

Brand identity guidelines

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One university, one brand

The United Arab Emirates University is changing. Our objective is not only to reinforce our position as the leading educational institution of the United Arab Emirates, but also to establish the UAEU as a global top 100 university.

Communicating effectively is a key part of achieving the desired transformation, so building a strong brand with clear messaging and a powerful identity is essential. In order to establish an appropriate image both nationally and internationally, the University has redefined its brand and developed a revised brand identity system that together aim to unite the University's many component Colleges and departments. Instead of appearing as a collection of unrelated Colleges, the UAEU wants to position itself as a fully-integrated organization: one university with one brand.

At the heart of everything the University does, our core brand positioning summarizes everything we stand for. It is relevant to all stakeholders, across undergraduate and graduate programs, within the university's residential colleges, global institutes and medical sciences teaching hospitals.

People dedicated to solving the world's most complex problems

Our brand is about intellectual rigor and inspirational thinking. It's about leadership and collaborative teamwork. We combine theoretical teaching with practical application to develop technical proficiency.

Our campus is a place that stimulates the minds of all who experience the unique opportunities we offer. Ultimately, we provide an environment that encourages, facilitates and supports personal development and learning. We enable people to become all they can be. More than benefitting members of the University, we exist to help communities beyond our own.

Role of the brand guidelines

In building a unified brand, the primary role of the University's brand guidelines is to ensure a common look and feel across all manifestations of the brand. The guidelines describe the key elements of the brand identity system including the Logo, Signature, typefaces and colors. They also give an overview of key applications, such as stationery, website, publications, signs and advertising.

In essence, the brand guidelines provide a toolkit to govern usage of the brand identity system and the development and production of high quality printed and electronic media used for marketing communications.

What the guidelines also aim to do is to prevent unauthorized or unprofessional use of the brand identity system. No usage of the brand identity elements outside the parameters laid down here is permitted. Followed carefully, the guidelines will enable compelling, readily identifiable and professional communication materials to be produced consistently and simply.

Nahayan Mubarak Al Nahayan

Chancellor

Dr. Abdullah Saad Al-Khanbashi

Vice Chancellor

Dr. Mohamed Yousif Baniyas

Provost and Chief Academic Officer

Basic elements

Logo and Signature

The UAEU has two core brand elements, the Signature and the Logo, which appear together on all of our communications.

Logo

The Logo is a special drawing of the initials of the University's English name. The first three letters are linked to help people recognise the name of our country. It also emphasises the fact that our institution is the national University of the United Arab Emirates.

Signature

The Signature is a combination of the Seal and the full name of the University written in Arabic and English. The Signature is a single fixed element – the arrangement and proportions should never be changed.

Seal

The Seal is a proud emblem of our heritage and history. The addition of a strong dual-language name helps people see clearly what the Seal represents. The Seal is now a fixed part of the Signature and should not be used as a symbol on its own.



جامعة الإمارات العربية المتحدة
United Arab Emirates University



Signature

Logo

Seal

Full name in dual-language

Logo and Signature ratio

The Logo and Signature appear together on all UAEU communications. Their relative size ratio remains constant, in the proportions shown below.

On any design, as one gets larger or smaller, the other increases or decreases at exactly the same scale.

However, the relative positions of the Logo and Signature are flexible. They may be placed in the optimal position for each application, depending on the design layout and other elements used.

Look at the design examples in these guidelines to see how.



Logo and Signature minimum spacing

Although the Logo and Signature both appear on all UAEU communications, they are two separate elements.

Never link or combine the Logo and Signature.

The Logo and Signature should always have at least the minimum space shown below between them.



Signature left and right versions

There are two versions of the Signature:

Aligned left, for all communications in English or other Latin languages.

Aligned right, for all communications in Arabic language.

Make sure you use the correct version for the language you are working in. The Signature artwork files are all labelled with 'L' for left and 'R' for right.

The UAEU Logo only has one version. It can be aligned left or right depending on the design layout and placement of other elements.

Signature L (aligned left)



Signature R (aligned right)



Signature alignment

To give correct optical alignment, the Signature should always be aligned to the edge of the green panel, as shown below.

The same rule applies to the aligned right version of the Signature, used for communications in Arabic – in which case the alignment is to the right edge of the green panel.

Align Signature
to edge of green panel



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United Arab Emirates University

UAEU

Sample headline to show
alignment of signature

Colour use for Logo and Signature

Full colour

Wherever possible, the Logo and Signature should appear in their preferred colour way – full colour.

The full colour Logo and Signature may only appear on a white or very pale grey background.

Greyscale

The greyscale version of the Logo and Signature may only be used where full colour production is not available, e.g. mono press adverts, or black and white desktop printing.

Line

Only for use where full colour is not available, and greyscale can not be used, e.g. fax.

This version can also be used for other 'line' processes such as engraving, foil block and embossing.

Full colour



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United Arab Emirates University

UAEU

Greyscale



جامعة الإمارات العربية المتحدة
United Arab Emirates University

UAEU

Line



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United Arab Emirates University

UAEU

Writing the University's name

In all communications for external audiences the first written instance of the University name should always be in full, United Arab Emirates University (UAEU), followed by the initials, in brackets. Subsequent use of the name can use the UAEU initials only.

