



"جامعة المستقبل" "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.

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.

BRAND IDENTITY





UAEU

جامعة الإمارات العربية المتحدة
United Arab Emirates University



LOGO GRAYSCALE



UAEU

جامعة الإمارات العربية المتحدة
United Arab Emirates University



LOGO MINIMUM SPACING

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 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



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





جامعة الإمارات العربية المتحدة
United Arab Emirates University

UAEU





UAEU

جامعة الإمارات العربية المتحدة
United Arab Emirates University



UAEU TAGLINE



"جامعة المستقبل"

"The University of the Future"



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

UAEU

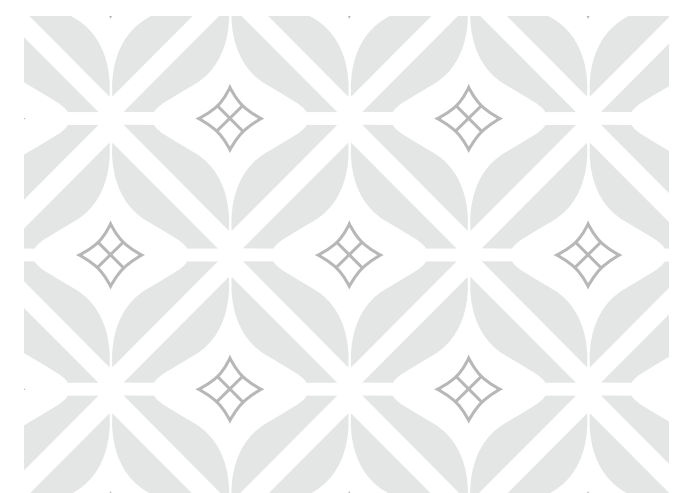
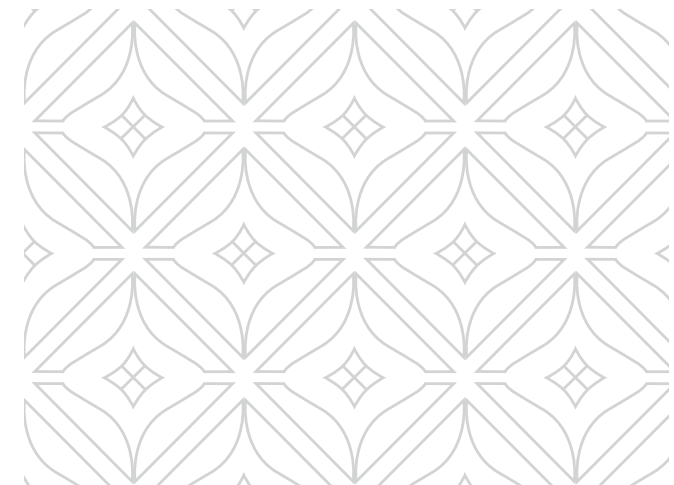
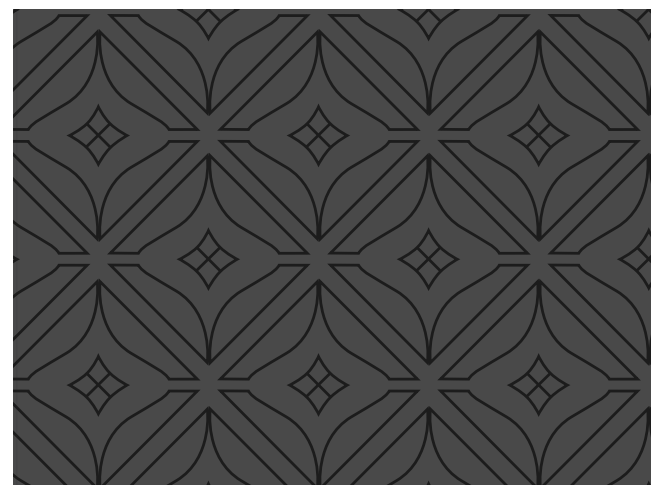
UAE University 

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.





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

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.

