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
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.

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logo_signature.png
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.
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.

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 cannot be used, e.g. fax.
This version can also be used for other ‘line’ processes such as engraving, foil block and embossing.
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.

**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.

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.

**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.
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.
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.
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.
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)
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.

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

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

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.

UAEU
United Arab Emirates University

Institute for Global Health
College of Humanities and Social Sciences
College of Science
College of Education
College of Business and Economics
College of Medicine and Health Sciences
University General Requirements Unit

Institute for IT and Communications
College of Engineering
College of Food and Agriculture
College of Information Technology
College of Law
College of Science
Applications
Dear Mr. 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 reflects as much to the reader as it does to the sender.

You see, even letter is more than just a message. It is also a general statement about the University - just like a business card. Our correspondence, therefore, always emphasizes UAEU’s self image.

The individual forms of correspondence are precisely tailored to meet our university’s needs. Our attached a line on this (or two) pages is arranged in the form of a self-help manual and entirely drawn on this manual. The reader must first read two pages on the letter. Afterwards, the reader offers the sender of this guide to all. The reader should now send this letter to a friend. Furthermore, the reader is able to see that the letter is a general aid to quick and easy.

Yours sincerely,

Name of Signatory
Funding Position

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PowerPoint presentations

New student orientation 2009
Kareem McCloud
Associate Dean, Student Services

Agenda
1. Acin eugait enim zriustrud magna
2. Feuisim iriliqu ipsummy
3. Nulfo sequis eu feu faccum in euis
4. Cillum san voloreet praesequam
Publications

Report

Medical research report heading on more than one line. This to show how a longer text on a cover may look like. You can also combine tints of colour to emphasize or highlight.

Program

Course program 2010
This to show how a longer text on a cover may look like.

Handbook

Faculty handbook 2009
The UAEU Supercomputer, is the largest and most significant computing unit in terms of raw power in the region. In actual fact, it ranks as amongst the most powerful computers on the planet.
Print advertising

Professor in Energy and Environment

The College of Engineering seeks to establish research strength in Energy and Environment through cluster hiring commencing September 2009 and designed to build a team of faculty and associates researchers with complementary capabilities to address present and longer-term regional and global needs.

Research faculty hired will have an appointment in either the Architectural, Chemical and Petroleum, Civil and Environmental, Electrical, or Mechanical Engineering departments for up to five years with initial support to develop their respective research areas within the United Arab Emirates University including support for graduate students, and are expected to generate support for their cluster through research funding from local, regional, and international companies and agencies. Ideal candidates sought should be specialized in one of the following areas:

1. Carbon Management, Carbon Capture and Storage (CCS)
2. Photovoltaic Materials and Devices
3. Solar Thermal and/or Hybrid Systems
4. Hydrogen Production and Fuel Cells
5. Energy Integration for Oil and Gas Processes

Associate or full research professors with a demonstrated track record of leadership in research funding, publications, and graduate student supervision are welcome.

To apply for the position, please contact Asha Alhamaa at the HR Department by email: HR_Department@uaeu.ac.ae or telephone: +971 2 735 9000 or visit our website at www.uaeu.ac.ae for further information.

UAEU
United Arab Emirates University

Hire education.

The United Arab Emirates University is already the flagship university of the UAE and one of the top five in the Gulf region. But it’s undergoing a transformation to achieve global top 100 university status by 2015. To achieve that goal, we’re establishing the most extensive research capabilities of any university in the Middle East.

We’ve built a brand new campus fully equipped with the latest teaching facilities and information technologies. And we’re establishing partnerships with other leading universities, including Cambridge and Yale. But all of this is useless without first-class faculty. Which is why we’re looking to hire inspirational research professors to lead PhD student programs.

We offer highly attractive remuneration packages. But equally important, we offer unequalled resources to fund research. So if you’re looking for the next step in your academic career, you’ll find the UAEU anything but an intellectual desert. To find out more by visiting our website at www.uaeu.ac.ae or by calling us on +971 3 735 1557.

UAEU = talented people, scholarly solutions

Your university is changing.

The United Arab Emirates University is already the UAE’s flagship university, one of the top 5 educational institutions in the Gulf region and a global top 100 university. So offer talented students an even better, brand new campus with world-class facilities will open its doors in August 2018. We offer the widest range of degree courses in the country and we’re also working full accreditation so that our high academic standards are internationally recognized.

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. We’ve already begun to establish partnerships with world’s most eminent universities, including Cambridge and Yale, so that when you choose to study at the UAEU you’ll be connected to the global academic elite. To find out more about the UAEU visit our website at www.uaeu.ac.ae or call us on +971 1 755 5557.

UAEU = talented people, scholarly solutions

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Seven reasons why the seven Emirates are well served by our flagship university.

1. Brand new campus with latest teaching facilities
2. Widest range of accredited undergraduate degree courses
3. Leading research capability in the UAE with new PhD level courses
4. Partnerships with other global top 100 universities
5. One of top 5 universities in the Gulf region
6. Global top 50 university
7. Moving rapidly towards global top 100 status by 2021

The UAEU is undergoing a transformation to offer the UAE’s best students the very best educational experience. To find out more by visiting our website at www.uaeu.ac.ae or by calling us on +971 3 755 9357. UAEU – talented people, visionary solutions.

150 Degrees. What else did you expect from the UAE’s hottest university.

The United Arab Emirates University offers a wide range of undergraduate degree courses in the country. 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.

To offer talented students even more, a brand new campus with world-class facilities will open its doors in August 2010. But what’s really turning the heat on our competition is that we’re building a comprehensive research capability so that we can offer world-class PhDs. We’re doing all this with a very clear objective: to become a global top 100 university by 2021.

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 working full time to ensure 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 world-class PhDs. We’re doing all this with a very clear objective: to become a global top 500 university by 2021.

We’ve already begun to establish partnerships with the world’s most eminent universities, including Cambridge and Yale so that when you choose to study at the UAEU, you’ll be connected to the global academic elite. To find out more, visit our website at www.uaeu.ac.ae or call us on +971 3 755 9357.

UAEU – talented people, visionary solutions.

We just spent UAED 2 billion on your education.
Website
جامعة الإمارات العربية المتحدة
United Arab Emirates University
الحرم الجامعي بالمقام Maqam Campus
Promotional items and gifts
Promotional items and gifts may, where more appropriate, use colours from the secondary palette, as shown on this page. In these cases the UAEU Logo should generally be white.

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.
Vehicles