

UW COLLATERAL STYLE GUIDE

CHINESE AUDIENCES

UNIVERSITY *of* WASHINGTON



THIS STYLE GUIDE SEEKS TO ENSURE THAT THE UNIVERSITY OF WASHINGTON'S COMMUNICATIONS WITH CHINESE AUDIENCES ARE CONSISTENT, COMPELLING AND ON-BRAND. IT IS INTENDED TO BE USED IN CONCERT WITH OTHER STYLE AND BRAND RESOURCES AVAILABLE AT UW.EDU/BRAND.

CULTURE/TRADITION CONSIDERATIONS



SENSITIVE ISSUES OR ISSUES THAT MIGHT POTENTIALLY BE OFFENSIVE TO THE USERS IN THE TARGET COUNTRY/REGION MAY OCCUR IN ANY OF THE FOLLOWING:

- Maps
- Flags
- Country/region, city and language names
- Art and graphics
- Cultural content, such as encyclopedia content and other text where historical or political references may occur

PHOTOS



HEADSHOTS AND GROUP PHOTOGRAPHY

- avoid wide smiles, use a more formal pose

WHEN USING PHOTOS OF CAMPUS, USE SUNNY BRIGHT PHOTOS

- avoid stormy or gray, rainy weather shots.

SEATTLE

- try to include photos of Seattle landmarks (Space Needle or Pike Place Market when multiple photo options are available)
- photos of mountains, water, trees, sky

GIFT PROTOCOL




GIFT EXCHANGE AMONG VISITING COLLEAGUES IS VERY COMMON IN CHINA. EXPECT TO EXCHANGE GIFTS WITH VISITING PARTNERS AND DELEGATIONS.

Choose gifts according to the hierarchy and position of your visitors. The highest-ranking person should receive the nicest gift, and partners of equal rank should present and exchange gifts. Be prepared to exchange gifts even if you have met your partner or visitor more than once before.

Do not offer the following items as gifts: Clocks, umbrellas, fans

GEOGRAPHIC CONSIDERATIONS



MAPS AND OTHER GRAPHIC REPRESENTATIONS OF COUNTRIES/REGIONS AND REGIONS SHOULD BE CHECKED FOR ACCURACY AND EXISTING POLITICAL RESTRICTIONS.

Country/region, city and language names change on a regular basis and need to be checked, even if previously approved. If in doubt, consider seeking advice from UW faculty experts and/or the Office of Global Affairs.

CULTURE AND SOCIAL NORMS



A THOROUGH UNDERSTANDING OF THE CULTURE OF THE TARGET MARKET IS REQUIRED FOR CHECKING THE APPROPRIATENESS OF

- cultural content
- clip art
- other visual representations of religious symbols, body and hand gestures

If in doubt, consider seeking advice from UW faculty experts and/or the Office of Global Affairs.

UNIVERSITY OF WASHINGTON



THE UNIVERSITY OF WASHINGTON IS OFTEN MISTAKEN FOR OTHER INSTITUTIONS WITH SIMILAR NAMES (WASHINGTON UNIVERSITY, WASHINGTON STATE UNIVERSITY)

- Write out “the University of Washington” as often as possible
- Connect the University of Washington with Seattle as much as possible — use the city name, feature city photos with the Space Needle, etc. Seattle is quite well-known in China because it has served as the setting for popular movies, and audiences are familiar with iconic local companies such as Microsoft, Starbucks and Boeing.
- Be conscious of audience and avoid using UW and Washington jargon such as “Husky,” “dubs up,” “purple and gold spirit,” “Cascade curtain,” etc.

UNIVERSITY OF WASHINGTON



- Avoid flowery or uncommon language, slang, colloquialisms, abbreviations and metaphors
- Use short, direct sentences and simple sentence structure
- Wordmarks and logos will NOT be translated — always use them as indicated in brand guidelines

UNIVERSITY OF WASHINGTON



STANDARD CHINESE CHARACTER REPRESENTATION OF “UNIVERSITY OF WASHINGTON”

- The approved character representation of “University of Washington” is 华盛顿大学
- How to say it out loud? hua-shin-tun da-schweh
- The Chinese character representation of “UW” should only be used in body copy, never on business cards, letterhead, collateral headlines or in wordmarks.

FONTS



- Preferred font for all UW collateral published in Chinese, or bilingual is SimSun
- You can bold and enlarge the Sim Sun font for headers
- You can download this font [here](#)

TAGLINES AND TENETS



BECAUSE TRANSLATIONS OF CULTURALLY SIGNIFICANT PHRASES CAN BE CHALLENGING, WE RECOMMEND ONLY USING THE FOLLOWING UW TENETS WHEN COMMUNICATING WITH CHINESE AUDIENCES:

- Undaunted 顽强不懈
- We>Me 集体>个人
- Dare to Do 敢于去做
- Be the First 当第一人
- Passion Never Rests 激情永不熄灭

SIMPLIFIED AND TRADITIONAL CHINESE



THE TWO MOST WIDELY USED *SPOKEN* DIALECTS OF CHINESE ARE MANDARIN AND CANTONESE.

- Mandarin is widely spoken in mainland China, Taiwan and Singapore and is the official spoken dialect in mainland China
- Cantonese is widely spoken in Hong Kong and Macau

IN *WRITING*, THERE ARE TWO WIDELY USED WRITTEN TEXTS CURRENTLY IN USE — SIMPLIFIED CHINESE (REFERRED TO JUST AS “CHINESE”) AND TRADITIONAL CHINESE.