السانز عربي پلاين
TheSans Arabic Plain

بادية عادي
Badiya Regular

تايمز عادي
Times New Roman Regular

السانز عربي إكسترا بولد
TheSans Arabic ExtraBold

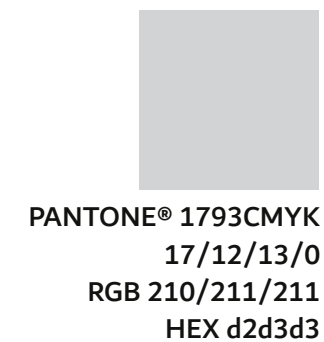
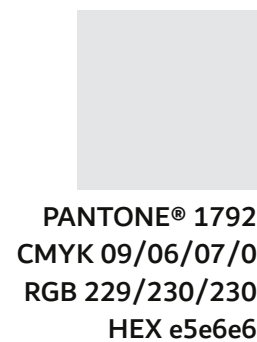
بادية بولد
Badiya Bold

تايمز بولد
Times New Roman Bold

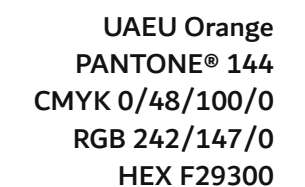
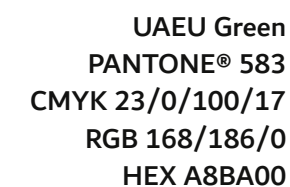
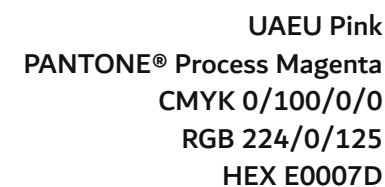
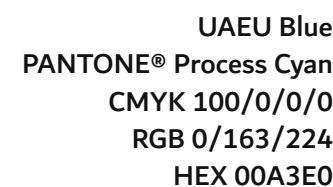
COLOUR PALETTE

