HKUST

WEBSITE GUIDELINES

LAST UPDATED _ JULY 2019

THE HONG KONG
UNIVERSITY OF SCIENCE
AND TECHNOLOGY

CONTENTS

01. INTRODUCTION

EMBRACE OUR BRANDING ACROSS OUR WEBSITES

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

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

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

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

If you have enquiries related to your School's/ Office's/ Unit's/ Department's website or brand guidelines, you are welcome to email **brand@ust.hk** or contact Ms Sherry Yeung, Head of Brand Marketing, Public Affairs Office (PAO) on 2358-5967 for assistance and clarification.

02. REGISTRATION OF A NEW AFFILIATED WEBSITE

If you are planning to develop a new affiliated website **(yourwebsitename.UST.HK)**, please check with ITSC for web server hosting and domain registration. To avoid outdated websites being searched by the public, please note that all website registration details are set with an expiry date, upon which the content of the particular website is automatically archived and not accessible by public upon expiration, unless an extension of website hosting request has been made.

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

As the administrator of brand guidelines, the Public Affairs Office is also responsible for administering the guidelines. Please therefore inform us **(brand@ust.hk)** whenever you have established or plan to establish a new affiliated website, so that links can be added / updated from the University website as an official recognition.

03. ALIGNMENT OF AFFILIATED WEBSITES

It is essential that all HKUST websites addressing the public (i.e. websites with the domain name ust.hk) except those that require internal authentication, must follow the University brand and website guidelines. This is to ensure a consistent look and feel for building a cohesive brand image.

Official websites for the following categories are being prioritized to adopt the HKUST Header/Footer templates with responsive design which should be adaptive to different devices, and must pass ITSC security standards. The listed affiliated websites should adopt HKUST Drupal platform for their next website revamp cycle.

• Schools /Program Offices
• Academic Institutes
• Research Institutes
• Academic Departments
• Academic Programs
• Research Centers / Laboratories
• University Annual Events
• University-wide Projects
• Administrative and Academic Support Units

In cases of partnership with external organizations, the affiliated website under ust.hk domain should include a full color HKUST logo with its corresponding language version linking back to www.ust.hk.

For websites with features that HKUST Drupal Platform is yet to support, basic branding elements should be fulfilled on its current website until the next revamp cycle. These websites should work with ISO for their customized feature development used on the HKUST Drupal Platform. Basic branding elements should include the correct use of a full color HKUST logo with its corresponding language version linking back to www.ust.hk, and the adoptation of the full HKUST Footer template.

3.1 HKUST HEADER/ FOOTER TEMPLATES

There are two options for HKUST Headers:

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

- Recommended locations for navigation menu: Area A, B and C.
- Global icon would only require to be featured in websites with multiple languages.
- If an affiliated unit has its own logo, it could replace the full name, with visual size NOT bigger than the HKUST logo.
- Affiliated units' names next to HKUST logo must use HKUST official font type (Muli or Arial), size, spacing and color. Please refer to page 14 for details.

Click here to preview the HKUST Header

AREA C
School Name
THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY | SCHOOL NAME / DEPARTMENT NAME
AREA B
AREA A
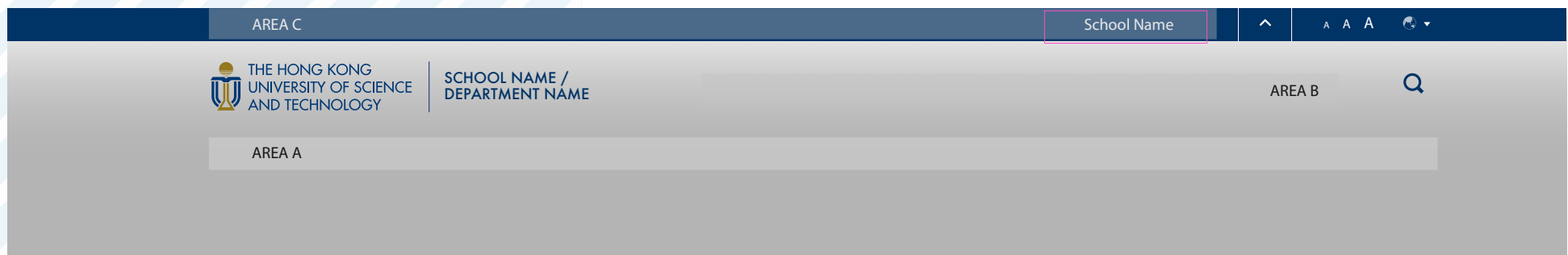
3.1 HKUST HEADER/ FOOTER TEMPLATES

