"The University of the Future"
INTRODUCTION
“The University of the Future”

United Arab Emirates University (UAEU) aspires to be the University of the Future in the UAE and the Middle East. It seeks to be the university of choice for undergraduate and graduate education, and research, training and lifelong learning.

By 2030, the university aims to rank among the top 20 academic institutions in Asia and the top 200 in the world.

The University intends to attain regional and global eminence in areas of strategic significance to the nation/region by conducting cutting-edge research in these areas and inculcating the spirit of discovery and entrepreneurship.

Further, as the lead national higher education institution of UAE, the University plans to be the national hub in these areas and become the primary destination for collaboration for governmental and non-governmental agencies, organizations, industry, and international agencies.

While UAEU will strive to produce indigenous leaders of the highest caliber in these areas, it also aims to attract international scholars to create a vibrant interactive research and learning environment that advances the region technologically, strengthen its heritage, culture and tradition, and benefits humanity.
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.
BRAND IDENTITY
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.

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

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

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

- DO NOT add transparency on the identity.
- DO NOT split or breakup the seal and wordmark.
- DO NOT reposition the wordmark.
- DO NOT apply any kind of reflections and shadows.

- DO NOT alter size relationship between Seal and Wordmark.
- DO NOT add drop shadows.
- DO NOT alter the angle of the identity.
- DO NOT stretch, distort or crop the identity.
"The University of the Future"

"جامعة المستقبل"
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
BRAND PATTERN

Graphic patterns have been created to add a distinctive and elegant look.

The line weight has been set to 0.5pt. For some cases this may need to be adjusted, but the minimum line weight must be 0.5pt.
LATIN AND ARABIC TYPEFACES

English and other Latin alphabet languages

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

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

**Dubai**

*Tahoma Bold*

*Tahoma Regular*

**Arabic language**

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

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.

السَّانِزَة عَرَبِيَّةٍ بَلَائِن

بَادِيَة عَادي

تَأْيِمَز عَادي

TheSans Arabic Plain

Badiya Regular

Times New Roman Regular

السَّانِزَة عَرَبِيَّةٍ إِكْسَتْرَا بُولَد

بَادِيَة بُولَد

تَأْيِمَز بُولَد

TheSans Arabic ExtraBold

Badiya Bold

Times New Roman Bold
COLOUR PALETTE

Primary Colors

At UAEU we use two primary colours plus white: Red, Gray 10 and white.

IMPORTANT: Colours should always be used at 100% opacity.

Secondary Colors

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

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

UAEU Green
PANTONE® 583
CMYK 23/0/100/17
RGB 168/186/0
HEX AB8A00

UAEU Orange
PANTONE® 144
CMYK 0/8/100/0
RGB 242/147/0
HEX F29300
English and other Latin alphabet languages

Research Centers, Institutes 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. Research Centers, Institutes sub-brand logos may only appear in Red – no other colours or colour-coding are permitted.

The names of Research Centers, Institutes may under no circumstance be combined with the University Seal or Signature. Research Centers, Institutes may not have their own logos or branding devices.
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 Seal must no longer be used alone, only linked to the University signature.
SAMPLE APPLICATIONS
Specifications:
DL size

Paper:
Coated or Uncoated
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Main Title
- Sub Head Title
  - Bullet points
  - Bullet points
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Charts and Graphs

Main Title
- Sub Head Title
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PRINT ADVERTISING

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CD LABEL AND SLEEVE
LAMP POSTS
WEB BANNERS

United Arab Emirates University

United Arab Emirates University
PROMOTIONAL ITEMS AND GIFTS