KHALIFA
UNIVERSITY

OUR VISUAL IDENTITY

Brand Identity Guidelines

April 2015

Creating and maintaining **a** strong **brand** identity involves a consistent application **system that** reinforces who we are, how we **define** ourselves, and what our core **values** are.

تعلم فليس المرء يولد عالما

Tableof
Contents

Introduction

The Khalifa University brand is a reflection of the values and the benefits delivered to stakeholders. By consistently applying the brand across all applications, a powerful brand is created and maintained, reinforcing who Khalifa University is, how the personality of the brand is defined, and the value provided to key audiences.

Visual identity guidelines for Khalifa University brand are included in this document. The guidelines cover print, digital and social media applications.

These standards are to be consistently applied to all communications including stationery, business cards, advertising, print collateral, trade show exhibits, signage and digital media.

Making a Mark

Inspired by a grand vision to be recognized as one of the leading universities in world, Khalifa University focuses on applied research and relentlessly strives to create a better future for today's students, faculty and the world at large.

The Brand Attributes

How we **behave**…   **Vital**
How we **operate**…   **Resolute**
How we **advance**…   **Pioneering**
How we **contribute**…   **Relevant**

The story of our brand

The KU logo was developed with a number of fundamental principles in mind. As part of the University's core mission to expand the knowledge economy in Abu Dhabi, the logo was designed to reflect sustainability and to indicate roots as a technology-centered institution that is nurturing the next generation of leaders in the UAE. As such, the shape of the logo reflects two layers of outward reaching bands featured in four distinct colors. The bands reflect decidedly outward to indicate expansion of the knowledge economy from a seed-like image.

The sharp patterns in the outward bands represent the many elements of a knowledge economy's ecosystem which link closely with other aspects of the ecosystem to present a holistic model for sustainable development.

The colors in the logo are also essential to the University's identity. The green bands on the top of the logo represent sustainability and eco-friendly ambitions to diversify the economy in the UAE. The red color represents the bold vision to transform the nation's economy along with the confidence and energy in bringing this vision to reality. The yellow/orange hybrid recalls the association with engineering and is drawn from academia's regalia-inspired classifications. Of course, engineering disciplines are crucial to the institution's core mission of providing comprehensive engineering disciplines. The color blue indicates the optimism of an open blue sky, the ability to chart a new future and transform a vision into reality.

The white space at the center of the logo represents a fresh, unfettered approach to solving complex problems through regionally - relevant research. It presents a clean starting point to bring new ideas to fruition and an open slate that values innovation and ideas at its core.

eco-friendly *energy* *engineering* *sky*
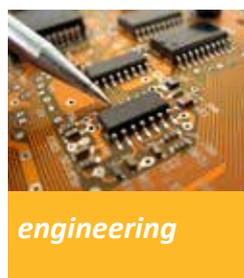
The Brand Values