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



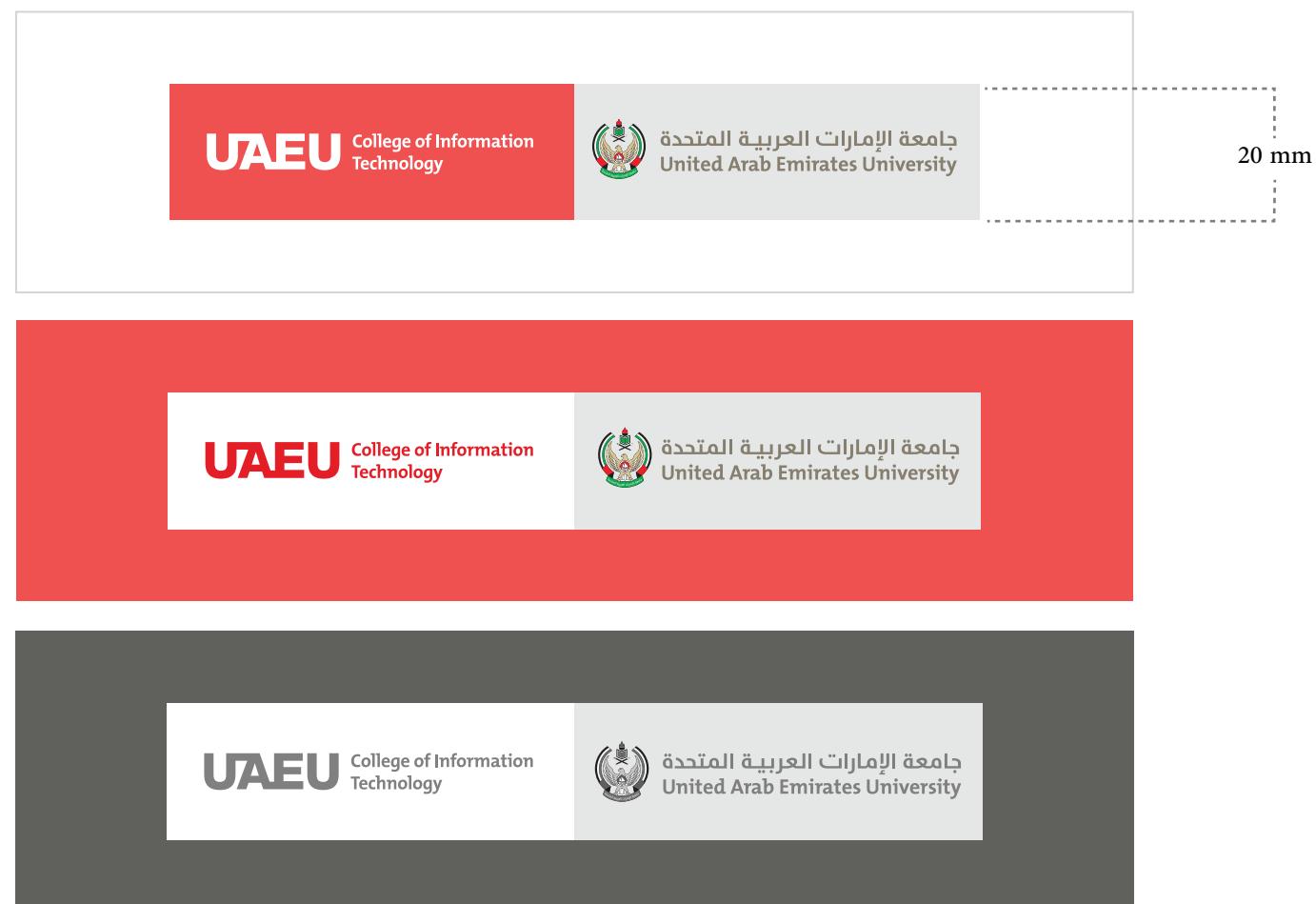
WRITING THE UNIVERSITY'S NAME

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.



ADMINISTRATIVE DEPARTMENTS AND COLLEGES



UAEU مكتب الرئيس الأعلى Office of the Chancellor	جامعة الإمارات العربية المتحدة United Arab Emirates University
UAEU مكتب المدير الجامعة Office of the Vice Chancellor	جامعة الإمارات العربية المتحدة United Arab Emirates University
UAEU نائب مدير الجامعة للشؤون الأكاديمية Deputy Vice Chancellor for Academic Affairs & Provost	جامعة الإمارات العربية المتحدة United Arab Emirates University
UAEU نائب مدير الجامعة للشؤون المالية والإدارية (الأمين العام) Deputy VC for Finance & Admin. Affairs (Secretary General)	جامعة الإمارات العربية المتحدة United Arab Emirates University
UAEU النائب المشارك لشؤون الطلبة Associate Provost for Students' Affairs	جامعة الإمارات العربية المتحدة United Arab Emirates University
UAEU النائب المشارك للبحث العلمي Associate Provost for Research	جامعة الإمارات العربية المتحدة United Arab Emirates University

UAEU كلية القانون College of Law	جامعة الإمارات العربية المتحدة United Arab Emirates University
UAEU كلية العلوم College of Science	جامعة الإمارات العربية المتحدة United Arab Emirates University
UAEU كلية التربية College of Education	جامعة الإمارات العربية المتحدة United Arab Emirates University
UAEU كلية التربية College of Engineering	جامعة الإمارات العربية المتحدة United Arab Emirates University
UAEU كلية الأغذية والزراعة College of Food and Agriculture	جامعة الإمارات العربية المتحدة United Arab Emirates University
UAEU كلية الإدارة والاقتصاد College of Business and Economics	جامعة الإمارات العربية المتحدة United Arab Emirates University
UAEU كلية تقنية المعلومات College of Information Technology	جامعة الإمارات العربية المتحدة United Arab Emirates University
UAEU كلية الطب والعلوم الصحية College of Medicine and Health Science	جامعة الإمارات العربية المتحدة United Arab Emirates University
UAEU كلية العلوم الإنسانية والاجتماعية College of Humanities and Social Science	جامعة الإمارات العربية المتحدة United Arab Emirates University