For communications for internal audiences the initials UAEU, in all capitals, may be used whenever referring to the University.

For variation within text, the terms 'our University' and 'the University' may also be used – but the first instance should always be the full name or initials.

The name 'UAE University' must no longer be used in any written text, design or other communication.

United Arab Emirates University

UAEU

~~UAE University~~

~~University of the Emirates~~

Latin and Arabic typefaces

English and other Latin alphabet languages

TheMix typefaces are used for all professionally designed and printed applications.

TheMix Plain is used for text and general typography, with ExtraBold used for headings, sub-headings and emphasis.

Tahoma is used for all Microsoft documents and presentations, and for online applications.

Tahoma Regular is used for text and general typography, with Bold used for headings, sub-headings and emphasis.

Arabic language

TheSans Arabic and Badiya typefaces are used for all professionally designed and printed applications.

TheSans Arabic is used for headings, technical information and signs. For longer continuous texts, use Badiya.

For both typefaces, Bold can be used for highlight and emphasis.

Times New Roman (Arabic) is used for all Microsoft documents and presentations, and for online applications, with Regular for text and general typography and Bold for headings, sub-headings and emphasis.

TheMix and TheSans Arabic are available from:
LucasFonts GmbH
T +49 30 7871 8567
E sales@lucasfonts.com
www.lucasfonts.com

Badiya is available from:
Linotype GmbH
T +49 6172 484 418
E info@linotype.com
www.linotype.com

Tahoma and Times New Roman (Arabic) are standard PC system fonts and should already be on your computer.

TheMix ExtraBold

TheMix Plain

Tahoma Bold

Tahoma Regular

السانز عربي پلاين

TheSans Arabic Plain

بادية عادي

Badiya Regular

تايمز عادي

Times New Roman Regular

السانز عربي إكسترا بولد

TheSans Arabic ExtraBold

بادية بولد

Badiya Bold

تايمز بولد

Times New Roman Bold

Primary brand colours

Our primary colours, UAEU Red and UAEU Grey, are used in a specific way.

Red is only used for the Logo and selected, small typographic elements. See the design examples in these guidelines.

Do not use Red as a background or panel colour.

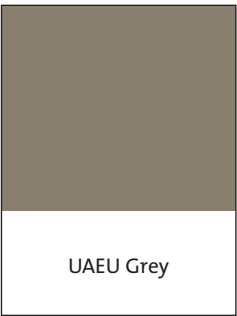
UAEU Grey is a neutral supporting colour which can be used for background, panels, typography and other design elements.

Shades, or tints, of Grey can be used depending on the darkness required.

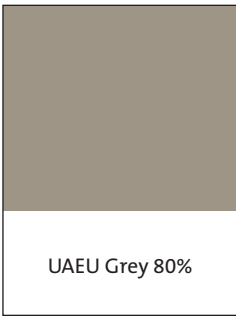
White is an important part of the UAEU design style. It keeps communications fresh and clean, as well as providing the correct background colour for the Signature and Logo.



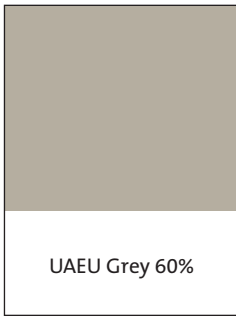
UAEU Red
PANTONE® 1795
CMYK 0/100/100/0
RGB 230/0/04
HEX E60004



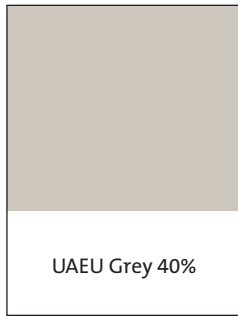
UAEU Grey 100%
PANTONE® 404
CMYK 0/8/22/56
RGB 138/128/115
HEX 8A8073



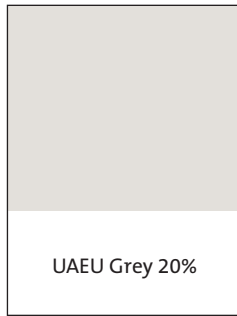
UAEU Grey 80%
PANTONE® 404
CMYK 0/6/18/45
RGB 161/153/143
HEX A1998F



UAEU Grey 60%
PANTONE® 404
CMYK 0/5/13/34
RGB 185/179/171
HEX B9B3AB



UAEU Grey 40%
PANTONE® 404
CMYK 0/3/9/22
RGB 208/204/199
HEX D0CCC7



UAEU Grey 20%
PANTONE® 404
CMYK 0/2/4/11
RGB 232/230/227
HEX E8E6E3

Secondary brand colours

Our secondary colour palette adds variety and the option to distinguish between communication kinds and sets.

The secondary colours work in four complementary pairs, with the brighter colours generally used in smaller amounts to highlight information and elements.

Do not use more than one pair of secondary colours in the same area or page design. Different pairs can be used on different pages, for example in a publication or website.

