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.
# HKUST Brand Guidelines

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1.0 BRAND OVERVIEW

The Hong Kong University of Science and Technology (HKUST) and The Hong Kong University of Science and Technology (Guangzhou) (HKUST(GZ)) as a BRAND.
Established in 1991, The Hong Kong University of Science and Technology (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. With the development of the Greater Bay Area moving forward rapidly, HKUST signed a tripartite agreement with the Guangzhou Municipal Government and Guangzhou University to jointly establish The Hong Kong University of Science and Technology (Guangzhou) (HKUST(GZ)) in the Nansha district of Guangzhou. The cross-disciplinary academic structure of HKUST(GZ), which is designed to complement the well-established disciplinary foundation at the Clear Water Bay campus, will bridge diverse knowledge from multiple and disparate fields for discovering novel solutions to global problems.

HKUST(GZ) embraces the brand vision, positioning, core values, and way of doing things of HKUST, while firmly adheres to the principle of “Unified HKUST, Complementary Campuses”.  

HKUST Brand Guidelines
1.1 PRINCIPLE

A BRAND WE CAN ALL FEEL PROUD OF

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

The aim of these brand guidelines is to be a tool for us to present HKUST and HKUST(GZ), that reflects our core values and builds an emotional connection with the audience. This brand style guide is intended to be simple and flexible and yet 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.
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 and HKUST(GZ) way of innovation.
BRAND POSITIONING

LEASEDERSHIP HAS A NEW DEFINITION

The increasingly complex world requires leaders who have an amazingly analytical mind, sharp vision 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 the people around them.

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

After all, leadership is more than managing a company, it is about managing one’s life.
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 challenge and we are willing to collaborate.

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

**INTERNATIONAL**
We embrace the world and we are aiming for the highest global standards.
1.5 OUR STUDENTS

HKUST AND HKUST(GZ) ARE THE STAGES FOR THOSE WHO DARE TO PLAY THE LEADING ROLE.

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 will nurture the potential of students, help them grow and develop, enabling them to become “leaders” not “followers” in their own way.
THE NON-CONFORMIST

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

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

This is indeed the true spirit of being innovative – it is about value creation by challenging the status quo.
"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.
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 are living 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>Stages</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>AWARENESS</td>
<td>The brand is introduced to its target audience often with marketing and advertising in a way that gets it noticed.</td>
</tr>
<tr>
<td>RECOGNITION</td>
<td>The target audience becomes familiar with the brand and recognize it anywhere.</td>
</tr>
<tr>
<td>CONNECTION</td>
<td>When the target audience has a good experience with the brand, it becomes the preferred choice.</td>
</tr>
<tr>
<td>LOYALTY</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</td>
</tr>
</tbody>
</table>

HKUST Brand Guidelines
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 and HKUST(GZ) way of innovation.

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

From Mission to Expression

Creating Value Through Innovation

Brand Proposition

Brand Story

Brand Attributes

Brand Personalities

Mission & Vision

Validated by research with internal & external stakeholders
2.0 THE VOICE

When writing for marketing communications and advertising, the voice of HKUST and HKUST(GZ), 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 your 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 your 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 YOU 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 your audience to the action that you want them to take. Add a quote to emphasize the point you 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 Van 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 your writing a more personal and human touch.

EXAMPLE:

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

AFTER
We’re sorry that our center is undergoing a facelift. Please come back again in February 2019 for a brand new look!
2.2 BRAND EXPRESSION

The words below can help guide you in your search for an effective way to express the brand.

PASSIONATE
- Committed
- Dedicated
- Devoted
- Diligent
- Driven
- Energetic
- Enthusiastic
- Focused

INTELLIGENT
- Accomplished
- Creative
- Exceptional
- Expert
- Original
- Outstanding
- Skillful
- Talented

CONFIDENT
- Certain
- Forefront
- Forging
- Leading
- Pioneering
- Pathfinder
- Proud
- Trailblazer

INSPIRING
- Adventurous
- Affecting
- Encouraging
- Discover
- Game Changing
- Imaginative
- Stimulating
- Unconventional

FRIENDLY
- Approachable
- Collective
- Community
- Hospitable
- Receptive
- Sociable
- Supportive
- Welcoming
2.3 EDITORIAL TIPS

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

Always tailor your content to your audience.