Option 2 (HKUST logo on right hand side) is for websites who would like to feature their own logo.

- Recommended locations for navigation menu: Area A, B and C.
- Global icon would only require to be featured in websites with multiple languages.
- If an affiliated unit has its own logo, it could replace the full name of the affiliated unit, with logo size NOT bigger than the HKUST logo.
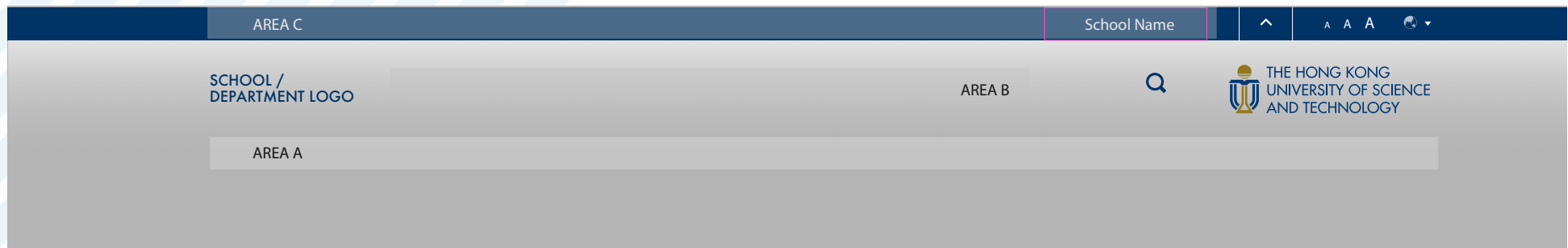
3.1 HKUST HEADER/ FOOTER TEMPLATES

There is an expandable menu incorporated in the header links within the menu that are to be connected to corresponding pages of the University website.

Click here to preview the HKUST Header

MORE ABOUT HKUST

| UNIVERSITY NEWS | ACADEMIC DEPARTMENTS A – Z | LIFE@HKUST | LIBRARY |
| MAP & DIRECTIONS | JOBS@HKUST | FACULTY PROFILES | ABOUT HKUST |

AREA C   School Name   ^   A A A

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

AREA A
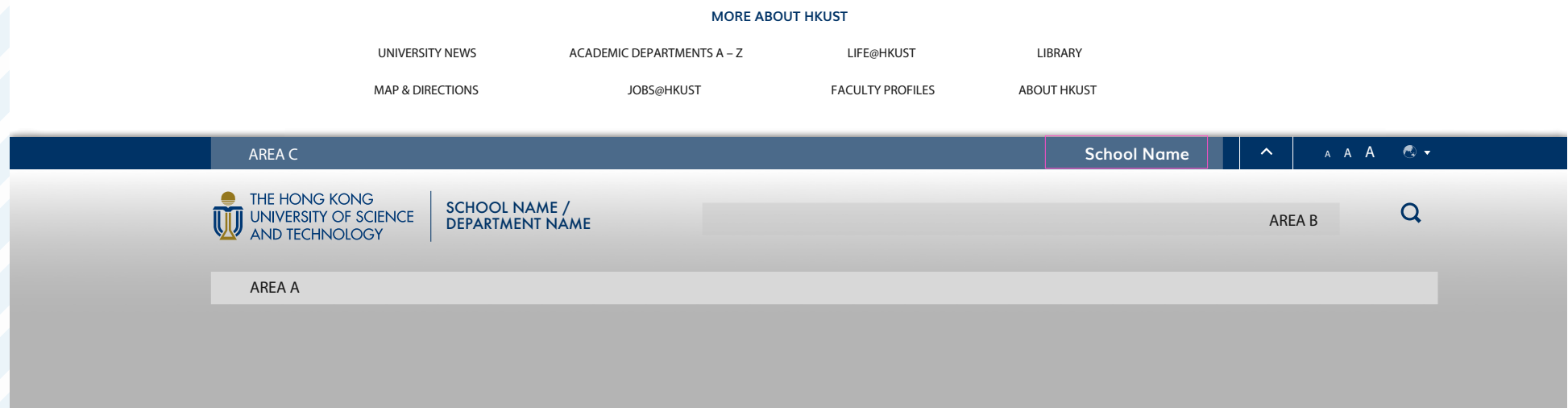
3.1　HKUST HEADER/ FOOTER TEMPLATES

