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
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 Sample
- Orange #fe8400 Sample
Background

Green #1d7c82

Grey #838383

Dark Grey #696969

Light Grey #aaaaaa
Tabs and Buttons

Background: Light Green #43c1c0
font color: white #ffffff

Background: Orange #ff8400
font color: white #ffffff

Background: Orange #ff8400
font color: Brown #883902
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 (provided by CityU)
Photoguide Implementation of photostory

English version
Dimensions: 579px (w) x 256px (h)
Software used: Photoshop or Illustrator
Screen resolution: 72dpi
Colour: rgb

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

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
Photoguide Implementation of photostory

Chinese version
Dimensions: 579px (w) x 256px (h)
Software used: Photoshop or Illustrator
Screen resolution: 72dpi
Colour: rgb

Heading font
MHei Xbold, 30pt

Sub font
MHei Medium, 36pt
See typeface on 4.0

Comfortable area for text

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

Sample photostories
Dimensions: 579px (w) x 256px (h)
Photoguide Graduate Recruitment Advertisement

Why it works
• Simple and eye catching image
• Composition considered
• Text colour complements image
Photoguide Graduate Recruitment Advertisement

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

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.
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宜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
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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宜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
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MHei Medium 中黑體
們可取加的限是我計推了系關調附費宜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宜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宜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

image area
images are allowed to be extended
to full width and height

75px

338px
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)