Ask yourself A FEW QUESTIONS before you 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 paoeditorial@ust.hk if you have any questions.
3.0 UNIVERSITY LOGO

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 and HKUST(GZ). This will help us in designing and creating the communication in different forms and for various occasions.
3.1 HKUST

This section is only applicable to HKUST.
3.1.1 UNIVERSITY NAME

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 affiliated unit’s logo.

INCORRECT
“UST” “USTHK” “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 LOGO - BILINGUAL

This standard University logo should be used whenever possible on all bilingual communications only, including University printed materials, presentations, websites, merchandise items and University souvenirs.
STANDARD UNIVERSITY LOGO - BILINGUAL
The standard University logo should be used in its entirety with no alterations or additional elements.

MAIN
This standard University logo should be used whenever possible on all communications in a bilingual context only, including online and offline promotional materials, events, presentations, websites, merchandise items and signage.

HKUST standard University logo is a key part of the brand and should always appear exactly as specified in these guidelines.

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

To download the logo files: LOGO DOWNLOAD
STANDARD UNIVERSITY LOGO - BILINGUAL
The standard University logo should be used in its entirety with no alterations or additional elements.

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

To download the logo files: LOGO DOWNLOAD
VARIATIONS

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

CENTER - 01

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

CENTER - 02

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

CENTER - 03

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

To download the logo files: [LOGO DOWNLOAD]
3.1.3 STANDARD UNIVERSITY LOGO - ENGLISH

This standard University logo should be used whenever possible on all English communications only, including University printed materials, presentations, websites, merchandise items and University souvenirs.
STANDARD UNIVERSITY LOGO - ENGLISH
The standard University logo should be used in its entirety with no alterations or additional elements.

MAIN

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

HORIZONTAL - 01

To download the logo files: LOGO DOWNLOAD
STANDARD UNIVERSITY LOGO - ENGLISH
The standard University logo should be used in its entirety with no alterations or additional elements.

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

CENTER - 01
THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY

CENTER - 02
THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY

CENTER - 03
THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY

To download the logo files: LOGO DOWNLOAD
3.1.4 STANDARD UNIVERSITY LOGO - CHINESE

This standard University logo should be used whenever possible on all Chinese communications only, including University printed materials, presentations, websites, merchandise items and University souvenirs.
STANDARD UNIVERSITY LOGO - CHINESE
The standard University logo should be used in its entirety with no alterations or additional elements.

MAIN

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

CENTER

To download the logo files: LOGO DOWNLOAD
3.1.5 ABBREVIATED UNIVERSITY LOGO

Usage of the standard University logo should always be prioritized. However, if space constraints or other requirements need to be met, the abbreviated University logo will be an appropriate choice.
ABBREVIATED UNIVERSITY LOGO - BILINGUAL

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

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

To download the logo files: LOGO DOWNLOAD

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

To download the logo files: [LOGO DOWNLOAD](#)
3.1.6 UNIVERSITY LOGOTYPE

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

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

The University logotype must conform to clear regulations regarding size, positioning, and spacing to ensure brand unity. The University logotype cannot appear in any other font, nor can it be handwritten, scanned, or altered.

When using the University logotype, choose from one of the following six colors. Do not use other colors. The main color of the University logotype should match the standard University color palette. To ensure the University logotype’s visibility, a light background should be paired with a dark University logotype and a dark background should be paired with a light University logotype. All HKUST and University affiliated units’ promotional materials should follow these guidelines.

When using the University abbreviated names in the design of an official corporate identity, please download and use the following logo image file. Do not create or modify the logotype yourself.

To download the logo files: [LOGO DOWNLOAD](#)

HKUST Brand Guidelines
3.1.7 LOGO CLEAR SPACE

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

CLEAR SPACE

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

The standard University logo should be displayed with the minimum clear space. No other elements should be placed within the space, so as to ensure the standard University logo’s visibility. This rule applies to all versions of the HKUST logo.
UNIVERSITY LOGOTYPE

CLEAR SPACE

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

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

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

^ If the University logotype is part of the affiliated 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

Usage of the University logo should always be prioritized. However, if space constraints or other requirements need to be met, the University logotype will be an appropriate choice.
STANDARD UNIVERSITY LOGO - BILINGUAL

MINIMUM SIZE

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

To make sure the standard University 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 logo.