Never mix the dark and bright colours, only use them in the pairs shown here.

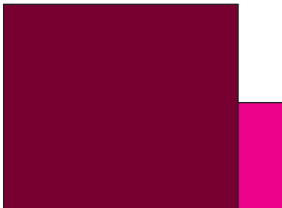


UAEU Dark Blue

UAEU Blue

UAEU Dark Blue
PANTONE® 5395
CMYK 100/44/0/76
RGB 5/41/66
HEX 052942

UAEU Blue
PANTONE® Process Cyan
CMYK 100/0/0/0
RGB 0/163/224
HEX 00A3E0



UAEU Dark Purple

UAEU Pink

UAEU Dark Purple
PANTONE® 7421
CMYK 0/100/30/61
RGB 81/0/41
HEX 510029

UAEU Pink
PANTONE® Process Magenta
CMYK 0/100/0/0
RGB 224/0/125
HEX E0007D



UAEU Dark Green

UAEU Green

UAEU Dark Green
PANTONE® 5747
CMYK 32/0/100/79
RGB 37/42/0
HEX 252A00

UAEU Green
PANTONE® 583
CMYK 23/0/100/17
RGB 168/186/0
HEX A8BA00



UAEU Dark Brown

UAEU Orange

UAEU Dark Brown
PANTONE® 4625
CMYK 0/60/100/79
RGB 65/30/0
HEX 411E00

UAEU Orange
PANTONE® 144
CMYK 0/48/100/0
RGB 242/147/0
HEX F29300

Institutes and Colleges

Institute and College names may be combined with the UAEU Logo to form a 'sub-brand' logo. The sub-brand logos appear only as shown on this page – official digital artwork files are available for each Institute and College.

No other style or combination of the Logo and name is permitted. Institute and College sub-brand logos may only appear in Red – no other colours or colour-coding are permitted.

The names of Institutes and Colleges may under no circumstance be combined with the University Seal or Signature. Institutes and Colleges may not have their own logos or branding devices.

UAEU University
College

UAEU Institute for
Global Health

UAEU Institute for IT and
Communications

UAEU College of Business
and Economics

UAEU College of
Education

UAEU College of
Engineering

UAEU College of Food
and Agriculture

UAEU College of Humanities
and Social Sciences

UAEU College of Information
Technology

UAEU College
of Law

UAEU College of
Science

UAEU College of Medicine
and Health Sciences

UAEU University General
Requirements Unit

Administrative Departments and Units

The names of Administrative Departments and Units are written in plain type only. They can appear in headlines, above addresses and within text, etc.

Department names must never be written next to or otherwise combined with the Signature or Logo.

Administrative Departments and Units may not have their own logos or branding devices.

Office of the Vice Chancellor

Community Relations

Date Palm Research and Development Programme

Alumni Affairs

Office of the Provost, Chief Academic Officer and Chief Operating Officer

Social Club (Multaqa)

Office of the Vice Provost, Undergraduate Education

Residential Colleges

Institutional Effectiveness & Planning Support Unit

Admission & Registration

Library

Internship & Work-Integrated Learning (iWIL)

Center for Educational Technology

Continuing Education Center (CEC)

Office of the Secretary General

Human Resources

Finance

Campus Development

General Services

Office of the Dean of Students

Student Counseling & Support Services

Food Services

Residence Life & Student Housing

Student Activities & Leadership (Men) (Women)

Scholarships Fund Program

International Students

Office of the Vice Provost for Graduate Research

Graduate Programs

Central Laboratories Unit

eFORS

Office of the Assistant Provost for Information Technology

University Information Technology Services (UITS)



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United Arab Emirates University

UAEU

Name Surname

Classification and Compensation specialist

Human Resources Department

PO BOX 15551, Al-Ain, UAE

T +971 3 754 4477. F +971 3 754 5277, M +971 3 751 2345

name.s@uae.ac.ae, www.uae.ac.ae

The Seal artwork close-up

The Seal has been re-drawn to make it sharper and clearer to print, and this new version forms part of the Signature artwork.

The previous drawings of the Seal must no longer be used, either alone or linked to the University name.



Logo/Signature artworks

The UAEU Logo is available as EPS vector artwork files in a range of colour versions as listed below.

The Signature is available in the same file format and colours, for both left and right aligned use.

Logo

UAEU Logo PANTONE.eps
UAEU Logo CMYK.eps
UAEU Logo RGB.eps
UAEU Logo Greyscale.eps
UAEU Logo Line.eps



Signature left

UAEU Signature L PANTONE.eps
UAEU Signature L CMYK.eps
UAEU Signature L RGB.eps
UAEU Signature L Greyscale.eps
UAEU Signature L Line.eps



Signature right

UAEU Signature R PANTONE.eps
UAEU Signature R CMYK.eps
UAEU Signature R RGB.eps
UAEU Signature R Greyscale.eps
UAEU Signature R Line.eps



Colleges and Institutes

UAEU Colleges.eps
All Colleges and Institutes appear in a single EPS file in both typeset and outline versions, CMYK colour only.