The HKUST Footer includes the HKUST logo abbreviation and links to the, Privacy and Sitemap. The abbreviated logo is featured in the footer to educate users about "HKUST" brand abbreviation, as does the full HKUST logo in the header.

You must link social media icons to your own social media accounts or to HKUST's social media accounts if you do not have one. Below are the University's social media accounts:

1.　Facebook: https://www.facebook.com/hkust/
2.　Instagram: https://www.instagram.com/hkust/
3.　LinkedIn: https://www.linkedin.com/school/hkust/
4.　YouTube: https://www.youtube.com/hkust
5.　WeChat:

Please ensure corresponding logo version is displayed upon switch of language. HKUST logos must link back to ust.hk website.

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

Click here to preview the HKUST Footer

Click here to download the social media icons sample

04. SITE STRUCTURE / ELEMENTS

4.1 HKUST HEADER

All affiliated websites must include the HKUST Header template. Keep in mind that our stakeholders expect certain key elements of a site to be placed in the same general area.

4.1 HKUST HEADER

4.1.1 HKUST LOGO

THE HONG KONG
UNIVERSITY OF SCIENCE
AND TECHNOLOGY

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

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

- The above must apply to mobile versions of the individual Schools/Departments/Centers/Offices.

- All ust.hk websites must deploy the University's logo mark as Favicon in the domain display.

- To download the logo files: here

4.1 HKUST HEADER

4.1.2   AFFILIATED UNITS

- All affiliated units (examples: individual Schools/ Departments / Divisions/ Offices/Central Units) must use the corporate logo with the units' full name to the right of HKUST logo in corresponding language.

- HKUST logo font style must be applied for affiliated units' names when featured next to HKUST logo in capitalized text and on the corporate blue bar in HKUST Header.

- If an affiliated unit has its own logo, it could replace the full name, with visual size NOT bigger than the HKUST logo.

- To download the logo files: here

EXAMPLES:

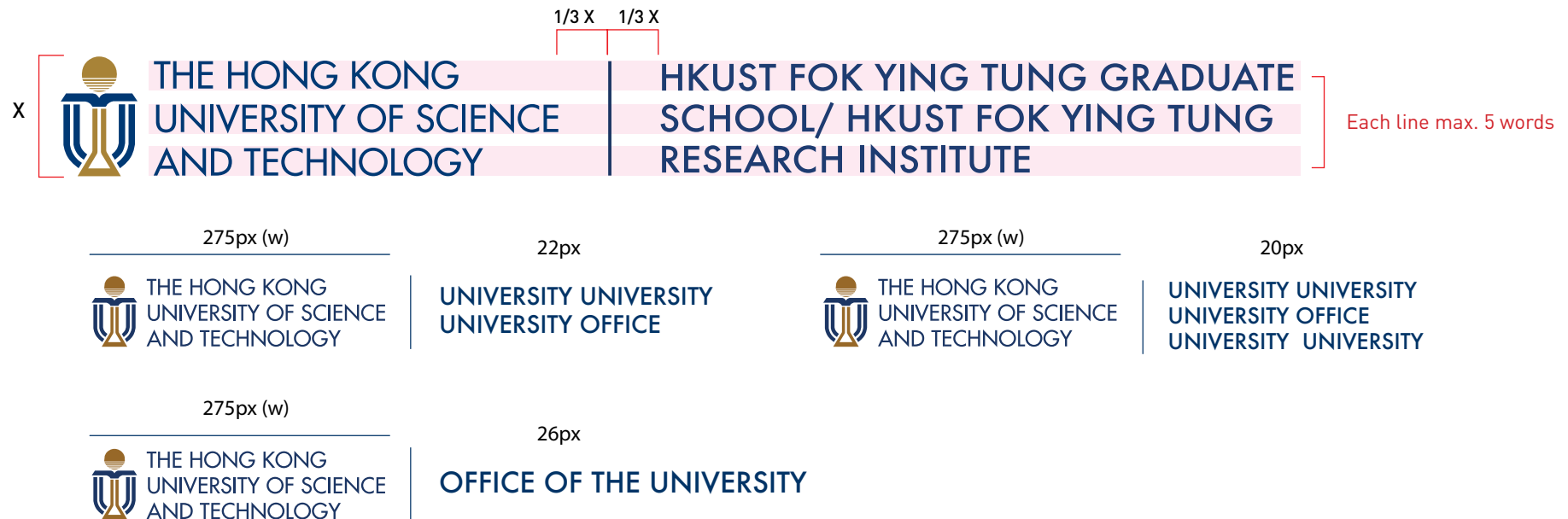| SCHOOL	UNIT UNDER SCHOOL	CENTRAL UNIT
THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY | HKUST FOK YING TUNG GRADUATE SCHOOL/ HKUST FOK YING TUNG RESEARCH INSTITUTE	THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY | DEPARTMENT OF INFORMATION SYSTEMS, BUSINESS STATISTICS AND OPERATIONS MANAGEMENT	THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY | UNDERGRADUATE RECRUITMENT AND ADMISSIONS OFFICE
香港科技大學 | 香港科大霍英東研究院	香港科技大學 | 資訊、商業統計及營運管理學系	香港科技大學 | 本科招生及入學事務處

4.1 HKUST HEADER

4.1.2   AFFILIATED UNITS

- Affiliated unit's name must follow HKUST official font type (Muli / Arial), size, spacing and color. Follow the same scale of font size and line spacing of the HKUST corporate logo, with vertical center alignment. (see example)
- Follow the scale, spacing & clear space guideline as listed in the example.
- No more than 3 lines with max. 5 words in each line on the English title.
- To download the logo files: here

ENGLISH EXAMPLE:

1/3 X   1/3 X

X

THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY | HKUST FOK YING TUNG GRADUATE SCHOOL/ HKUST FOK YING TUNG RESEARCH INSTITUTE

Each line max. 5 words

275px (w)

THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY

22px

UNIVERSITY UNIVERSITY UNIVERSITY OFFICE

275px (w)

THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY

20px

UNIVERSITY UNIVERSITY UNIVERSITY OFFICE UNIVERSITY UNIVERSITY

275px (w)

THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY

26px

OFFICE OF THE UNIVERSITY

4.1 HKUST HEADER

4.1.2   AFFILIATED UNITS

- Affiliated unit's name must follow HKUST official font type 蘋果儷黑體 / 微軟正黑體), size, spacing and color. Follow the same scale of font size and line spacing of the HKUST corporate logo, with vertical center alignment. (see example)
- Follow the scale, spacing & clear space guideline as listed in the example.
- 1 line only with max. 15 words on the Chinese title.

