

UAEU

جامعة الإمارات العربية المتحدة  
United Arab Emirates University



# "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





LOGO INVERTED

**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.



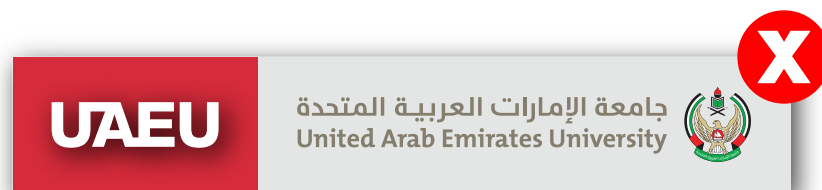
Although the Logo and Signature both appear on all UAEU communications, they are two separate elements.

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







**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 University**

**UAEU**

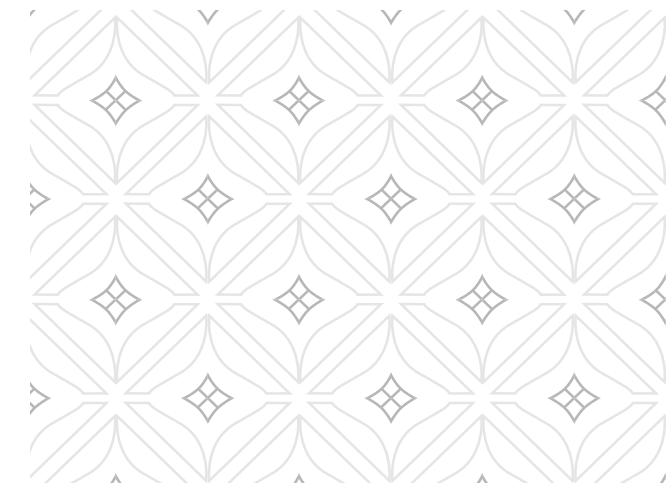
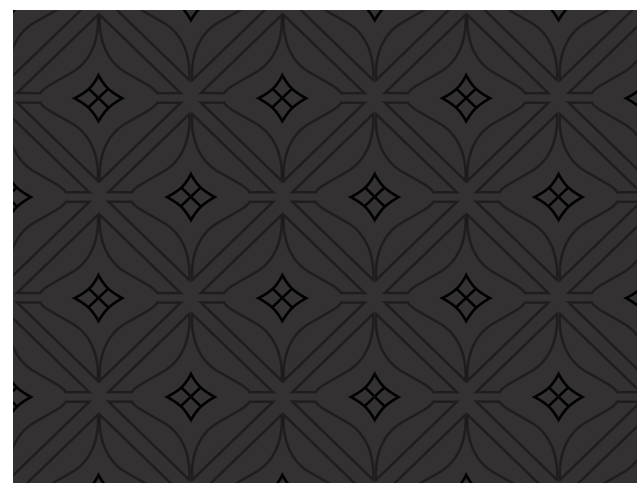
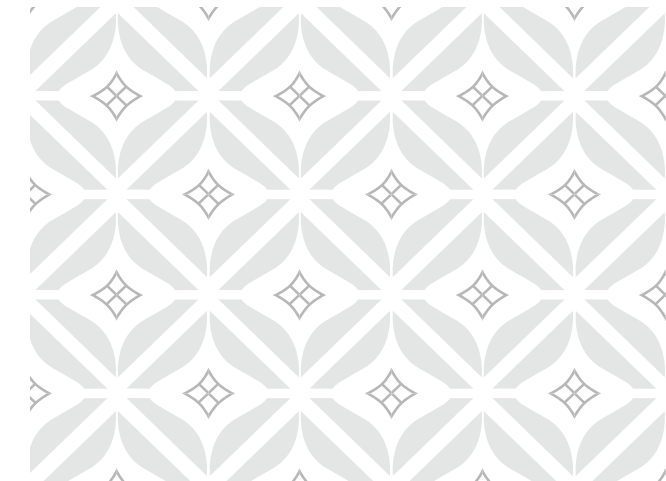
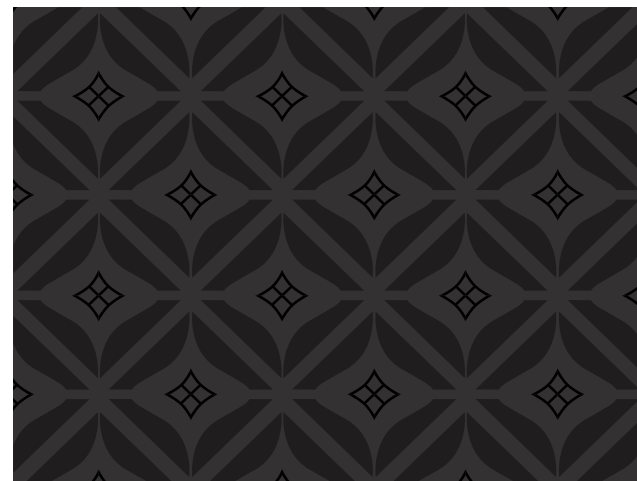
**UAE University** 

**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.





## 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

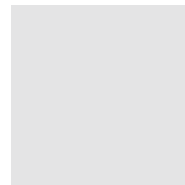
بادية بولد  
Badiya Bold

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.



