HKUST

BRAND GUIDELINES

DEC 2020

THE HONG KONG
UNIVERSITY OF SCIENCE
AND TECHNOLOGY

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.

CONTENTS

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 adhering to the principle of "Unified HKUST, Complementary Campuses".

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.

BRAND PROPOSITION

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 and HKUST(GZ) way of innovation.

BRAND POSITIONING

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.

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.
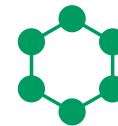
RESPONSIBLE

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.

THE INTELLIGENT EXPLORER

"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.

THE WORLD CITIZEN

"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:

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.

BRAND EQUITY

FROM MISSION TO EXPRESSION

CREATING VALUE THROUGH INNOVATION	**BRAND PROPOSITION**
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 STORY**

Validated by research with internal & external stakeholders

Responsible	Innovative	Can-Do Spirit	International	Dynamic	**BRAND ATTRIBUTES**
The Unsung Hero	The Non Conformist	The Daring Pursuer	The World Citizen	The Intelligent Explorer	**BRAND PERSONALITIES**

To advance our society through dedication to world class research and academic excellence.	**MISSION & VISION**

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?

NOT JUST ABOUT WHAT TO SAY BUT HOW

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.**

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.

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.

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.

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.

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 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.

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.

STYLE GUIDE A-Z

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.

ABBREVIATIONS

HKUST

科大 ／ 港科大

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

"港科大" should only be used in written correspondence and text communications, not in the University logotype.

❌ **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.

3.1.2 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 added to it.

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 added to it.

Logotype - Chinese

香 港 科 技 大 學
THE HONG KONG
UNIVERSITY OF SCIENCE
AND TECHNOLOGY

Logomark

Logotype - English

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 added to it.

VARIATIONS

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

HORIZONTAL - 01

HORIZONTAL - 02

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 added to it.

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

STANDARD UNIVERSITY LOGO -
BILINGUAL

CLEAR SPACE

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

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.

MAIN

1/3x

1/3x

x

1/3x

1/3x

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

STANDARD UNIVERSITY LOGO - BILINGUAL
CLEAR SPACE

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

HORIZONTAL - 01

1/3x

1/3x

x

1/3x

1/3x

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

HORIZONTAL - 02

1/3x

1/3x

x

1/3x

1/3x

香 港 科 技 大 學
THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY

STANDARD UNIVERSITY LOGO - BILINGUAL

CLEAR SPACE

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

CENTER - 01

CENTER - 02

CENTER - 03

STANDARD UNIVERSITY LOGO - BILINGUAL

MINIMUM SIZE

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

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.

MAIN

PRINTS
10 mm

香 港 科 技 大 學
THE HONG KONG
UNIVERSITY OF SCIENCE
AND TECHNOLOGY

ONLINE
45 px

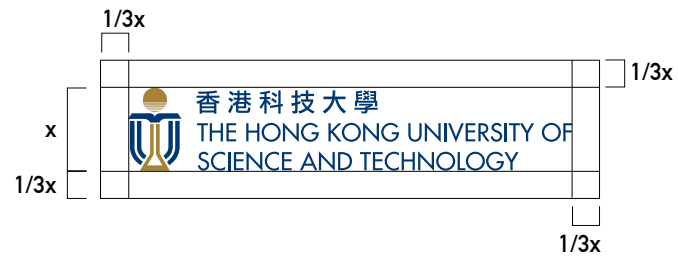*The above logo is for reference only and is not a full-scale replica.

STANDARD UNIVERSITY LOGO - BILINGUAL
MINIMUM SIZE

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

HORIZONTAL - 01

PRINTS
8 mm

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

ONLINE
40 px

HORIZONTAL - 02

PRINTS
8 mm

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

ONLINE
40 px

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STANDARD UNIVERSITY LOGO - BILINGUAL

MINIMUM SIZE

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

CENTER - 01

PRINTS
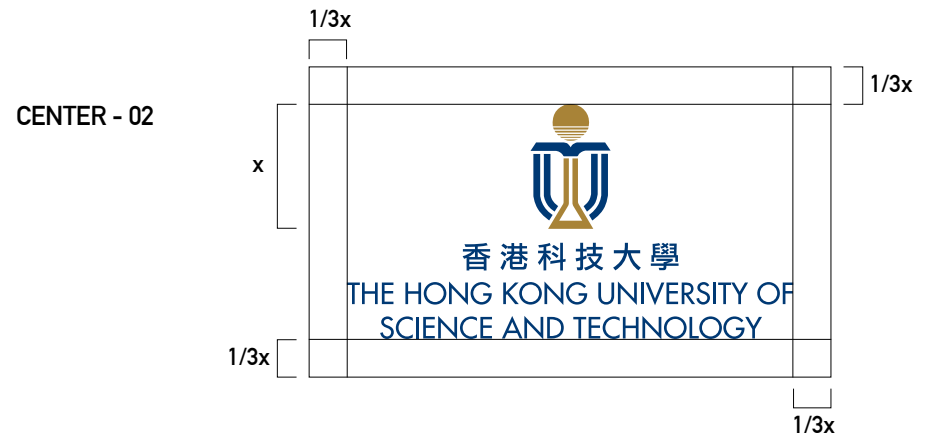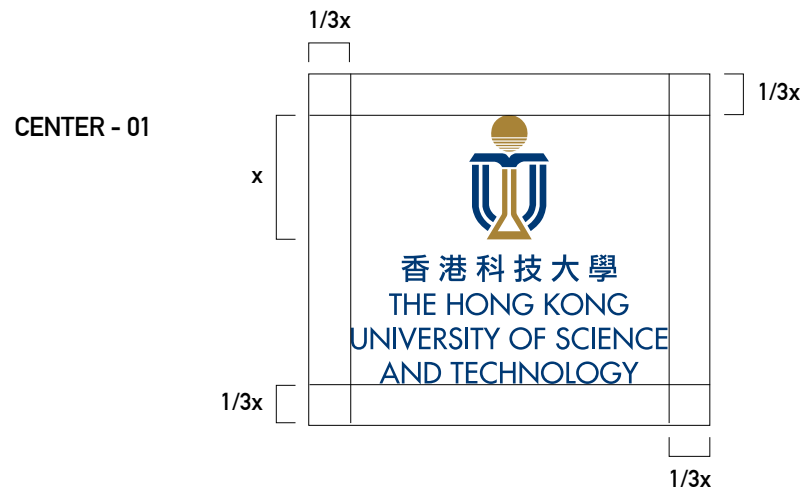20 mm

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

ONLINE
85 px

CENTER - 02

PRINTS
18 mm

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

ONLINE
80 px

CENTER - 03

PRINTS
15 mm

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

ONLINE
70 px

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

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 added to it.

MAIN

THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY

VARIATIONS

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

HORIZONTAL - 01

THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY

HORIZONTAL - 02

THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY

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 added to it.

VARIATIONS

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

CENTER - 01

CENTER - 02

CENTER - 03

THE HONG KONG
UNIVERSITY OF SCIENCE
AND TECHNOLOGY

THE HONG KONG UNIVERSITY OF
SCIENCE AND TECHNOLOGY

THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY

To download the logo files: LOGO DOWNLOAD

STANDARD UNIVERSITY LOGO - ENGLISH

CLEAR SPACE

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

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.

MAIN

1/3x

1/3x

x

1/3x

1/3x

THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY

HORIZONTAL - 01

1/3x

1/3x

x

1/3x

1/3x

THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY

HORIZONTAL - 02

1/3x

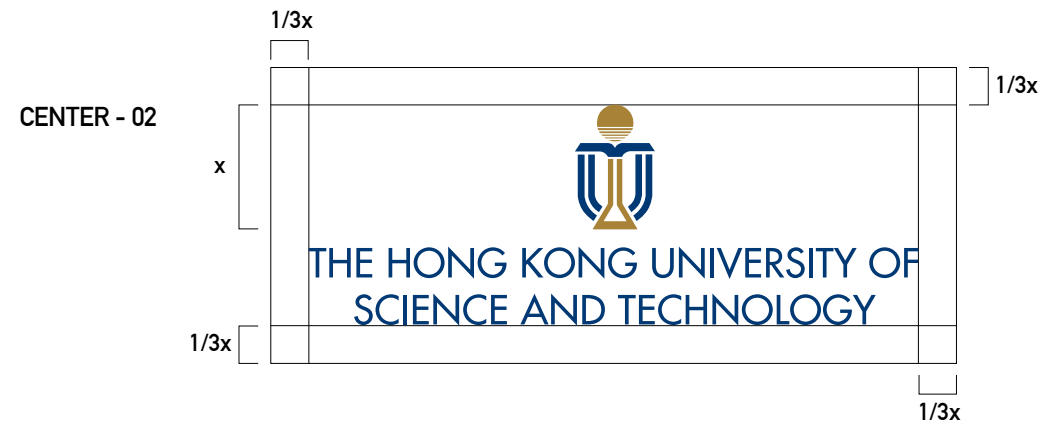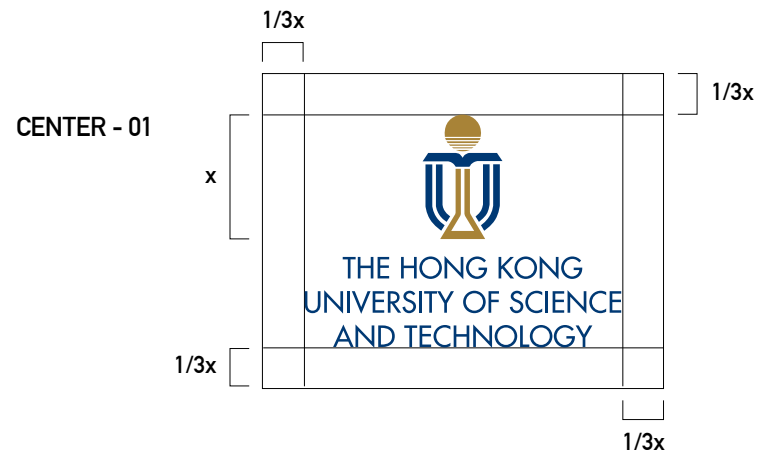1/3x

x

1/3x

1/3x

THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY

STANDARD UNIVERSITY LOGO - ENGLISH

CLEAR SPACE

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

CENTER - 01

CENTER - 02

CENTER - 03

STANDARD UNIVERSITY LOGO - ENGLISH

MINIMUM SIZE

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

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.

MAIN

PRINTS
8 mm

THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY

ONLINE
40 px

HORIZONTAL - 01

PRINTS
8 mm

THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY

ONLINE
40 px

HORIZONTAL - 02

PRINTS
8 mm

THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY

ONLINE
40 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 added to it.