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

MINIMUM SIZE

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

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

MINIMUM SIZE

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

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

MINIMUM SIZE

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

To make sure the standard University 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 logo.

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

MINIMUM SIZE

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

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

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

To make sure the standard University 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 logo.

*The above logos are for reference only and are not full-scale replicas.*
To make sure the abbreviated University logo is always clear and legible, there is a minimum size requirement.

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

*The above logos are for reference only and are not full-scale replicas.*
ABBREVIATED UNIVERSITY LOGO - MONOLINGUAL

MINIMUM SIZE

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

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

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

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

MINIMUM SIZE

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

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

The minimum size requirement is based on the height of the University logotype.

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

^ If the University logotype is part of the affiliated unit’s logo or partnership logo design, the requirement on clear space and the minimum size is not applicable.
3.2 HKUST(GZ)

This section is only applicable to HKUST(GZ).
3.2.1 UNIVERSITY NAME

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.

ABBRÉVIATED NAMES
HKUST(GZ)
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
“UST(GZ)” “USTHK(GZ)” “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.
3.2.2 STANDARD UNIVERSITY LOGO - BILINGUAL

This standard University logo should be used whenever possible on all bilingual communications only, including University printed materials, presentations, websites, merchandise items and University souvenirs.
STANDARD UNIVERSITY LOGO - BILINGUAL

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

MAIN

This standard University logo should be used whenever possible on all communications in a bilingual context only, including online and offline promotional materials, events, presentations, websites, merchandise items and signage.

The HKUST(GZ) standard University logo is a key part of the brand and should always appear exactly as specified in these guidelines.

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

To download the logo files: LOGO DOWNLOAD
STANDARD UNIVERSITY LOGO - BILINGUAL
The standard University logo should be used in its entirety with no alterations or additional elements.

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

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

CENTER - 01

CENTER - 02

To download the logo files: LOGO DOWNLOAD
3.2.3 STANDARD UNIVERSITY LOGO - ENGLISH

This standard University logo should be used whenever possible on all English communications only, including University printed materials, presentations, websites, merchandise items and University souvenirs.
STANDARD UNIVERSITY LOGO - ENGLISH

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

MAIN

VARIATIONS

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

HORIZONTAL - 01

To download the logo files: [LOGO DOWNLOAD](#)
VARIATIONS

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

To download the logo files: LOGO DOWNLOAD
3.2.4 STANDARD UNIVERSITY LOGO - SIMPLIFIED CHINESE

This standard University logo should be used whenever possible on all Simplified Chinese communications only, including University printed materials, presentations, websites, merchandise items and University souvenirs.
The standard University logo should be used in its entirety with no alterations or additional elements.

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

To download the logo files: LOGO DOWNLOAD
3.2.5 STANDARD UNIVERSITY LOGO - TRADITIONAL CHINESE

This standard University logo should be used whenever possible on all Traditional Chinese communications only, including University printed materials, presentations, websites, merchandise items and University souvenirs.
STANDARD UNIVERSITY LOGO - TRADITIONAL CHINESE
The standard University logo should be used in its entirety with no alterations or additional elements.

MAIN

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

To download the logo files: LOGO DOWNLOAD
3.2.6 ABBREVIATED UNIVERSITY LOGO

Usage of the standard University logo should always be prioritized. However, if space constraints or other requirements need to be met, the abbreviated University logo will be an appropriate choice.
ABBREVIATED UNIVERSITY LOGO - BILINGUAL

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

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

To download the logo files: [LOGO DOWNLOAD]
ABBREVIATED UNIVERSITY LOGO - MONOLINGUAL

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

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

**HORIZONTAL**

**ENGLISH**  HKUST (GZ)  

**SIMPLIFIED CHINESE**  香港科大 (广州)  

**TRADITIONAL CHINESE**  香港科大 (廣州)  

**CENTER**

**ENGLISH**  HKUST (GZ)  

**SIMPLIFIED CHINESE**  香港科大 (广州)  

**TRADITIONAL CHINESE**  香港科大 (廣州)  

To download the logo files: [LOGO DOWNLOAD](#)
3.2.7 UNIVERSITY LOGOTYPE
UNIVERSITY LOGOTYPE
The standard University logotype should be used in its entirety with no alterations or additional elements.

The University logotype must conform to clear regulations regarding size, positioning, and spacing to ensure brand unity. The University logotype cannot appear in any other font, nor can it be handwritten, scanned, or altered.

