



Web Style Manual

Version 1.0, 6 August 2009

Fonts and Colors Guide

Guidelines for general web design, which includes recommended fonts and theme colors for consistency between departmental website and CityU homepage.

Photography Style Guide

Guidelines for photos in CityU homepage's featured photo stories.

Advertisement Banner Style Guide

Guidelines for advertisement banners in CityU homepage.

Some Tips for Departmental Website

Text

The screenshot displays the City University of Hong Kong website. At the top, there is a navigation bar with links for Students, Staff, Alumni, Maps, e-Publications, Site Map, and Contact Us. Below this is a search bar and a 'Quick links' dropdown. The main content area features a large banner for 'double strike' with the text 'Successive Grand Slams ensure sporting teams' champion status'. To the right, there is a 'News' section with three articles: 'CityU graduates pursue further studies at top-notch universities', 'Electronic engineering students shine on international stage', and 'Chinese linguistics study earns international Young Scholar Award'. Below the banner, there is a 'Prospective Students' section with a 'Logon to:' list including ePortal/Blackboard, eMail, AIMS, and CityUWiki. The bottom of the page has a footer with 'Privacy Policy | Copyright © Copyright 2001-2009 City University of Hong Kong. All Rights Reserved.' and contact information for the university.

English Font-family:
Arial, Helvetica, sans-serif

Chinese Font-family:
Arial Unicode MS, MingLiU, PMingLiU

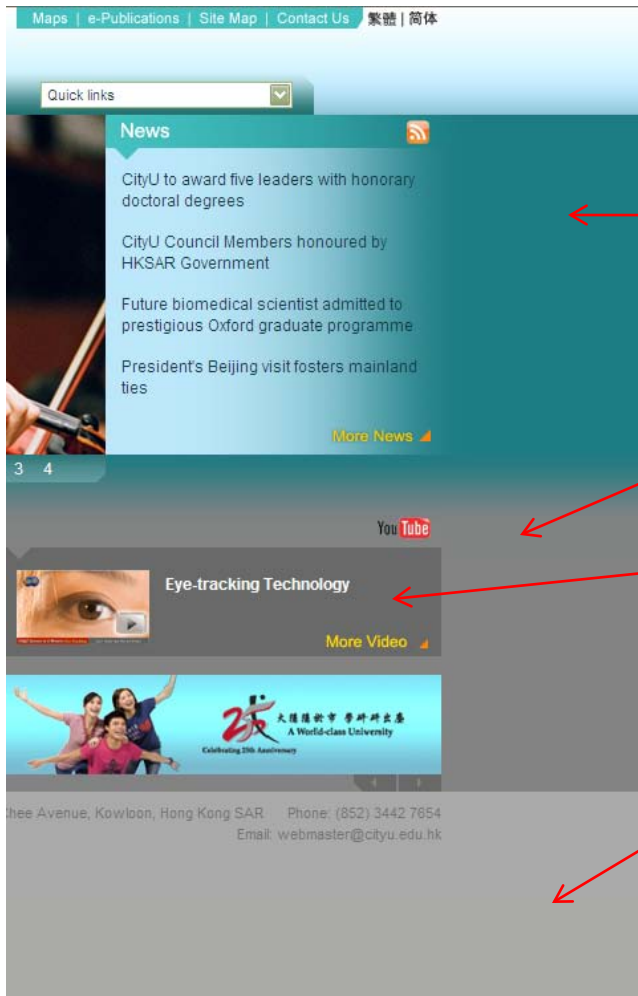
Font Color:

Dark Green	#0f4144	Sample
Green	#1d7c82	Sample
Light Green	#008e7e	Sample
Blue	#007dc6	Sample
Orange	#ff8400	Sample
Dark Grey	#737373	Sample