- To download the logo files: here

CHINESE EXAMPLE:

1/2 X   1/2 X

CHINESE tracking: 100

X   香 港 科 技 大 學 | 香港科大霍英東研究院   ONE line only, max. 15 words

4.1 HKUST HEADER

4.1.3 SEARCH

Often stakeholders visit a website to find information on a very specific topic. Website visitors expect to see a search box to assist them in finding content quickly.

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

4.1.4 LANGUAGE

Apart from English, which is the official language of HKUST, it is suggested all web content is made available in Traditional Chinese and Simplified Chinese.

For a better user experience, the default setting of a website's language should be set based on the browser settings of visitors.

4.2 CONTENT BODY

Schools/Departments/Centers/Offices are free to have their own designs for the content. However, there are elements that are important to deliver a professional image of the University which is part of everyone's responsibility in the HKUST community.

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

4.2 CONTENT BODY

4.2.1 CONTENT FRESHNESS

To ensure content freshness, it is suggested to include API (or RSS with tags) to the University website for automated content such as events, press releases, news, according to categorization by the University. Moreover, your chosen naming convention must not create wrong expectations, with regards to its content freshness. For example, it is better to name the section "Highlights" instead of "Latest News" or "News" if the content could not be updated very frequently.

4.2.2 NAVIGATION

Navigation By Audience Segmentation:	Consider segmenting audience groups with organized content and website navigation in order to make it easy for stakeholders to find content that they look for.
Navigation By Main Topic:	Consider categorizing main navigation by grouping content by topic. Clear content pathways and keywords in the navigation guide users to the information that they are looking for in an easy-to-understand way.
Breadcrumbs Trail (inside pages):	Breadcrumbs Trail displays the navigation path of visitors. It makes easier for visitors to trace back their navigating path between the current page and the homepage.

4.2 CONTENT BODY

4.2.3   FONT TYPE / FONT SIZE

To ensure consistency across all HKUST affiliated websites, please use the same font types **(Muli or Arial)** for content.

Please refer to Brand Guidelines under "Typeface" section (p.62). Minimum font size of body font should be **16 pixel**, while font size of secondary text should be **13-14 pixel**.

- To download Muli font files: here

4.2.4   RESPONSIVE DESIGN

As of 2017, 70% of visitors already access HKUST websites from a mobile device, with high mobility and heavy use of smartphones and tablets to access content online, all the affiliated websites must be mobile responsive. You must verify the responsiveness of your website through different size of devices to make sure that the menu navigation is presented in a clear format for mobile.

There are certain features that do not display properly via mobile devices such as drop down menus which could provide a poor user experience to mobile visitors. Also, you should identify the content and organize information display in mobile to make sure you are still providing users with information they need.

To fit comfortably on an average 1366 x 768 pixel screen (PC and Mac), please place content sections on the center of the browser.

For quick checking of a website's mobile friendliness, please click here.

4.2 CONTENT BODY

4.2.5 IMAGES / GRAPHICS

Please observe the following guidelines about images:

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

• Resolution for digital photo should be 72dpi.

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

• Meaningful text (in the "ALT" attribute in IMG tag) should be provided for the images and graphics used on the website.

4.2.6 VIDEOS

When including multimedia content into a website, the file size should be considered to avoid a long loading time. For example, video content should include skip function for its mobile version.

Flash display is fading out and not accessible to many visitors, especially those using mobile devices or older desktops. If using Flash is unavoidable, the following should be noted:

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

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

4.2 CONTENT BODY

4.2.7 DOWNLOADABLE CONTENT

Please be reminded not to post documents for public download in editable formats such as MS Word, MS PowerPoint or MS Excel, unless the files are free downloadable tools for visitors. Please convert to HTML or PDF format. For details on producing PDFs, please refer to the W3C PDF Techniques for WCAG 2.0.

4.2.8 PRINTER FRIENDLY

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

4.2 CONTENT BODY

4.2.9 ABOUT US

Include a link to the About Us section, which should include basic information about you or your Schools/Departments/Centers/Offices. This allows users an additional opportunity to ascertain the nature of your site.