When using the University logotype, choose from one of the following six colors. Do not use other colors. The main color of the University logotype should match the standard University color palette. To ensure the University logotype’s visibility, a light background should be paired with a dark University logotype and a dark background should be paired with a light University logotype. All HKUST(GZ) and University affiliated units’ promotional materials should follow these guidelines.

When using the University abbreviated names in the design of an official corporate identity, please download and use the following logo image file. Do not create or modify the logotype yourself.

To download the logo files: LOGO DOWNLOAD
3.2.8 LOGO CLEAR SPACE
The standard University logo should be used in its entirety with no alterations or additional elements.

The standard University logo should be displayed with the minimum clear space. No other elements should be placed within the space, so as to ensure the standard University logo's visibility. This rule applies to all versions of the HKUST(GZ) logo.
UNIVERSITY LOGOTYPE

CLEAR SPACE

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

The University logotype should be displayed with the minimum clear space. No other elements should be placed within the space, so as to ensure the University logotype’s visibility. This rule applies to all versions of the HKUST(GZ) logotype.

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

^ If the University logotype is part of the affiliated unit’s logo or partnership logo design, the requirement on clear space and the minimum size is not applicable.
3.2.9 LOGO MINIMUM SIZE
STANDARD UNIVERSITY LOGO - BILINGUAL

MINIMUM SIZE

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

To make sure the standard University 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 logo.

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

MINIMUM SIZE

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

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

MINIMUM SIZE

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

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

MINIMUM SIZE

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

To make sure the standard University 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 logo.

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

MINIMUM SIZE

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

CENTER - 01

PRINTS
18 MM

THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY (GUANGZHOU)

ONLINE
80 PX

CENTER - 02

PRINTS
15 MM

THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY (GUANGZHOU)

ONLINE
75 PX

CENTER - 03

PRINTS
12 MM

THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY (GUANGZHOU)

ONLINE
50 PX

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

MINIMUM SIZE

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

To make sure the standard University 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 logo.

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

MINIMUM SIZE

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

To make sure the standard University 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 logo.

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

MINIMUM SIZE

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

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

HORIZONTAL - 01

PRINTS
8 MM

ONLINE
40 PX

HORIZONTAL - 02

PRINTS
8 MM

ONLINE
40 PX

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

HKUST Brand Guidelines
ABBREVIATED UNIVERSITY LOGO - MONOLINGUAL

MINIMUM SIZE

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

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

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

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

MINIMUM SIZE

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

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

The minimum size requirement is based on the height of the University logotype.

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

^ If the University logotype is part of the affiliated unit’s logo or partnership logo design, the requirement on clear space and the minimum size is not applicable.
3.3 STANDARD UNIVERSITY TYPEFACE

Standard University 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 both HKUST and HKUST(GZ).
STANDARD UNIVERSITY TYPEFACE

UNIVERSITY LOGO

The University logo typeface is used in the logos and logotypes of HKUST and HKUST(GZ).

ENGLISH: Futura Medium
CHINESE: 黑體

If an affiliated 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.

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。
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! 我是蘋果儷黑體 / 微軟正黑體。
大學正文內容的官方字體。
If Muli is not available, Arial may be used.

HELLO, I’M ARIAL.
Alternative official University font type in context text.

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

FONT FAMILY
Arial - Regular
Arial - Bold
Arial - Italic
Arial - Bold Italic
In the unconventional application whereby “HKUST” or “HKUST(GZ)” is developed as a graphic design rather than a corporate identity, there is no restriction on how these letters or words are presented.

Yet, such a designed graphic of “HKUST” or “HKUST(GZ)” cannot replace as the official University logo in any kind of communication.
3.4 STANDARD UNIVERSITY COLOR PALETTE

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

The following regulations apply to both HKUST and HKUST(GZ).
When using the monochrome logo, choose from one of the following six colors only. Do not select another color yourself.

**DESKTOP PUBLISHING**
For offset printing or silk-screen, it is suggested to use either PANTONE or PROCESS COLORS (CMYK).