Innovative
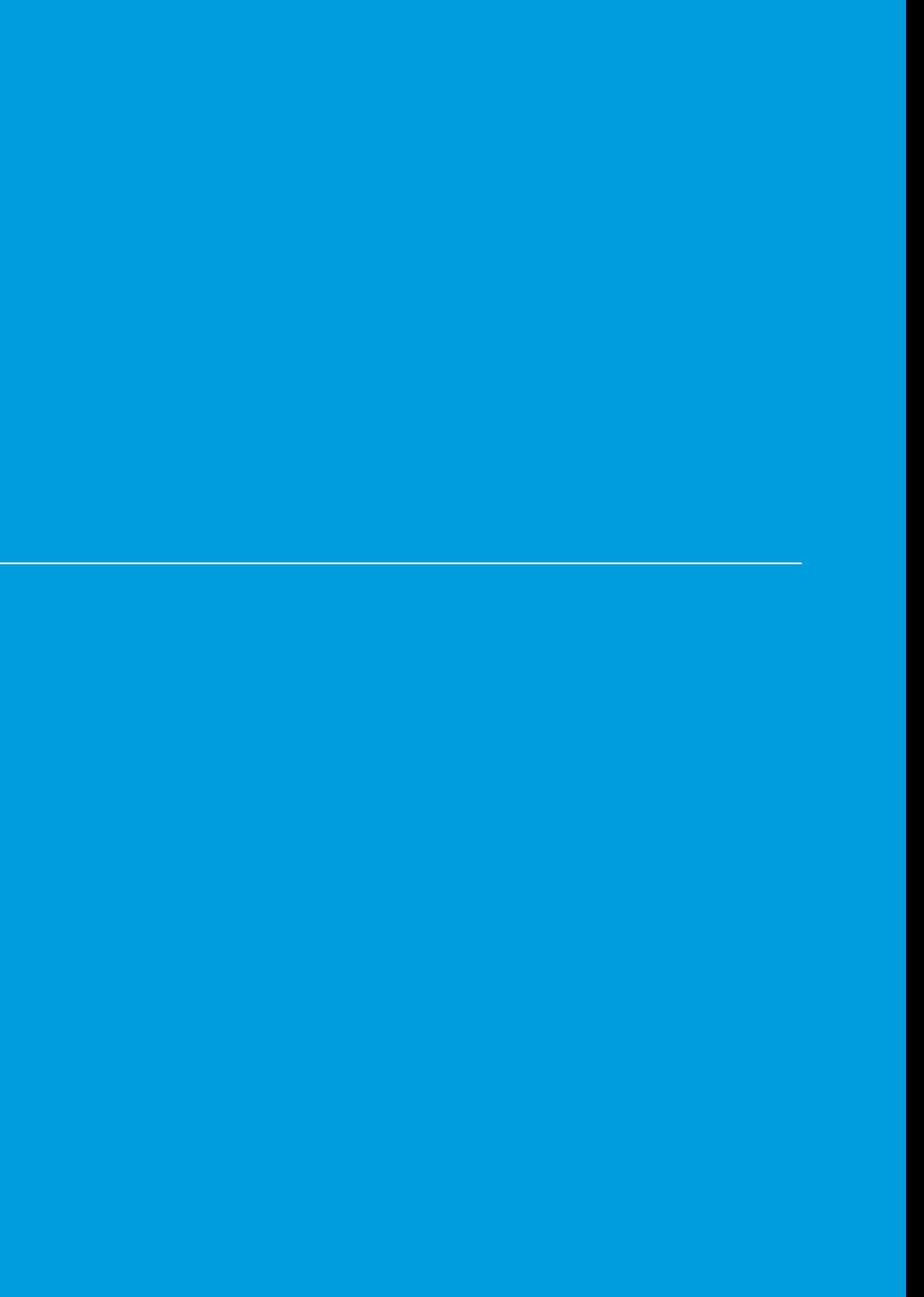**Creative**
World class
Nurturing
Advanced

Usingthe
brand

In this section you will find
the best way and format for
using Khalifa University's
Logo in different mediums.

- Usage
- Positioning
- Colors
- Usage on non-brand colors
- Usage on photos
- Don't

Thebrand
standards

The Khalifa University brand is an important asset to its users (students, faculty, staff, alumni and supporters). A strong brand is essential in order to establish a strong institutional presence that differentiates KU from other universities, locally and internationally, and positions KU highly in a competitive market.

In order to build a strong brand that reflects the KU identity and communicates an engaging and consistent look and feel, it is important to maintain certain standards in print and online communications throughout campuses, departments, programs, colleges, and centers.

By using these standards, you will help us visually define the KU brand in a strong, consistent and instantly recognizable manner. These efforts will support and complement the culture of the university, as well as, the quality of its services.

Logotype

Usage Positioning Colors
Usage on non-brand colors
Usage on photos Don't

Usage

There are three approved forms of the logo of which the English is preferred. The Arabic, which has limited usage, and the Emblem (the icon).

The combinedh version of the Khalifa University brand mark, shown at left, is preferred and should appear on all marketing materials.

The approved arrangement of each element in the brand mark is fixed and should not be altered in any way. Always use approved electronic artwork.

Preferred

The individual English or Arabic version of the Khalifa University brand mark, shown at left, should be used only when required for specific legal or marketing reasons.

The approved arrangement of each element in the brand mark is fixed and should not be altered in any way. Always use approved electronic artwork.

Limited usage

The emblem is to be used in a restricted spaces only. For example, Where the full logo is not visible, such as one-column ads, certain merchandise, stickers and apparels.

"Clear space" is the important area around the logo which maximizes its impact. This space must be kept free of all other graphics and text, including other logos. It is also the minimum distance the logo can be from the edges of an electronic document or printed piece.

To preserve the University logo's prominence, no additional iconography, marks or artwork may be used in conjunction with it or any secondary signature.
Approved secondary identity elements may be used as supporting art, but they should always be clearly separated from the logo.