CENTER - 01

PRINTS
18 mm

THE HONG KONG
UNIVERSITY OF SCIENCE
AND TECHNOLOGY

ONLINE
80 px

CENTER - 02

PRINTS
15 mm

THE HONG KONG UNIVERSITY OF
SCIENCE AND TECHNOLOGY

ONLINE
75 px

CENTER - 03

PRINTS
12 mm

THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY

ONLINE
50 px

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

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

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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

STANDARD UNIVERSITY LOGO -
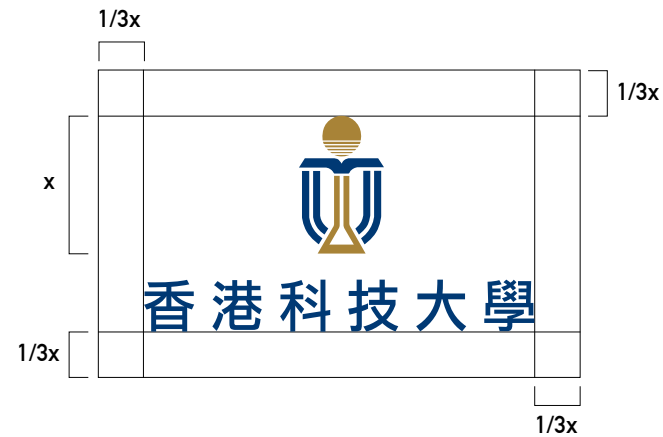CHINESE

CLEAR SPACE

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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.

MAIN

CENTER

STANDARD UNIVERSITY LOGO -
CHINESE

MINIMUM SIZE

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

MAIN

PRINTS
8 mm

香港科技大學

ONLINE
40 px

CENTER

PRINTS
12 mm

香港科技大學

ONLINE
50 px

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

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 added to it.

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

HORIZONTAL - 01

CENTER

HORIZONTAL - 02

To download the logo files: LOGO DOWNLOAD

ABBREVIATED UNIVERSITY LOGO - BILINGUAL
CLEAR SPACE

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The abbreviated University logo should be displayed with the minimum clear space. No other elements should be placed within the space, so as to ensure the abbreviated University logo's visibility. This rule applies to all abbreviated versions of the HKUST logo.
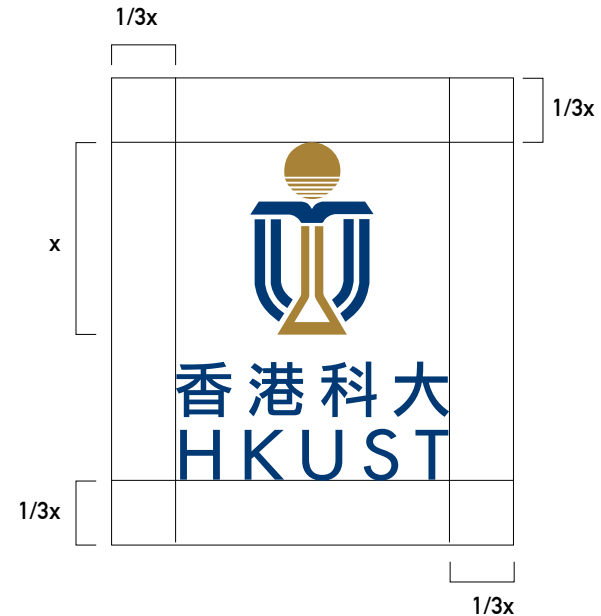
HORIZONTAL - 01

HORIZONTAL - 02

CENTER

ABBREVIATED UNIVERSITY LOGO - BILINGUAL
MINIMUM SIZE

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

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

HORIZONTAL - 01

PRINTS
8 mm

ONLINE
40 px

CENTER

PRINTS
15 mm

ONLINE
50 px

HORIZONTAL - 02

PRINTS
8 mm

ONLINE
40 px

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

ABBREVIATED UNIVERSITY LOGO - MONOLINGUAL

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

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.
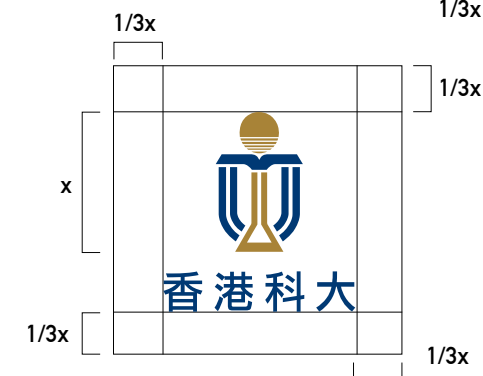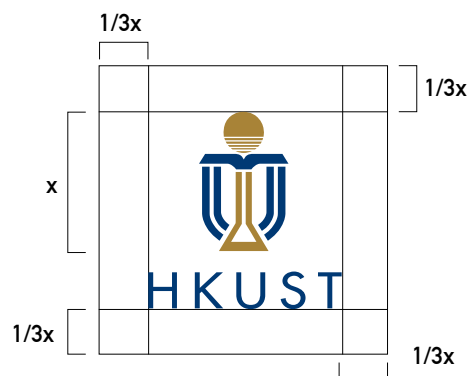.

HORIZONTAL

CENTER

ENGLISH

HORIZONTAL

CENTER

CHINESE

To download the logo files: LOGO DOWNLOAD

ABBREVIATED UNIVERSITY LOGO - MONOLINGUAL

CLEAR SPACE

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

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

MINIMUM SIZE

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

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.

PRINTS
8mm

ONLINE
40 px

PRINTS
8mm

ONLINE
40 px

PRINTS
12mm

ONLINE
50 px

PRINTS
12mm

ONLINE
50 px

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

3.1.6 UNIVERSITY LOGOTYPE

UNIVERSITY LOGOTYPE

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

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 or combine the University logotype with the University logomark. 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 promotional materials should follow these guidelines.

When using the University abbreviation "HKUST" in graphic design, download and use the following logo image file. Do not create or modify the logo yourself.

To download the logo files: LOGO DOWNLOAD

| ENGLISH		CHINESE
HKUST	BLUE	香港科大
HKUST	GOLD	香港科大
HKUST	YELLOW	香港科大
HKUST	GRAY	香港科大
HKUST	BLACK	香港科大
HKUST	WHITE	香港科大

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.
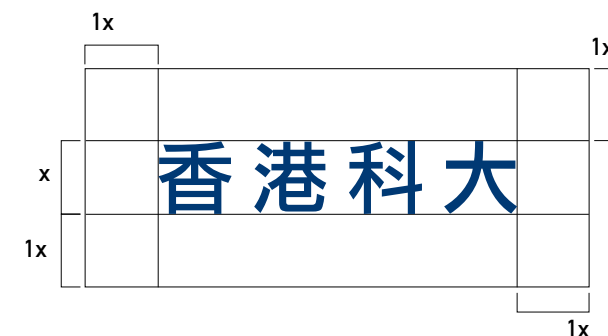
1x · 1x · HKUST · x · 1x · 1x

1x · 1x · 香港科大 · x · 1x · 1x

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.

PRINTS 2 mm [HKUST] ONLINE 20 px

PRINTS 2 mm [香港科大] ONLINE 20 px

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

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.

ABBREVIATIONS

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.
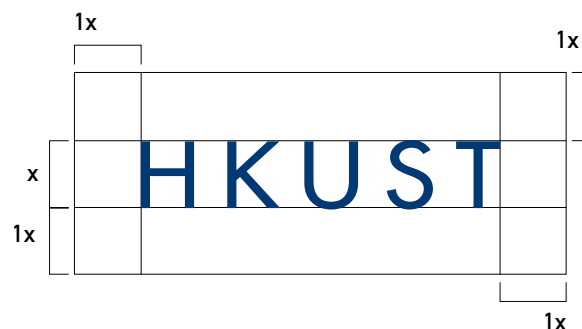
STANDARD UNIVERSITY LOGO - BILINGUAL

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

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 added to it.

Logotype - Chinese

香 港 科 技 大 學（廣 州）
THE HONG KONG
UNIVERSITY OF SCIENCE AND
TECHNOLOGY (GUANGZHOU)

Logomark

Logotype - English

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 added to it.

VARIATIONS

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

HORIZONTAL - 01

香港科技大學（廣州）
THE HONG KONG
UNIVERSITY OF SCIENCE
AND TECHNOLOGY
(GUANGZHOU)

HORIZONTAL - 02

香港科技大學（廣州）
THE HONG KONG UNIVERSITY OF SCIENCE
AND TECHNOLOGY (GUANGZHOU)

HORIZONTAL - 03

香港科技大學（廣州）
THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY (GUANGZHOU)

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 added to it.

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（廣州）
THE HONG KONG
UNIVERSITY OF SCIENCE
AND TECHNOLOGY
(GUANGZHOU)

CENTER - 02

香港科技大學（廣州）
THE HONG KONG
UNIVERSITY OF SCIENCE AND
TECHNOLOGY (GUANGZHOU)

CENTER - 03

香港科技大學（廣州）
THE HONG KONG UNIVERSITY OF SCIENCE
AND TECHNOLOGY (GUANGZHOU)

CENTER - 04

香港科技大學（廣州）
THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY (GUANGZHOU)

To download the logo files: LOGO DOWNLOAD

STANDARD UNIVERSITY LOGO -
BILINGUAL

CLEAR SPACE

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

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.

MAIN

1/3x

1/3x

x

1/3x

香 港 科 技 大 學 (廣 州)
THE HONG KONG
UNIVERSITY OF SCIENCE AND
TECHNOLOGY (GUANGZHOU)

1/3x

STANDARD UNIVERSITY LOGO - BILINGUAL
CLEAR SPACE

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

HORIZONTAL - 01
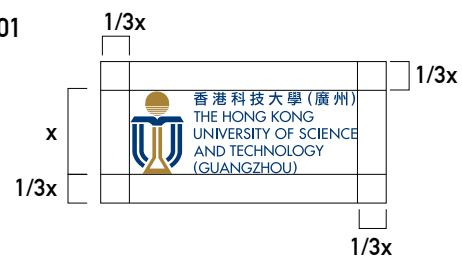
HORIZONTAL - 02

HORIZONTAL - 03

STANDARD UNIVERSITY LOGO - BILINGUAL
CLEAR SPACE

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

CENTER - 01

1/3x
1/3x
x
1/3x
1/3x

香港科技大學（廣州）
THE HONG KONG
UNIVERSITY OF SCIENCE
AND TECHNOLOGY
(GUANGZHOU)

CENTER - 02

1/3x
1/3x
x
1/3x
1/3x

香港科技大學（廣州）
THE HONG KONG
UNIVERSITY OF SCIENCE AND
TECHNOLOGY (GUANGZHOU)

CENTER - 03

1/3x
1/3x
x
1/3x
1/3x

香港科技大學（廣州）
THE HONG KONG UNIVERSITY OF SCIENCE
AND TECHNOLOGY (GUANGZHOU)

CENTER - 04

1/3x
1/3x
x
1/3x
1/3x

香 港 科 技 大 學 （ 廣 州 ）
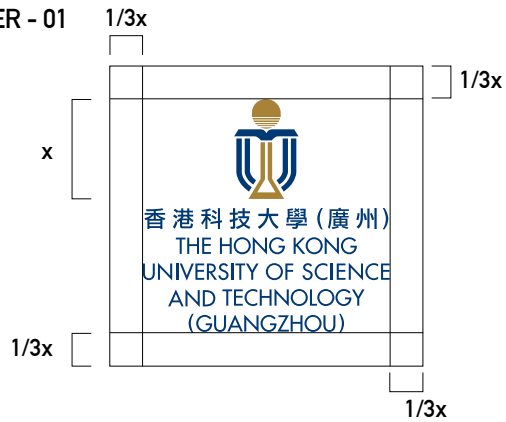THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY (GUANGZHOU)

STANDARD UNIVERSITY LOGO - BILINGUAL

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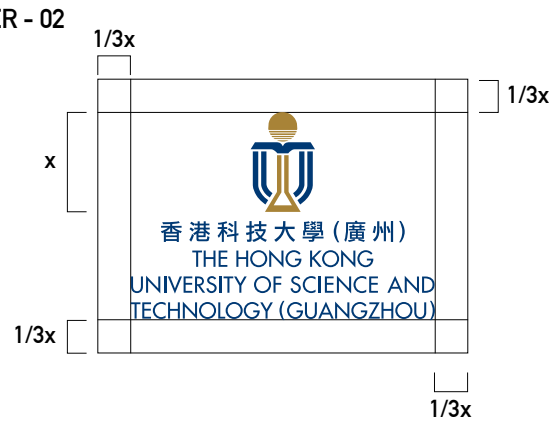
The standard University logo should be used in its entirety with no alterations or additional elements added to it.