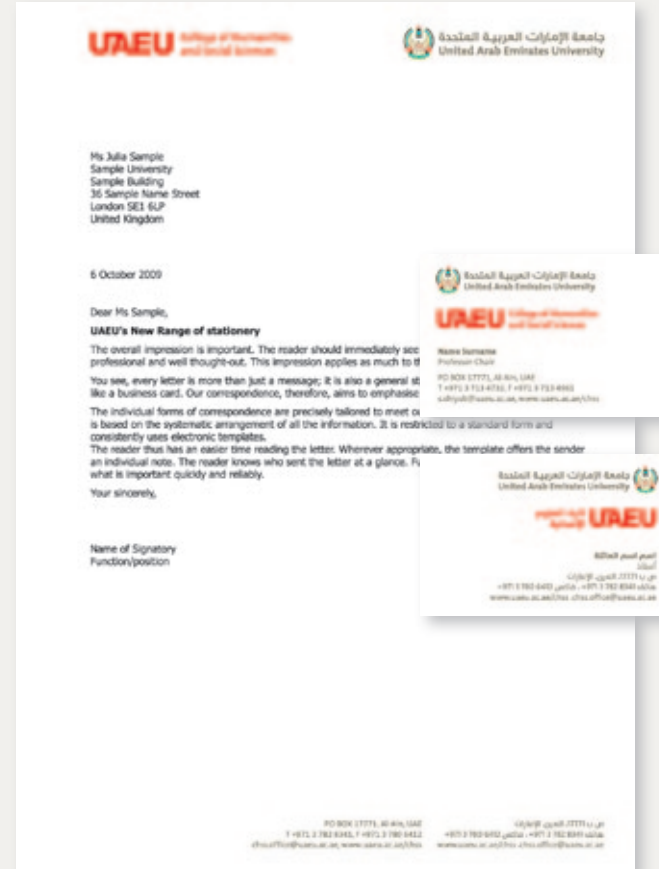
Applications

Stationery

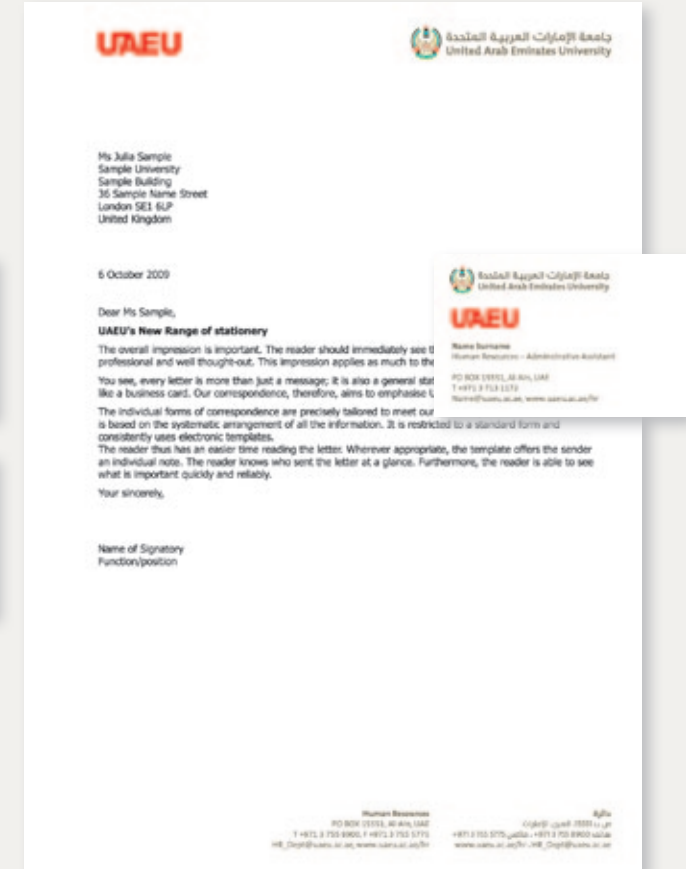
Letterhead and business card – Executive



Letterhead and business card – Institutes and Colleges



Letterhead and business card – Administrative Departments and Units



Fax

UAEU

جامعة الإمارات العربية المتحدة
United Arab Emirates University

Fax to:Text here...

Company:Text here...

Fax to:Text here...

City to:Text here...

From:Text here...

Pages:1 incl. cover

Date:00 Month Year

Subject:Title here...

Dear Ms Sample,

UAEU's New Range of stationery

The overall impression is important. The reader should immediately see that our correspondence is clear, professional and well thought-out. This impression applies as much to the layout as it does to the content. You see, every letter is more than just a message; it is also a general statement about the University – just like a business card. Our correspondence, therefore, aims to emphasise UAEU's self-image.

The individual forms of correspondence are precisely tailored to meet our University's needs. Our letterhead is based on the systematic arrangement of all the information. It is restricted to a standard form and consistently uses electronic templates.

The reader thus has an easier time reading the letter. Wherever appropriate, the template offers the sender an individual note. The reader knows who sent the letter at a glance. Furthermore, the reader is able to see what is important quickly and reliably.

