HKUST

WEBSITE GUIDELINES

OCT 2023

THE HONG KONG
UNIVERSITY OF SCIENCE
AND TECHNOLOGY

CONTENTS

1.0 INTRODUCTION

EMBRACE OUR BRANDING
ACROSS OUR WEBSITES

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 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 established a core group of Offices including Global Engagement & Communications Office (GECO), Information Systems Office (ISO), Media Technology and Publishing Center (MTPC) and Information Technology Services Center (ITSC) to manage the University's pages and its affiliates' websites. The objectives of this core group are to ensure cybersecurity, easy one-stop updates for content freshness and a consistent look and feel for building a cohesive brand image of the University. You can still enjoy the freedom of website layout, graphics and multimedia design of your own, except that the header and footer design must be incorporated as part of your website layout.

The responsibilities of each of the Office are as follows: Global Engagement & Communications Office (GECO) mainly manages brand featuring, header and footer design, and its functions for brand image consistency. The Information Systems Office (ISO) manages relevant functions and the Drupal backend system for the University. The Media Technology and Publishing Center (MTPC) can work with you or your designated website agencies for website design layout. The Information Technology Services Center (ITSC) manages server hosting and ensures cyber security.

If you have enquiries related to your Schools/ Academy of Interdisciplinary Studies (AIS)/ Hubs/ Academic Departments/ Institutes/ Thrust Areas/ Academic Programs/ Laboratories/ Centers/ Offices on Website Guidelines, you are welcome to email **brand@ust.hk** for assistance and clarification.

These guidelines apply to both The Hong Kong University of Science and Technology (HKUST) and The Hong Kong University of Science and Technology (Guangzhou) (HKUST(GZ)).

2.0 REGISTRATION OF
A NEW AFFILIATED WEBSITE

If you are planning to develop a new affiliated website **(yourwebsitename.hkust.edu.hk or yourwebsitename.hkust-gz.edu.cn)**, please check with ITSC for web server hosting and domain registration. To avoid outdated websites being searched by the public, please note that all website registration details are set with an expiry date, upon which the content of the particular website is automatically archived and no longer accessible by the public, unless a request to extend website hosting has been made.

Upon the launch of your new website, please redirect all old URLs to the new ones. You are also encouraged to archive old website content before removing the expired website from the Internet permanently.

As the administrator of Brand Guidelines, the Global Engagement & Communications Office is also responsible for administering the guidelines. Please therefore inform us via **brand@ust.hk** when you have established or planned to establish a new affiliated website, so that links can be added/ updated on the University website as an official recognition.

3.0 ALIGNMENT OF AFFILIATED WEBSITES

It is essential that all University websites* (i.e. websites with the domain name hkust. edu.hk or hkust-gz.edu.cn) must follow the University Brand and Website Guidelines. This is to ensure a consistent look and feel for building a cohesive brand image. This applies to websites that:

• are official HKUST or HKUST(GZ) websites;
• target external audiences, such as prospective students, the public and the media;
• do not require HKUST's authentication to access.

These official websites are being prioritized to adopt the University Header/ Footer templates with responsive design, and must pass ITSC security standards. Affiliated websites should adopt HKUST Drupal platform for their next website revamp cycle. If other backend systems could achieve the same objectives, please feel free to email issupoort@ust.hk for assessment.

Basic branding elements should include the correct use of a standard University logo with its corresponding language version linking back to the University website, and the inclusion of the full University Header/ Footer templates. This applies to cases of partnership with external organizations and event websites.

For websites with features that HKUST Drupal Platform has yet to support, basic branding elements should be fulfilled on its current website until the next revamp cycle. These websites should work with ISO for their customized feature development used on the HKUST Drupal Platform.