PANTONE® P 179-2 U  
CMYK 09/06/07/0  
RGB 229/230/230  
HEX e5e6e6



PANTONE® 2965 C  
CMYK 100/78/48/54  
RGB 0/38/62  
HEX 00263e



PANTONE 420 C  
CMYK 21/17/17/0  
RGB 200/200/200  
HEX c8c8c8



PANTONE® P 48-16 U  
CMYK 11/100/92/2  
RGB 211/32/46  
HEX d3202e

## Secondary Colors



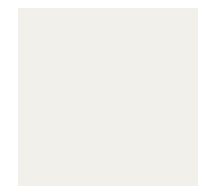
CMYK 25/28/48/0  
RGB 194/174/139  
HEX c2ae8b



CMYK 17/31/67/44  
RGB 72/67/66  
HEX d5ad6b



CMYK 64/61/60/44  
RGB 72/67/66  
HEX 484342



CMYK 4/3/6/0  
RGB 242/240/235  
HEX f2f0eb

# 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



|                                                                                                                                                        |                                                                   |
|--------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|
| <b>UAEU</b> مكتب الرئيس الأعلى<br>Office of the Chancellor                                                                                             | جامعة الإمارات العربية المتحدة<br>United Arab Emirates University |
| <b>UAEU</b> مكتب المدير الجامعة<br>Office of the Vice Chancellor                                                                                       | جامعة الإمارات العربية المتحدة<br>United Arab Emirates University |
| <b>UAEU</b> نائب مدير الجامعة للشؤون الأكاديمية<br>Office of Deputy Vice Chancellor<br>for Academic Affairs & Provost                                  | جامعة الإمارات العربية المتحدة<br>United Arab Emirates University |
| <b>UAEU</b> مكتب نائب مدير الجامعة للشؤون المالية والإدارية (الأمين العام)<br>Office of the Deputy VC for Finance & Admin. Affairs (Secretary General) | جامعة الإمارات العربية المتحدة<br>United Arab Emirates University |
| <b>UAEU</b> مكتب النائب المشارك لشؤون الطلبة<br>Office of the Associate Provost<br>for Students' Affairs                                               | جامعة الإمارات العربية المتحدة<br>United Arab Emirates University |
| <b>UAEU</b> مكتب النائب المشارك للبحث العلمي<br>Office of the Associate Provost<br>for Research                                                        | جامعة الإمارات العربية المتحدة<br>United Arab Emirates University |
| <b>UAEU</b> كلية القانون<br>College of Law                                                                                                             | جامعة الإمارات العربية المتحدة<br>United Arab Emirates University |
| <b>UAEU</b> كلية العلوم<br>College of Science                                                                                                          | جامعة الإمارات العربية المتحدة<br>United Arab Emirates University |
| <b>UAEU</b> كلية التربية<br>College of Education                                                                                                       | جامعة الإمارات العربية المتحدة<br>United Arab Emirates University |
| <b>UAEU</b> كلية الهندسة<br>College of Engineering                                                                                                     | جامعة الإمارات العربية المتحدة<br>United Arab Emirates University |
| <b>UAEU</b> كلية الزراعة والطب البيطري<br>College of Agriculture and Veterinary Medicine                                                               | جامعة الإمارات العربية المتحدة<br>United Arab Emirates University |
| <b>UAEU</b> كلية الإدارة والاقتصاد<br>College of Business and Economics                                                                                | جامعة الإمارات العربية المتحدة<br>United Arab Emirates University |
| <b>UAEU</b> كلية تقنية المعلومات<br>College of Information Technology                                                                                  | جامعة الإمارات العربية المتحدة<br>United Arab Emirates University |
| <b>UAEU</b> كلية الطب والعلوم الصحية<br>College of Medicine and Health Sciences                                                                        | جامعة الإمارات العربية المتحدة<br>United Arab Emirates University |
| <b>UAEU</b> كلية العلوم الإنسانية والاجتماعية<br>College of Humanities and Social Sciences                                                             | جامعة الإمارات العربية المتحدة<br>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.

