

UNIVERSITY DIGITAL MATERIALS

MOBILE APPLICATIONS (APP) - BRANDING

Applications are common on mobile devices. These guidelines aim to provide guidance to the University and affiliated units when they develop an official mobile application on iOS platform and/or Android platform under the name of University.

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

UNIVERSITY OFFICIAL IDENTITY

- Only official applications can include the University official identity, including but not limited to University logo, logomark, logotype, full name and abbreviated name of the University. The application must be approved by respective Senior Management (Vice-President or above), Deans or Directors of affiliated units to be an official application.
- If the application is developed by faculty members, alumni, staff and students which are not associated with the University, it will be regarded as a non-official application. It should be published independently and cannot consist of any University official identity, including but not limited to University logo, logomark, logotype, full name and abbreviated name. These applications will not be listed on [the University website](#).
- Standard University logo, abbreviated University logo, University logomark and/or University logotype should be clearly displayed in the official application.
- The official application should include the full name “The Hong Kong University of Science and Technology”.
- When starting an application, a loading screen to show the University identity can be considered.
- If there is any video in the application, the University logo should be displayed in the video. Please see section 6.4 University Video.

APPLICATION NAME

- Only official applications can include the full name or abbreviated names of the University. The use of the University name in applications must be approved by respective Senior Management (Vice-President or above), Deans or Directors of affiliated units.

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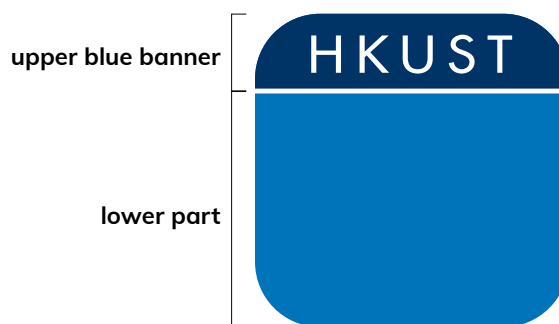
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DESIGN

- The color of the application icon and the design should follow the standard University color palette. (see section 3.4)
- The standard University typeface (Muli family for English and 蘋果儷黑體/ 微軟正黑體 for Chinese) should be adopted in the mobile application (see section 3.3)
- Affiliated application icon designs made with the University's logo elements and/or The Red Bird Sundial image are substantially associated with the University and should comply with Brand Guidelines.
- The University application icon template should be adopted to the official application. Please use the provided file without alteration.

INSTRUCTIONS

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



To download the University application icon template

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MOBILE APPLICATIONS (APP)

THINGS TO CONSIDER

1. Easy navigation

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

2. Keep it simple

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

3. Large controls and large texts

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

4. Be consistent

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

5. More interactive design

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

6. Utilize mobile device features

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

7. Incorporate an in-app search feature

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

8. Accessibility

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

9. User Acceptance Test (UAT)

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

10. OS updates

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

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MOBILE APPLICATIONS (APP)

DEVELOPMENT PLATFORM

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

DATA AND SECURITY CONSIDERATIONS

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

PUBLICATION

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