*except for personal websites
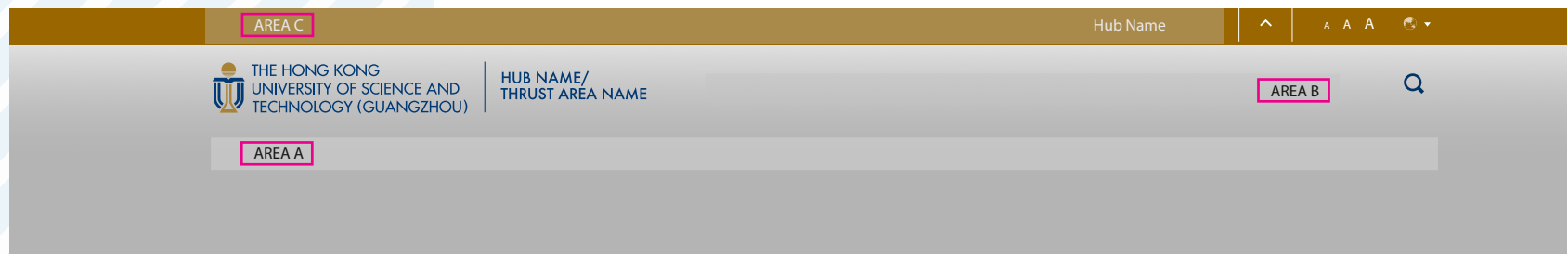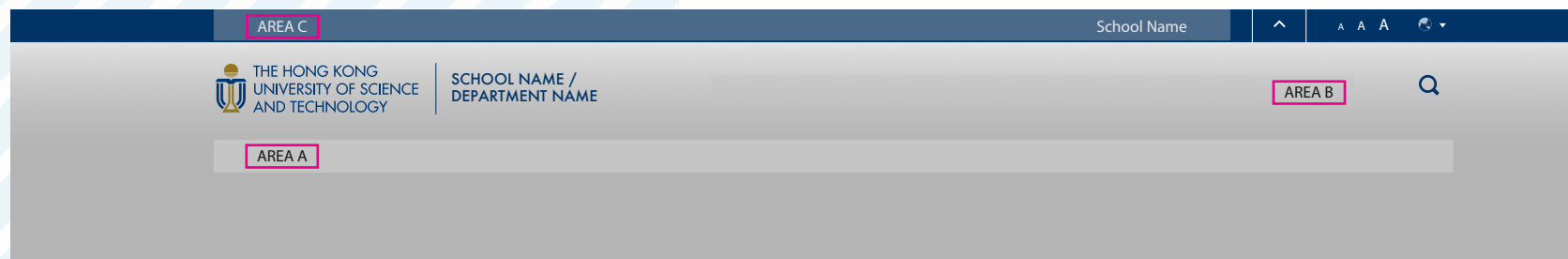
3.1 UNIVERSITY HEADER TEMPLATES

There are two options for University Headers:

Option 1 (University logo on left-hand side) is for affiliated websites that display their names in capitalized text or with their own logo.

- Recommended locations for navigation menu: Areas A, B and C.
- The global icon is only required for websites with multiple languages.
- If an affiliated unit has its own logo, it may replace the full name. The logo, typeface, or name of the University affiliated units should NOT exceed the height of the University logo.
- The font used for the affiliated name should be Muli or Arial. The size, spacing, minimum clear space and color guidelines are shown in the examples on p.14.

Click here to preview the University Header Template.
Click here to download the brand font (Muli).

OPTION 1

AREA C

School Name

THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY | SCHOOL NAME / DEPARTMENT NAME

AREA B

AREA A

AREA C

Hub Name

THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY (GUANGZHOU) | HUB NAME/ THRUST AREA NAME

AREA B

AREA A

3.1 UNIVERSITY HEADER TEMPLATES

Option 2 (University logo on right-hand side) is for affiliated websites that would like to feature their own logo.

- Recommended locations for navigation menu: Areas A, B and C.
- The global icon is only required for websites with multiple languages.
- If an affiliated unit has its own logo, it may replace the full name. The logo, typeface, or name of the University affiliated units should NOT exceed the height of the University logo.

Click here to preview the University Header Template.