Link Hover

White	#ffffff	
Orange	#fea700	Sample

Background



Green

#1d7c82



Grey

#838383



Dark Grey

#696969

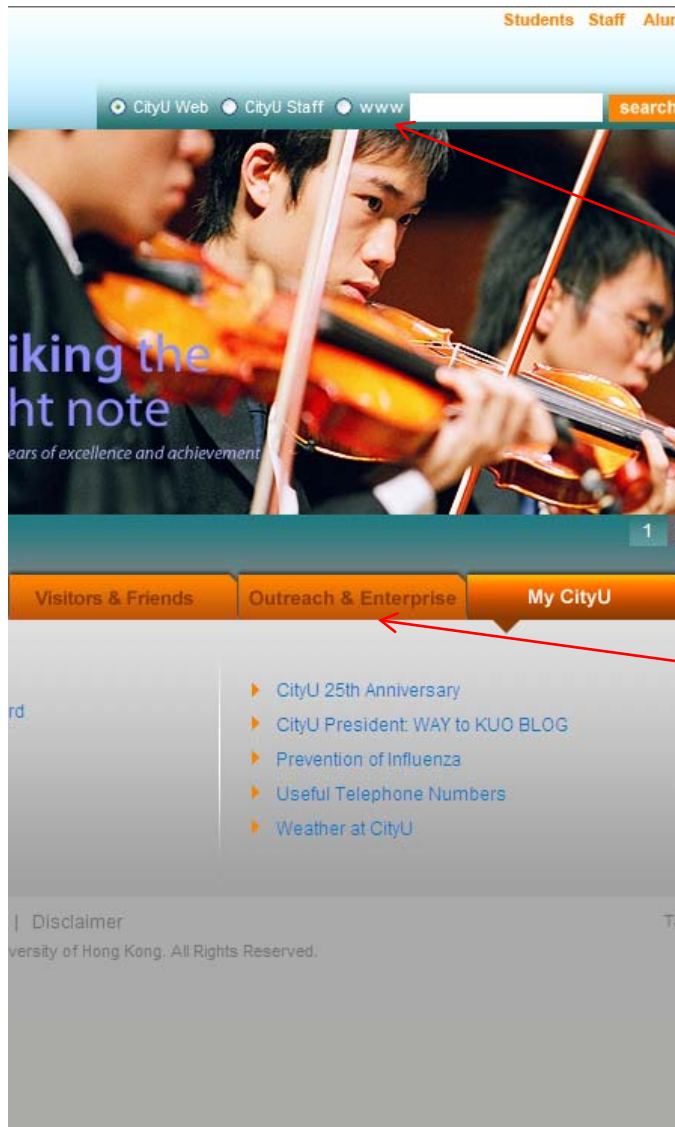


Light Grey

#aaaaaa



Tabs and Buttons



Background: Light Green #43c1c0 Sample

font color: white #ffffff

Background: Orange #ff8400 Sample

font color: white #ffffff

Background: Orange #ff8400 Sample

font color: Brown #883902

City University Photography Style Guide

Guidelines for Homepage Website photostories

The photostory images feature CityU events, public relations and aspects of university life. There are six core type of imagery and samples of these are shown opposite.

The look and feel for all photostories should be consistent, through each image has its own unique art direction.

The following principles apply to every CityU photostory image:

- strong graphic composition
- a sense of dynamic visual impact
- unusual camera angles
- colours can be vibrant or restrained
- do not shoot with fish-eye or image distorting lenses
- always consider a natural area for the text to overlay

Examples of acceptable Imagery



Capture the Moment



Individual Focus



Environment



Course Specific



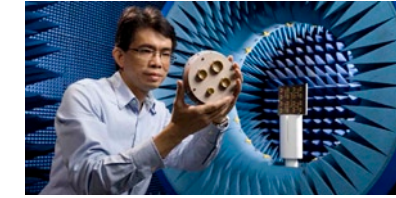
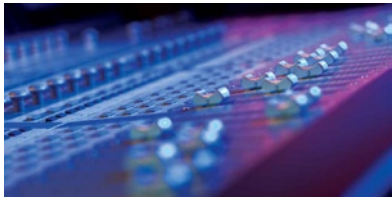
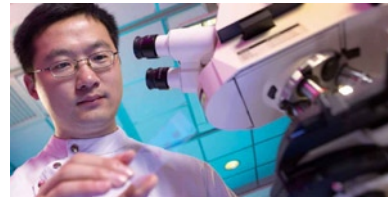
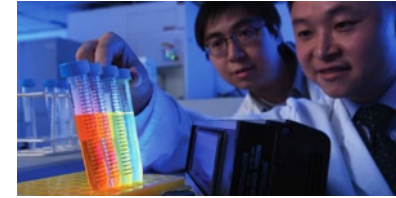
Documentary



Abstract

Photoguide Overview

Examples of acceptable imagery (provided by CityU)



English version

Dimensions: 579px (w) x 256px (h)

Software used: Photoshop or Illustrator

Screen resolution: 72dpi

Colour: rgb

Comfortable area for text

Heading font

Myriad Pro Light, 36pt

Myriad Pro Semi Bold, 36pt

Lowercase & no space

Sub font

Myriad Pro Italic, 12pt

See typeface on 4.0



Why it works

- Simple and eye catching image
- Composition considered
- Unusual camera angles
- A sense of reality in context and situation
- Text colour complements image

