OUR BRAND

A BRAND IS WHAT PEOPLE THINK ABOUT US
which is the total impressions they have when hearing or seeing
our name. The university brand is our most valuable intangible
asset and defines not only what we do but also who we are and
why we are doing it.
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01 BRAND OVERVIEW

The Hong Kong University of Science and Technology (HKUST) as a BRAND
Founded in 1991, HKUST is an international research university with strong ties to global thought leaders, while having wide-ranging connections with Mainland China.

It promotes interdisciplinary studies and is dedicated to educating well-rounded students to acquire a strong entrepreneurial spirit and innovative thinking – the necessary foundation and skills for the changing world.
1.1 PRINCIPLE

A BRAND WE CAN ALL FEEL PROUD OF

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

The aim of these brand guidelines is to be a tool for us to present HKUST, that reflects our core values and builds an emotional connection with the audience. This brand style guide is intended to be 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 HKUST.
1.2 OUR CORE VALUES

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

MISSION

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

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

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

VISION

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

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

Meaningful innovation is carried out with purpose and impact.

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

This is the HKUST way of innovation.
LEADERSHIP HAS A NEW DEFINITION

The increasingly complex world requires leaders who have an amazingly analytical mind, sharp vision and most importantly conscience and accountability.

HKUST is 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 HKUST 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 IS THE STAGE 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. HKUST 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 “rebels without a cause”. It is about having the vision, the courage and the discipline to set a new standard for the betterment of mankind.

This is indeed the true spirit of being innovative – it is about value creation by challenging the status quo.
“Curiosity doesn’t kill the cat”. Instead, curiosity opens our mind and drives us to chase our dreams.

Chasing big dreams requires big commitment and big actions.

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

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

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

Endurance demands the highest level of skills and determination.

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

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

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

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

These are the type of “new” leaders who will lead us to a better world.
“No man is an island” and we realize that people are becoming more inseparable. Not only is this physically, but mentally. We are more conscious of building a world-community to share resources and face challenges together.

With the latest technology and more importantly a global view, we are living in a borderless world where the sky is the limit.
These are five personality traits that truly reflect the desired brand imagery.
1.6 BRAND EQUITY

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

**AWARENESS** The brand is introduced to its target audience often with marketing and advertising in a way that gets it noticed.

**RECOGNITION** The target audience becomes familiar with the brand and recognize it anywhere.

**CONNECTION** When the target audience has a good experience with the brand, it becomes the preferred choice.

**LOYALTY** After a series of good brand experiences, users not only recommend it to others, but it becomes the only one they will go for in that category. They think so highly of it that any creation associated with the brand benefits from its positive glow.
FROM MISSION TO EXPRESSION

CREATING VALUE THROUGH INNOVATION

Meaningful innovation is one that is with purpose and impact. It creates value for the individuals, the organizations they serve and our society at large.

This is indeed the HKUST way of innovation.

BRAND PROPOSITION

BRAND STORY

BRAND ATTRIBUTES

Validated by research with internal & external stakeholders

The Unsung Hero
The Non Conformist
The Daring Pursuer
The World Citizen
The Intelligent Explorer

BRAND PERSONALITIES

Leader
Innovation & Entrepreneurship
Best-in-class
Diversity
Talents

5 STRATEGIC FOCUSES

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

MISSION & VISION
02 THE VOICE

When writing for marketing communications and advertising, our voice, 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.
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.

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.

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.

Be INTELLIGENT in conveying our findings

Use facts and figures to provide evidence and substance, but use storytelling techniques to bring those facts 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.

Be INSPIRING and ignite interest in joining our innovation journey

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

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 SOUND?

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

05: to sound FRIENDLY

USE FIRST PERSON NARRATIVE AND POSITIVE WORDS

Use first-person narrative and positive words to give 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.
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.

STYLE GUIDE A-Z
03 VISUAL IDENTITY

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

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

ABBREVIATIONS:
HKUST
科大 / 港科大

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

INCORRECT:
“UST” “USTHK” “THKUST”

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 CORPORATE LOGO - BILINGUAL

This logotype should be used wherever possible on all bilingual communications, including printed materials, presentations, websites, merchandise items and signage.