Restricted spaces only

Logotype

Usage Positioning Colors
Usage on non-brand colors
Usage on photos Don't

Positioning
positioning and reverse brand colors

Minimum clear area

The Khalifa University brandmark is most effective when surrounded by as much open space as possible. A minimum area of unobstructed clear space, based on the height of the lettering in the wordmark, must surround the brandmark in all situations, as shown in the diagrams at left.

9 mm

Minimum logo size

To ensure visibility and legibility, the Khalifa University brandmark should never be presented in a size smaller than 9 mm tall.

One Color logo

The one color black alternative was created for use only when production constraints do not permit the use of color inks.

Logotype

Usage Positioning Colors
Usage on non-brand colors
Usage on photos Don't

Colors

The Khalifa University color palette is an integral part of the brand identity for both print and screen applications. It includes the four colors that make up our symbol, as well as black. All of the colors may be used as backgrounds and accent colours on marketing materials.

Specifications are provided for printing with PANTONE®* inks (spot-color printing) on coated and uncoated paper stock, for four-colour process printing (CMYK), and for web and screen presentation (RGB and HEX). For non-traditional reproduction methods, such as embroidery and silkscreen, make a visual match to the PANTONE coated specifications.
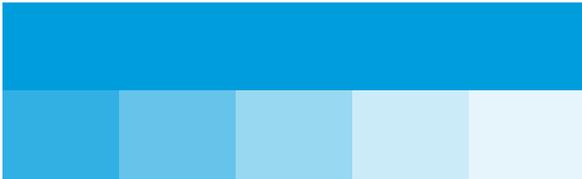
PANTONE®* 299C
C 85, M 19, Y 0, K 0
R 0, G 140, B 214
HEX# 009DDC
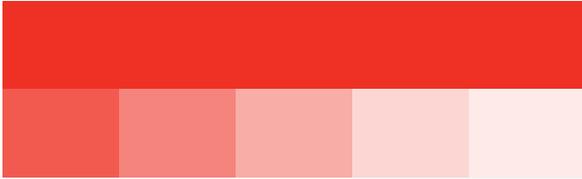
PANTONE®* 485
C 0, M 95 Y 100, K 0
R 238, G 50, B36
HEX# EE3224
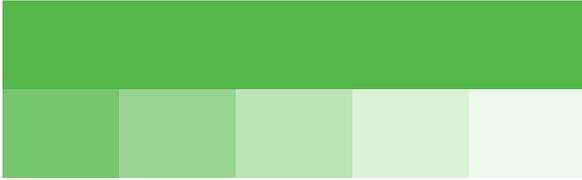
PANTONE®* 361
C 69, M 0, Y 100, K 0
R 84, G 185, B 72
HEX# 54B948

PANTONE®* 7409
C 0, M 30, Y 95, K 0
R 253, G 185, B 36
HEX# FDB924

BLACK
C 0, M 0, Y 0, K 100
R 0, G 0, B 0
HEX# 000000

The colors shown on this page are not intended to match PANTONE® color standards.
* Pantone, Inc.'s check-standard trademark for color reproduction materials.

Logotype

Usage   Positioning   Colors
Usage on non-brand colors
Usage on photos   Don't

Usage on non·brand colors

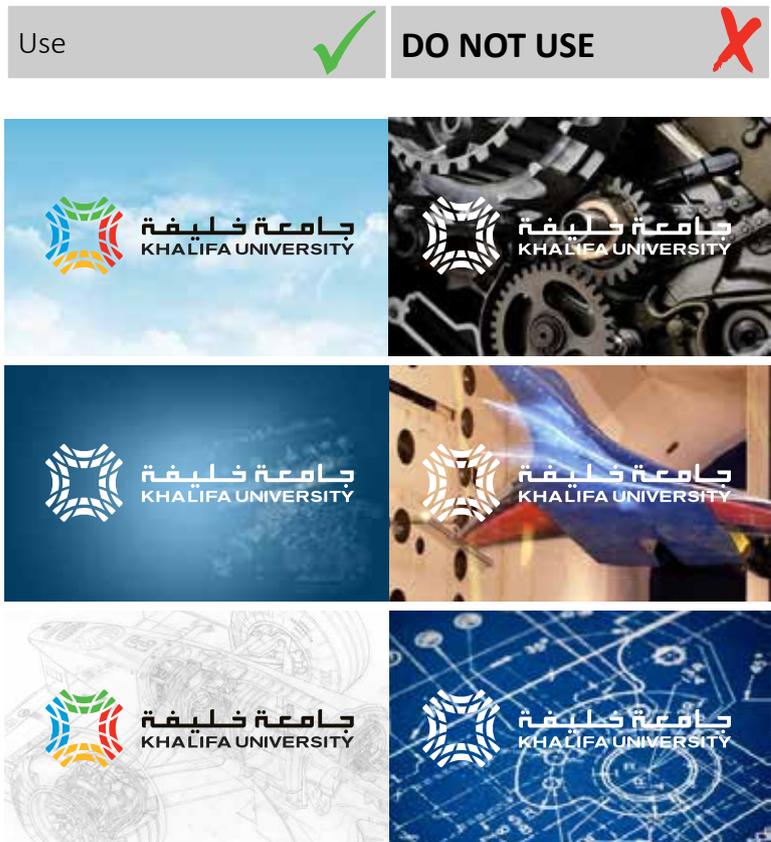Correct and consistent use of the Khalifa University brandmark is an essential part of building brand equity.