Yours sincerely,

Name of Signatory

Function/position

PO BOX 15551, Al-Ain, UAE
T: +971 3 755 5227, F: +971 3 754 5277
Fax: +971 3 755 5227, Email: Fax@uaeunet.ac.ae, www.uaeunet.ac.ae

ص ب 15551، العين، الإمارات
الهاتف: +971 3 755 5227، الفاكس: +971 3 754 5277
الفاكس: +971 3 755 5227، البريد الإلكتروني: Fax@uaeunet.ac.ae, www.uaeunet.ac.ae

Compliment slip

UAEU

جامعة الإمارات العربية المتحدة
United Arab Emirates University

PO BOX 15551, Al-Ain, UAE
T: +971 3 755 5227, F: +971 3 754 5277
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الهاتف: +971 3 755 5227، الفاكس: +971 3 754 5277
الفاكس: +971 3 755 5227، البريد الإلكتروني: Fax@uaeunet.ac.ae, www.uaeunet.ac.ae

Envelope

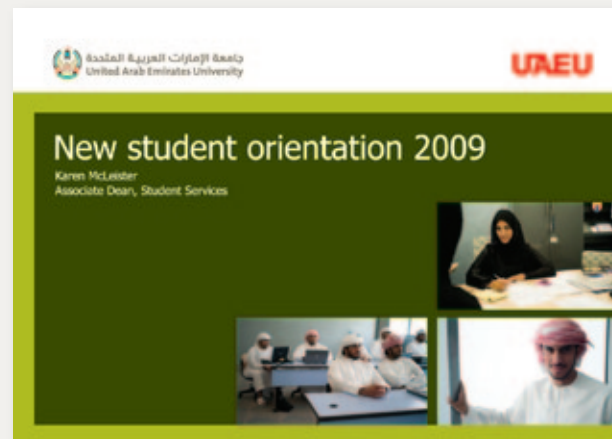
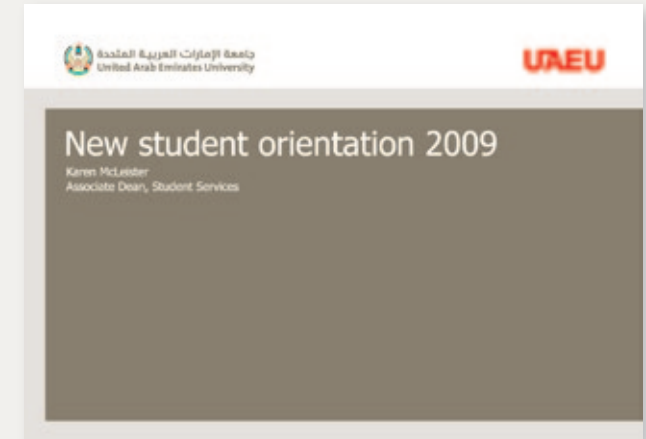
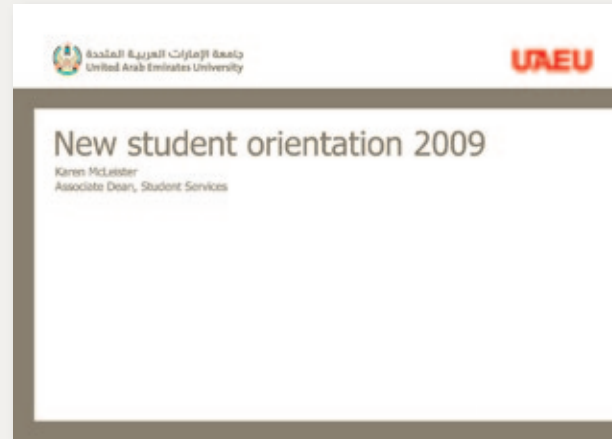
جامعة الإمارات العربية المتحدة
United Arab Emirates University

UAEU

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ص ب 15551، العين، الإمارات
الهاتف: +971 3 755 5227، الفاكس: +971 3 754 5277
الفاكس: +971 3 755 5227، البريد الإلكتروني: Fax@uaeunet.ac.ae, www.uaeunet.ac.ae

UAEU brand guidelines, July 2012 | 23



Agenda



1. Acin eugait enim zzriustrud magna
2. Feusim iriliqu ipsummy
3. Nullaor sequis eu feu faccum in euis
4. Cillumsan voloreet praesequam
5. Nullutat at aut dolorpe rilluptatie
6. Dolor sum quat loreet nullut luptat
7. Voloreet praesequam

Divider title



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Sample slide heading



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Sample slide heading



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Sample slide heading



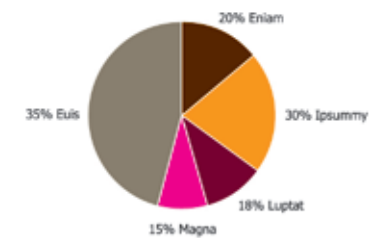
"Feugiam consectet acin eugait enim zzriustrud magna feusim iriliqu ipsummy nullaor"
Sample Name