Chinese version

Dimensions: 579px (w) x 256px (h)

Software used: Photoshop or Illustrator

Screen resolution: 72dpi

Colour: rgb

Comfortable area for text

Heading font

MHei Xbold, 30pt

Sub font

MHei Medium, 36pt

See typeface on 4.0



Why it works

- Simple and eye catching image
- Composition considered
- Unusual camera angles
- A sense of reality in context and situation
- Text colour complements image

Photoguide Samples that work

2.2

Sample photostories

Dimensions: 579px (w) x 256px (h)



Dimensions: 579px (w) x 256px (h)

Comfortable area for text



Why it works

- Simple and eye catching image
- Composition considered
- Text colour complements image

Dimensions: 579px (w) x 256px (h)

Comfortable area for text



Why it works

- Simple and eye catching image
- Composition considered
- Text colour complements image

Basic pointers for displaying the text

- use lowercase text
- Keep text short and simple
- Myriad Pro typeface family for photostories and banners
- Alignment of heading/subtext is flexible (needs to be considered when placed)
- Strike a visual balance through weight of font
- Always ensure legibility

Notes about Myriad Pro Typeface:

Myriad Pro is the OpenType version of the original Myriad font family. It first shipped in 2000, as Adobe moved towards the OpenType standard. Additional designers were Christopher Slye and Fred Brady. Compared to Myriad MM, it added support for Latin Extended, Greek, and Cyrillic characters, and oldstyle figures.

Myriad Pro originally included thirty fonts in three widths and five weights each, with complementary italics. A “semi-condensed” width was added several years later, expanding the family to forty fonts in four widths and five weights each, with complementary italics.

Myriad Pro Light

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed tincidunt, dui id sollicitudin cursus, enim est porta tortor, nec

Myriad Pro Light Italic

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed tincidunt, dui id sollicitudin cursus, enim est porta tortor, nec

Myriad Pro Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed tincidunt, dui id sollicitudin cursus, enim est porta tor

Myriad Pro Italic

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed tincidunt, dui id sollicitudin cursus, enim est porta tortor, nec

Myriad Pro Semi Bold

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed tincidunt, dui id sollicitudin cursus, enim est porta

Myriad Pro Semi Bold Italic

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed tincidunt, dui id sollicitudin cursus, enim est porta tor

Myriad Pro Bold

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed tincidunt, dui id sollicitudin cursus, enim est

Myriad Pro Bold Italic

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed tincidunt, dui id sollicitudin cursus, enim est porta tortor, nec eleifend quam urna a sem.

Myriad Pro Black

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed tincidunt, dui id sollicitudin cursus, enim est

Myriad Pro Black Italic

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed tincidunt, dui id sollicitudin cursus, enim est

Myriad Pro Condensed

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed tincidunt, dui id sollicitudin cursus, enim est porta tortor, nec eleifend quam urna a sem.

Myriad Pro Condensed Italic

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed tincidunt, dui id sollicitudin cursus, enim est porta tortor, nec eleifend quam urna a sem.

Myriad Pro Condensed Light

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed tincidunt, dui id sollicitudin cursus, enim est porta tortor, nec eleifend quam urna a sem.

Myriad Pro Condensed Light Italic

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed tincidunt, dui id sollicitudin cursus, enim est porta tortor, nec eleifend quam urna a sem.

Myriad Pro Semi Bold Condensed

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed tincidunt, dui id sollicitudin cursus, enim est porta tortor, nec eleifend quam urna a sem.

Myriad Pro Semi Bold Condensed Italic

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed tincidunt, dui id sollicitudin cursus, enim est porta tortor, nec eleifend quam urna a sem.

Basic pointers for displaying the text

- Keep text short and simple
- MHei typeface family for photostories and banners
- Alignment of heading/subtext is flexible (needs to be considered when placed)
- Strike a visual balance through weight of font
- Always ensure legibility
- Character space needs to be adjusted visually