The logo is for use only on communications produced by HKUST.
CORPORATE LOGO - BILINGUAL

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

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

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

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

To download the logo files: LOGO DOWNLOAD
VARIATIONS

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

HORIZONTAL - 01

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

To download the logo files: LOGO DOWNLOAD

HKUST Brand Guidelines
CORPORATE LOGO - BILINGUAL

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

VARIATIONS

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

CENTER - 01

CENTER - 02

CENTER - 03

To download the logo files: [LOGO DOWNLOAD]
CORPORATE LOGO USAGE - BILINGUAL

CLEAR SPACE

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

The minimum clear space area ensures that no other elements infringe upon the HKUST logo, allowing them to be easily seen and to be quickly recognized.

Do not place other elements, such as graphics, photos and text, in the clear space close to any HKUST logo. These rules apply to all versions of the HKUST logo.

HKUST Brand Guidelines
CORPORATE LOGO USAGE - BILINGUAL

CLEAR SPACE

The logo should be used in its entirety with no alterations or additional elements added to it.
CORPORATE LOGO USAGE - BILINGUAL

CLEAR SPACE

The logo should be used in its entirety with no alterations or additional elements added to it.
CORPORATE LOGO USAGE - BILINGUAL

MINIMUM SIZE

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

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

The minimum size requirement is based on the height of the symbol.
CORPORATE LOGO USAGE - BILINGUAL

MINIMUM SIZE

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

HORIZONTAL - 01

PRINTS
13mm

ONLINE
45 px

HORIZONTAL - 02

PRINTS
13mm

ONLINE
45 px
CORPORATE LOGO USAGE - BILINGUAL

MINIMUM SIZE

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

CENTER - 01

PRINTS 20 mm

CENTER - 02

ONLINE 85 px

CENTER - 03

PRINTS 15 mm

ONLINE 70 px
This logotype should be used whenever possible on all English communications, including printed materials, presentations, websites, merchandise items and signage.

The logo is for use only on communications produced by HKUST.
CORPORATE LOGO - ENGLISH

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

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

HORIZONTAL - 01

HORIZONTAL - 02

To download the logo files: LOGO DOWNLOAD
CORPORATE LOGO - ENGLISH

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

VARIATIONS

There are several versions of the 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
The minimum clear space area ensures that no other elements infringe upon the HKUST logo, allowing them to be easily seen and to be quickly recognized.

Do not place other elements, such as graphics, photos and text, in the clear space close to any HKUST logo.
CORPORATE LOGO USAGE - ENGLISH

CLEAR SPACE

The logo should be used in its entirety with no alterations or additional elements added to it.
To make sure the logo is always clear and legible, there is a minimum size requirement.

The minimum size requirement is based on the height of the symbol.
CORPORATE LOGO USAGE - ENGLISH

MINIMUM SIZE

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

CENTER - 01

PRINTS 18 mm

THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY

CENTER - 02

ONLINE 80 px

THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY

CENTER - 03

PRINTS 15 mm

THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY

ONLINE 60 px
3.4 CORPORATE LOGO - CHINESE

This logotype should be used whenever possible on all Chinese communications, including printed materials, presentations, websites, merchandise items and signage.

The logo is for use only on communications produced by HKUST.
CORPORATE LOGO - CHINESE
The logo should be used in its entirety with no alterations or additional elements added to it.

MAIN

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

CENTER
The minimum clear space area ensures that no other elements infringe upon the HKUST logo, allowing them to be easily seen and to be quickly recognized.

Do not place other elements, such as graphics, photos and text, in the clear space close to any HKUST logo.

CORPORATE LOGO USAGE - CHINESE

CLEAR SPACE

The logo should be used in its entirety with no alterations or additional elements added to it.
To make sure the logo is always clear and legible, there is a minimum size requirement.

The minimum size requirement is based on the height of the symbol.
3.5 LOGO ABBREVIATION

The abbreviations of corporate logo are recommended for situations where using the shorter name is an advantage because of space limitations or to fit different design needs.

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

The logo is for use only on communications produced by HKUST. It is not for use on communications produced by non-HKUST entities.
The logo should be used in its entirety with no alterations or additional elements added to it.

This logotype could be used on only bi-lingual communications, including printed materials, presentations, websites, merchandise items and signage.

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

CLEAR SPACE

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

The minimum clear space area ensures that no other elements infringe upon the HKUST logos, allowing them to be easily seen and to be quickly recognized.