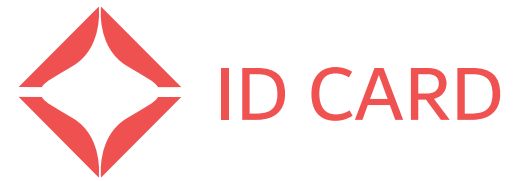
THE SEAL ARTWORK CLOSE-UP

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

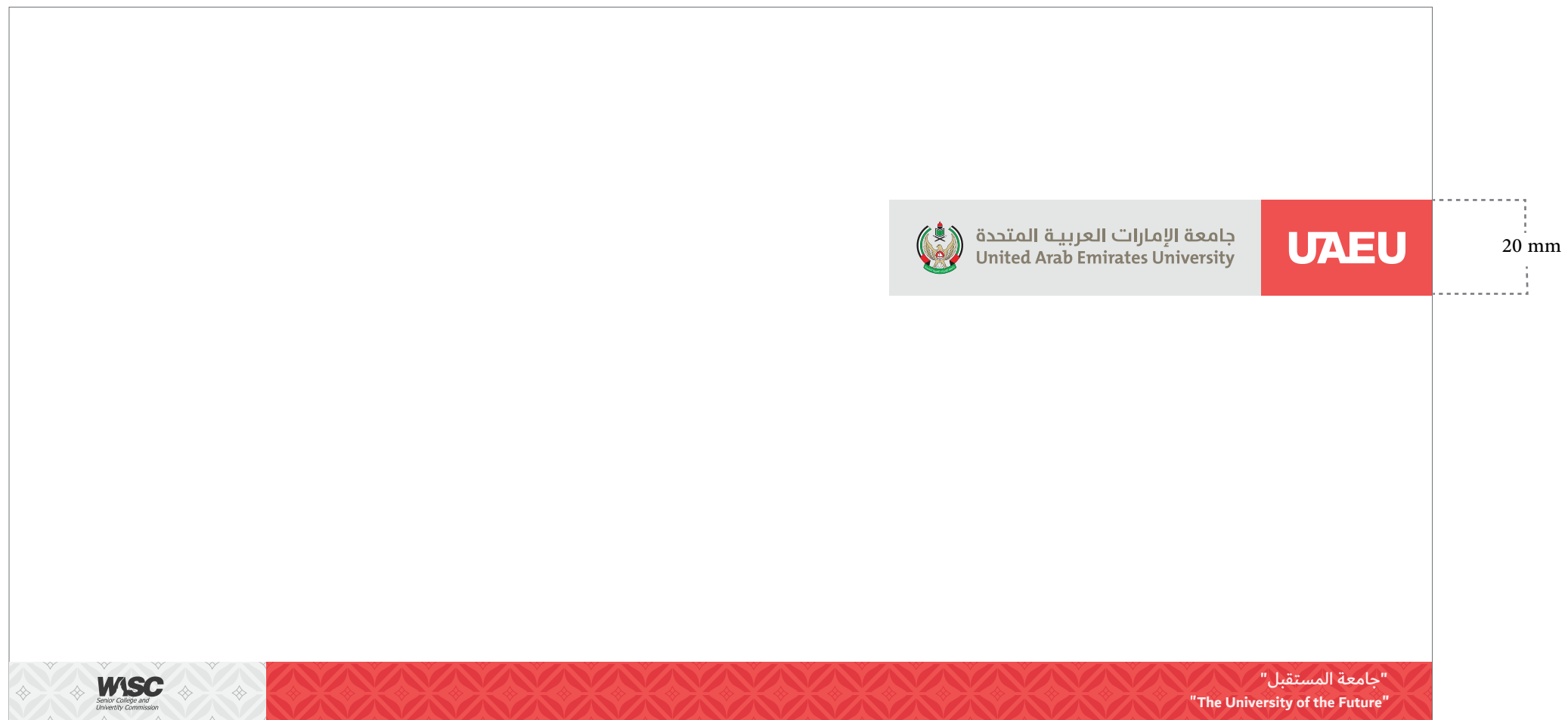


Letterhead and business card - Colleges and Departments

[illegible]

Paper:

25 | UAEU Brand Guidelines, 2019



Specifications:

DL size

Paper:

Coated or Uncoated

EMAIL SIGNATURE

Message Options

Send Paste Attach File Pictures Hyperlink Signature High Priority Low Priority Check Names

To: _____

Cc: _____

Subject: _____

Designation

P. O. Box No. 15551, Al Ain, UAE
T: +971 3 713 6444 F: +971 3 713 4904
Email: email@uaeu.ac.ae
www.uaeu.ac.ae

الاسم
المسمى الوظيفي

ص ب 15551، العين، الإمارات العربية المتحدة
هاتف: +971 3 713 6444 فاكس: +971 3 713 4904
بريد الكتروني: email@uaeu.ac.ae
www.uaeu.ac.ae

 جامعة الإمارات العربية المتحدة
United Arab Emirates University 

جامعة المستقبل
"The University of the Future"