**ELECTRONIC PRESENTATION**
For PowerPoint presentation or digital prints, it is suggested to use RGB colors.

**ONLINE PUBLISHING**
For web pages, it is suggested to use web colors.

**FABRIC PRINTING**
For fabric printing, it is suggested to use PANTONE or PANTONE for fabric (if applicable)

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

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

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

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

LOGOMARK COLORS

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

SINGLE COLOR ON WHITE
- Gold
- Yellow
- Blue
- Gray
- Black

DARK COLOR ON LIGHT BACKGROUND
- Blue
- Black

LIGHT COLOR ON DARK BACKGROUND
- Yellow
- White
These accent colors are designed to work harmoniously with the University 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.

<table>
<thead>
<tr>
<th>Color Code</th>
<th>CMYK Values</th>
<th>RGB Values</th>
<th>Web Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>PANTONE 548</td>
<td>C0 M65 Y50 K0</td>
<td>R0 G62 B78</td>
<td>#03e4e</td>
</tr>
<tr>
<td>PANTONE 285</td>
<td>C90 M50 Y0 K0</td>
<td>R0 G116 B188</td>
<td>#074bc</td>
</tr>
<tr>
<td>PANTONE 647</td>
<td>C90 M65 Y20 K0</td>
<td>R43 G98 B151</td>
<td>#2b6297</td>
</tr>
<tr>
<td>PANTONE 310</td>
<td>C55 M0 Y80 K0</td>
<td>R99 G202 B225</td>
<td>#63ca61</td>
</tr>
<tr>
<td>PANTONE 109</td>
<td>C0 M15 Y100 K40</td>
<td>R255 G212 B0</td>
<td>#ffdc00</td>
</tr>
<tr>
<td>PANTONE 367</td>
<td>C40 M0 Y80 K0</td>
<td>R163 G207 B98</td>
<td>#a3cf62</td>
</tr>
<tr>
<td>PANTONE 339</td>
<td>C85 M0 Y50 K0</td>
<td>R0 G176 B141</td>
<td>#00b08d</td>
</tr>
<tr>
<td>PANTONE 340</td>
<td>C100 M10 Y85 K0</td>
<td>R0 G154 B97</td>
<td>#009a61</td>
</tr>
<tr>
<td>PANTONE 185</td>
<td>C0 M100 Y90 K0</td>
<td>R237 G27 B47</td>
<td>#cd06d0</td>
</tr>
<tr>
<td>PANTONE 216</td>
<td>C40 M95 Y50 K30</td>
<td>R124 G35 B72</td>
<td>#7c2348</td>
</tr>
<tr>
<td>PANTONE 137</td>
<td>C0 M40 Y100 K0</td>
<td>R250 G166 B26</td>
<td>#faa61a</td>
</tr>
<tr>
<td>PANTONE COOL GRAY 8C</td>
<td>C50 M50 Y40 K0</td>
<td>R140 G143 B144</td>
<td>#8c8f90</td>
</tr>
</tbody>
</table>
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
- PANTONE 2925U
- 80C 0M 0K55
- 30C 60M 0K20
- PANTONE 255C
- PANTONE 185C
- Cool Gray 4C
- 0C 75M 100K0
- 100C 30M 100K30
- PANTONE 117C
- PANTONE 287U
- 25C 100M 38Y 0K
- PANTONE 194C
- PANTONE 255C 117C
3.5 UNIVERSITY LOGOMARK

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

The University logomark should not be used alone in place of the University logo.

The following regulations apply to both HKUST and HKUST(GZ).

*If the University logomark is used for souvenir design, the full name of the University should also be visible on the product.

To download the logo files: LOGO DOWNLOAD
UNIVERSITY LOGOMARK

The logomark 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 logomark entwines many meanings, as does the University itself.

PROHIBITED USE OF UNIVERSITY LOGOMARK ELEMENTS

Every part of the University logomark has its meaning and it should be respected like how we respect a person when we feature it. Hence the University logomark MUST be used in its entirety. It must NOT be featured in breaking parts and/or become part of another design elements. Do not crop, stretch, partially scale, shorten, abbreviate or create acronyms out of the University logomark.
UNIVERSITY LOGOMARK

CLEAR SPACE

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

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

MINIMUM SIZE

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

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

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

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

*The above logo is for reference only and is not a full-scale replica.
3.6 THE RED BIRD SUNDIAL IMAGE

Under the design concept “Circle of Time”, The Red Bird Sundial has become an icon of the University.

The following regulations apply to both HKUST and HKUST(GZ).

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

NAME
“The Red Bird Sundial” in English and 紅鸚鵡 in Chinese is the only official name.
Nicknames or other names when mentioning The Red Bird Sundial is not preferred.