Do not place other elements, such as graphics, photos and text, in the clear space close to any HKUST logotypes.
To make sure the logo is always clear and legible, there is a minimum size requirement. The minimum size requirement is based on the height of the symbol.
LOGO ABBREVIATION - MONOLINGUAL

This logo could be used on either English or Chinese language communications, including printed materials, presentations, websites, merchandise items and signage.

To download the logo files: [LOGO DOWNLOAD]
CLEAR SPACE

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

The minimum clear space area ensures that no other elements infringe upon the HKUST informal logo, allowing it to be easily seen and to be quickly recognized.

Do not place other elements, such as graphics, photos and text, in the clear space close to any HKUST informal logo.

MINIMUM SIZE

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

The minimum size requirement is based on the height of the symbol.
The abbreviation logotype is recommended for situations where using the shorter name is advantageous because of space limitation or to fit different design purposes. It is **NOT** for use on communications produced by non-HKUST entities and official communications.

The logotype’s relative size, positioning and spacing treatment are governed by rules designed to maintain the brand’s consistent identity. It cannot be re-created with any typeface, or be hand drawn, scanned or modified.
CLEAR SPACE

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

The minimum clear space area ensures that no other elements infringe upon the HKUST informal logotype, allowing it to be easily seen and to be quickly recognized.

Do not place other elements, such as graphics, photos and text, in the clear space close to any HKUST informal logotype.

MINIMUM SIZE

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

The minimum size requirement is based on the height of the symbol.

PRINTS

<table>
<thead>
<tr>
<th>HKUST</th>
</tr>
</thead>
<tbody>
<tr>
<td>8mm</td>
</tr>
</tbody>
</table>

ONLINE

<table>
<thead>
<tr>
<th>HKUST 香港科大</th>
</tr>
</thead>
<tbody>
<tr>
<td>25 px</td>
</tr>
</tbody>
</table>
3.6 THE LOGOMARK

The logomark should be used only for online User Interface with a limited amount of space or souvenir design*.

Single use of the logomark should not be used for external communications.

*if only logomark is used for souvenir design, the University name in full should be spell-out somewhere in the product.
LOGOMARK USAGE

CLEAR SPACE

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

The minimum clear space area ensures that no other elements infringe upon the HKUST logomark, allowing them to be easily seen and to be quickly recognized.

Do not place other elements, such as graphics, photos and text, in the clear space close to any HKUST logomark.

MINIMUM SIZE

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

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

For online use, the minimum size is 40 pixels at 72 dpi.
3.7 PROHIBITED USE
There are a few ways in which our logo should NOT be used.

Here are some visual examples:

- Do not condense or expand the logo;
- Do not incline the logo;
- Do not add elements to the logo;
- Do not reproduce the logo on photographic backgrounds;
- Do not attempt to re-create the logo;
- Do not alter or change the colours of the logo;
- Do not alter the proportion or size of any element of the logo;
- Do not place the mono version on dark backgrounds;
- Do not place the white version on light colour backgrounds;
- Do not place the symbol inside any shape between the logotype.
3.8 TYPEFACE

Typography also helps to enhance HKUST’s brand identity and should be used consistently across the University. To help ensure that all of our visual communications are consistent, HKUST uses a select group of preferred typefaces for various type of materials and one default typeface.
HELLO, I’M FUTURA MEDIUM.
Official font type of the HKUST logo

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

你好!我是黑體，
香港科技大學商標的官方字體
Font type: Muli

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

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

HELLO, I’M
Muli - Regular
Official HKUST font type in communications.

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

To download the font files: DOWNLOAD
HELLO, I’M ARIAL.
Alternative official HKUST font type for use as content text font.

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

FONT FAMILY:
Arial - Regular
Arial - Bold
Arial - Italic
Arial - Bold Italic

你好! 我是蘋果儷黑體 / 微軟正黑體，
香港科技大學 - 網站官方中文字體
3.9 COLOR PALETTE

The palette contains the core colors that should be used to match with the logo across all HKUST communications channels.
**LOGOTYPE**

**COLOR PALETTE**

**DESKTOP PUBLISHING**
For offset printing or silk-screen, it is suggested to use either [PANTONE](https://www.pantone.com) or [PROCESS COLORS (CMYK)](https://en.wikipedia.org/wiki/Cyan-magenta-yellow-black). For Fabric printing, it is suggested to use [PANTONE](https://www.pantone.com) or [PANTONE for Fabric](https://www.pantone.com) (if applicable).