College of Information
Technology



جامعة الإمارات العربية المتحدة
United Arab Emirates University



Heading style

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Date

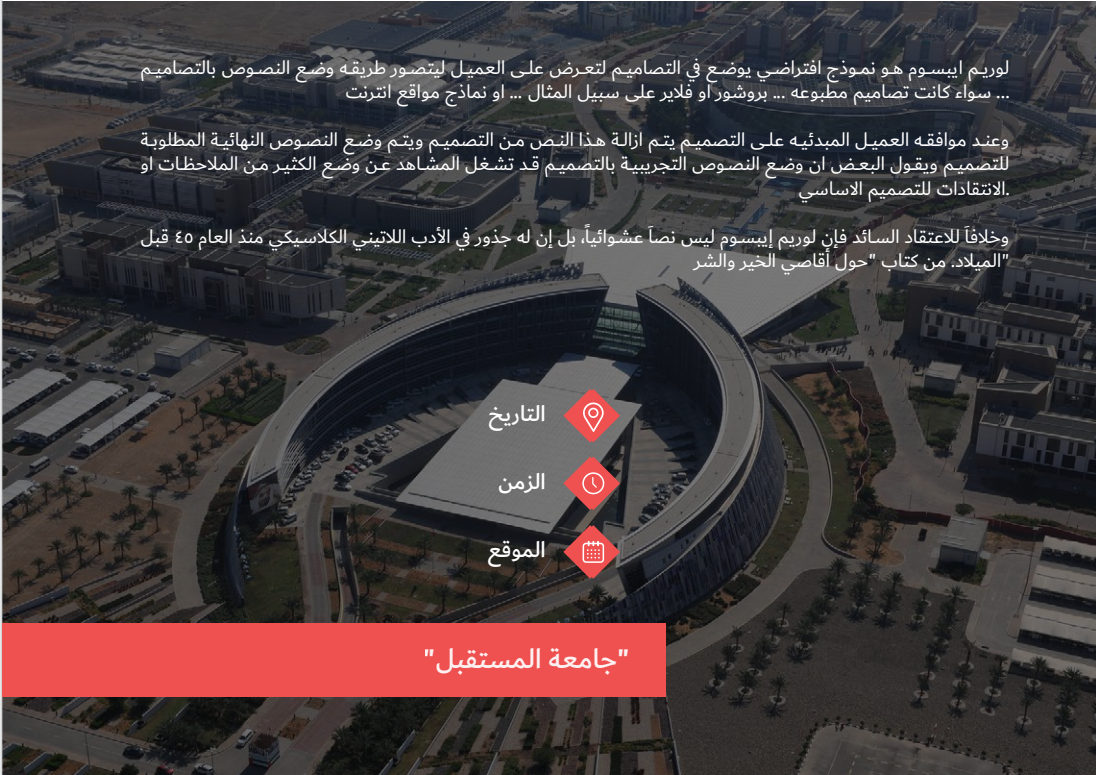

Time


Location





جامعة الإمارات العربية المتحدة
United Arab Emirates University




التاريخ


الزمن


الموقع

جامعة المستقبل

تعميم

لوريم ايسوم هو نموذج افتراضي يوضع في التصاميم لتعرض على العميل ليتصور طريقه وضع النصوص بالتصاميم ... سواء كانت تصاميم مطبوعه ... بروشور او فلاير على سبيل المثال ... او نماذج مواقع انترنت

وعند موافقه العميل المبدئية على التصميم يتم ازالة هذا النص من التصميم ويتم وضع النصوص النهائية المطلوبة للتصميم ويقول البعض ان وضع النصوص التجريبية بالتصميم قد تشغل المشاهد عن وضع الكثير من الملاحظات او الانتقادات للتصميم الاساسي

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وخلال الاعتقاد السائد فإن لوريم ايسوم ليس نصاً عشوائياً، بل إن له جذور في الأدب اللاتيني الكلاسيكي منذ العام ٤٥ قبل الميلاد. من كتاب "حول أقاصي الخير والشر"

UAEU Brand Guidelines, 2019 | 28

ANNOUNCEMENT



UAEU

جامعة الإمارات العربية المتحدة
United Arab Emirates University



Announcement

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"The University of the Future"



@uaeunews



uaeunews



UAEUNews



uaeunews



TheUAEUMedia

UAEU

جامعة الإمارات العربية المتحدة
United Arab Emirates University



Announcement

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تعميم

لوريم ايبسوم هو نموذج افتراضي يوضع في التصاميم لتعرض على العميل ليتصور طريقه وضع النصوص بالتصاميم سواء كانت تصاميم مطبوعه ... بروشور او فلاير على سبيل المثال ... او نماذج مواقع ... انترنت

وعند موافقه العميل المبدئية على التصميم يتم ازالة هذا النص من التصميم ويتم وضع النصوص النهائية المطلوبة للتصميم ويقول البعض ان وضع النصوص التجريبية بالتصميم قد تشغل المشاهد عن وضع الكثير من الملاحظات او الانتقادات للتصميم الاساسي

وخلافاً للاعتقاد السائد فإن لوريم ايبسوم ليس نصاً عشوائياً، بل إن له جذور في الأدب اللاتيني الكلاسيكي منذ العام ٤٥ قبل الميلاد. من كتاب "حول أقاصي الخير والشر

"The University of the Future"

"جامعة المستقبل"