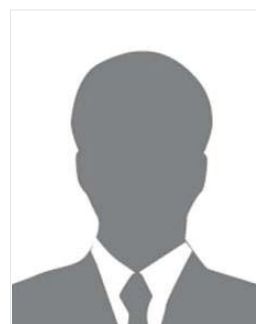
The Seal must no longer be used alone, only linked to the University signature.



# SAMPLE APPLICATIONS



جامعة الإمارات العربية المتحدة  
United Arab Emirates University



TOP MANAGEMENT

الاسم  
Name

المسمى الوظيفي  
Designation

"جامعة المستقبل"  
"The University of the Future"

WSC  
Senior College and  
University Commission

DEPARTMENT NAME

Expiry Date: 00-00 -0000

United Arab Emirates University,  
Al Ain, United Arab Emirates,  
P. O. Box: 15551  
Tel: +971 3 767 3333  
Fax: +971 3 713 4343  
[www.uaeu.ac.ae](http://www.uaeu.ac.ae)



Letterhead and business card - Colleges and Departments

[illegible]

**Paper:**  
Coated or Uncoated



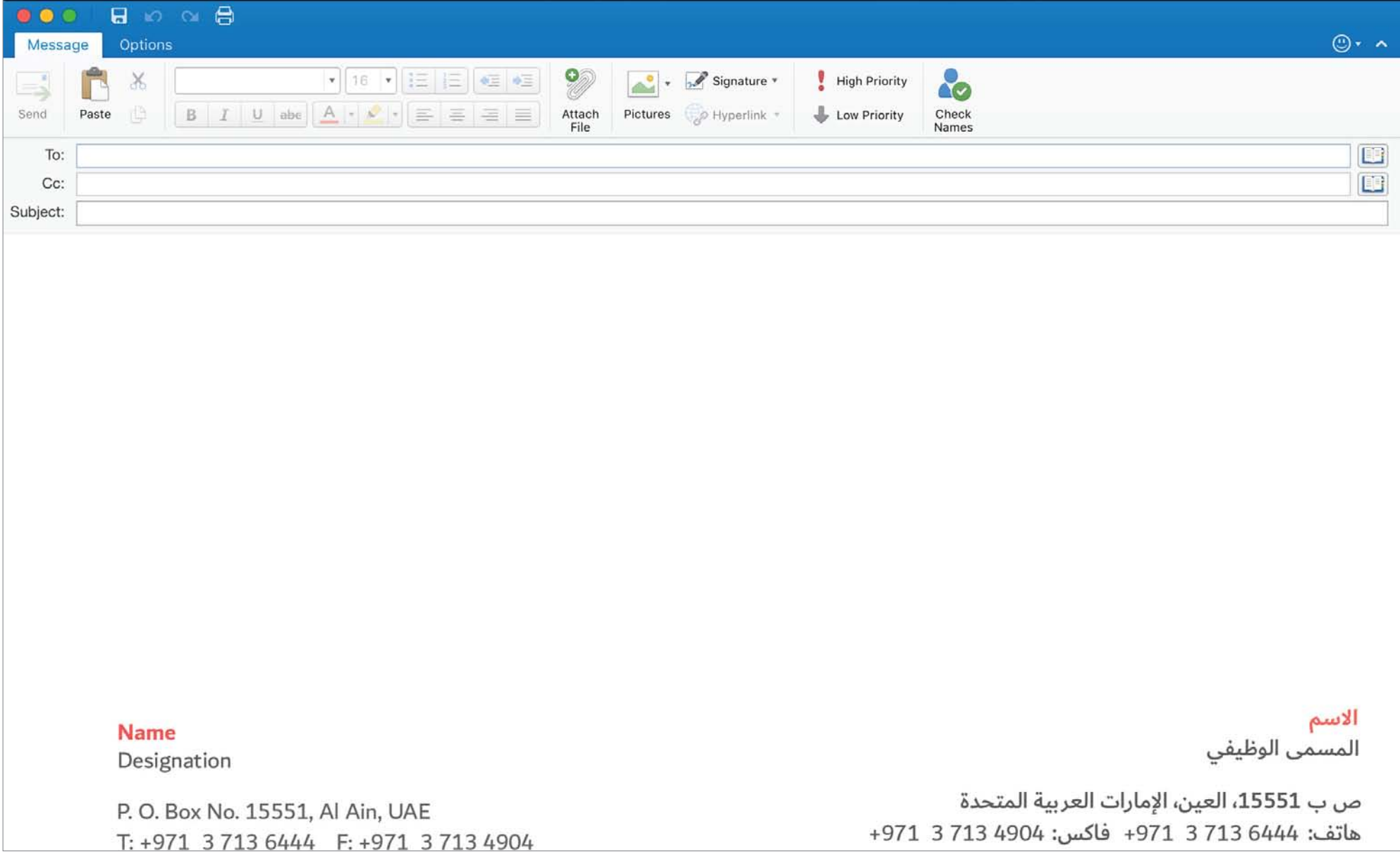
### Specifications:

DL size

### Paper:

Coated or Uncoated

# EMAIL SIGNATURE



The screenshot shows an email client window with a blue header bar. Below the header is a toolbar with icons for Send, Paste, Attach File, Pictures, Signature, Hyperlink, High Priority, Low Priority, and Check Names. The main body of the email is empty, with the signature block at the bottom right. The signature block contains the following text:

**الاسم**  
المسمى الوظيفي

ص ب 15551، العين، الإمارات العربية المتحدة  
هاتف: +971 3 713 6444 فاكس: +971 3 713 4904

**Name**  
Designation

P. O. Box No. 15551, Al Ain, UAE  
T: +971 3 713 6444 F: +971 3 713 4904



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

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

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

وخلافاً للاعتقاد 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"

# 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"



@uaeunews



uaeunews



UAEUNews



uaeunews



TheUAEUMedia



# POWERPOINT PRESENTATIONS



**Presentation Title**

WISC  
"The University of the Future"

**Main Title**

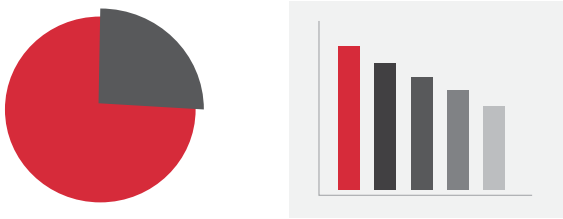
**Sub Head Title**

- Bullet points
- Bullet points
- Bullet points

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WISC  
"The University of the Future"

**Charts and Graphs**



WISC  
"The University of the Future"

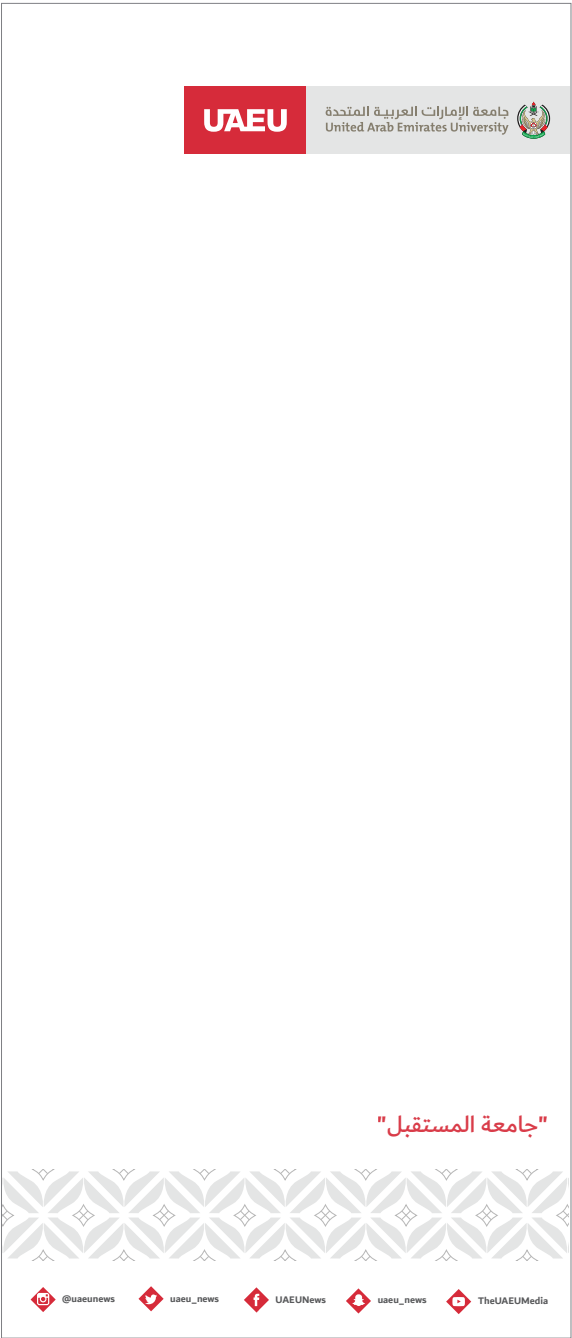
**Main Title**

**Sub Head Title**

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WISC  
"The University of the Future"