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.

MAIN

PRINTS
10 mm

香 港 科 技 大 學（廣 州）
THE HONG KONG
UNIVERSITY OF SCIENCE AND
TECHNOLOGY (GUANGZHOU)

ONLINE
45 px

*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 added to it.

HORIZONTAL - 01

PRINTS
8 mm

香港科技大學（廣州）
THE HONG KONG
UNIVERSITY OF SCIENCE
AND TECHNOLOGY
(GUANGZHOU)

ONLINE
40 px

HORIZONTAL - 02

PRINTS
8 mm

香港科技大學（廣州）
THE HONG KONG UNIVERSITY OF SCIENCE
AND TECHNOLOGY (GUANGZHOU)

ONLINE
40 px

HORIZONTAL - 03

PRINTS
8 mm

香 港 科 技 大 學 （ 廣 州 ）
THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY (GUANGZHOU)

ONLINE
40 px

*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 added to it.

CENTER - 01

PRINTS
20 mm

香港科技大學（廣州）
THE HONG KONG
UNIVERSITY OF SCIENCE
AND TECHNOLOGY
(GUANGZHOU)

ONLINE
85 px

CENTER - 02

PRINTS
20 mm

香港科技大學（廣州）
THE HONG KONG
UNIVERSITY OF SCIENCE AND
TECHNOLOGY (GUANGZHOU)

ONLINE
85 px

CENTER - 03

PRINTS
18 mm

香港科技大學（廣州）
THE HONG KONG UNIVERSITY OF SCIENCE
AND TECHNOLOGY (GUANGZHOU)

ONLINE
80 px

CENTER - 04

PRINTS
15 mm

香港科技大學（廣州）
THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY (GUANGZHOU)
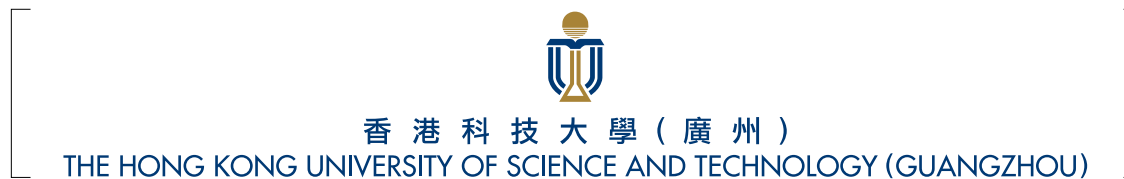
ONLINE
70 px

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

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 added to it.

MAIN

THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY (GUANGZHOU)

VARIATIONS

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

HORIZONTAL - 01   THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY (GUANGZHOU)

HORIZONTAL - 02   THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY (GUANGZHOU)

HORIZONTAL - 03   THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY (GUANGZHOU)

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 added to it.

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
(GUANGZHOU)

CENTER - 02

THE HONG KONG
UNIVERSITY OF SCIENCE AND
TECHNOLOGY (GUANGZHOU)

CENTER - 03

THE HONG KONG UNIVERSITY OF SCIENCE
AND TECHNOLOGY (GUANGZHOU)

CENTER - 04

THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY (GUANGZHOU)
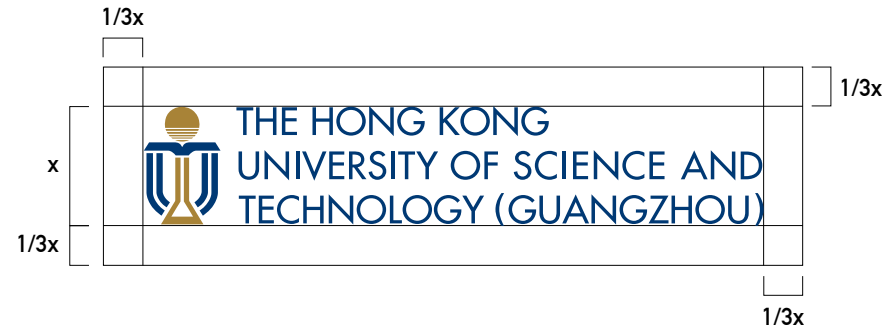
To download the logo files: LOGO DOWNLOAD

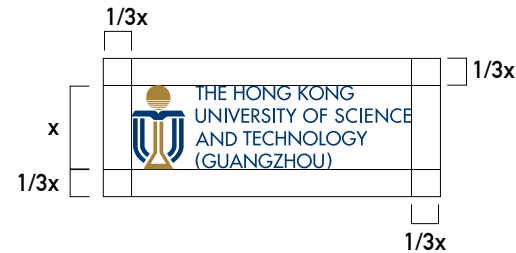## STANDARD UNIVERSITY LOGO - ENGLISH

CLEAR SPACE

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

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.

MAIN

1/3x

1/3x

x

1/3x

1/3x

THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY (GUANGZHOU)

HORIZONTAL - 01

1/3x

1/3x

x

1/3x

1/3x

THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY (GUANGZHOU)

HORIZONTAL - 02

1/3x

1/3x

x

1/3x

1/3x

THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY (GUANGZHOU)

HORIZONTAL - 03

1/3x

1/3x

x

1/3x

1/3x

THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY (GUANGZHOU)
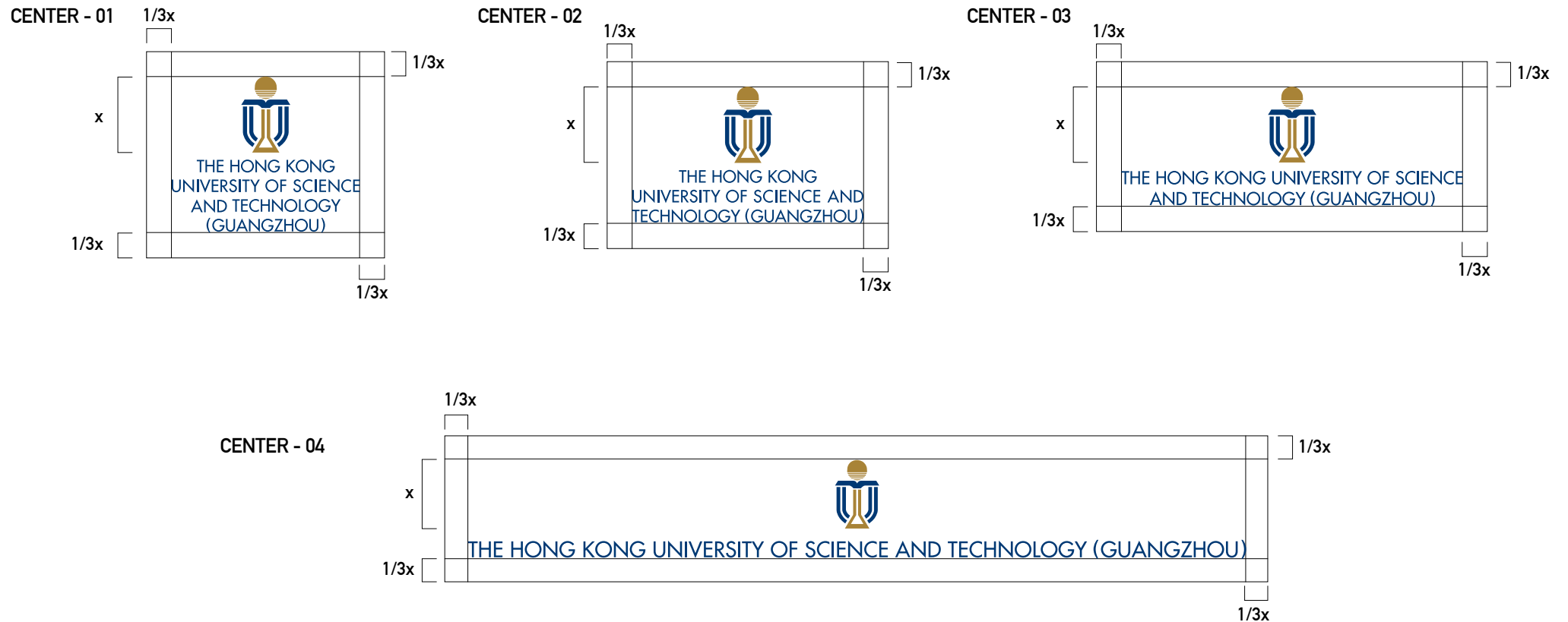
STANDARD UNIVERSITY LOGO - ENGLISH
CLEAR SPACE

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

CENTER - 01

CENTER - 02

CENTER - 03

CENTER - 04

STANDARD UNIVERSITY LOGO - ENGLISH

MINIMUM SIZE

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

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.

MAIN

PRINTS
8 mm

THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY (GUANGZHOU)

ONLINE
40 px

HORIZONTAL - 01

PRINTS
8 mm

THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY (GUANGZHOU)

ONLINE
40 px

HORIZONTAL - 02

PRINTS
8 mm

THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY (GUANGZHOU)

ONLINE
40 px

HORIZONTAL - 03

PRINTS
8 mm

THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY (GUANGZHOU)

ONLINE
40 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 added to it.

CENTER - 01

PRINTS
18 mm

THE HONG KONG
UNIVERSITY OF SCIENCE
AND TECHNOLOGY
(GUANGZHOU)

ONLINE
80 px

CENTER - 02

PRINTS
18 mm

THE HONG KONG
UNIVERSITY OF SCIENCE AND
TECHNOLOGY (GUANGZHOU)

ONLINE
80 px

CENTER - 03

PRINTS
15 mm

THE HONG KONG UNIVERSITY OF SCIENCE
AND TECHNOLOGY (GUANGZHOU)

ONLINE
75 px

CENTER - 04

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.

3.2.4 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 added to it.

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

STANDARD UNIVERSITY LOGO - CHINESE

CLEAR SPACE

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

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.

MAIN

1/3x

1/3x

x

1/3x

1/3x

香港科技大學(廣州)

CENTER

1/3x

1/3x

x

1/3x

香港科技大學(廣州)

1/3x

STANDARD UNIVERSITY LOGO - CHINESE

MINIMUM SIZE

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

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.

MAIN

PRINTS
8 mm

香 港 科 技 大 學 (廣 州)

ONLINE
40 px

CENTER

PRINTS
12 mm

香 港 科 技 大 學 (廣 州)

ONLINE
50 px

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

3.2.5 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 added to it.