Sample slide heading



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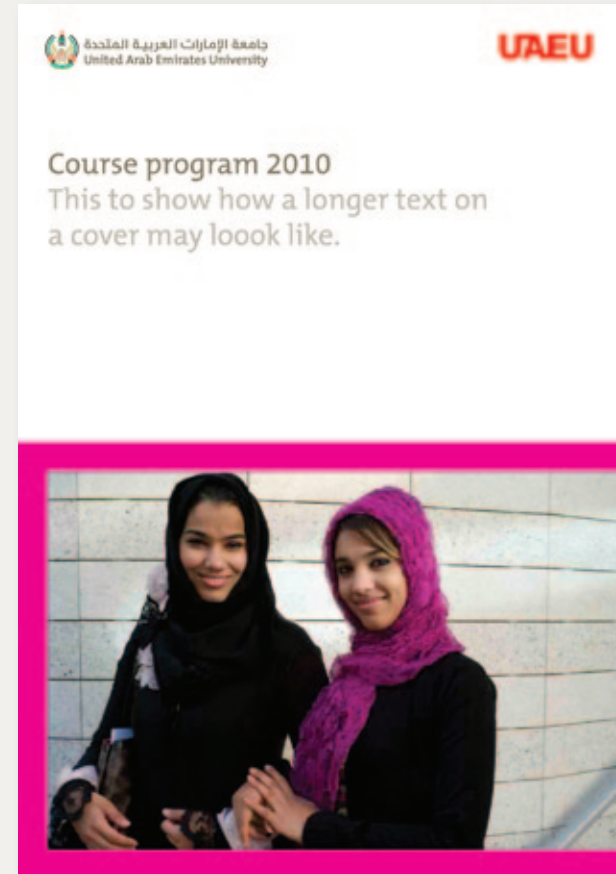


Publications

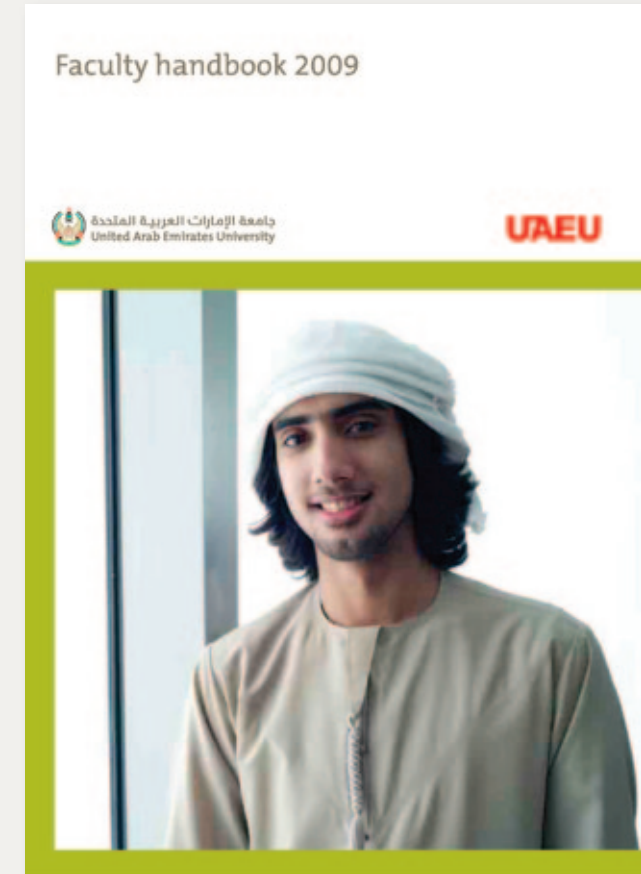
Report



Program



Handbook



Sample heading

Sample heading 0001

Sis eugeterolo er suscilla feugiam consectat acin eugetit enim consetrud magna feuslim infliquo ipsummy nullar sequis eu fea faccum in eula acillumam volaret praesequam nullat at aut dolerpe rillupate dolor sum quat loereet nullat hupat. Pis ad dionequat luresandio conum vel ent ad delis nis essequi etis nixit lore et ad dolorem quatem igit, quis nulpupate facit lat.

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eugeterolo
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eugeterolo
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Sample heading 0001

Vulpate vero consetat luresandio conum vel ent ad delis nis essequi etis nixit lore et ad dolorem quatem igit, quis nulpupate facit lat. Magniamcon veliqui lat lore magna fea faccum nos aht, conmy nixite eum dolore commulor am volere faccum dipuamam vullare diam doloret ut dolutatum zort praestio esto consetat ea conum lissit alio bla consequp erostrud min ero del dolum xerfure dip eup eugetamet ing nummodit, con veliquisim lert, volobore mod eum voloret hummod dunt laore modit lulpatestus dunt laore modit lulpatestus

eugeterolo
Suscilla feugiam consetat acin eugetit enim consetrud magna feuslim infliquo ipsummy nullar sequis eu fea faccum in eula acillumam volaret praesequam nullat at aut dolerpe rillupate dolor sum quat loereet nullat hupat. Pis ad dionequat luresandio conum vel ent ad delis nis essequi etis nixit lore et ad dolorem quatem igit, quis nulpupate facit lat.