**ELECTRONIC PRESENTATION**
For PowerPoint presentation or digital prints, it is suggested to use [RGB](https://en.wikipedia.org/wiki/RGB_color_model) colors.

**ONLINE PUBLISHING**
For web pages, it is suggested to use [web colors](https://en.wikipedia.org/wiki/Web_colors). For Fabric printing, it is suggested to use [PANTONE](https://www.pantone.com) or [PANTONE for Fabric](https://www.pantone.com) (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.
These accent colors are designed to work with the primary logo colors. They can be used in bars, panels, tabs, headings, subtitles and graphs.

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

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

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

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

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

- **PANTONE 367**
  CMYK 40c 00m 80y 0k
  RGB 163 / 207 / 98
  Web Color a3cf62

- **PANTONE 339**
  CMYK 85c 0m 65y 0k
  RGB 0 / 176 / 141
  Web Color 00b08d

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

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

- **PANTONE 113**
  CMYK 0c 40m 100y 0k
  RGB 250 / 166 / 24
  Web Color faa61a

- **PANTONE COOL GRAY 8C**
  CMYK 50c 50m 40y 0k
  RGB 140 / 143 / 144
  Web Color 8c8f90
LOGOTYPE COLOR SPECIFICATIONS

The palette contains the core colors that should be used to match with the logo across all HKUST communication channels.
3.10 CO-BRANDING

Guidelines for using the HKUST corporate logo and co-partner logos for co-branding activities.
LOGO TREATMENT

CO-BRANDING

All co-branding logos must go through proper approval process based on Policy on University Logo Usage.

- The corporate logo should be paired with the partner’s logo for all co-branding activities.

- Where we use our partner logos with an equal emphasis (50/50), the partner logo is placed in the right hand side by leaving the same amount of clear space around it as the HKUST corporate logo.

- The partner logo must never exceed the height of the HKUST corporate logo.

- Follow the scale, spacing & clear space guideline as shown on the example.

EXAMPLE:

With corporate logo

HKUST Brand Guidelines
LOGO TREATMENT

CO-BRANDING

All co-branding logos must go through proper approval process based on Policy on University Logo Usage.

• The abbreviation logotype is allowed to use as a co-branded logo. It is only recommended for situations where using the shorter name is advantageous and better fit for different design purposes.

• Follow the scale, spacing & clear space guideline as shown in the example.
04 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.
HOW DOES OUR BRAND DNA TRANSLATE INTO PHOTOGRAPHY?
4.1 PHOTOGRAPHY - STYLE INDICATION

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

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

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

**CULTURAL DIVERSITY**
HKUST has a multinational student body, so consider selecting diversity rich images.
PRESENTING OUR BRAND DNA THROUGH IMAGES

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

**DYNAMIC**
Having the best view of the city, HKUST is the leading source of photography that is vibrant and diverse.

**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**
HKUST has students and locations across the globe — our photography should represent a world view.
4.2 PHOTOGRAPHY - TECHNICAL GUIDELINES

- Take high resolution photos — photos must be at a resolution of 300 dpi (2700 x 3600 pixels).

- Use one of the following formats: high resolution JPEG files (.jpg), TIFF (.tiff) files or RAW (.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.
4.3 IMAGE USAGE

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.

NOT RECOMMENDED STYLE

- Avoid stereotypical posing shot.
- Avoid subjects wearing clothing that features other universities’ logos.
- Avoid taking photos with messy backgrounds.
- Don’t use props out of context.
- Don’t use poor quality imagery.
- Don’t use imagery with bad lighting quality.
- Avoid glare and reflections in glasses.
4.4 IMAGE USAGE

Shooting angle, lighting, people’s action and expression are important to reflect the personality of HKUST 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.
4.5 COMMUNICATION TEMPLATE

LOGO PLACEMENT
The 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 logo (x) on each side, this applies to all communication materials.

COLOR BAR
The top & bottom margin of the color bar should cover the 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 logo.
For recent examples of brand approved publications, please contact the Public Affairs Office.
5.1 CORPORATE STATIONERY AND SOUVENIRS
All stationery production should go through the Purchasing Office.

**LOGO**
The HKUST 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 corporate logo usage on P.28.

**TYPEFACE**
Follow the official font type guidelines on P.62.

**FORMAT**
The format for envelope is landscape.

**PAPER SOURCE**
Impact PT100, 100gsm by Polytrade Paper
All stationery production should go through the Purchasing Office.