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uaeunews



UAEUNews

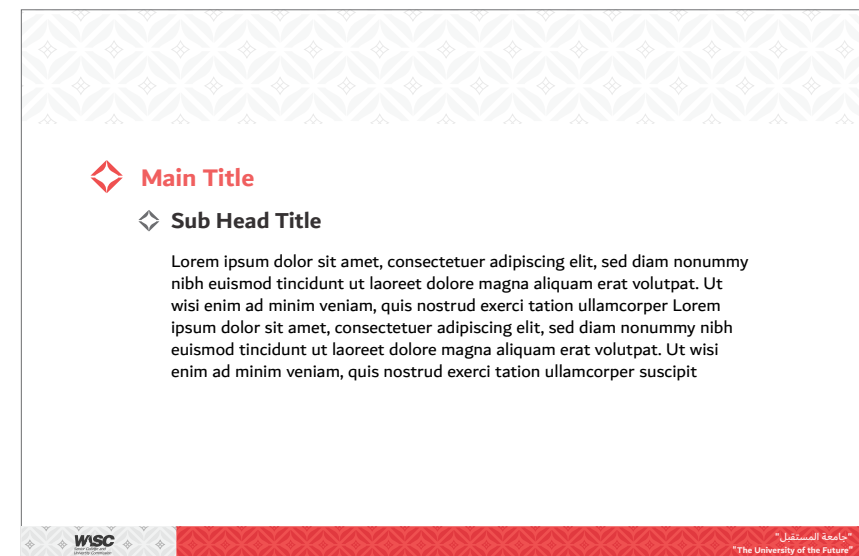
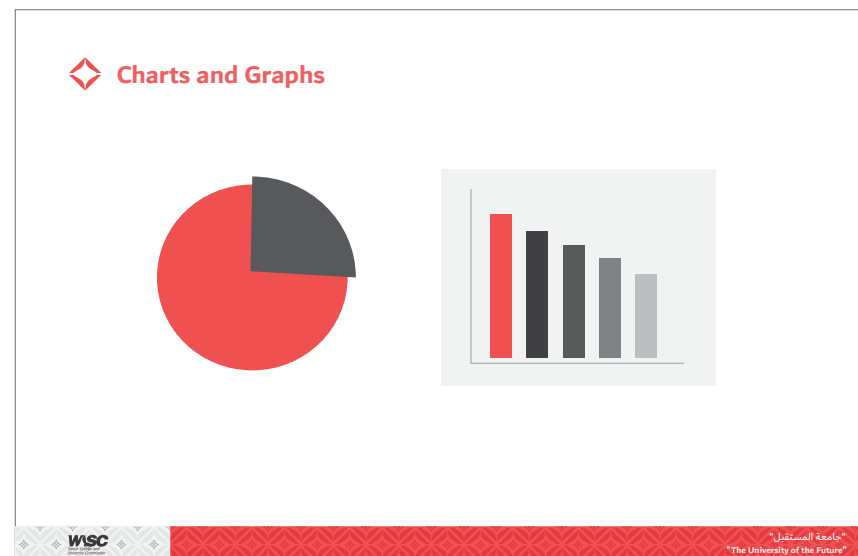
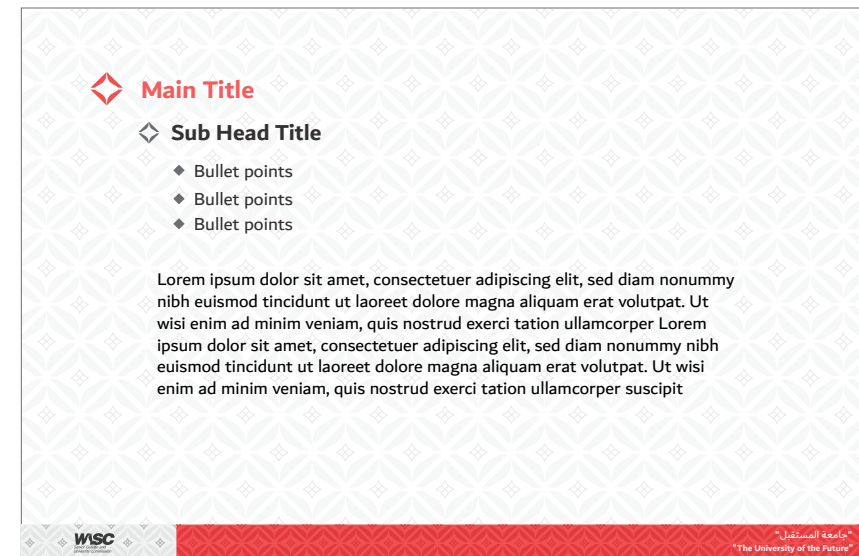