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

HORIZONTAL - 01

香港科大（廣州）
HKUST（GZ）

CENTER

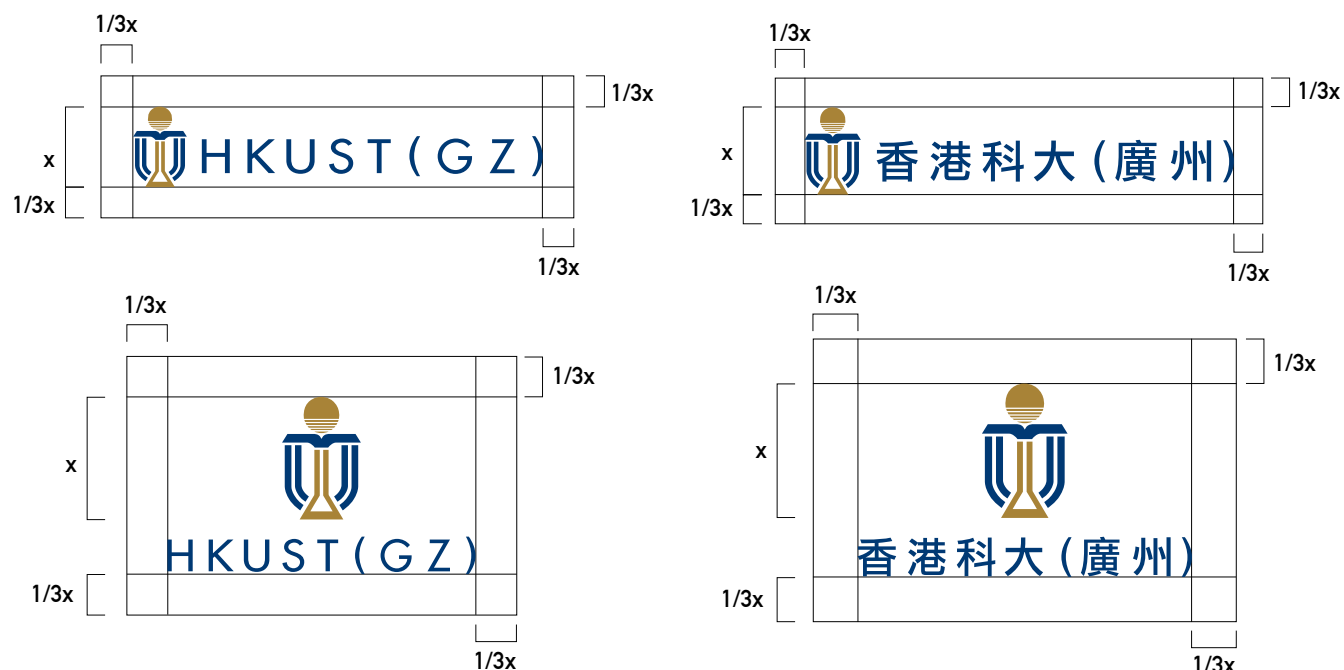香港科大（廣州）
HKUST（GZ）

HORIZONTAL - 02

香港科大（廣州）HKUST（GZ）

To download the logo files: LOGO DOWNLOAD

ABBREVIATED UNIVERSITY LOGO - BILINGUAL
CLEAR SPACE

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

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

HORIZONTAL - 01

1/3x
1/3x
x
1/3x
1/3x

香港科大（廣州）
HKUST(GZ)

CENTER

1/3x
1/3x
x

香港科大（廣州）
HKUST(GZ)

1/3x
1/3x

HORIZONTAL - 02

1/3x
x
1/3x

香港科大（廣州）HKUST(GZ)

1/3x
1/3x

ABBREVIATED UNIVERSITY LOGO - BILINGUAL
MINIMUM SIZE

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

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

香港科大（廣州）
HKUST（GZ）

ONLINE
40 px

CENTER

PRINTS
15 mm

香港科大（廣州）
HKUST（GZ）

ONLINE
55 px

HORIZONTAL - 02

PRINTS
8 mm

香港科大（廣州）HKUST（GZ）

ONLINE
40 px

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

ABBREVIATED UNIVERSITY LOGO - MONOLINGUAL

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

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

CENTER

ENGLISH

HKUST(GZ)

HKUST(GZ)

HORIZONTAL

CENTER

CHINESE

香港科大（廣州）

香港科大（廣州）

To download the logo files: LOGO DOWNLOAD

ABBREVIATED UNIVERSITY LOGO - MONOLINGUAL

CLEAR SPACE

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

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

1/3x

1/3x

HKUST(GZ)

x

1/3x

1/3x

1/3x

香港科大（廣州）

x

1/3x

1/3x

1/3x

HKUST(GZ)

x

1/3x

1/3x

1/3x

香港科大（廣州）

x

1/3x

1/3x

MINIMUM SIZE

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

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.

PRINTS 8 mm HKUST(GZ) ONLINE 40 px

PRINTS 8 mm 香港科大（廣州） ONLINE 40 px

PRINTS 12 mm HKUST(GZ) ONLINE 50 px

PRINTS 12 mm 香港科大（廣州） ONLINE 50 px

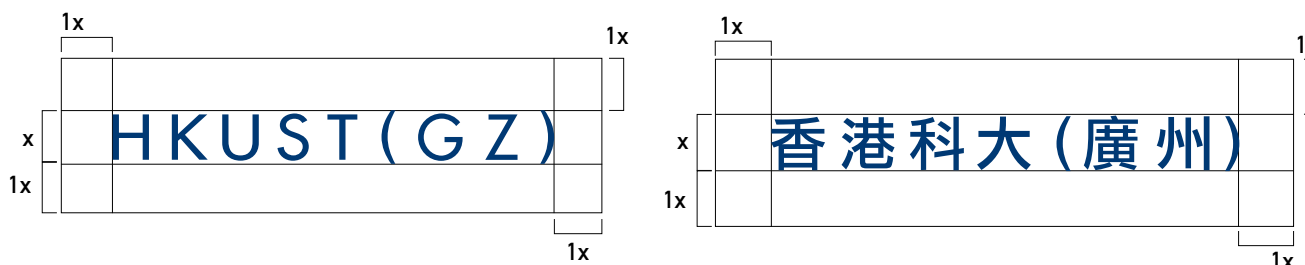*The above logos are for reference only and are not full-scale replicas.

3.2.6 UNIVERSITY LOGOTYPE

UNIVERSITY LOGOTYPE

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

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 or combine the University logotype with the University logomark. 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) promotional materials should follow these guidelines.

When using the University abbreviation "HKUST(GZ)" in graphic design, download and use the following logo image file. Do not create or modify the logo yourself.

To download the logo files: LOGO DOWNLOAD

ENGLISH		CHINESE
HKUST(GZ)	BLUE	香港科大（廣州）
HKUST(GZ)	GOLD	香港科大（廣州）
HKUST(GZ)	YELLOW	香港科大（廣州）
HKUST(GZ)	GRAY	香港科大（廣州）
HKUST(GZ)	BLACK	香港科大（廣州）
HKUST(GZ)	WHITE	香港科大（廣州）

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.

HKUST(GZ)

香港科大（廣州）

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.

PRINTS 2mm   HKUST(GZ)   ONLINE 20 px

PRINTS 2mm   香港科大（廣州）   ONLINE 20 px

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

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 only for names of affiliated units under HKUST and HKUST(GZ), such as Schools, Interdisciplinary Programs Office, Hubs, Academic Departments, Institutes, Thrust Areas, Academic Programs, Laboratories, Centers, Offices and other official organizations.

ENGLISH: Futura Medium
CHINESE: 黑體

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。

STANDARD UNIVERSITY TYPEFACE
CONTENT TEXT

ENGLISH : Muli

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

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

CHINESE: 蘋果儷黑體/ 微軟正黑體

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

CHARACTERS

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

FONT FAMILY

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

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。

STANDARD UNIVERSITY TYPEFACE
CONTENT TEXT

If Muli is not available, Arial may be used.

HELLO, I'M ARIAL.

Alternative official University font type in context text.

CHARACTERS

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

FONT FAMILY

Arial - Regular	*Arial - Italic*
Arial - Bold	***Arial - Bold Italic***

STANDARD UNIVERSITY TYPEFACE

EXCEPTION

If the letters "HKUST" and/or the Chinese words 香港科大 are featured as a graphic element rather than as an official corporate identity of the University, there is no restriction on how these letters or words are presented.
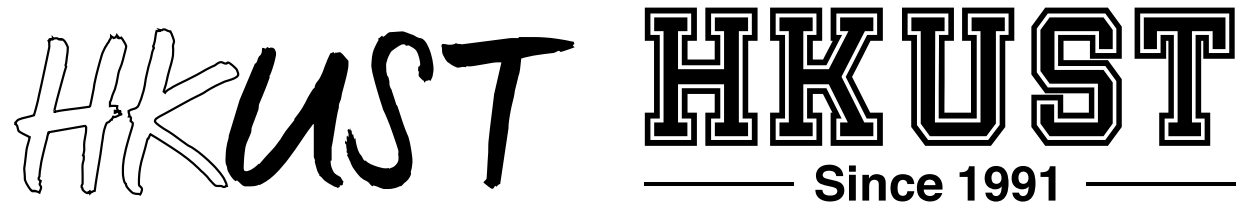
3.4 STANDARD UNIVERSITY COLOR PALETTE

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).

STANDARD UNIVERSITY COLOR PALETTE

UNIVERSITY LOGO COLORS

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 872
PANTONE for Fabric 125
CMYK 40c 50m 100y 0k
RGB 153 / 102 / 0
Web Color 996600

PANTONE 124
CMYK 20c 40m 100y 0k
RGB 204 / 153 / 0
Web Color CC9900

PANTONE White
CMYK 0c 0m 0y 0k
RGB 255 / 255 / 255
Web Color FFFFFF

PANTONE 295
CMYK 100c 70m 0y 40k
RGB 0 / 51 / 102
Web Color 003366

PANTONE 877
CMYK 0c 0m 0y 30k
RGB 204 / 204 / 204
Web Color CCCCC

PANTONE Black
CMYK 100c 100m 100y 100k
RGB 0 / 0 / 0
Web Color 000000

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 BACKGROUND

GOLD   YELLOW   BLUE   GRAY   BLACK

DARK COLOR ON LIGHT BACKGROUND

BLUE   BLACK

LIGHT COLOR ON DARK BACKGROUND

YELLOW   WHITE

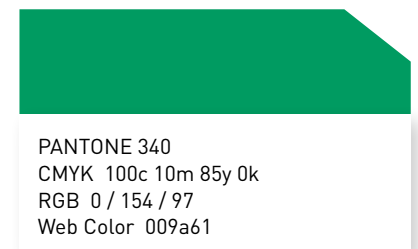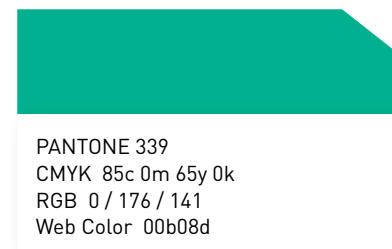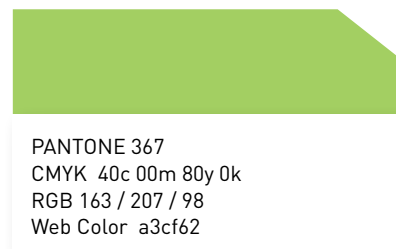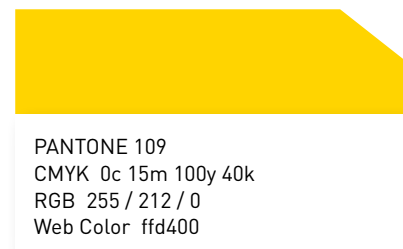**SINGLE COLOR OUTLINE**