USAGE
The Red Bird Sundial image (the image) can be used whenever appropriate on all communications, including University printed materials, presentations, websites, merchandise items and University souvenirs.
When used, the image is substantially associated with the University. Therefore, you are not encouraged to remove, distort or alter any element of the image; crop, stretch, scale, shorten, abbreviate or create acronyms out of the image to ensure the positive image of the University.
Using the provided image without alteration is recommended. Otherwise, the usage of the altered image should be reviewed by Public Affairs Office (PAO) and approved by the Vice-President for Institutional Advancement to ensure it will not adversely affect the image of The Red Bird Sundial.
The image has a registered trademark for any application on any items for commercial purposes. Official approval from University is required for commercial merchandising.

To download The Red Bird Sundial image: The Red Bird Sundial image DOWNLOAD
3.7 PROHIBITED USE OF UNIVERSITY LOGO AND THE RED BIRD SUNDIAL IMAGE

The following regulations apply to both HKUST and HKUST(GZ).
**PROHIBITED USE OF UNIVERSITY IDENTITY**

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

Here are some examples:

- incline the University logo
- overlap the University logo
- condense or expand the University logo
- attempt to re-create the University logo
- alter or change the colors of the University logo
- combine the University logo and The Red Bird Sundial image
- break or take a certain component of the University logomark
- place the University logo on busy photographic backgrounds
- alter the proportion or size of any element of the University logo
- place the dark version of the University logo on dark backgrounds
- place the light version of the University logo on light backgrounds
- place the University logo inside any shapes or place any shapes between University logotype
- use typeface other than Futura Medium or Muli for English or 黑體 for Chinese in University name.
4.0 UNIVERSITY AFFILIATED UNITS AND PARTNERSHIP LOGOS

The following regulations apply to both HKUST and HKUST(GZ).

Development of new logo should be confirmed by respective Senior Management (Vice-President or above), Deans or Directors of affiliated units. All University’s affiliated units’ logos must be reviewed by Media Technology & Publishing Center (MTPC) for feasibility of print works, web and mobile display; and Public Affairs Office (PAO) for complying Brand Guidelines; approved by the Vice-President for Institutional Advancement; and recorded by the Legal Office. All official affiliated logos and partnership logos would be listed in the Public Affairs Office website for official reference.

The University’s affiliated units refer to Schools, Interdisciplinary Programs Office (IPO), Hubs, Academic Departments, Institutes, Thrust Areas, Academic Programs, Laboratories, Centers, or Offices.
4.1 AFFILIATED UNIT’S LOGO

To maintain brand consistency among University and University’s affiliated units, the identity or name of the University should be featured as part of the design of the affiliated unit’s logo. They should follow one of the two ways as stated below and feature in corresponding language version:

1. The standard University logo should be placed on the left side while the logo, typeface, or name of the affiliated units should be placed on the right side and share the same spacing rules as the standard University logo. The logo, typeface, or name of the affiliated units should not exceed the height of the University logo. Please see examples as shown for the size, spacing, and minimum clear space guidelines.

2. The name of the University affiliated unit should include the full name or abbreviated name of the University (see section 3.1.1 University Name, p.27 and section 3.2.1 University Name, p.58). Affiliated units should use the standard University typeface (Futura Medium for English; 黑體 for Chinese) for the name of the University (see section 3.3 Standard University Typeface, p.92) when designing the affiliated unit’s logo. Use of University logomark in affiliated unit’s logo is encouraged to draw closer brand association between the affiliates and the University.

Affiliated unit’s logo designs made with the University’s logo elements and/ or The Red Bird Sundial are substantially associated with the University and therefore should comply with the Brand Guidelines.

Exceptional case shall be considered when the affiliated logo is a partnership logo. Please consult PAO regarding uncertainties about logo design.

Development of new logo should be confirmed by respective Senior Management (Vice-President or above), Deans or Directors of affiliated units. All University’s affiliated units’ logos must be reviewed by Media Technology & Publishing Center (MTPC) for feasibility of print works, web and mobile display; and Public Affairs Office (PAO) for complying Brand Guidelines; approved by the Vice-President for Institutional Advancement; and recorded by the Legal Office. All official affiliated logos would be listed in the Public Affairs Office website for official reference.