OPTION 2
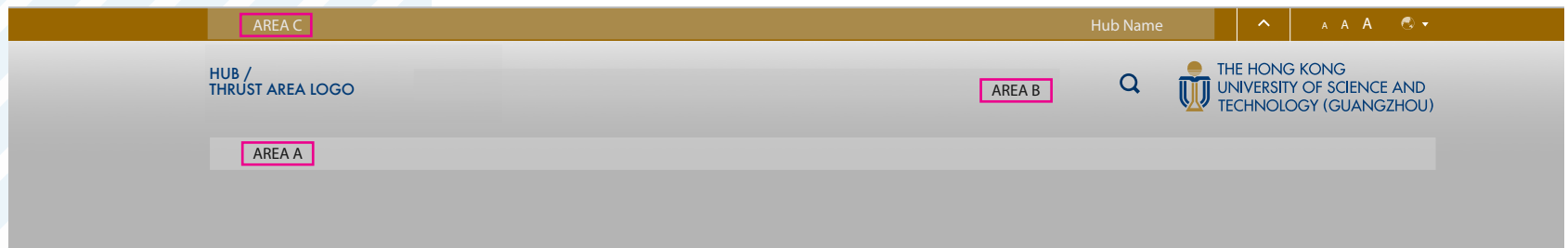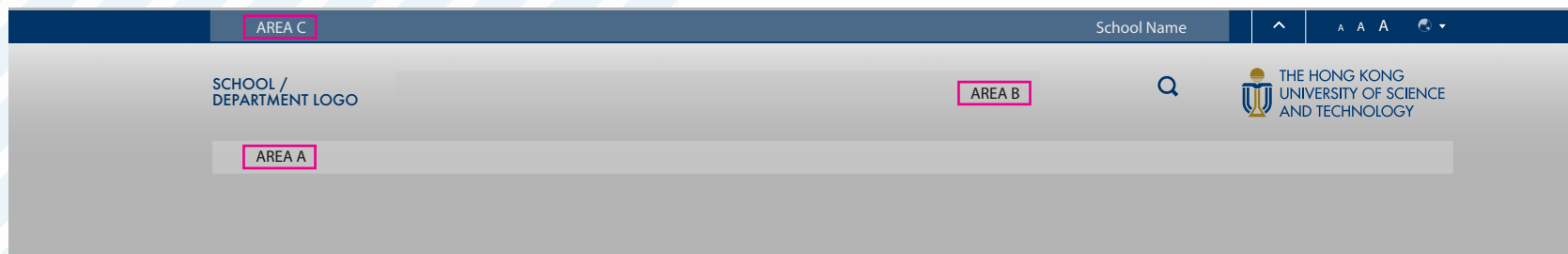
3.1 UNIVERSITY HEADER TEMPLATES

The expandable menu incorporated into the header contains links that direct users to other pages of the University website.

Click here to preview the University Header Template.

EXAMPLE

MORE ABOUT HKUST

UNIVERSITY NEWS   ACADEMIC DEPARTMENTS A – Z   LIFE@HKUST   LIBRARY

MAP & DIRECTIONS   CAREERS AT HKUST   FACULTY PROFILES   ABOUT HKUST

AREA C   School Name   ^   A A A

THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY | SCHOOL NAME / DEPARTMENT NAME   AREA B