4.2.10 CONTACT INFORMATION

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

4.3   HKUST FOOTER

All affiliated websites must include a HKUST Footer template.

4.3 HKUST FOOTER

4.3.1 COPYRIGHT

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

Copyright © The Hong Kong University of Science and Technology.

All Rights Reserved.

4.3.2 PRIVACY STATEMENT

Must include a link from your Schools/Departments/Centers/Offices website to the privacy statement on the HKUST University website

4.3 HKUST FOOTER

4.3.3   SITE MAP

The site map summaries the website structure to enable search for information which allows users a place where they could navigate the rest of your site. This way, if anyone gets lost they can find their way in the footer. An XML sitemap is preferable for search engine.

4.3.4   SOCIAL ICON

HKUST Social Icons or social icons from your Schools/Department/Centers/Offices must be included in the HKUST Footer in order not to distract users away from content.

Click here to download the social media icons sample

05. ACCESSIBILITY

It is encouraged to fulfill Web Accessibility Initiative (WAI) to make your website accessible to people with disabilities.

Best View Recommendation

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

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

Text-Only Version

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

ALT Tag

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

Keyboard Accessibility

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

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

06. SECURITY

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

For any security vulnerability isolated by the scanning tool, the website owner shall immediately perform fix-up to eliminate all vulnerable codes. Please consult ITSC for further details.
Reference: here

07. CHINA FRIENDLY

General approaches to web development may create websites incompatible to certain countries. As for China, it is observed typically that some URLs such as Google API Library, Google Font Library and jQuery Library cannot be accessed from Mainland China occasionally. If the webpage header or content body script loads such URLs, the website loading performance access from Mainland China will be affected.

The International Internet bandwidth in Mainland China is demanding, network traffic congestion may occur during busy hours which also affect the webpage loading time.

There are some tips that can load the webpage faster in Mainland China are listed as below:

• Reduce loading external URLs script, load the script locally instead. Common listing of external URLs script used in HKUST websites:

Google API Library

https://www.google.com/jsapi
http://ajax.googleapis.com/ajax

Google Fonts Library

https://fonts.googleapis.com/
http://fonts.gstatic.com/s/

jQuery Library

http://code.jquery.com/

For other list of URLs that cannot access from Mainland China, you can refer to here.

• Design webpage using asynchronous approach such that web site keeps loading the remaining elements of the page instead of hanging once it encounters any inaccessible URLs from Mainland China

• Optimize images size to not more than 1MB

• Simplify the website design by reducing the number of loading javascript, css, images files and plugins

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

08. SITE LAUNCH

8.1 USER ACCEPTANCE TEST

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

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

8.2 PERFORMANCE TRACKING

Upon the launch of your new website, you are encouraged to review your website performance from time to time for further enhancement. Tracking tools like Google Analytics help for better understanding of your stakeholders and possible identification of useful insights on traffic, demographic and behaviors which could help you to define your strategy and planning. Reports or access of the website analytics must be made available.

8.3 TIPS ON SEARCH ENGINE OPTIMIZATION

To ensure reaching your target stakeholders with the right content, your website should be search engine-friendly. The optimization is an ongoing efforts that should be continued after the launch of a new website. Here are some simple tips:

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

- Add a site map.

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

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

- Develop simple, logical internal navigation. Make sure that you have a breadcrumb on all your internal pages. It is easy for visitors to link between related sections and pages on the websites.

- Develop a proper 404 page such as explanation of the situation and options to other related websites / webpages.

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

09. CONTACT US

On branding elements of affiliated websites:

Events Management and Branding, Public Affairs Office

3469-2440 | brand@ust.hk | https://pao.ust.hk

On website domain registration, server hosting, and security:

Information Technology Services Center

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

On website development on backend site architecture:

Information Systems Office

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

On website layout, graphics and multimedia:

Media Technology and Publishing Center

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

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