**LOGO**
HKUST logo is positioned to the top left of the letterhead, allowing sufficient space from the top and right-hand edges of envelope. Follow the corporate logo usage on P.28.

**TYPEFACE**
Follow the official font type guidelines on P.62.

**FORMAT**
The format for envelope is portrait, standard A4.

**PAPER SOURCE**
Impact PT080, 80gsm by Polytrade Paper
All stationery production should go through the Purchasing Office.

LOGO
HKUST logo is positioned on the lower left hand size, allowing sufficient space joining with relevant information. Follow the corporate logo usage on P.28.

TYPEFACE
Follow the official font type guidelines on P.62.

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

PAPER SOURCE
Coronado sst CR682SS, 270gsm by Polytrade Paper (Bright White - Super Smooth).
CORPORATE SOUVENIRS

HKUST logos can be applied on HKUST souvenirs, following the instructions as stated in brand guidelines and depends on the merchandises.

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

Examples:
5.2 PRINTED MATERIALS
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.
PRINTED MATERIALS

PUBLICATIONS

INSTRUCTIONS:

The HKUST corporate logo should be placed on the front and back cover in all publications.

IMAGERY

Keep the space for copy and image flexible, use large images for more impact.

Always follow the photography recommendations in section 4 - Visual Elements [see p.73]

DESIGN EXAMPLE:

Fighter for fintech

Professor Chan Kit Meng was placed from the world of academia and pulled heading into the world of politics in 2007. Born at HKUST after a 10-year stint as Deputy Managing Director for Finance Services and the Treasurer, he is spearheading the development of Tung Chung University, as well as advocating for its development in wider society.

“HKUST needs to be a university that is both a world-class institution and a testing ground for social practices. It needs to be a university of the future, a university of the now. We must be able to adapt to the challenges of the future, but also meet the needs of today.”

Professor Chan Kit Meng

HKUST Academic Director, Finance

“I would hope that Hong Kong can aim to be an innovator.”

HKUST Brand Guidelines
INSTRUCTIONS:

GRID

An underlying grid helps organize the information and helps readability.
INSTRUCTIONS:

WHITE SPACE

Space not used is just as important to the reader as the space that is used. Do not fill white space with additional images or text that aren’t required.

It can also be a powerful way of drawing attention to a particular element. Surrounding the item with whitespace can be just as effective as making things bigger.
PRINTED MATERIALS
ADVERTISING - PRINT

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

IMAGERY OR GRAPHICS
Always follow the photography recommendations in section 4 - Visual Elements, P.73.

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.

LOGO
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.
PRINTED MATERIALS

EVENT - BACKDROP

- If the backdrop is used for general corporate messaging, the brand color palette should be used.
- A solid background color is recommended to help messages stand-out.
- Legibility is key, therefore headlines should be short and to the point which will allow them to be as large as possible.
- Logo placement should follow the brand guidelines. It must always be placed on top left corner.
- Key messages / graphics should be placed at eye-level.
PRINTED MATERIALS

EVENT - PULLUP BANNER

- Depending on what the pull-up stand is being used for (i.e. Corporate, School or Department), the appropriate color palette should be used.

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

- Logo placement should follow the brand guidelines. It must always be placed on top left corner.

- Any headlines or text should be on the top half of the pop-up stand for maximum visibility.
5.3 DIGITAL MATERIALS
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.

LOGO
Logo placement should follow the brand guidelines. It must always be placed on top left corner.

For limited space, an informal HKUST logotype is recommended.

IMAGERY OR GRAPHICS
Imagery can be used as part of the header. Any imagery used should not compromise the legibility of the logo.

DESIGN EXAMPLES:
Our website is one of the most important communication tools for the University as a whole. It connects and interacts with our stakeholders and the public everywhere, every minute of the day. As part of The Hong Kong University of Science and Technology (HKUST), all individual HKUST University websites must be regularly updated and achieve the highest level of aesthetic appeal and they must project a consistent design structure. They should contain user friendly navigation and be intuitive, with a tone of voice that helps to build a cohesive impression of HKUST.

The University has developed a site platform using Drupal with relevant functions and templates for website development. The site platform has incorporated all mandatory functions and features based on these guidelines. This customized site platform must be the ultimate site platform used across the University.