Each element has been carefully designed and positioned using specific proportions. Do not alter or redraw the brandmark in any way.

Use ✔	DO NOT USE ✗
جامعة خليفة KHALIFA UNIVERSITY	جامعة خليفة KHALIFA UNIVERSITY
جامعة خليفة KHALIFA UNIVERSITY	جامعة خليفة KHALIFA UNIVERSITY
جامعة خليفة KHALIFA UNIVERSITY	جامعة خليفة KHALIFA UNIVERSITY

Logotype

Usage Positioning Colors
Usage on non-brand colors
Usage on photos Don't

Usage on photos

Logotype

Usage   Positioning   Colors
Usage on non-brand colors
Usage on photos   Don't

Don't

Correct and consistent use of the Khalifa University brandmark is an essential part of building brand equity. Each element has been carefully designed and positioned using specific proportions. Do not alter or redraw the brandmark in any way.

Always use approved electronic artwork.

DON'T

Do not change the colour
of the brandmark

Do not alter or reset the lettering
in the wordmark

Do not add additional text
to the brandmark

Do not alter the size or position of
the elements in the brandmark

18

Logotype

Usage   Positioning   Colors
Usage on non-brand colors
Usage on photos   Don't

DON'T

Do not add a drop shadow or other special effects to the brandmark

Do not allow graphic elements, layout edges or borders within the minimum required clear space

Do not change the brand colors

is more than an education. The educational experience you receive here will shape and propel you into a bright future, a place where the sky is the limit.

Do not use the icon in place of the written name

KHALIFA UNIVERSITY is more than an education. The educational experience you receive here will shape and propel you into a bright future, a place where the sky is the limit.

Do not use the logo in place of the written name

Typography

Using the typeface

The Univers family of typefaces is recommended as the primary typeface for all Khalifa University marketing materials. It was selected because of its legibility, versatility, and compatibility with the Khalifa University brandmark.

Primary Typefaces - English

(Universe Com 45 light)

abcdefghijklmn
opqrstuvwxyz

ABCDEFGHIJK
LMNOPQRSTU
VWXYZ

1234567890

(Universe Com 45 Light Oblique)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRST
UVWXYZ
1234567890

20

Typography

Primary Typefaces - English

(Universe Com 55 Roman)

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRST
UVWXYZ

1234567890

(Universe Com 55 Oblique)

abcdefghijklmnopqrstuvwxyz

*ABCDEFGHIJKLMNOPQRST
UVWXYZ*

1234567890

(Universe Com 65 Bold)

abcdefghijklmnopqrstuvwxyz

**ABCDEFGHIJKLMNOPQRST
UVWXYZ**

1234567890

(Universe Com 65 Bold Oblique)

abcdefghijklmnopqrstuvwxyz

***ABCDEFGHIJKLMNOPQRST
UVWXYZ***

1234567890

Typography

Using the typeface

The font Universe Nest Aabic is recommended as the primary Arabic typeface, for use in Arabic language marketing materials and applications.

Primary Typefaces - Arabic

(Univers Next Arabic - light)

د خ ح ج ث ت ب أ
ض ص ش س ز ر ذ
ك ق ف غ ع ظ ط
ل م ن ه و ي
1234567890

Primary Typefaces - Arabic

(Univers Next Arabic - Regular)

د خ ح ج ث ت ب أ
ض ص ش س ز ر ذ
ك ق ف غ ع ظ ط
ل م ن ه و ي
1234567890

22

Typography

Primary Typefaces - Arabic

(Univers Next Arabic - Bold)

أ ب ت ث ج ح خ د ذ ر ز س
ش ص ض ط ظ غ ع ف ق
ك ل م ن ه و ي
1234567890

Digital-Typo

Digital typeface - English

As «Univers» is not installed on most computers, the Arial type family is recommended for use on the Web, in email messages, and in Microsoft PowerPoint and Word documents. Whenever possible, use Calibri as text in combination with Univers graphic files for headlines and display type.

