
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.
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.

To download the University application icon template:
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.
**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
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.
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
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

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