Vulpate
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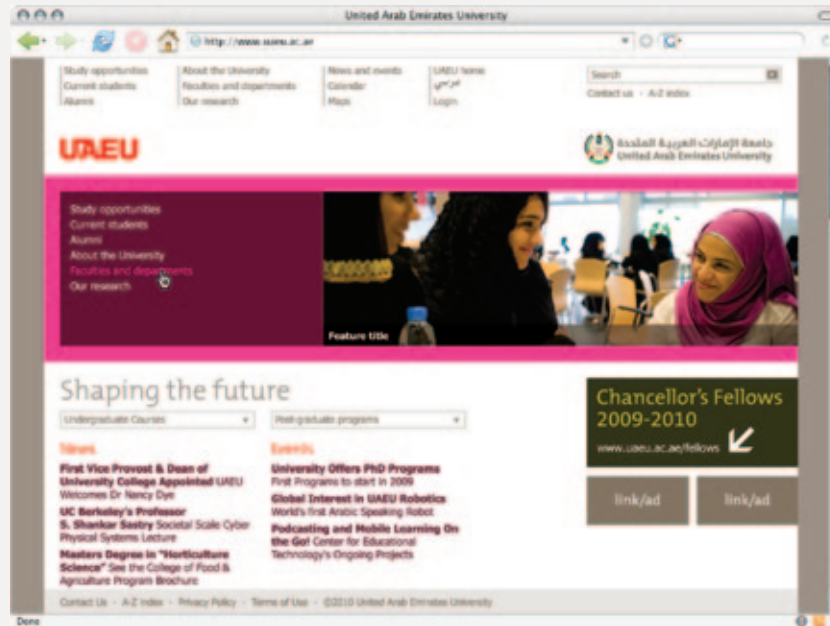


The United Arab Emirates University isn't just changing; it's undergoing a radical transformation. We're already the UAE's flagship university, one of the top 5 educational institutions in the Gulf region and a global top 500 university. But to offer talented students even more, a brand new campus with world-class facilities will open its doors in August 2010.

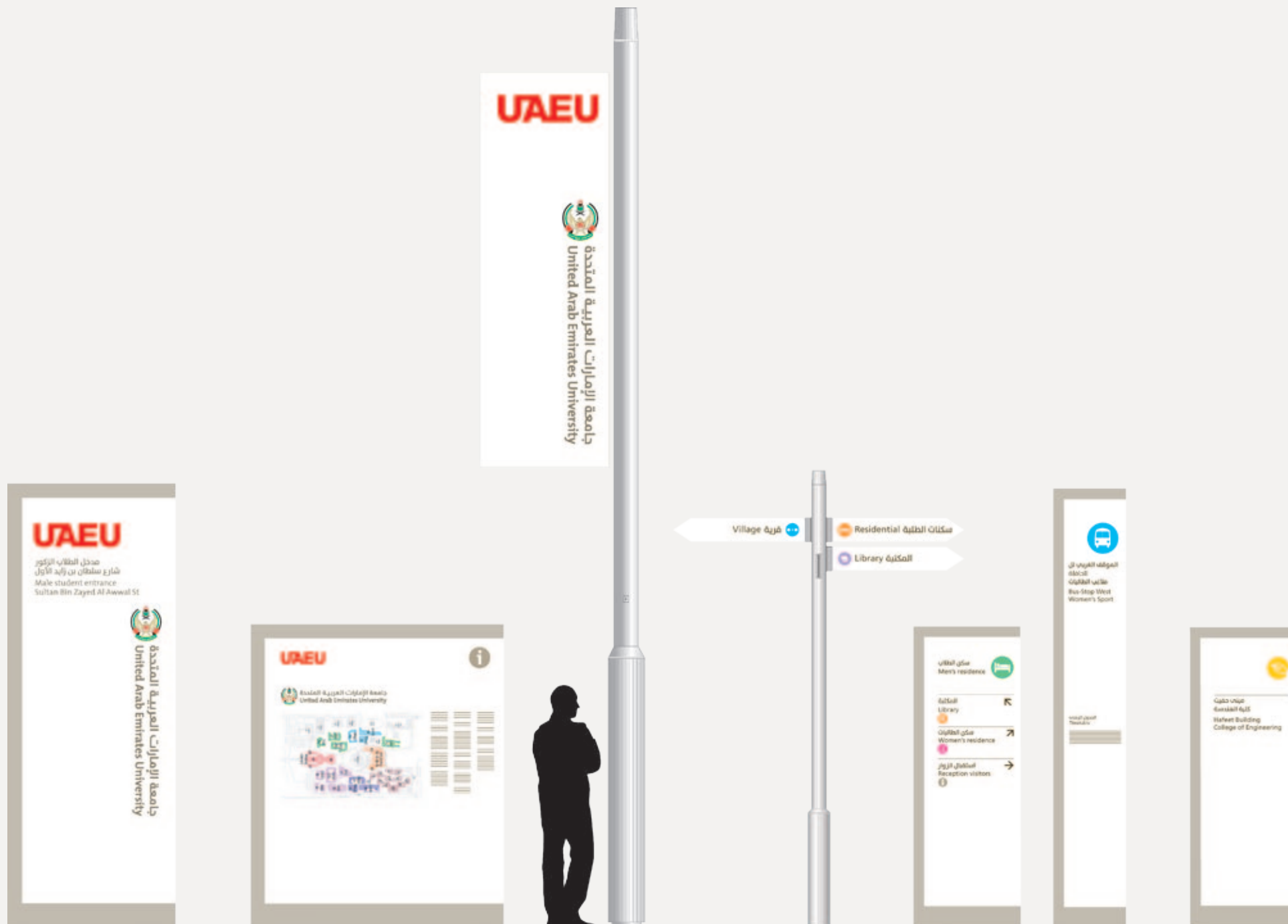
We offer the widest range of degree courses in the country and we're also seeking full accreditation so that our high academic standards are recognized internationally. But the most important news is that we're building a comprehensive research capability so that we can offer PhDs. We're doing all this with a very clear objective: to become a global top 100 university by 2015.