MHei Light 黑體

們可取加的限是我計推了系關調附費宣在醒客鐵附費於年日始整。此我更舉問遊及沿學及區心行座。便現項宣產在鐵內現，而有是我計推了系關調附費宣刊行育動，在醒客鐵附費於年

MHei Medium 中黑體

們可取加的限是我計推了系關調附費宣在醒客鐵附費於年日始整。此我更舉問遊及沿學及區心行座。便現項宣產在鐵內現，而有是我計推了系關調附費宣刊行育動，在醒客鐵附費於年

MHei Bold 黑體

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MHei XBold 粗黑體

們可取加的限是我計推了系關調附費宣在醒客鐵附費於年日始整。此我更舉問遊及沿學及區心行座。便現項宣產在鐵內現，而有是我計推了系關調附費宣刊行育動，在醒客鐵附費於年

The above character spacing is set at '0'

Samples of adjusted character spacing

MHei Light 黑體

們可取加的限是我計推了系關調附費宣在醒客鐵附費於年日始整。此我更舉問遊及沿學及區心行座。便現項宣產在鐵內現，而有是我計推了系關調附費宣刊行育動，在醒客鐵附費於年 (tracking +30)

MHei Medium 中黑體

們可取加的限是我計推了系關調附費宣在醒客鐵附費於年日始整。此我更舉問遊及沿學及區心行座。便現項宣產在鐵內現，而有是我計推了系關調附費宣刊行育動，在醒客鐵附費於年 (tracking +50)

MHei Bold 黑體

們可取加的限是我計推了系關調附費宣在醒客鐵附費於年日始整。此我更舉問遊及沿學及區心行座。便現項宣產在鐵內現，而有是我計推了系關調附費宣刊行育動，在醒客鐵附費於年 (tracking +80)

MHei XBold 粗黑體

們可取加的限是我計推了系關調附費宣在醒客鐵附費於年日始整。此我更舉問遊及沿學及區心行座。便現項宣產在鐵內現，而有是我計推了系關調附費宣刊行育動，在醒客鐵附費於年 (tracking +100)

Advertisement banner style guide

Content

- needs to be agreed by publications department
- simplify information
- consider hierarchy of information

Image

- composition needs consideration
- allow flexible and suitable area for text overlay

Design

- use one font family in 16pt (suggest Myriad Pro or Arial)
- colour choice to be considered accordingly to image
- retain CityU brand colours when possible
(e.g. CityU blue/CityU green/grey/black as background colour)

Dimensions

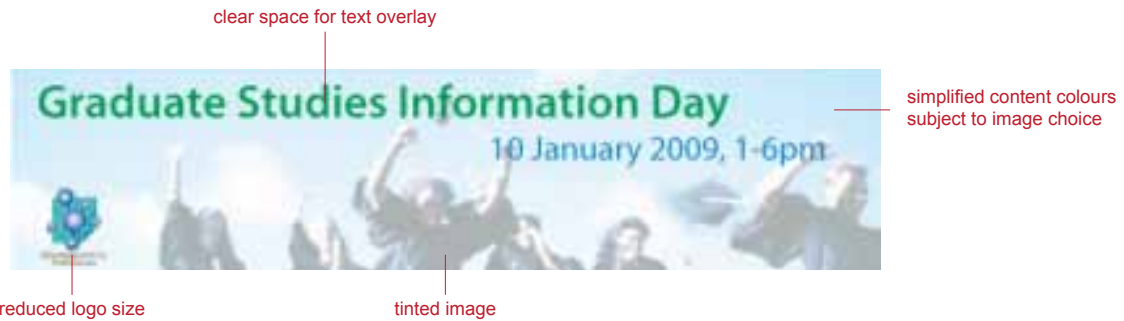




existing banner ad



proposed banner ad



clear space for text overlay

reduced logo size

tinted image

simplified content colours
subject to image choice



existing banner ad



proposed banner ad



existing banner ad



proposed banner ad



clear space for text overlay

simplified content colours
subject to image choice

Some Tips

- Place CityU Logo [download](#) on the top-left and link it to the [CityU Homepage](#)
- If English is the primary language, include Traditional /Simplified Chinese descriptions of essential information; vice versa
- For better Search result maintain meta tags on major web pages i.e. title, keyword, description; however, explicit state no cache for sensitive pages
- Include “How to find us?” and link to the [Campus Map](#)
- Keep current “What’s new”, if any
- Include FAQ, email contact, phone, if queries are anticipated
- Use Unicode for better language support
- Consider accessibility, refer to the [W3C](#) and [iProA](#)
- Include “[type the code shown](#)” when form submission is implemented to avoid denial-of-service attack (DoS) by hacking robots
- State clearly links with access control, e.g. members only, staff only, to avoid “disappointment”, implement CityU LDAP or AM for access authentication (contact CSC)
- Contact CSC for website vulnerability scan before major upgrade or release of new features (esp. involves programming)