AREA A
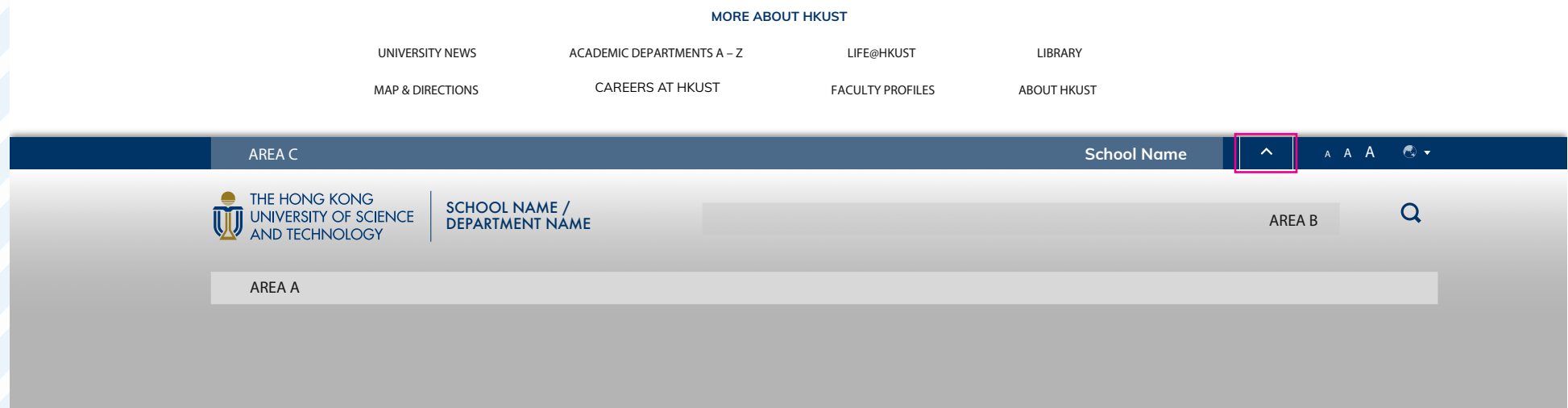
3.2 UNIVERSITY FOOTER TEMPLATE

The University Footer includes the abbreviated University logo and links to the Privacy Statement and Sitemap. The abbreviated University logo in the footer and the standard University logo in the header are strategically placed to familiarize users with University brand abbreviation.

You must use the social media icons to link to your own social media channels or to the University's social media channels if you do not have any. Below are the University's social media channels:

1. Facebook: https://www.facebook.com/hkust/
2. Instagram: https://www.instagram.com/hkust/
3. LinkedIn: https://www.linkedin.com/school/hkust/
4. YouTube: https://www.youtube.com/hkust
5. Tencent Video: https://v.qq.com/s/videoplus/2601305076
6. WeChat:

Service account   Subscription account

EXAMPLES

HKUST **Privacy   Sitemap**
Copyright © The Hong Kong University of Science and Technology. All rights reserved.

Follow HKUST(GZ) on

HKUST(GZ) **Privacy   Sitemap**
Copyright © The Hong Kong University of Science and Technology (Guangzhou). All rights reserved.

Follow HKUST(GZ) on

3.2 UNIVERSITY FOOTER TEMPLATE

Please ensure that the correct version of the logo is displayed when visitors switch between website languages. University logos must link back to the University website.

You are also welcome to include additional social media icons in reversed white with links if you have other social media accounts.

Click here to preview the University Footer Template.

Click here to download the social media icons sample.

To maintain the content freshness of the University website's Social Media page, please report any changes made to your social media channels to the Brand Marketing team in the Global Engagement & Communications Office via **brand@ust.hk**.

4.0 SITE STRUCTURE / ELEMENTS
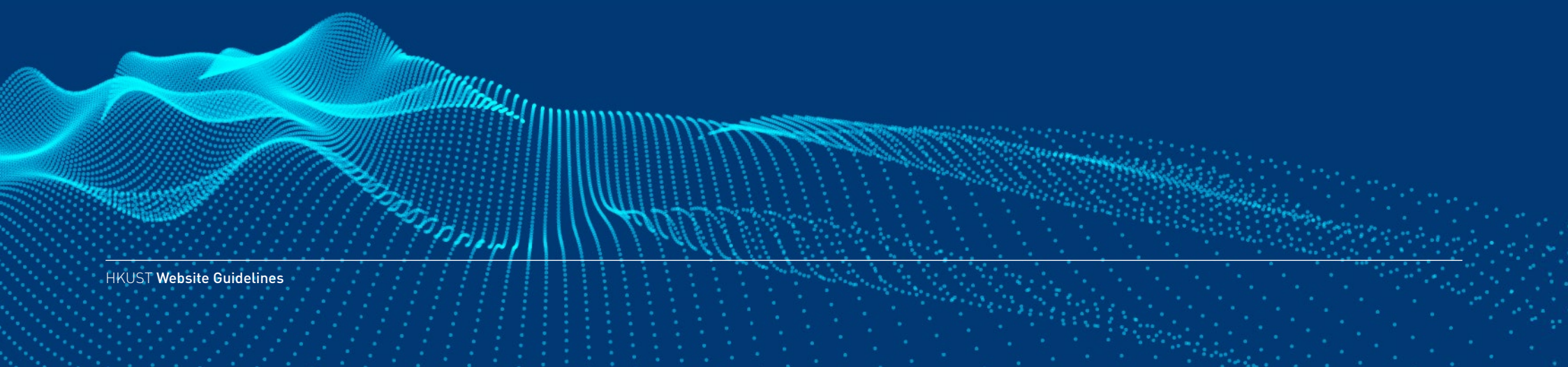
4.1 UNIVERSITY HEADER

Affiliated websites should include the University Header template. Keep in mind that our stakeholders expect certain key elements of a site to be placed in the same general area.