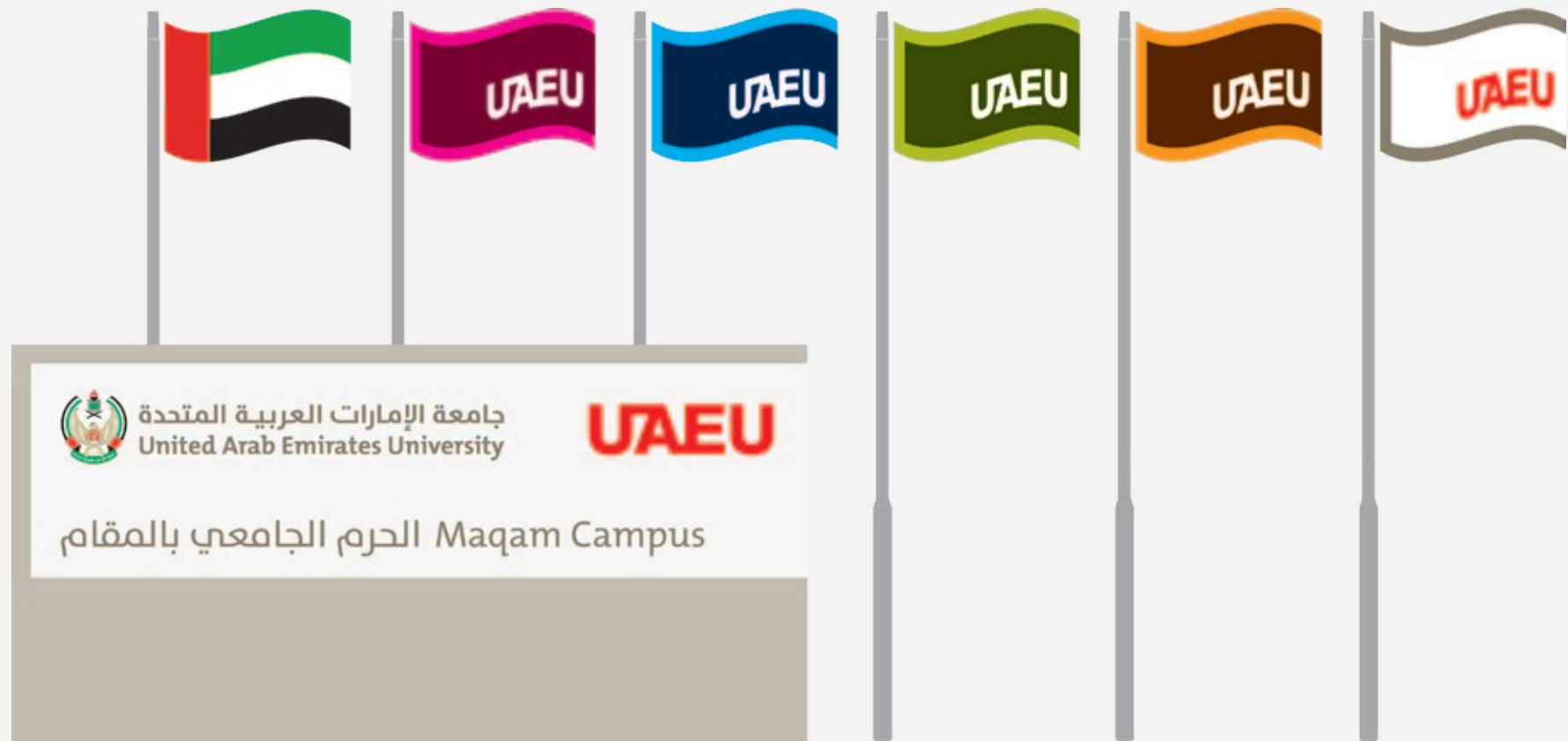
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For prestige gifts using materials such as leather, silk and glass, the Logo may be applied in more discreet finishes such as tints, embossing, engraving and metallic foil blocking.





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