Brand identity guidelines

July 2012
Content

Introduction
2. One university, one brand
3. Role of the brand guidelines

Basic elements
6. Logo and Signature
7. Logo and Signature ratio
8. Logo and Signature minimum spacing
9. Signature left and right versions
10. Signature alignment
11. Colour use for Logo and Signature
12. Writing the University’s name
13. Latin and Arabic typefaces
14. Primary brand colours
15. Secondary brand colours
16. Institutes and Colleges
17. Administrative Departments and Units
18. The Seal artwork close-up
19. Logo/Signature artworks

Applications
22. Stationery
24. PowerPoint presentations
26. Publications
29. Banner and posters
30. Print advertising
32. Website
34. Sign
36. Promotional items and gifts
38. Vehicles

Contact
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.
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.

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.

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Full colour

United Arab Emirates University

Greyscale

United Arab Emirates University

Line

United Arab Emirates University
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.
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.

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.

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.

TheSans Arabic Plain

Badiya Regular

TheSans Arabic ExtraBold

Badiya Bold

Tahoma Bold

Times New Roman Regular

Tahoma Regular

Times New Roman Bold

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.

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

UAEU Grey
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 D0CC7

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.

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**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**
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**
PANTONE® 5747
CMYK 32/0/100/79
RGB 168/186/0
HEX A8BA00

**UAEU Green**
PANTONE® 583
CMYK 0/100/0/0
RGB 242/147/0
HEX F29300

**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 College of Business and Economics

UAEU College of Humanities and Social Sciences

UAEU College of Medicine and Health Sciences

UAEU Institute for Global Health

UAEU College of Education

UAEU College of Information Technology

UAEU University General Requirements Unit

UAEU Institute for IT and Communications

UAEU College of Engineering

UAEU College of Law

UAEU College of Food and Agriculture

UAEU College of Science
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
Libary
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)

United Arab Emirates University

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.uaeu.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.

**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
Dear Mr. Sample,

UAEU’s New Range of Stationery

The overall impression is important. The reader should immediately see that our correspondence is clean, professional and well thought out. This impression plays as much of the impact as it does to the entire message. Yes, even a single 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 enhance UAEU’s self-image.

The overall format of correspondence is precisely tailored to meet our university’s needs. Our attached style is based on the aesthetic arrangement of all the information. It is enhanced to a visually informal and professional, using electronic templates. The reader finds an easy to read format from the first line of the letter. Appropriate data, such as the sender of the letter and other relevant information, are sent at the end of the letter. The reader is able to write a letter that is concise, clear and logical.

Yours sincerely,

[Signature]

Name of Signatory
Function/Position

UAEU brand guidelines, July 2012 | 23
New student orientation 2009
Karen McClester
Associate Dean, Student Services

Agenda
1. Acin eugait enim zriusud magna
2. Feuisim iriliqu ipsummy
3. Nulleor sequis eu fue faccum in euis
4. Cillumsan voloreet praesequam
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.

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

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.
Banner and posters
Print advertising
Shaping the future of IT in the region and beyond

6th International Conference on Innovations in Information Technology

December 15-17, 2009 Al Ain

About the Center

The Center for Information and Communication Technologies (ICT) is one of the premier centers for the advancement and dissemination of information and communication technologies. The Center’s mission is to support the academic and research activities of the university by providing state-of-the-art facilities and services. The Center is located on the campus of the United Arab Emirates University (UAEU) and is open to all UAEU students and faculty members.

The Center’s vision is to become a leader in the field of information and communication technologies and to contribute to the development of the United Arab Emirates and the wider region. The Center’s objectives are to:

1. Advance the state of the art in information and communication technologies.
2. Disseminate knowledge and best practices in the field.
3. Provide a platform for collaboration and cooperation among academic, research, and industry partners.
4. Foster the development of new ideas and innovative solutions.
5. Support the educational and research activities of the university.

The Center offers a range of services and resources to support the academic and research activities of the university, including:

1. High-performance computing facilities.
2. state-of-the-art laboratories.
3. Training and education programs.
4. Research support services.
5. Access to the latest information and communication technologies.

The Center’s success depends on the support and participation of all UAEU students and faculty members. The Center welcomes suggestions and feedback from all members of the UAEU community.

Contact us

For more information about the Center, please contact us at:

email: info@ict.uaeu.ac.ae
phone: +971 2 650 1400

Visit our website at:
http://www.ict.uaeu.ac.ae

Follow us on:
Facebook
Twitter
LinkedIn

Visit our upcoming events:

Upcoming Events

1. UAEU ICT Symposium, April 2013
2. UAEU ICT Workshop, May 2013
3. UAEU ICT Conference, June 2013

For more information, please visit our website or contact us at info@ict.uaeu.ac.ae.
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.