4.1 UNIVERSITY HEADER

4.1.1 UNIVERSITY LOGO

- The University logo must always be included in the University Header.

- The University logo must incorporate a hyperlink to the University website.

- The above guidelines apply to mobile versions of the individual Schools, Academy of Interdisciplinary Studies (AIS), Hubs, Academic Departments, Institutes, Thrust Areas, Academic Programs, Laboratories, Centers or Offices.

- All University domain websites must deploy the University's logomark as Favicon in the domain display.

- To download the logo files: LOGO DOWNLOAD

**EXAMPLES**

HKUST:

HKUST(GZ):

4.1 UNIVERSITY HEADER

4.1.2 AFFILIATED UNITS

- In all affiliated websites, the standard University logo should be placed on the far left of the header, while the logo, typeface, or name of the Schools, Academy of Interdisciplinary Studies (AIS), Hubs, and Offices should be placed on the right side of the standard University logo in the corresponding language and share the same spacing rules as the University logo. Please follow the spacing guidelines displayed below.

- The font used for the University logo should be Futura Medium. Muli or Arial must be used for affiliated units' names when featured next to the University logo in capitalized text on the University Header.

- The logo, typeface, or name of the University affiliated units should NOT exceed the height of the University logo.

- The size, spacing, and minimum clear space guidelines are shown in the examples below.

- All websites must display the standard University logo which includes a hyperlink to the University website.

- To download the logo files: LOGO DOWNLOAD

- To download the brand font (Muli): FONT DOWNLOAD

ENGLISH EXAMPLES
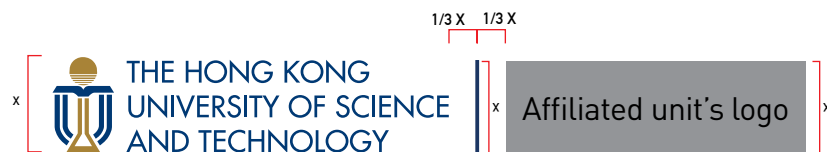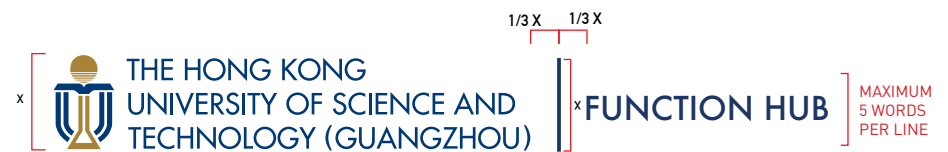
4.1 UNIVERSITY HEADER

4.1.2 AFFILIATED UNITS

- The font used for the University logo should be 黑體.
- 蘋果儷黑體 or 微軟正黑體 must be applied for affiliated units' names when featured next to the University logo on the University Header.
- The logo, typeface, or name of the University affiliated units should NOT exceed the height of the University logo.
- The size, spacing, and minimum clear space guidelines are shown in the examples below.
- All websites must display the standard University logo which includes a hyperlink to the University website.
- To download the logo files: LOGO DOWNLOAD

CHINESE EXAMPLE
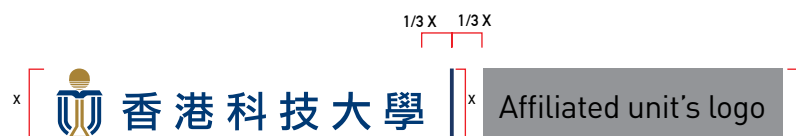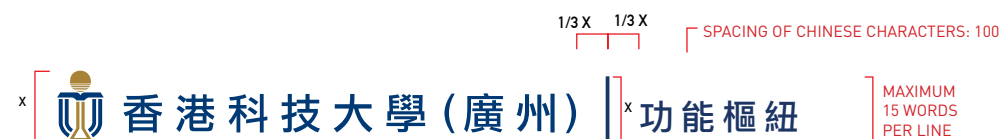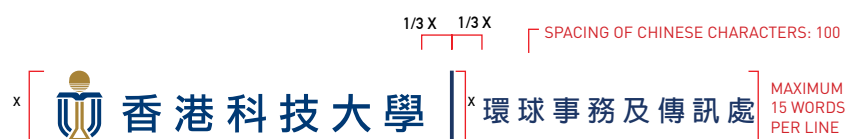
4.1 UNIVERSITY HEADER

4.1.3 SEARCH FUNCTION

Stakeholders often visit a website to find information on a very specific topic. Website visitors expect to see a search box that they can use to find content quickly.

