THE HONG KONG
UNIVERSITY OF SCIENCE
AND TECHNOLOGY

HKUST GRAPHIC IDENTITY

https://logo.ust.hk/

University Emblem

The University Emblem is in several ways symbolic of the institution. Lyrically we visualize the golden head of wisdom over the open book of knowledge. Between the arms holding the book can be seen a flask representing science. Alternatively, it is a transmission tower representing engineering and technology or communication and management. We can also see a sun radiating gold, that very traditional Chinese color, over an ocean glowing with the deep blue representative of Hong Kong. Supporting these emblems are the three Greek letters upsilon, psi and tau, that is: $\upsilon\psi\tau$ transliterating as UST. The University Emblem entwines many meanings, as does the University itself.

University Logotype

Chinese font: 黑體 English font: Futura Medium

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

Emblem Colors

UST Gold	UST Blue
Pantone 872	Pantone 295
CMYK 40c 50m 100y	CMYK 100c 70m 40k
RGB 153 / 102 / 0	RGB 0 / 51 / 102
Web color 996600	Web color 003366

University Combination Logo: Standard

When to Use
A logo should appear on all stationery and business cards. Logos should also be used whenever possible on other communications, including printed material, presentations, websites, merchandise items, and signage. The logo is for use only on communications produced by HKUST, its schools, and its departments. It is not for use on communications produced by non-HKUST entities.

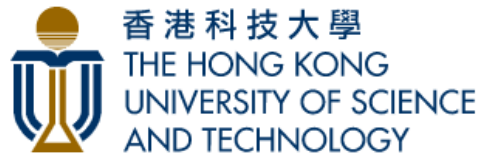### Artwork
Logo artwork is available in the Downloads Section.

Downloads: University Combination Logo

To enable proper downloading, these files are provided as zip archives. Please refer to the Usage Guidelines for details.

Bilingual

Align Left

STYLE 1

STYLE 2

Downloads: University Combination Logo

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Bilingual

Align Center

STYLE 1

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

STYLE 2

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

STYLE 3

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

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English

Align Left
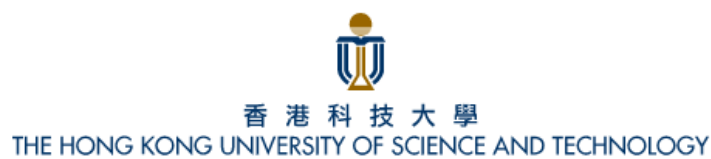
STYLE 1

STYLE 2

Downloads: University Combination Logo

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English

Align Center

STYLE 1

THE HONG KONG
UNIVERSITY OF SCIENCE
AND TECHNOLOGY

STYLE 2

THE HONG KONG UNIVERSITY OF
SCIENCE AND TECHNOLOGY

STYLE 3

THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY

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Chinese

Align Left

STYLE 1

Downloads: University Combination Logo

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Chinese

Align Center

STYLE 1

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To enable proper downloading, these files are provided as zip archives. Please refer to the Usage Guidelines for details.

Informal

Align Left

STYLE 1

STYLE 2

STYLE 3

Downloads: University Combination Logo

To enable proper downloading, these files are provided as zip archives. Please refer to the Usage Guidelines for details.

Informal

Align Center

STYLE 1

STYLE 2

STYLE 3

University Combination Logo: Colors

Using a University Combination Logo on a communication clearly identifies it as being from HKUST. Logos will be most effective if they are always used in a consistent manner. Please conform to these color standards whenever using a HKUST logo. The artwork is available in the Downloads section.

STANDARD COLOR VERSION

ONE-COLOR VERSIONS

UST Blue

UST Gold

Black

Grey

White

COLOR STANDARDS

UST Blue	UST Gold	Yellow *	Silver / Grey *
Pantone 295	Pantone 872	Pantone 124	Pantone 877
CMYK 100c 70m 40k	CMYK 40c 50m 100y	CMYK 20c 40m 100y	CMYK 50k
RGB 0 / 51 / 102	RGB 153 / 102 / 0	RGB 204 / 153 / 0	RGB 136 / 136 / 136
Web color 003366	Web color 996600	Web color CC9900	Web color 888888

* Yellow color is used whenever UST Gold is not possible or appropriate

University Combination Logo: Clear Space

The minimum clear space area ensures that no other elements infringe upon the HKUST logos, allowing them to be easily seen and to be quickly recognized. Do not place other elements, such as graphics, in the clear space close to any HKUST logo.

University Combination Logo: Minimum Size

Logo should always be reproduced at a size where they are clearly legible. 13 mm (height) is the minimum size for printed materials. The logo may need to be larger when they are reproduced via low-resolution media such as on websites or in presentations, in order to retain design integrity.

University Combination Logo: Avoid Mistakes

In order to optimize the effectiveness of the Logo, it is important to use them correctly. The examples below show unacceptable renditions of the Logos.

DO NOT DISTORT THE ARTWORK IN ANY WAY

Don't ✕

Don't ✕

DO NOT REPOSITION THE SYMBOL AND THE LOGOTYPE

Don't ✕

Don't ✕

DO NOT SUBSTUTE COLORS

Don't ✕

Don't ✕

DO NOT PLACE THE LOGO ON SIMILAR COLOR BACKGROUNDS

Don't ✕

Don't ✕

DO NOT PLACE THE SYMBOL INTO ANY SHAPE BETWEEN THE LOGOTYPE

Don't ✕

Don't ✕

Don't ✕

Don't ✕