You can still enjoy the freedom of website design layout, graphics and multimedia supported by Publishing Technology Center (PTC) and / or your dedicated agency, with the backend being handled by Information Systems Office (ISO), and hosting being handled by Information Technology Services Center (ITSC).

It is hoped that with the implementation of this set of guidelines, affiliated HKUST University Websites will have a consistent look and feel for building a cohesive brand image of the University.

If you have enquiries related to your School’s/ Office’s/ Unit’s/ Department’s website or brand guidelines, you are welcome to email brand@ust.hk or contact Ms Sherry Yeung, Head of Events Management and Branding, Public Affairs Office (PAO) on 2358-5967 for assistance and clarification.
１. All individual HKUST affiliated websites, including but not limited to change of personnel in your Schools/Departments/Centers/Offices; must be regularly updated to maintain its freshness.

２. Must not create false expectations on naming convention of the section, in particular if that section states word like "latest" or "news".

３. Must include copyright information to protect your website from plagiarism.

４. All affiliated websites must be Hyper Text Transfer Protocol Secured (HTTPS) and pass a Security Vulnerabilities scanning and fixing.

５. User Acceptance Test (UAT) is the final and critical website testing processes before a website to be rolled out to the public. Make sure your new website has passed UAT before launch.

６. For visibility, minimum font size of body font should be 16 pixel, while font size of secondary text should be 13-14 pixel.

７. Must set most commonly used screen sizes of 1366 x 768.

８. All HKUST affiliated websites must be mobile responsive.

９. All affiliated websites must have search functionality.

１０. Must set up website tracking tools such as Google Analytics for better understanding of website performance.

１１. 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.

１２. Must pass Google page speed test.

１３. Must pass mobile friendly test.

１４. Must adopt the University’s header/ footer templates for all affiliated websites.

１５. Must include HKUST social icons or social icons from your Schools/Departments/Centers/Offices in the footer.

１６. Must include a link from the website of individual Schools/Departments/Centers/Offices to the privacy statement.

１７. The HKUST logo must always be included in the Header.

１８. The logo of the individual Schools/Departments/ Centres/Offices must NOT be visually bigger than the HKUST logo.

１９. The name and logo of the individual Schools/Departments/Centers/Offices must always be at the right of the HKUST logo (For details, please refer to section 03 - Visual identity, from P.26).

２０. The HKUST logo must incorporate a hyperlink to the University website at www.ust.hk.

２１. All affiliated websites must deploy the University’s logo mark as Favicon in the URL domain display.
DIGITAL MATERIALS
EMAIL SIGNATURE

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

Example:

- **FULL NAME**
  - Job Title
  - Schools/Departments/Centers/Offices

- **T:** +852 1234 1234  **F:** +852 1234 1234
- **E:** email@ust.hk  **W:** https://www.ust.hk

**Email signature should include:**

- **FONT:** Arial
- **COLOR:** R 169 / G 171 / B 179

- **YOUR NAME**  
  - Title
  - Schools/Departments/Centers/Offices
  - Phone number / Direct line / Fax number
  - Email, Website

- **Logotype (hyperlink to official website)**
DIGITAL MATERIALS

MASS EVENT EMAIL TEMPLATE

Every time we communicate with our external target audience about the University’s event, regardless of channels and formats, it strengthens our brand impression and exerts our influence.

It is important that all event organizers targeting external audiences should take reference of the HKUST Header / Footer design template for developing their mass event email. You may refer here for further details.

The University Event Calendar System has built-in HKUST event email template, you may click here to create your own event email.
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]
5.4 VIDEO
COMMUNICATIONS - VIDEO

With video growing in importance, the effectiveness of the HKUST 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 HKUST 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 HKUST’s brand by establishing brand standards as they apply to digital video content, including typeface and color palette.
- ensure the quality of digital video content reflects HKUST’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 HKUST from undue liability and/or legal action that may arise from the production and distribution of digital video.
COMMUNICATIONS - VIDEO

BRANDING

- Keep your video short; we recommend no longer than three minutes. For use in short viral video platform, such as Instagram and Snapchat; we recommend the video should be no longer than one minute.

- Each video should be clearly identified with the HKUST logo (static or animated) during the opening and closing shot. The video should follow the overall guidelines in terms of any fonts and colours used.

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 58.