Your website must have a search function so that multiple stakeholders can swiftly and easily access the content that they are looking for.

4.1.4 LANGUAGE

Apart from English, which is the official language of the University, it is recommended that all web content also be made available in Traditional Chinese and Simplified Chinese.

For a better user experience, the default language of your website should be set to match the default language of the visitor's Internet browser.

4.2 CONTENT BODY

Schools, Academy of Interdisciplinary Studies (AIS), Hubs, Academic Departments, Institutes, Thrust Areas, Academic Programs, Laboratories, Centers or Offices are free to design their own content.

However, there are important elements to incorporate in order to deliver a professional image of the University, which is part of the University community's shared responsibility.

Please ensure your design provides quality content, in particular content freshness and user-friendly functions.

4.2 CONTENT BODY

4.2.1 CONTENT FRESHNESS

To ensure content freshness, we recommend using the University website API (or an RSS feed) for displaying automated content such as events, press releases and news according to categorization by the University. Moreover, your chosen naming conventions should not create false expectations of your website's content freshness of each section. For example, it is better to name as "Highlights" rather than "Latest News" or "News" if the content will not be able to update frequently.

4.2.2 NAVIGATION

Navigation by Audience Segmentation:	Consider segmenting audience groups with organized content and website navigation in order to make it easy for stakeholders to find the content they are looking for.
Navigation by Main Topic:	Consider categorizing main navigation by grouping content by topic. Clear content pathways and keywords in the navigation bar can help guide users to the information they are looking for in a straightforward manner.
Breadcrumb Trail (inside pages):	A breadcrumb trail displays the navigation path of visitors, making it easier for them to trace the steps they took to navigate from the homepage to the current page. If necessary, the name of your homepage can be changed from "Home" to "Your Website Name".

4.2 CONTENT BODY

4.2.3 FONT TYPE / FONT SIZE

To ensure consistency across all University affiliated websites, please use the same font types (Muli or Arial for English and 蘋果儷黑體 or 微軟正黑體 for Chinese) for all content.

Please refer to the Standard University Typeface section (p.70) in the Brand Guidelines. The minimum body font size should be 16 pixels, while the secondary text font size should be 13-14 pixels.

4.2.4 RESPONSIVE DESIGN

With a high percentage of web traffic coming from smartphone and tablet users, all affiliated websites must be mobile responsive. You must verify the responsive design of your website by ensuring that its navigation menu is presented in a clear format across different mobile devices of various sizes.

Certain features, such as drop-down menus, do not display properly on mobile devices and may create a poor user experience for mobile visitors. You should ensure that the content displayed on the mobile version still provides users with the information they need.

Please place content sections in the center of the browser so that they can fit well on a standard 1366 x 768 display (PC and Mac).

To test your website's mobile friendliness, please click here.

4.2 CONTENT BODY

4.2.5 IMAGES / GRAPHICS

Images and graphics can reflect website content. You may consider incorporating your website name into the main visual on your homepage so that visitors can easily associate with your website.

Please observe the following image guidelines:

- Images should be in GIF, JPEG or PNG format.

- The resolution for digital photos should be at least 72dpi.

- For easy download, the file size should not exceed 2MB.

- Alt text should be provided for the images and graphics used on the websites.

4.2 CONTENT BODY

4.2.6 VIDEOS

When including multimedia content on a website, avoid a large file size that may cause streaming issues. The mobile version should include a skip function for video content.

Adobe Flash is being discontinued in 2021 so content that requires Flash to run will not be accessible to many visitors, especially those using mobile devices or older desktops. If using Flash is unavoidable, the following should be noted:

- Flash animations should be embedded in an HTML page in SWF format. It should contain download instruction for browsers without Flash support.

- As some devices such as mobile devices or browsers cannot display Flash content, an alternative image underneath the content should be inserted.

For a video to play smoothly in China, it should be hosted on China's video platforms. If you require assistance with hosting a video in China, you may share video files with the Brand Marketing team in the Global Engagement & Communications Office via **brand@ust.hk** to upload your videos to the University's Tencent Video channel.