Primary Typefaces - English

(Calibri - Light)

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRST
UVWXYZ

1234567890

(Calibri - Regular)

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRST
UVWXYZ
1234567890

(Calibri - Italic)

abcdefghijklmnopqrstuvwxyz

*ABCDEFGHIJKLMNOPQRST
UVWXYZ*

1234567890

(Calibri - Bold)

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRST
UVWXYZ
1234567890**

Digital-Typo

Digital typeface - Arabic

As «Universe Next Arabic» is not installed on most computers, «Adobe Arabic» type family is recommended for use on the Web, in email messages, and in Microsoft PowerPoint and Word documents. Whenever possible, use Calibri as text in combination with Univers graphic files for headlines and display type.

If «Adobe Arabic» is not available in your system, please use «Arial» as an alternative option.

Primary Typefaces - Arabic

(Adobe Arabic - Regular)

أ ب ت ث ج ح خ د ذ ر ز س
ش ص ض ط ظ ع غ ف ق ك
ل م ن ه و ي
١٢٣٤٥٦٧٨٩٠

(Adobe Arabic - Italic)

أ ب ت ث ج ح خ د ذ ر ز س ش ص
ض ط ظ ع غ ف ق ك ل م ن ه و ي
١٢٣٤٥٦٧٨٩٠

(Adobe Arabic - Italic)

أ ب ت ث ج ح خ د ذ ر ز س ش ص
ض ط ظ ع غ ف ق ك ل م ن ه و ي
١٢٣٤٥٦٧٨٩٠

(Adobe Arabic - Italic)

أ ب ت ث ج ح خ د ذ ر ز س ش ص
ض ط ظ ع غ ف ق ك ل م ن ه و ي
١٢٣٤٥٦٧٨٩٠

Layout & grid

Digital typeface - English

for paragraph formatting, please make sure always the text is left alligned, **never justify.**

Pharagraph Formatting - English

Lorem ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco *laboris nisi ut aliquip ex ea commodo consequat.* Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Layout & grid

Digital typeface - Arabic

for paragraph formatting, please make sure always the text is left alligned, **never justify.**

Primary Typefaces - Arabic

أبجد هوز

أبجد هوز حطي كلمن سعفص قرشت ثخذ ضظغ أبجد هوز حطي كلمن سعفص قرشت ثخذ ضظغ أبجد هوز حطي كلمن سعفص قرشت ثخذضظغ أبجد هوزحطي كلمن سعفص قرشت ثخذ ضظغ أبجد هوز حطي كلمن سعفص قرشت ثخذ ضظغ أبجد هوز حطي كلمن سعفص قرشت ثخذ ضظغ أبجد هوز حطي كلمن سعفص قرشت ثخذضظغ.

أبجد هوز حطي كلمن سعفص قرشت ثخذ ضظغ أبجد هوز حطي كلمن سعفص قرشت ثخذ ضظغ أبجد هوز حطي كلمن سعفص قرشت ثخذضظغ.

أبجد هوز حطي كلمن سعفص قرشت ثخذ ضظغ أبجد هوز حطي كلمن سعفص قرشت ثخذ ضظغ أبجد هوز حطي كلمن سعفص قرشت ثخذضظغ أبجد هوز حطي كلمن سعفص قرشت ثخذ ضظغ أبجد هوز حطي كلمن سعفص قرشت ثخذ ضظغ أبجد هوز حطي كلمن سعفص قرشت ثخذضظغ.

Don´t

Digital typeface - English

✗ **Never justify paragraph**

Lorem ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco *laboris nisi ut aliquip ex ea commodo consequat.* Duis aute irure dolor in reprehenderit in voluptat.

✗ **Never align center**

Lorem ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco *laboris nisi ut aliquip ex ea commodo consequat.* Duis aute irure dolor in reprehenderit in voluptat.

✗ **Never place images with text area**

Lorem ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco *laboris nisi ut aliquip ex ea commodo consequat.* Duis aute irure dolor in reprehenderit in voluptat.

Don´t

✗ Never capitalize the first letter

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco *laboris nisi ut aliquip ex ea commodo consequat.* Duis aute irure dolor in reprehenderit in voluptat.