GOLD   YELLOW   BLUE   GRAY   BLACK   WHITE
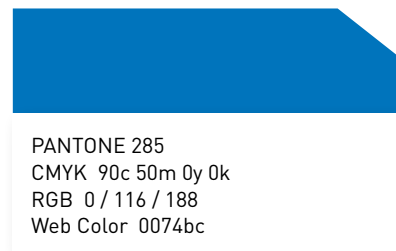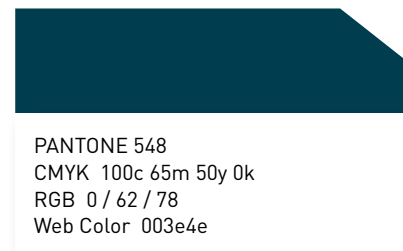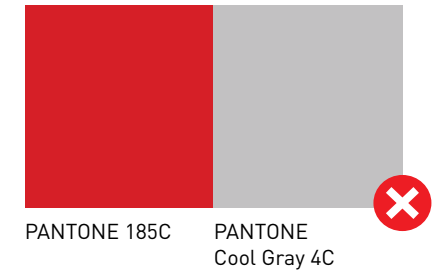
STANDARD UNIVERSITY COLOR PALETTE
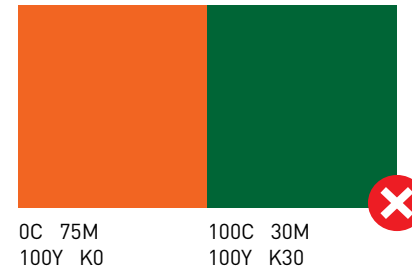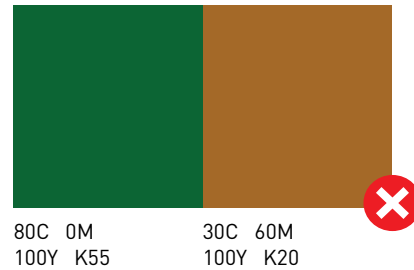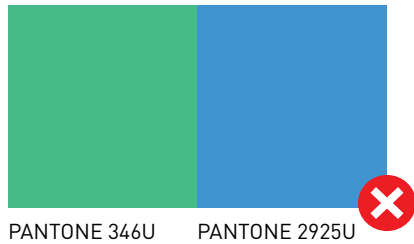# ACCENT COLORS

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.

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

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

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

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

STANDARD UNIVERSITY COLOR PALETTE
COLORS TO BE AVOIDED

It is recommendable to avoid using the following color tones which are currently used by other local universities as their theme colors.

PANTONE 346U   PANTONE 2925U

80C   0M   100Y   K55   30C   60M   100Y   K20

0C   75M   100Y   K0   100C   30M   100Y   K30

PANTONE 185C   PANTONE Cool Gray 4C

PANTONE 255C   PANTONE 117C

25C   100M   38Y   K0

PANTONE 194C

PANTONE 287U

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.
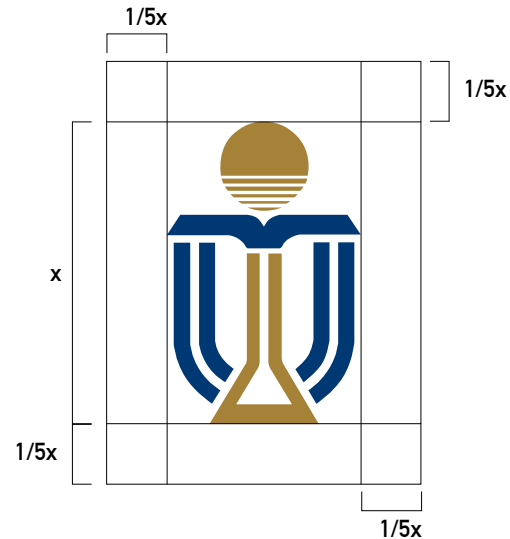
To download the logo files: LOGO DOWNLOAD

UNIVERSITY LOGOMARK
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.

PRINTS
8mm

ONLINE
40 px
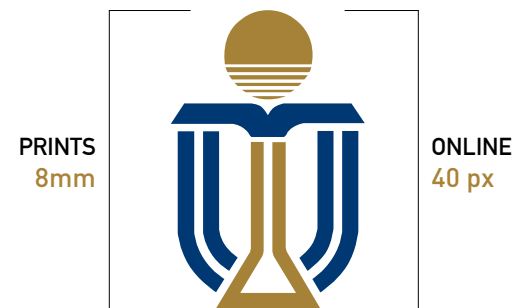
*The above logo is for reference only and is not a full-scale replica.

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 Red Bird Sundial image can be used whenever appropriate on all communications, including University printed materials, presentations, websites, merchandise items and University souvenirs.

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

THE RED BIRD SUNDIAL IMAGE

GRAPHIC

There are six authorized copyright versions of The Red Bird Sundial image that can be used for various occasions. Users can download these imaged by clicking the link provided at the bottom of the page. The usage guidelines of The Red Bird Sundial are provided in the next few pages for easy reference.

NAME

"The Red Bird Sundial" is the only official name. Please avoid using nicknames or other names when mentioning The Red Bird Sundial.

To download The Red Bird Sundial image:

The Red Bird Sundial image DOWNLOAD

THE RED BIRD SUNDIAL IMAGE

USAGE

In Two-Dimensional Space

For 2-D graphic design, please use any of the six authorized images for standard print or online publications. Creative usage of The Red Bird Sundial is allowed within certain boundaries. Please refer to P.108 for more details.
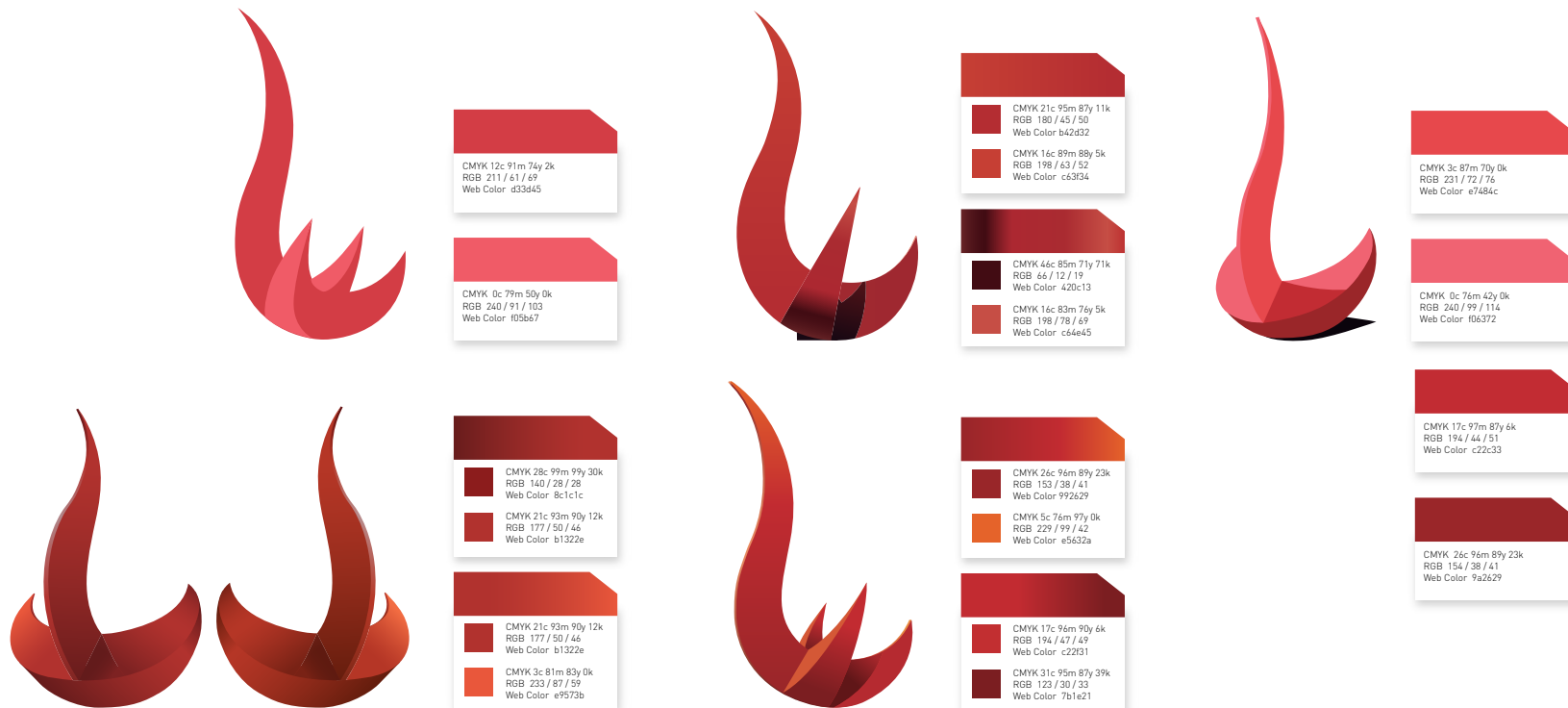
In Three-Dimensional Space

For 3-D replication of The Red Bird Sundial of any size, it should follow the exact proportion of the actual sculpture to safeguard the integrity of the original design.

THE RED BIRD SUNDIAL IMAGE

COLOR PALETTE

The red color of The Red Bird Sundial image is specially picked to convey the vibrancy of the sculpture. Please follow the color usage guidelines for all printing materials to uphold the image consistency of this iconic element of the University.

CMYK 12c 91m 74y 2k
RGB 211 / 61 / 69
Web Color d33d45

CMYK 0c 79m 50y 0k
RGB 240 / 91 / 103
Web Color f05b67

CMYK 21c 95m 87y 11k
RGB 180 / 45 / 50
Web Color b42d32

CMYK 16c 89m 88y 5k
RGB 198 / 63 / 52
Web Color c63f34

CMYK 46c 85m 71y 71k
RGB 66 / 12 / 19
Web Color 420c13

CMYK 16c 83m 76y 5k
RGB 198 / 78 / 69
Web Color c64e45

CMYK 3c 87m 70y 0k
RGB 231 / 72 / 76
Web Color e7484c

CMYK 0c 76m 42y 0k
RGB 240 / 99 / 114
Web Color f06372

CMYK 17c 97m 87y 6k
RGB 194 / 44 / 51
Web Color c22c33

CMYK 26c 96m 89y 23k
RGB 154 / 38 / 41
Web Color 9a2629

CMYK 28c 99m 99y 30k
RGB 140 / 28 / 28
Web Color 8c1c1c

CMYK 21c 93m 90y 12k
RGB 177 / 50 / 46
Web Color b1322e

CMYK 21c 93m 90y 12k
RGB 177 / 50 / 46
Web Color b1322e

CMYK 3c 81m 83y 0k
RGB 233 / 87 / 59
Web Color e9573b

CMYK 26c 96m 89y 23k
RGB 153 / 38 / 41
Web Color 992629

CMYK 5c 76m 97y 0k
RGB 229 / 99 / 42
Web Color e5632a

CMYK 17c 96m 90y 6k
RGB 194 / 47 / 49
Web Color c22f31

CMYK 31c 95m 87y 39k
RGB 123 / 30 / 33
Web Color 7b1e21

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.

THE RED BIRD SUNDIAL IMAGE

THE RED BIRD SUNDIAL IMAGE AND UNIVERSITY LOGO

The University logo shall not be replaced with The Red Bird Sundial image. The University logo and The Red Bird Sundial are separate components that contribute to the brand identity of the University. It is allowed to show both the University logo and The Red Bird Sundial image at the same time. Please follow the spacing instruction as stated on P.107 during application. However, they cannot be merged to avoid any confusion.