(For reference only)
UNIVERSITY AFFILIATED UNITS AND PARTNERSHIP LOGOS

4.1 AFFILIATED UNIT’S LOGO

Placement order between Schools and Departments could be decided by respective affiliated units. Please see examples as shown.

EXAMPLES

THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY

DEPARTMENT OF COMPUTER SCIENCE & ENGINEERING

SCHOOL OF ENGINEERING

THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY

BENG IN COMPUTER SCIENCE (COMP)

DEPARTMENT OF COMPUTER SCIENCE & ENGINEERING

Placement order between Hubs and Thrust Areas could be decided by respective affiliated units. Please see examples as shown.

EXAMPLES

THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY (GUANGZHOU)

ADVANCED MATERIALS

FUNCTION HUB

THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY (GUANGZHOU)

FUNCTION HUB

ADVANCED MATERIALS

(For reference only)
For partnership with another organization, the standard University 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. Please see examples as shown.

When using the University logotype (see section 3.1.6 University Logotype, p.56 and section 3.2.7 University Logotype, p.91) in the design of partnership logo, it should be used in its entirety. Please see examples as shown.

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

Development of new logo should be confirmed by respective Senior Management (Vice-President or above), Deans or Directors of affiliated units. All University’s affiliated units’ logos must be reviewed by Media Technology & Publishing Center (MTPC) for feasibility of print works, web and mobile display; and Public Affairs Office (PAO) for complying Brand Guidelines; approved by the Vice-President for Institutional Advancement; and recorded by the Legal Office. All official partnership logos would be listed in the Public Affairs Office website for official reference.
5.0 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 both HKUST and HKUST(GZ).
HOW DOES OUR BRAND DNA TRANSLATE INTO PHOTOGRAPHY?
5.1 PHOTOGRAPHY - STYLE INDICATION

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

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

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

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

Photos are for reference only.
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.
• 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.
5.3 IMAGE USAGE

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

**IMAGE CROPPING**

For greater attention, 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.
5.4 IMAGE USAGE - NOT RECOMMENDED STYLE

When creating or selecting imagery, it is important to avoid certain stock photographs, generic situations or environments that look unnatural. The people do not always have to be aware of the camera and should not look like they are prompted.

**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 quality.
- strong light and reflections from glasses.
6.0 COMMUNICATIONS

The following regulations apply to both HKUST and HKUST(GZ).
6.1 UNIVERSITY PRINTED MATERIALS
UNIVERSITY PRINTED MATERIALS

COMMUNICATION TEMPLATE

UNIVERSITY LOGO
The University 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 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 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 logo.
UNIVERSITY PRINTED MATERIALS

ENVELOPE

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

UNIVERSITY LOGO
The University 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 logo usage on P.32 and P.63.

TYPEFACE
Follow the typeface guidelines of University logo on P.91.

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 LOGO

The University 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 logo usage on P.32 and P.63.

TYPEFACE

Follow the typeface guidelines of University logo on P.91.

FORMAT

The format for letterhead paper is portrait, standard A4.

PAPER SOURCE

Impact PT080, 80gsm by Polytrade Paper.
UNIVERSITY PRINTED MATERIALS

NAME CARD

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

UNIVERSITY LOGO
The University logo is positioned on the lower left hand size, allowing sufficient space joining with relevant information. Follow the standard University logo usage on P.32 and P.63.

TYPEFACE
Follow the typeface guidelines of University logo on P.91.

FORMAT AND DIMENSION
The format for name card is landscape. Size is 90 mm in width and 50 mm in height.

PAPER SOURCE
Coronado sst CR682SS, 270gsm by
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 5 - Visual Elements, P.116.

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 LOGO
The University logo placement 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

CENTRAL IDEA
Key information / illustrations should be positioned at eye level.

IMAGES OR ILLUSTRATIONS
When designing the backdrop, 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 LOGO
The University logo placement should follow the Brand Guidelines. We recommend placing it in the upper left corner or in the center.

Select the English, Chinese, or bilingual University logo according to the language of the content.
UNIVERSITY PRINTED MATERIALS

EVENT - PULLUP BANNER

CENTRAL IDEA
Any title or text should be placed in the upper portion of the pullup banner to increase visibility.

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

UNIVERSITY LOGO
The University logo placement should follow the Brand Guidelines.