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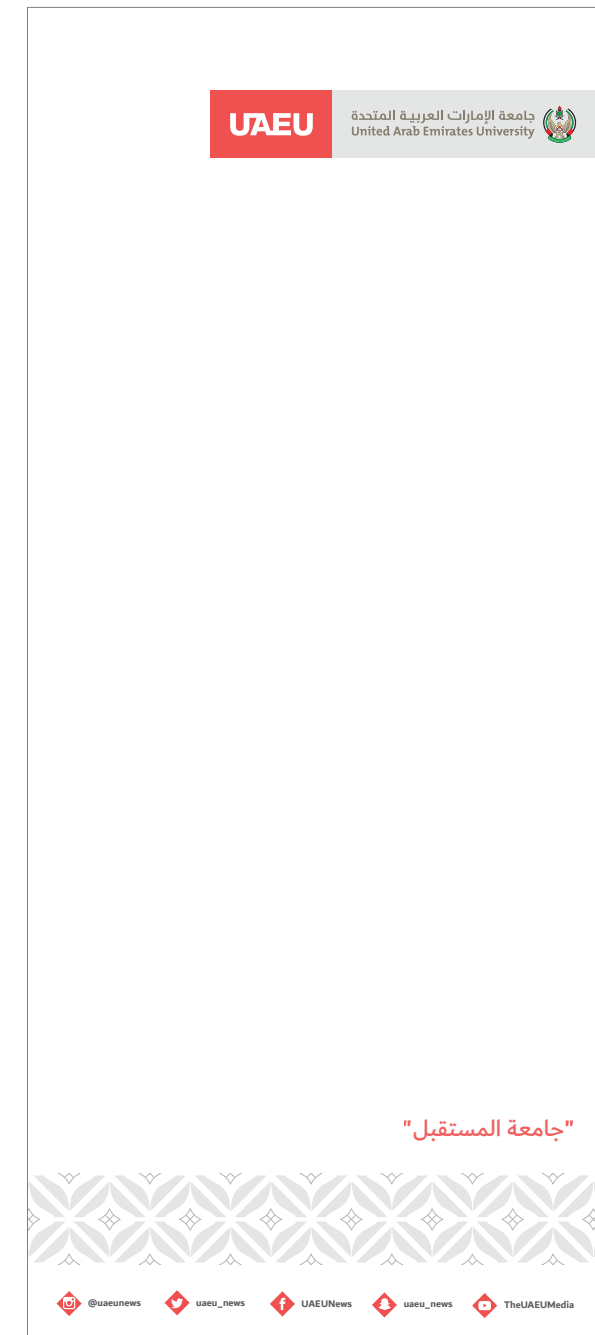


TheUAEUMedia

POWERPOINT PRESENTATIONS



ROLL UP BANNER






جامعة الإمارات العربية المتحدة
United Arab Emirates University


Header - 1

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Header - 2

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Header - 3

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"The University of the Future"

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  uaeu_news
  UAEUNews

 TheUAEUMedia
  uaeu_news


جامعة الإمارات العربية المتحدة
United Arab Emirates University


TITLE- 1

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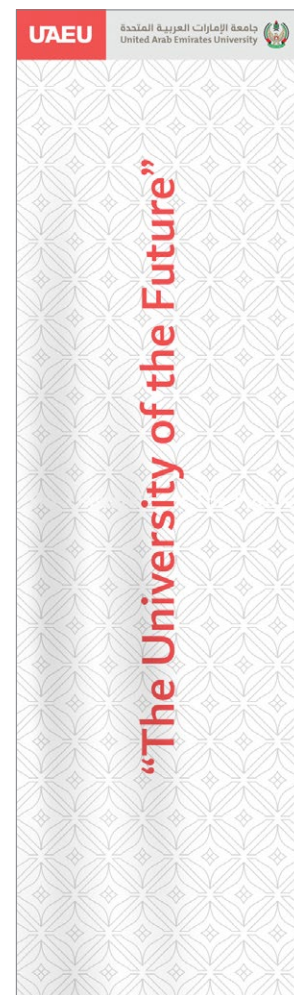


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"The University of the Future"

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  uaeu_news
  UAEUNews
  TheUAEUMedia
  uaeu_news