THE RED BIRD SUNDIAL IMAGE
CLEAR SPACE

The Red Bird Sundial image should be used in its entirety with no alterations or additional elements added to it.

The Red Bird Sundial image should be displayed with the minimum clear space. No other elements should be placed within the space, so as to ensure The Red Bird Sundial image's visibility. This rule applies to all versions of The Red Bird Sundial image.

1/5x

1/5x

x

1/5x

1/5x
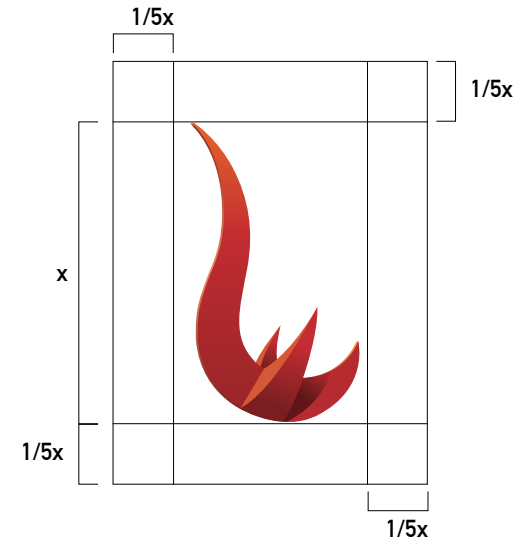
MINIMUM SIZE

The Red Bird Sundial image should be used in its entirety with no alterations or additional elements added to it.

The minimum size requirement is based on the height of The Red Bird Sundial image. When reproducing The Red Bird Sundial image in print, the minimum size of The Red Bird Sundial image is 10 mm.

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

PRINTS
10 mm

ONLINE
40 px

*The above The Red Bird Sundial image is for reference only and is not a full-scale replica.

THE RED BIRD SUNDIAL IMAGE

THE CREATIVE USAGE OF THE RED BIRD SUNDIAL

The Red Bird Sundial can be featured in any angle and with any graphic treatment or texture, or in the form of illustration, as long as it is shown in the right proportion as the real sculpture. Some examples of the creative usages of The Red Bird Sundial are shown below.

EXAMPLES
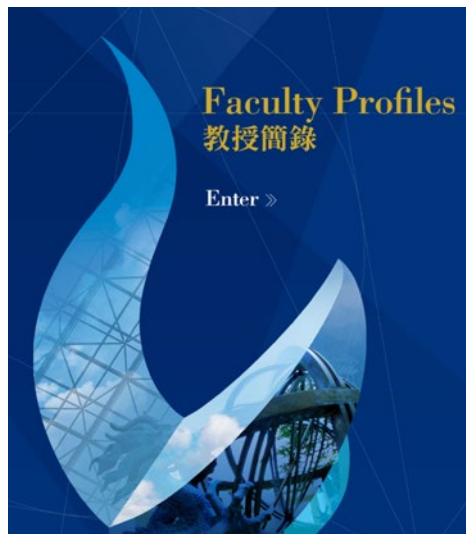
3.7 PROHIBITED USE OF UNIVERSITY LOGO AND THE RED BIRD SUNDIAL IMAGE
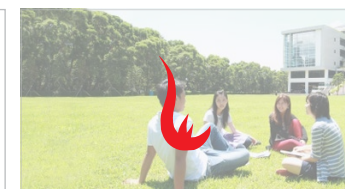
The following regulations apply to both HKUST and HKUST(GZ).

❌ DO NOT...

- condense or expand the University logo and The Red Bird Sundial image;

- incline the University logo and The Red Bird Sundial image;

- combine the University logo and The Red Bird Sundial image;

- place the University logo on busy photographic backgrounds;

- attempt to re-create the University logo and The Red Bird Sundial image;

- alter or change the colors of the University logo;

- alter the proportion or size of any element of the University logo and The Red Bird Sundial image;

- place the dark version of the University logo on dark backgrounds;

- place the light version of the University logo on light backgrounds; and

- place the University logo inside any shapes or place any shapes between University logotype.

PROHIBITED USE OF UNIVERSITY LOGO AND THE RED BIRD SUNDIAL IMAGE

There are a few ways in which the University logo and The Red Bird Sundial image should NOT be used.

Here are some examples:

4.0 UNIVERSITY AFFILIATED UNITS AND PARTNERS LOGOS

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

The University's affiliated units include Schools, Interdisciplinary Programs Office (IPO), Hubs, Academic Departments, Institutes, Thrust Areas, Academic Programs, Laboratories, Centers, or Offices.

UNIVERSITY AFFILIATED UNITS AND PARTNERS LOGOS

4.1 SCHOOLS, INTERDISCIPLINARY PROGRAMS OFFICE, HUBS, AND OFFICES

- On all communications, the University logo should appear next to the logo, typeface, or name of the Schools, Interdisciplinary Programs Office (IPO), Hubs, and Offices.

- The University logo should be placed on the left side, while the logo, typeface, or name of the Schools, IPO, Hubs, and Offices should be placed on the right side and share the same spacing rules as the University logo. Please follow the spacing guidelines displayed on the right.

- The font used for the logo should be Futura Medium (see P.91).

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

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

- If the logo of the Schools, IPO, Hubs, and Offices already includes the name "HKUST"* in the Futura Medium font, the logo for the Schools, IPO, Hubs, and Offices can appear independently on the communication without the University logo. However, the above exception does not apply to websites. All websites must display the University logo and include a link that directs users to the University websites respectively.

EXAMPLES
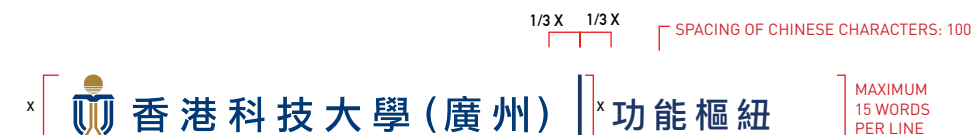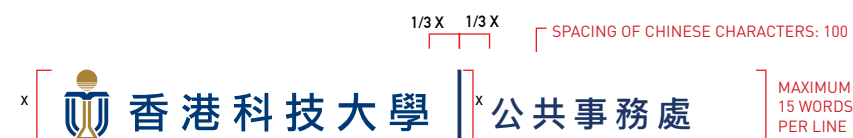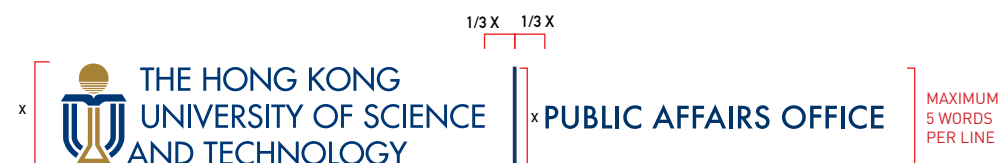
*Does not apply to affiliated units with logos established on or before December 31, 2020.

4.2 ACADEMIC DEPARTMENTS, INSTITUTES, THRUST AREAS, ACADEMIC PROGRAMS, LABORATORIES, AND CENTERS

- On all communications, the University logo should appear next to the logo, typeface, or name of the Academic Departments, Institutes, Thrust Areas, Academic Programs, Laboratories, and Centers.

- Academic Departments, Institutes, Thrust Areas, Academic Programs, Laboratories, and Centers should include the names of their respective Schools, IPO, Hubs, and Offices in a smaller typeface below their logos.

- Academic Departments, Institutes, Thrust Areas, Academic Programs, Laboratories, and Centers may display their logos in one of the two ways shown on the right*:

  1) Highlight the names of the Academic Departments, Institutes, Thrust Areas, Academic Programs, Laboratories, and Centers, and include their respective Schools, IPO, Hubs, and Offices in a smaller typeface below. See the examples on the right.

  2) Reverse the display order of the first option by placing the names of the Academic Departments, Institutes, Thrust Areas, Academic Programs, Laboratories, and Centers on the bottom instead. See the examples on the right.

- The font used for the logo should be Futura Medium (see P.91).

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

- See P.112 for the size, spacing, and minimum clear space guidelines.

*Does not apply to affiliated units with logos established on or before December 31, 2020.

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

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

4.2 ACADEMIC DEPARTMENTS, INSTITUTES, THRUST AREAS, ACADEMIC PROGRAMS, LABORATORIES, AND CENTERS

- If the logo of the affiliated Schools, IPO, Hubs, and Offices already includes the full name of the University or the University logotype*, the University logo does not need to be displayed. See the examples on the right.

- If the logo of the Academic Departments, Institutes, Thrust Areas, Academic Programs, Laboratories, and Centers already includes the full name of the University or the University logotype, the University logo does not need to be displayed.

- Based on the needs of the Schools, IPO, Hubs, and Offices, they can be listed under the Academic Departments, Institutes, Thrust Areas, Academic Programs, Laboratories, and Centers in a smaller font.

- The font used for the logo should be Futura Medium (see P.91).

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

- See P.112 for the size, spacing, and minimum clear space guidelines.

EXAMPLES

HKUST BUSINESS SCHOOL 香港科大商學院 | Information Systems, Business Statistics and Operations Management

Kellogg ● HKUST
EXECUTIVE MBA GLOBAL NETWORK

HKUST ENTREPRENEURSHIP CENTER 香港科技大學創業中心

HKUST BUSINESS SCHOOL 香港科大商學院 WORLD CLASS IN ASIA | MBA

*Does not apply to affiliated units with logos established before December 31, 2020.

4.3 UNIVERSITY PARTNERS LOGOS

All University partners logos must go through approval process.

- The standard University logo should appear next to the partner logo.

- Where we use our partner logo 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 standard University logo.

- The partner logo should NOT exceed the height of the standard University logo.

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

EXAMPLES

4.3 UNIVERSITY PARTNERS LOGOS

All University partners logos must go through approval process.

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

- The font used for the logo should be Futura Medium (see P.91).

- The logo, typeface, or name of the partners should NOT exceed the height of the University logotype.

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

EXAMPLES
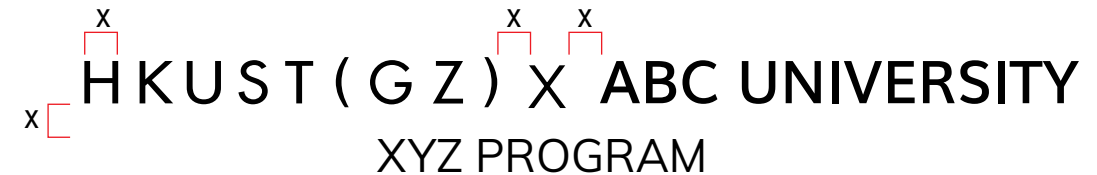
5.0 VISUAL ELEMENTS

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

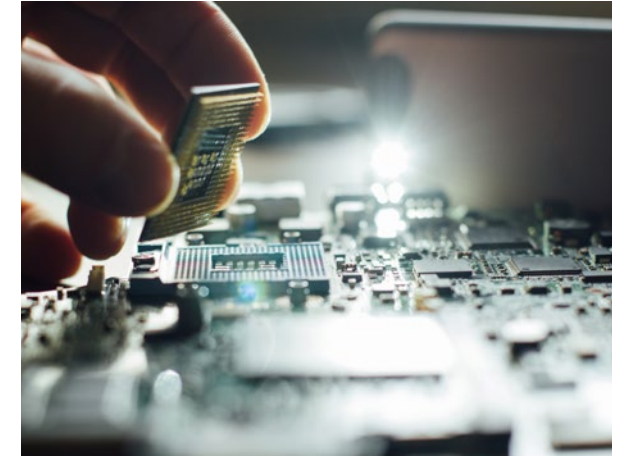Our imagery should be shot with natural lighting, be real and capture the person's personality.