Select the English, Chinese, or bilingual University logo according to the language of the content.
UNIVERSITY PRINTED MATERIALS

PAPER STOCK (RECOMMENDED)

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

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

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

If you want to produce a commercial product 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 University logo or the full University’s name somewhere in the product as a proof of the authenticity of the item.

If you need further advice, please email to brand@ust.hk.
6.3 UNIVERSITY DIGITAL MATERIALS
UNIVERSITY DIGITAL MATERIALS
ADVERTISING - ONLINE

INSTRUCTIONS

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

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

For limited space, the abbreviated University 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 logo.
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. Going forwards, all University websites must use this customized site platform to facilitate uniform management.

All Schools, Interdisciplinary Programs Office (IPO), Hubs, Academic Departments, Institutes, Thrust Areas, Academic Programs, Laboratories, Centers or Offices 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). 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 HKUST and HKUST(GZ) affiliated websites, including but not limited to change of personnel in your Schools, IPO, Hubs, Academic Departments, Institutes, Thrust Areas, Academic Programs, Laboratories, Centers or Offices, 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. Must set most commonly used screen sizes 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 Schools, IPO, Hubs, Academic Departments, Institutes, Thrust Areas, Academic Programs, Laboratories, and Centers/Offices.

10. The websites of individual Schools, IPO, Hubs, Academic Departments, Institutes, Thrust Areas, Academic Programs, Laboratories, and Centers/Offices, must include a link to the privacy statement.

11. The HKUST or HKUST(GZ) logo must always be included in the header.

12. The logo of the individual Schools, IPO, Hubs, Academic Departments, Institutes, Thrust Areas, Academic Programs, Laboratories, and Centers/Offices, must NOT be larger than the University logo.

13. The name and logo of the Schools, IPO, Hubs, Academic Departments, Institutes, Thrust Areas, Academic Programs, Laboratories, and Centers/Offices, must always be to the right of the University logo (please see P.110 for details).

14. The HKUST and HKUST(GZ) logo must each incorporate a hyperlink to the University websites respectively.

15. All affiliated websites must deploy the University’s logomark 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. Must set up website tracking tools such as Google Analytics or Baidu Analytics for better understanding of website performance.

19. 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.


To download the full website guidelines: [DOWNLOAD]

For website security, please contact Information Technology Services Center (ITSC).

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 169 / G 171 / B 179

**YOUR NAME**

**Title**

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

**Phone number / Direct line / Fax number**

**Email / Website**

**EXAMPLES**

**FULL NAME**

Job Title

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

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

E: email@ust.hk  W: www.hkust.edu.hk

**THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY**

**FULL NAME**

Job Title

Hubs/Thrust Areas/Labs/Centers/Offices

T: +86 12345678910  F: +86 12345678910

E: email@ust.hk  W: www.hkust-gz.edu.cn

**THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY (GUANGZHOU)**
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 emails about HKUST events. Please click here to create your own event email.
UNIVERSITY DIGITAL MATERIALS

POWERPOINT

• The recommended document size is 16:9.

• The PowerPoint system is flexible enough to create different unique impressions.

• 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 versions. For example, dark backgrounds may work well for presentations, but are not ideal for printing.

To download the template file: DOWNLOAD
6.4 UNIVERSITY VIDEO
UNIVERSITY VIDEO

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

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

- advance University’s brand by establishing brand standards as they apply to digital video content, including standard University typeface and standard University color palette.

- ensure the quality of digital video content reflects University’s status as an innovative, research-led university.

- ensure delivery specifications conform to the appropriate technical specifications for archiving, distributing, and broadcasting/streaming digital media.

- protect University from undue liability and/or legal action that may arise from the production and distribution of digital video.
UNIVERSITY VIDEO

BRANDING
- Each video should be clearly identified with the University logo (static or animated) during the opening and closing shots. The video should follow the overall guidelines in terms of any fonts and colours used. University affiliate’s logo should be featured before the end shot with the University logo (except for those affiliate’s logos which have the University logomark and “HKUST” or “HKUST(GZ)” brand name incorporated). Select the English or Chinese University logo according to the language of the content.
- In the video, the abbreviated University logo should be displayed on the top right corner at all times.
- Keep your video short; we recommend no longer than three minutes.

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 being used must be professional, appropriate and necessary to convey the message.

PERMISSIONS AND COPYRIGHT
- When using images from stock photo banks, 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.