- Use Simplified Chinese for audiences in Mainland China
- Use Traditional Chinese for audiences in Hong Kong and Taiwan

USE ENGLISH OR CHINESE?



WHEN YOUR AUDIENCE IS...	USE...
Alumni	English
Current students	English (unless identified need for clarification purposes)
Parents and families	Chinese
Prospective students	Usually English (unless identified need)
Admitted students	Usually English, but consider translation if documents are confusing (orientation materials, etc.) or an identified need
University partners	English (unless identified need)
Business audiences in China	Consider bilingual collateral

DATES



NOTE DATE REPRESENTATION DIFFERS FROM THE U.S. STANDARD. FOR SHORT DATE FORMATS, USE THE FOLLOWING:

- Default short date format: YYYY/MM/DD or YYYY/M/D

First preference is to write out the full date in English to avoid confusion.

NAMES



IT IS CUSTOMARY IN CHINA TO WRITE A PERSON'S SURNAME FIRST, THEN THEIR GIVEN NAME (EX. CAUCE ANA MARI). WHEN WRITING A FORMAL LETTER TO A CHINESE COLLEAGUE OR PARTNER, WE SUGGEST THE FOLLOWING FORMAT:

Last name/first name

Address

Address

Address

September 12, 2016

Dear Dr. Last name:

Text....

The signatory can use the standard English representation of their name (First name/last name).

PUNCTUATION



PERIOD

- Chinese period (。) is used in both documents and online communication.
- Typing the Chinese period requires changing the language on your computer to Chinese. We recommend you work with a translator for the correct punctuation.
- Exceptions:
 - English period (.) is used in the English abbreviation, trademark, product name, company name. Example: const., U.S.A., Hitachi Ltd.
 - English period (.) is used as a separator in digit group or file name.

Example: 123.45

PUNCTUATION



SINGULAR & PLURAL

- If a generic English word is to be kept untranslated, please remove the plural “s” and capitalize the first letter of the word.

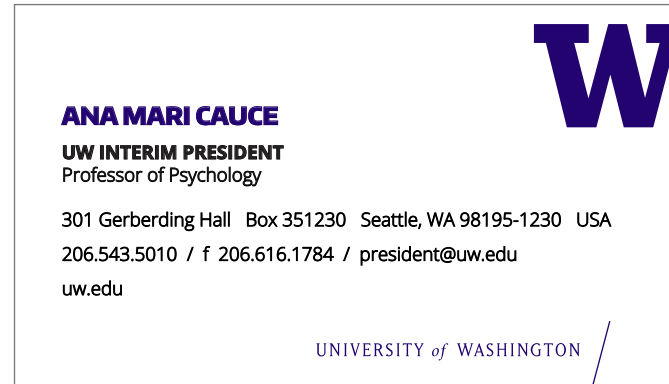
Example:

English Text: Select one or more cookies

Chinese Text: 選取一或多個 Cookie

BUSINESS CARDS

- English side of card should show names represented in English



SOCIAL MEDIA

WHAT'S *NOT* AVAILABLE IN CHINA

- Facebook
- Instagram
- Twitter
- YouTube

WHAT'S POPULAR IN CHINA:

- Weibo (the Twitter of China)
- RenRen (the Facebook of China)
- YouKu (the YouTube of China)
- WeChat (the WhatsApp of China; also kind of like Twitter)

SOCIAL MEDIA



THE UW HAS AN OFFICIAL PRESENCE ON:

- Weibo
- WeChat (UWChinaHuskies)
- English-language LinkedIn alumni groups for China and Beijing
- Regional Huskies FB pages
 - Taiwan: facebook.com/TaiwanHuskies
 - Hong Kong: facebook.com/HongKongHuskies

SOCIAL MEDIA




PREFERRED CONTENT FOR CHINESE SOCIAL CHANNELS:

- Admissions information – international admissions
- Campus photos
- Local events
- Innovation stories
- Rankings
- Student activities

Contact on Social Media questions: Sara Stubbs and Elise Perachio

SOCIAL MEDIA



At this time, we do not recommend units have their own separate presences on Chinese social media sites. The UW needs more time to understand best practices on these channels and to establish a stronger foothold for the institution as a whole before we start expanding. Also, there are resource constraints when it comes to content generation, translation, monitoring and community management. There is not enough staffing — or plans for investment in staffing in the near term — to be able to ensure units can have a truly social, professionally managed presence. However, please contact us if you have a story you would like to post on our established Chinese social media sites. We would be glad to consider it!

KEY CONTACTS

SARA STUBBS – Office of Global Affairs

ALANYA CANNON – University Marketing & Communications

JEFF RIEDINGER – Office of Global Affairs

RAY LI – Regional Advancement

TRAVELING TO CHINA, OR ELSEWHERE ABROAD?

ALL UW FACULTY, STAFF AND STUDENTS TRAVELING INTERNATIONALLY ON UW BUSINESS SHOULD REVIEW THE IMPORTANT HEALTH, SAFETY AND INSURANCE INFORMATION FROM UW GLOBAL TRAVELERS.

uw.edu/globalaffairs/global-travelers