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.

5.2 PHOTOGRAPHY –
TECHNICAL GUIDELINES

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

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

- Take color photos and use 24-bit or higher color depth.

- Make sure the photograph can be cropped later with a wide view or a tight focus.

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.

❌

- 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.
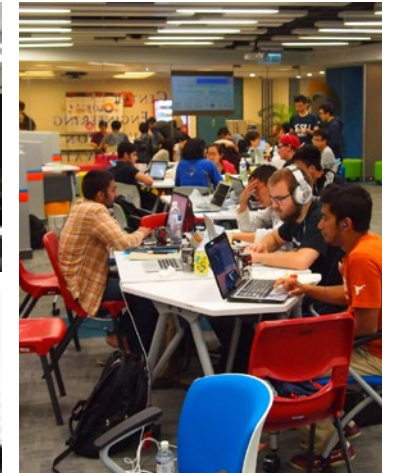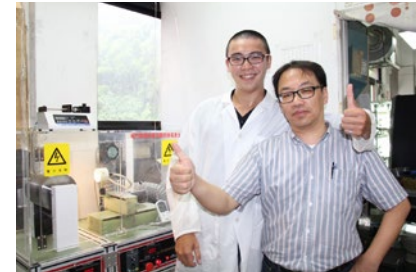
Public Domain Images

6.0 COMMUNICATIONS

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

6.1 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.
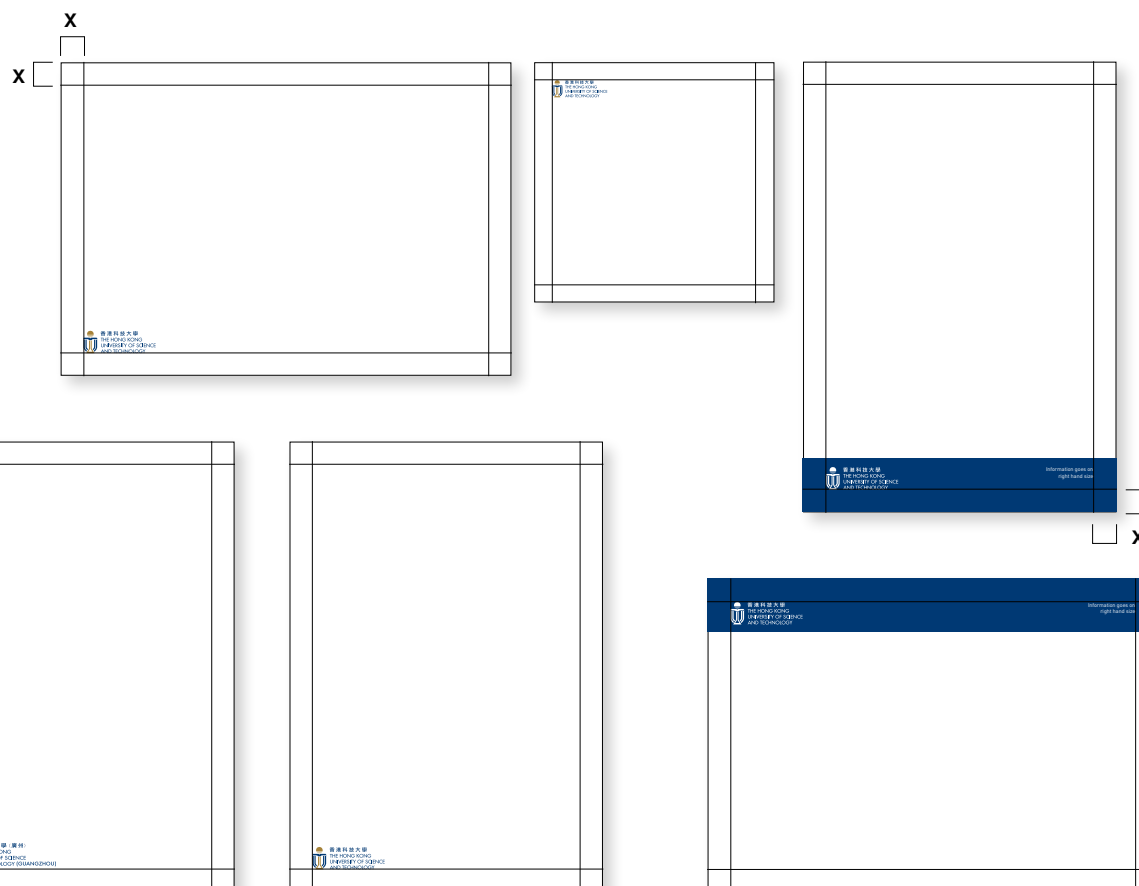
MARGIN
NO LESS than the height of the University logo (x) on each side, this applies to all communication materials.

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 stationery production should go through the Purchasing Office.

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.64.

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.

ENVELOPE DESIGN SAMPLES

香港科技大學（廣州）
THE HONG KONG
UNIVERSITY OF SCIENCE AND
TECHNOLOGY (GUANGZHOU)

XXXXXX XXXXXXX XXXX XXXXXX
XXXXXX XXXXXXX XXXX XXXXXXXXX XXXXX

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

香港九龍清水灣 Clear Water Bay, Kowloon, Hong Kong

UNIVERSITY PRINTED MATERIALS
LETTERHEAD

All stationery production should go through the Purchasing Office.

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.64.

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

FORMAT
The format for envelope is portrait, standard A4.

PAPER SOURCE
Impact PT080, 80gsm by Polytrade Paper.

LETTERHEAD DESIGN SAMPLES

UNIVERSITY PRINTED MATERIALS

NAME CARD

All stationery production should go through the Purchasing Office.

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.64.

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 Polytrade Paper
(Bright White - Super Smooth).

NAME CARD DESIGN SAMPLES

Professor Xxxx Xxxx

Xxxx xxx xxxx x x
Xxx xxxxx xxx xxx xx

Website/
Social media
QR code/
Photo

香 港 科 技 大 學
THE HONG KONG
UNIVERSITY OF SCIENCE
AND TECHNOLOGY

Clear Water Bay
Kowloon, Hong Kong
Tel : (852) 2358 XXXX
Fax : (852) 2358 XXXX
Email : xxxxx@ust.hk
Website : www.hkust.edu.hk

XX 教授

XXXXXXXXX

Website/
Social media
QR code/
Photo

香 港 科 技 大 學
THE HONG KONG
UNIVERSITY OF SCIENCE
AND TECHNOLOGY

香港九龍清水灣
電話 : (852) 2358 XXXX
傳真 : (852) 2358 XXXX
電郵 : xxxxx@ust.hk
網站 : www.hkust.edu.hk

Professor Xxxx Xxxx

Xxxx xxx xxxx x x
Xxx xxxxx xxx xxx xx

Website/
Social media
QR code/
Photo

香 港 科 技 大 學 (廣 州)
THE HONG KONG
UNIVERSITY OF SCIENCE
AND TECHNOLOGY
(GUANGZHOU)

Dongyong Town, Nansha District,
Guangzhou City Sansha Road
Joint Office Center (510000)
Tel : (86) 12345678904
Email : xxxxx@ust.hk
Website : www.hkust-gz.edu.cn

XX 教授

XXXXXXXXX

Website/
Social media
QR code/
Photo

香 港 科 技 大 學 (廣 州)
THE HONG KONG
UNIVERSITY OF SCIENCE
AND TECHNOLOGY
(GUANGZHOU)

广州市南沙区东涌镇
三沙村三沙公路港科大项目
联合办公中心 (510000)
电话 :(86) 12345678904
电邮 : xxxxx@ust.hk
网站 : www.hkust-gz.edu.cn

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.117.

HEADLINE
The headline should be minimal and take up only 20% of the image. A maximum of 4 lines can be used.
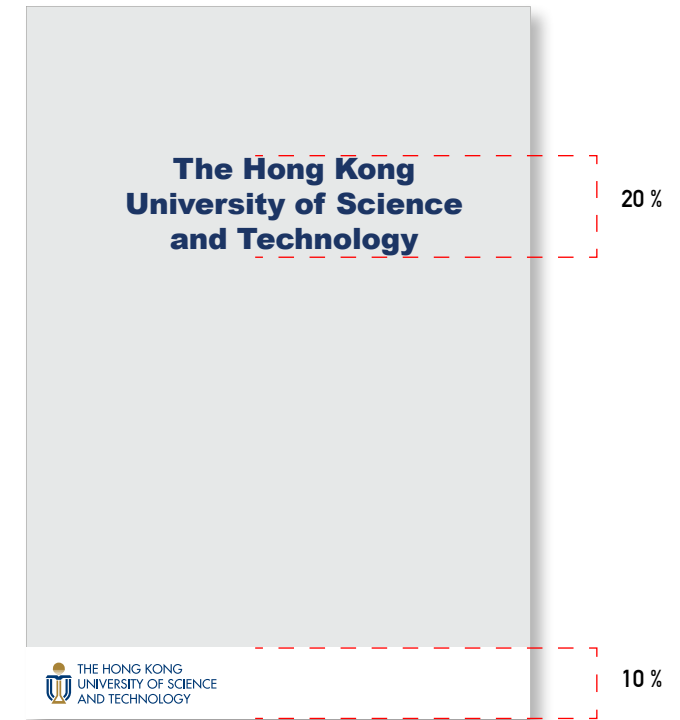
Headlines should be short, concise and engaging, to inspire the reader to find out more.

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.