# ROLL UP BANNER








**Header - 1**

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**Header - 2**

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**Header - 3**

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  uaeu\_news
  UAEUNews
  TheUAEUMedia
  uaeu\_news

"جامعة المستقبل"

"The University of the Future"




**TITLE- 1**

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"جامعة المستقبل"

"The University of the Future"

 @uaeunews
  uaeu\_news
  UAEUNews
  TheUAEUMedia
  uaeu\_news

# PUBLICATIONS





## PACKAGE DESIGN





## CD LABEL AND SLEEVE

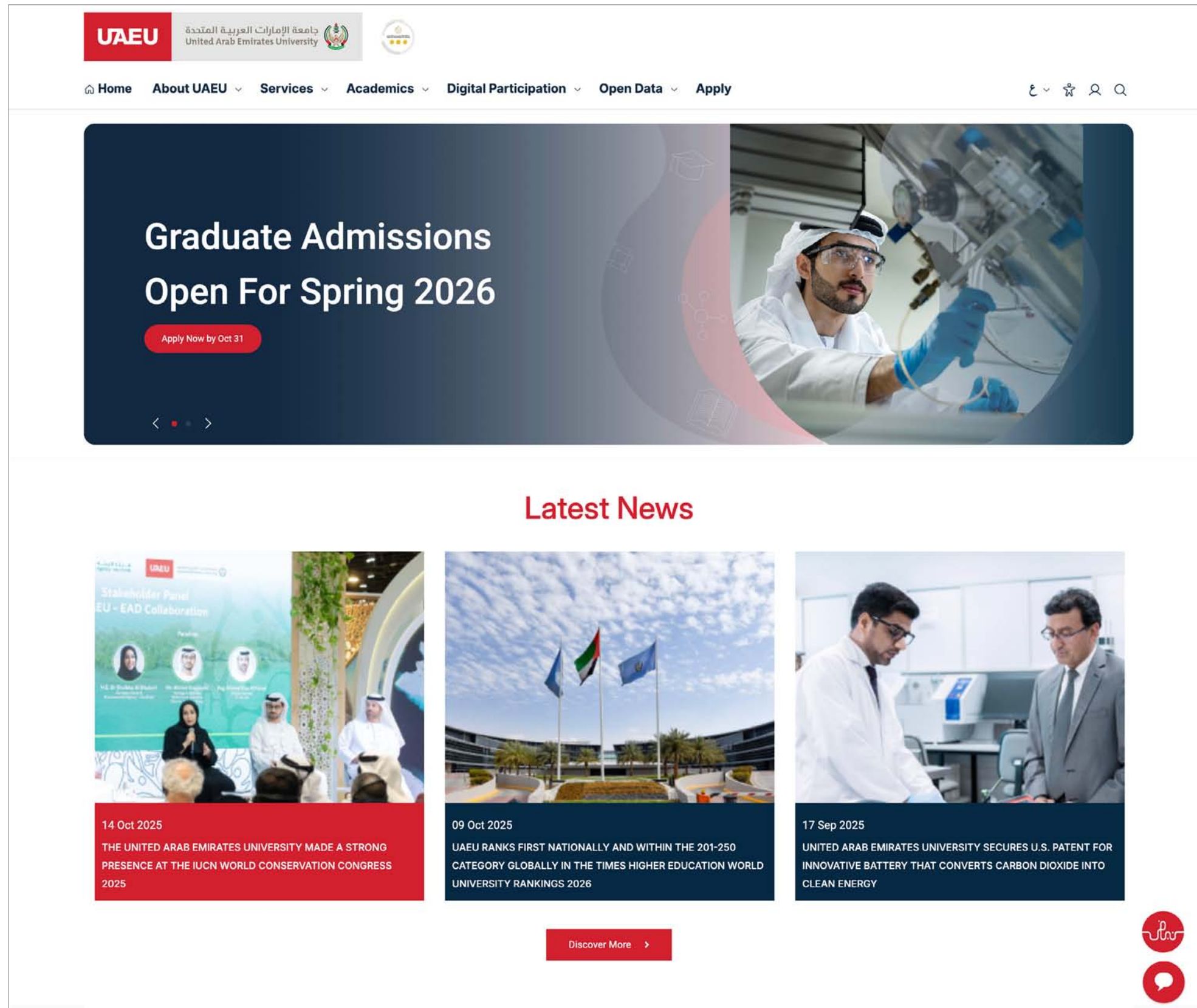


## LAMP POSTS





## 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](http://www.uaeu.ac.ae)