4.2 CONTENT BODY

4.2.7 DOWNLOADABLE DOCUMENTS

Downloadable documents should be HTML or PDF files, unless they are free templates that need to be in an editable format (e.g. Microsoft Word or Microsoft Excel). Please refer to the W3C PDF Techniques for WCAG 2.0 for details on creating PDFs.

4.2.8 PRINTER FRIENDLY

The University supports sustainability, so if users would like to print a copy of their webpage, please ensure the webpage is printer friendly in order to avoid wasting paper.

4.2.9 ABOUT US

Include a link to the About Us section, which should include basic information about you or your Schools, Academy of Interdisciplinary Studies (AIS), Hubs, Academic Departments, Institutes, Thrust Areas, Academic Programs, Laboratories, Centers or Offices. This allows users an additional opportunity to learn about your site.

4.2 CONTENT BODY

4.2.10 CONTACT INFORMATION

Contact information should be included so that stakeholders can send enquiries or feedback through established channels to relevant parties. Designated staff should be assigned to handle these enquiries and feedback.

4.2.11 PEOPLE

Faculty information can be displayed with API from Faculty Profile to your website. To ensure content freshness, all units are advised to update Faculty Profile deem appropriate and in a timely basis.

4.2.12 COLORS

Accent colors are designed to work harmoniously with the University logo colors. Please refer to the Standard University Color Palette section (p.50) in the Brand Guidelines. They can be used in bars, panels, tabs, headings, subtitles, and graphs. Users are also welcome to use other colors that they deem suitable. However, we recommend avoiding color tones that are the theme colors of other local universities. Please refer to the Standard University Color Palette section (p.50) in the Brand Guidelines.

4.3   UNIVERSITY FOOTER

Affiliated websites should include the University Footer template.

4.3 UNIVERSITY FOOTER

4.3.1 COPYRIGHT

Include copyright information to protect your website from plagiarism. Copyright must be presented as:

HKUST affiliated websites: Copyright © The Hong Kong University of Science and Technology.

All rights reserved.

HKUST(GZ) affiliated websites: Copyright © The Hong Kong University of Science and Technology (Guangzhou).

All rights reserved.

4.3.2 PRIVACY STATEMENT

You must include a link from your Schools, Academy of Interdisciplinary Studies (AIS), Hubs, Academic Departments, Institutes, Thrust Areas, Academic Programs, Laboratories, Centers or Offices website to the privacy statement on the University website.

4.3 UNIVERSITY FOOTER

4.3.3 SITE MAP

The site map in the footer summarizes the website structure so that visitors can easily navigate your site without getting lost. An XML sitemap is preferable for search engines.

4.3.4 SOCIAL ICONS

University social icons or social icons from your Schools, Academy of Interdisciplinary Studies (AIS), Hubs, Academic Departments, Institutes, Thrust Areas, Academic Programs, Laboratories, Centers or Offices must be included in the University Footer so that they do not distract users from the website's main content.

Click here to download the social media icons sample.

5.0 ACCESSIBILITY

We recommend following the guidelines of the Web Accessibility Initiative (WAI) to make your website accessible to people with disabilities.

BEST VIEW RECOMMENDATION

It is a good practice to include a statement about recommended view settings for your website. Such recommendations usually cover browser versions and any necessary plug-ins. Please avoid using too many plug-ins and use only plug-ins that are common and available on a large range of devices.

Technical recommendations from ITSC: All newly developed/ revamped/ CMS created web pages should be compatible with common web browsers such as Microsoft Internet Explorer, Microsoft Edge, Google Chrome, Mozilla Firefox, Safari, etc., on Microsoft Windows, Apple (Mac OS and iOS), Android and Linux platforms.

TEXT-ONLY VERSION

A text-only version of the web content can be made available for visitors with text-only browsers.

ALT TAG

Use ALT tags to add text descriptions for graphics, images and multimedia content. This way, visitors who cannot view the images/ multimedia content will still get the content information.

KEYBOARD ACCESSIBILITY

To cater to those who cannot use a mouse, please make sure that your website can be navigated easily on keyboard.

For more details, please refer to the Web Accessibility Recognition Scheme: https://www.web-accessibility.hk/en/.

6.0 SECURITY

All affiliated websites must be Hyper Text Transfer Protocol Secured (HTTPS). Websites that fall into the high risk category of the Minimum Security Standard for Application Systems must use the security vulnerability scanning tool to scan their customized package system and pass the security vulnerabilities scan.