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

EXAMPLES

The Hong Kong University of Science and Technology

20 %

THE HONG KONG
UNIVERSITY OF SCIENCE
AND TECHNOLOGY

10 %

The Hong Kong University of Science and Technology

20 %

THE HONG KONG
UNIVERSITY OF SCIENCE
AND TECHNOLOGY

10 %

EXAMPLES

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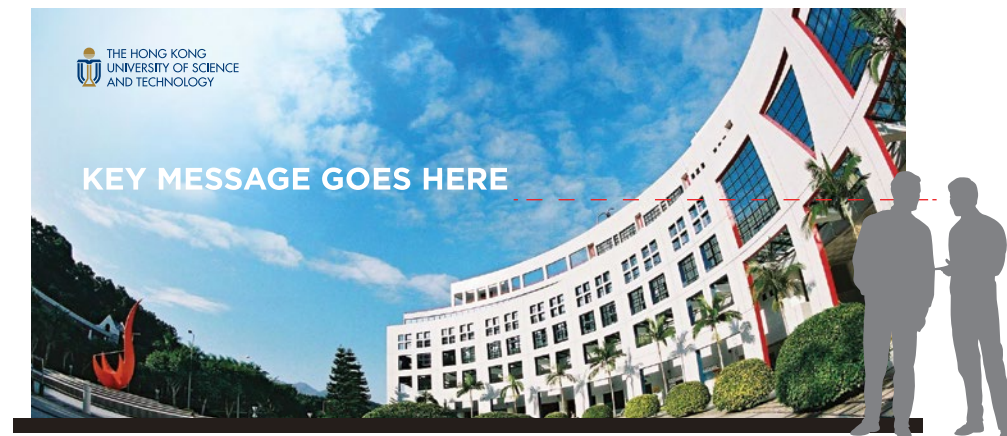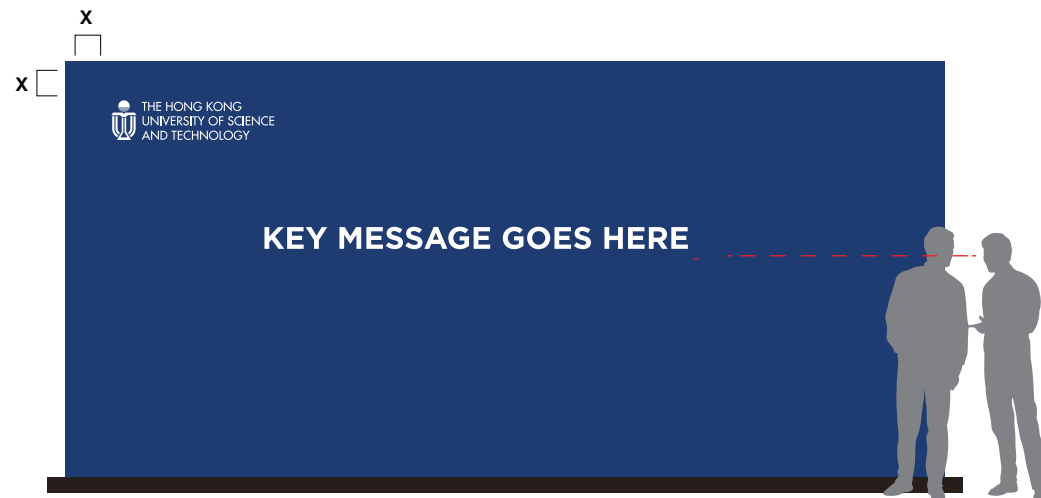
TITLE
The title must be clear and readable, concise and powerful, and the text should be as large as possible.

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.

x

x

THE HONG KONG
UNIVERSITY OF SCIENCE
AND TECHNOLOGY

KEY MESSAGE GOES HERE

THE HONG KONG
UNIVERSITY OF SCIENCE
AND TECHNOLOGY

KEY MESSAGE GOES HERE

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.

EXAMPLES
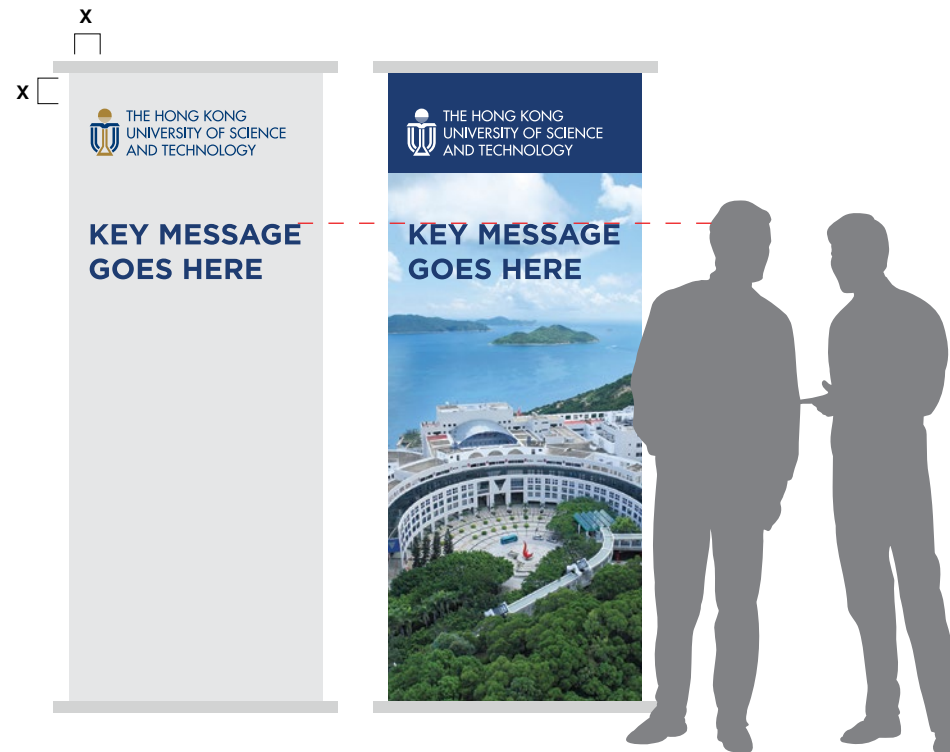
UNIVERSITY PRINTED MATERIALS

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, icongraphy 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.

EXAMPLES

6.3 UNIVERSITY DIGITAL MATERIALS

UNIVERSITY DIGITAL MATERIALS
ADVERTISING - ONLINE

INSTRUCTIONS

DESIGN EXAMPLES

HEADLINE
Legibility is key, therefore headlines should be short and to the point which will allow them to be as large as possible.
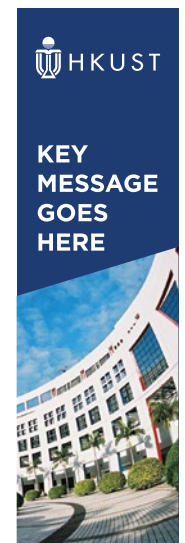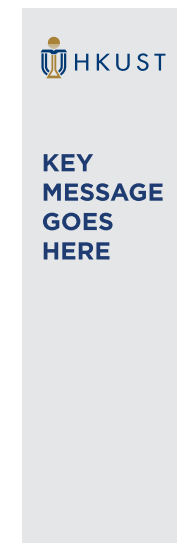
UNIVERSITY LOGO
The University logo must be used and its usage should comply with the Brand Guidelines.

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.

UNIVERSITY DIGITAL MATERIALS
WEBSITE

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.109 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.

20. Must pass Google page speed test.

21. Must pass mobile friendly test.

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).

To download the full website guidelines:

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.

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)

Email signature should include

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

YOUR NAME   12 pt

Title
Schools, IPO, Hubs, Academic Departments, Institutes, Thrust Areas, Academic Programs, Laboratories, and Centers/Office   11 pt

Phone number / Direct line / Fax number
Email / Website   10 pt

University logo (hyperlink to official website)

MASS EVENT EMAIL TEMPLATE

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.

EXAMPLES

HEADER

If you cannot view this email properly, please click here.

THE HONG KONG
UNIVERSITY OF SCIENCE
AND TECHNOLOGY

co-organizer logo
140 x 45px

organizer logo
140 x 45px

FOOTER

Add us to your address book
Manage email preferences or unsubscribe from all future emails.

HKUST

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

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

EXAMPLES

x

x

COVER

SECTION DIVIDER

PAGE WITH PHOTO

PAGE WITH TEXT ONLY
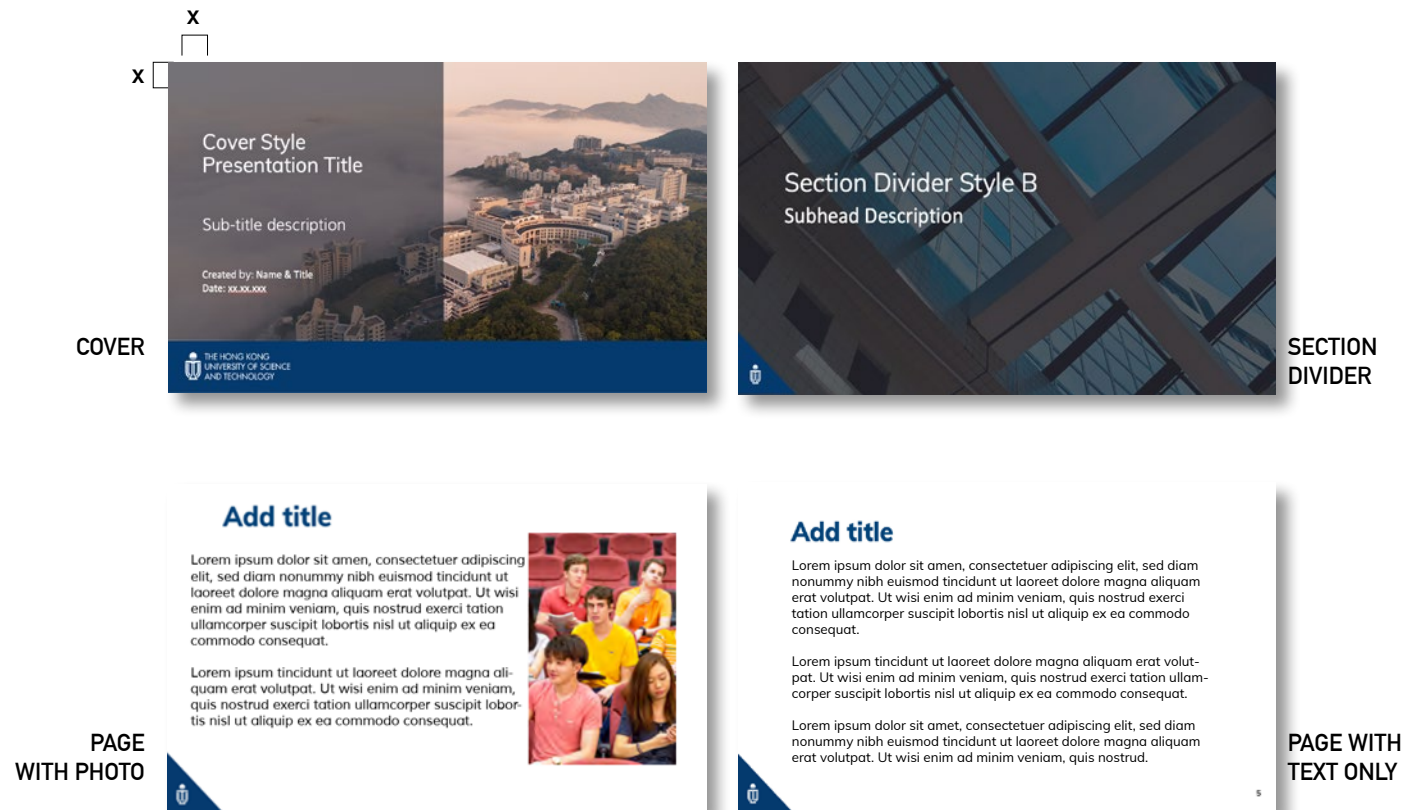
6.4 UNIVERSITY VIDEO

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.
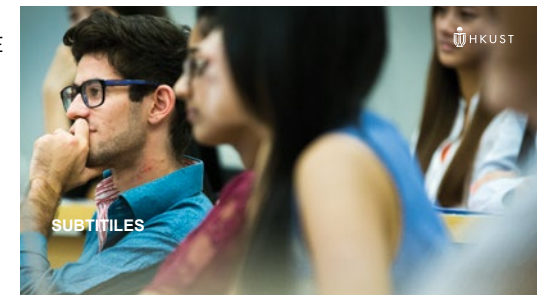
SUBTITLES

- English subtitles should be in the font type of Avenir Next (Medium) and font size of 50.

OPENING
EXAMPLE

CREATING
VALUE THROUGH
INNOVATION

THE HONG KONG
UNIVERSITY OF SCIENCE
AND TECHNOLOGY

CLIPS
EXAMPLE

HKUST

SUBTITLES

ENDING
EXAMPLE

THE HONG KONG
UNIVERSITY OF SCIENCE
AND TECHNOLOGY

THE HONG KONG
UNIVERSITY OF SCIENCE
AND TECHNOLOGY | PUBLIC AFFAIRS OFFICE