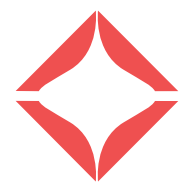
PUBLICATIONS





PACKAGE DESIGN



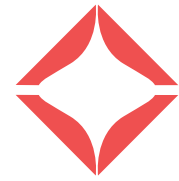


CD LABEL AND SLEEVE

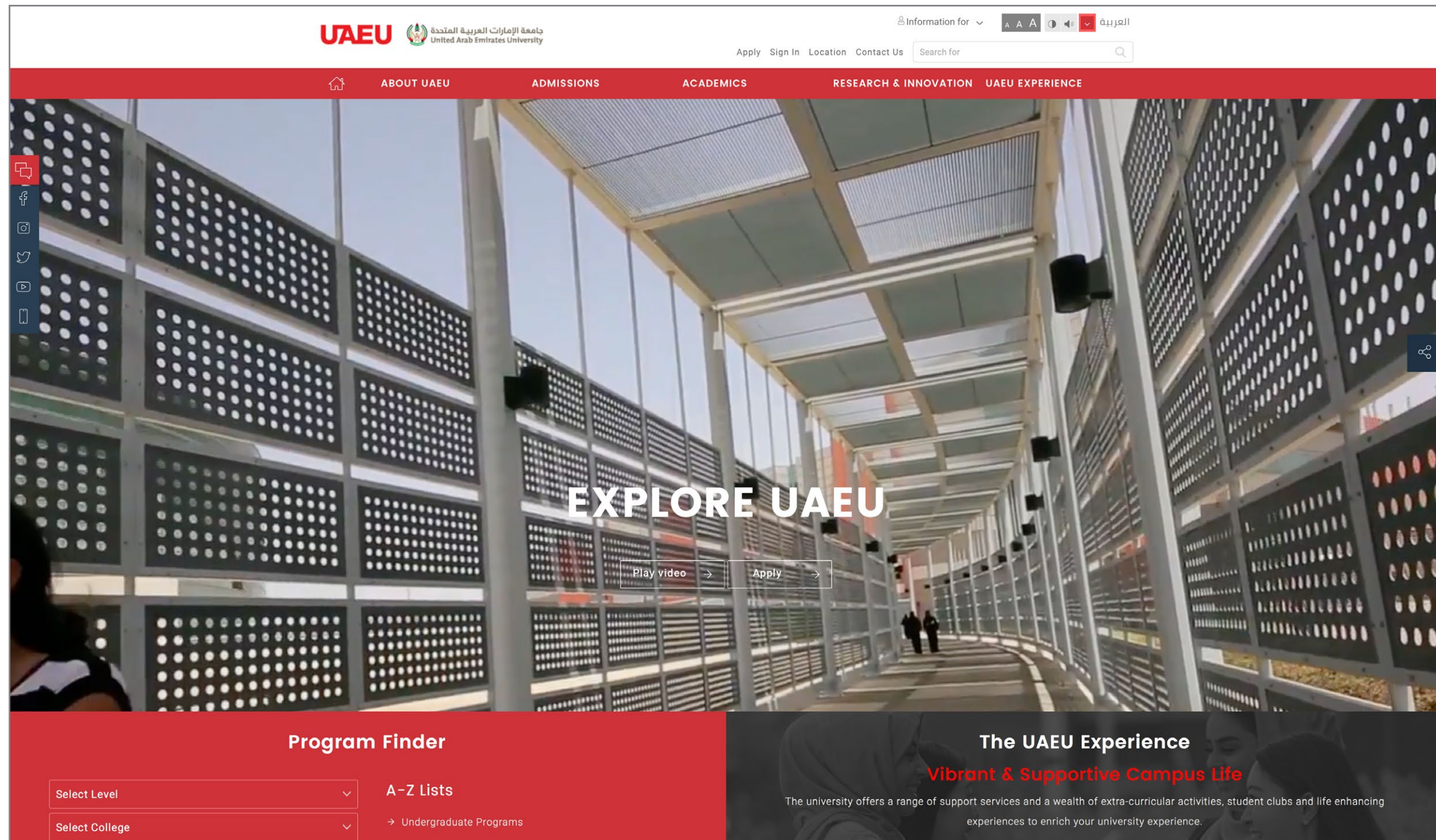


LAMP POSTS



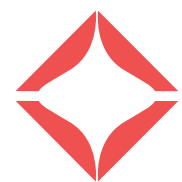


WEBSITE



WEB BANNERS



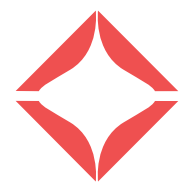


PROMOTIONAL ITEMS AND GIFTS



PROMOTIONAL ITEMS AND GIFTS





VEHICLES



PARKING PERMIT STICKER



United Arab Emirates University

PO BOX 15551, Al-Ain, UAE

T +971 3 767 3333, F +971 3 713 4343

www.uaeu.ac.ae