For any security vulnerabilities isolated by the scanning tool, the website owner must immediately resolve the issue and eliminate all vulnerable codes. Please consult ITSC for further details. For more information, please click here.

7.0 CHINA FRIENDLY

General approches to web development may render the website incompatible in certain countries. It is typically observed that URLs from the Google API Library, Google Font Library and jQuery Library occasionally cannot be accessed from Mainland China. If the webpage header or content body script loads such URLs, the website performance in Mainland China will be affected.

The International Internet bandwidth in Mainland China is demanding, so network traffic congestion may occur during busy hours and further affect the webpage loading time. Online application for speed test could be employed to assess website loading speed in China.

Here are some tips for improving webpage speed in Mainland China:

- Reduce loading external URLs script by loading the script locally instead. Common listing of external URLs script used in HKUST websites:

Google API Library

https://console.cloud.google.com/apis/library?pli=1

Google Fonts Library

https://fonts.google.com/

jQuery Library

https://code.jquery.com/

- Design webpages using an asynchronous approach such that the website continues loading the remaining elements of the page instead of freezing once it encounters any inacessible URLs.

- Optimize image sizes to no more than 1MB.

- Simplify the website design by reducing the number of JavaScript, CSS, images files and plugins to be loaded.

For more tips on how to load your webpage faster in China, please consult ITSC Service Desk for further details.

8.0 SITE LAUNCH

8.1 USER ACCEPTANCE TEST (UAT)

Please also ensure your new website has passed User Acceptance Test (UAT) before launch. User acceptance testing is the last phase of the website testing process. During UAT, actual website users test the website to make sure it can handle required tasks in real-world scenarios, according to specifications.

UAT is one of the final and critical website project procedures that occurs before newly developed websites are rolled out to the market.

8.2 PERFORMANCE TRACKING

Upon the launch of your new website, you are encouraged to review your website performance from time to time for further enhancement. Tracking tools such as Google Analytics and Baidu Tongji help you better identify your stakeholders and collect useful insights on traffic, demographic, and behaviors that can help you refine your strategy and planning. Reports on and access to website analytics must be made available.

Other tools for screening broken links and checking content accuracy are also available in the market. You may contact the Brand Marketing team in the Global Engagement & Communications Office via **brand@ust.hk** for possible tools.

8.3 TIPS ON SEARCH ENGINE OPTIMIZATION (SEO)

To ensure you are reaching your target stakeholders with the right content, your website should be search engine–friendly. This optimiziation is an ongoing effort that should continue even after the launch of a new website. Here are some simple tips:

- Use page titles. Each page needs to have a unique page title that accurately describes the page content. Be brief and descriptive to help the user understand what the page is about.

- Add a site map.

- Use meta tags. Only use relevant keywords in the meta description.

- Be aware that your content is constantly being "crawled" by search engines. By keeping content fresh and original, updating frequently, and using various keywords and phrases, your website will be more attractive to visitors and search engines alike.

- Develop a simple and logical internal navigation. Make sure that you have a breadcrumb on your internal pages. It will be easier for visitors to navigate between related sections and pages on the website.

- Develop a proper 404 page to explain server errors (e.g. "Page Not Found") and provide options to visit other websites instead of posting a 404 page.

- Be aware of image and video file sizes or other factors that affect the loading speed. Go to Google Page Speed Service to analyze your website and get performance recommendations.

9.0 CONTACT US

On branding elements of affiliated websites:

Brand Marketing,
Global Engagement & Communications Office

2358 6316 | brand@ust.hk | https://geco.hkust.edu.hk

On website domain registration, server hosting, and security:

Information Technology Services Center

2358 6188, 2358 6200 | cchelp@ust.hk | https://itsc.hkust.edu.hk/

On website development on backend site architecture:

Information Systems Office

2358 6240 | issupprt@ust.hk | https://iso.hkust.edu.hk/

On website layout, graphics and multimedia:

Media Technology and Publishing Center

2358 6807 | mtpc@ust.hk | https://mtpc.ust.hk/

THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY | GLOBAL ENGAGEMENT & COMMUNICATIONS OFFICE

This Website Guidelines will be updated occasionally. Please refer to the University website for the latest version.