✗ Never mix different fonts

Lorem ipsum
LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EIUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA. Ut enim ad minim veniam, quis nostrud exercitation ullamco *laboris nisi ut aliquip ex ea commodo consequat.* Duis aute irure dolor in reprehenderit in voluptat.

KUlogo
positioning

In this section you will find
the best way and format for
using Khalifa University´s logo
along with other logos

- KU logo alone
- KU logo with affiliates
- General KU
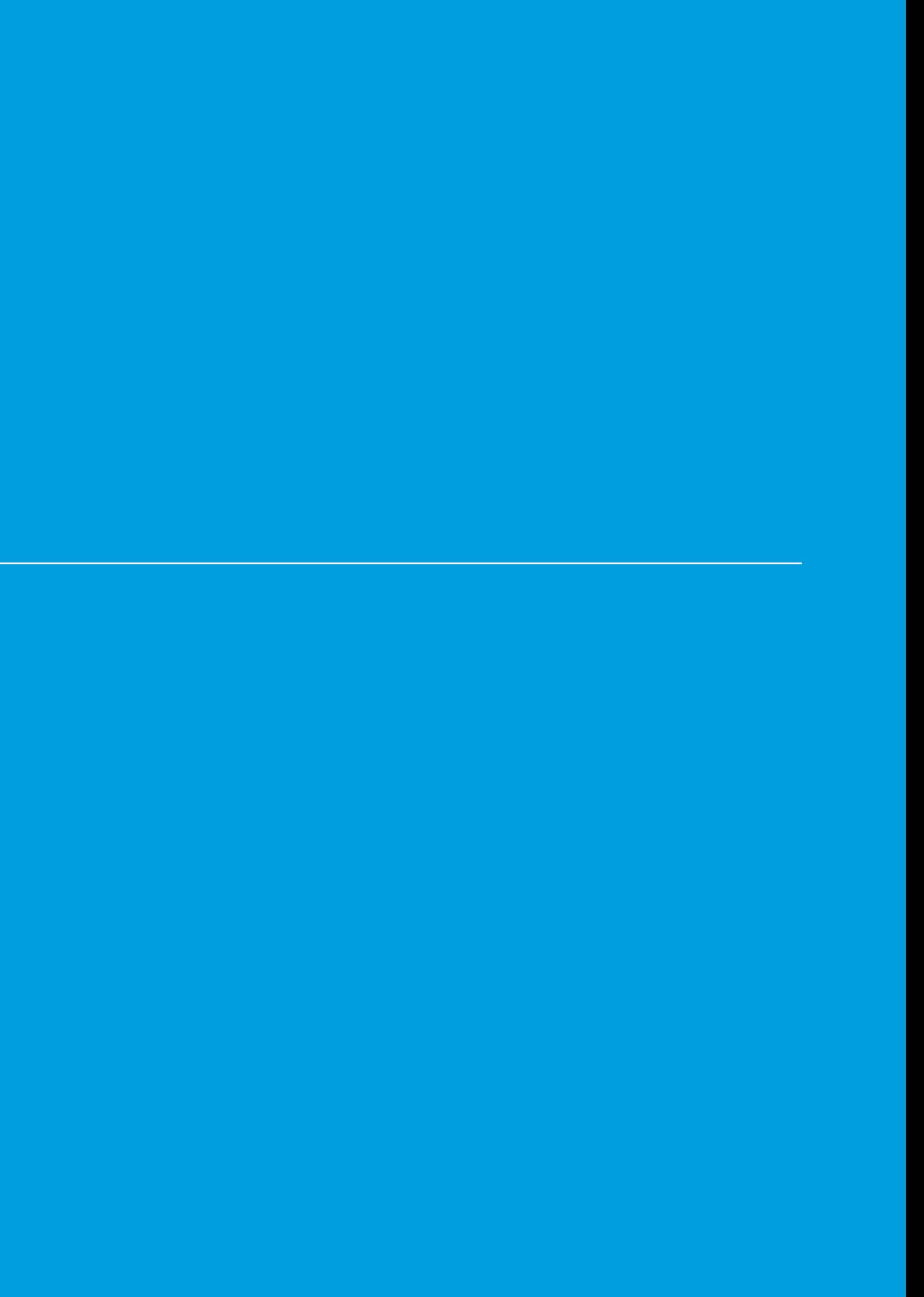
TheLogo
position

It is important to position the Khalifa University's logo properly when placing it next to the logos of other institutes.

KU logo alone

Usage Positioning Colors
Usage on non-brand colors
Usage on photos Don't

Usage
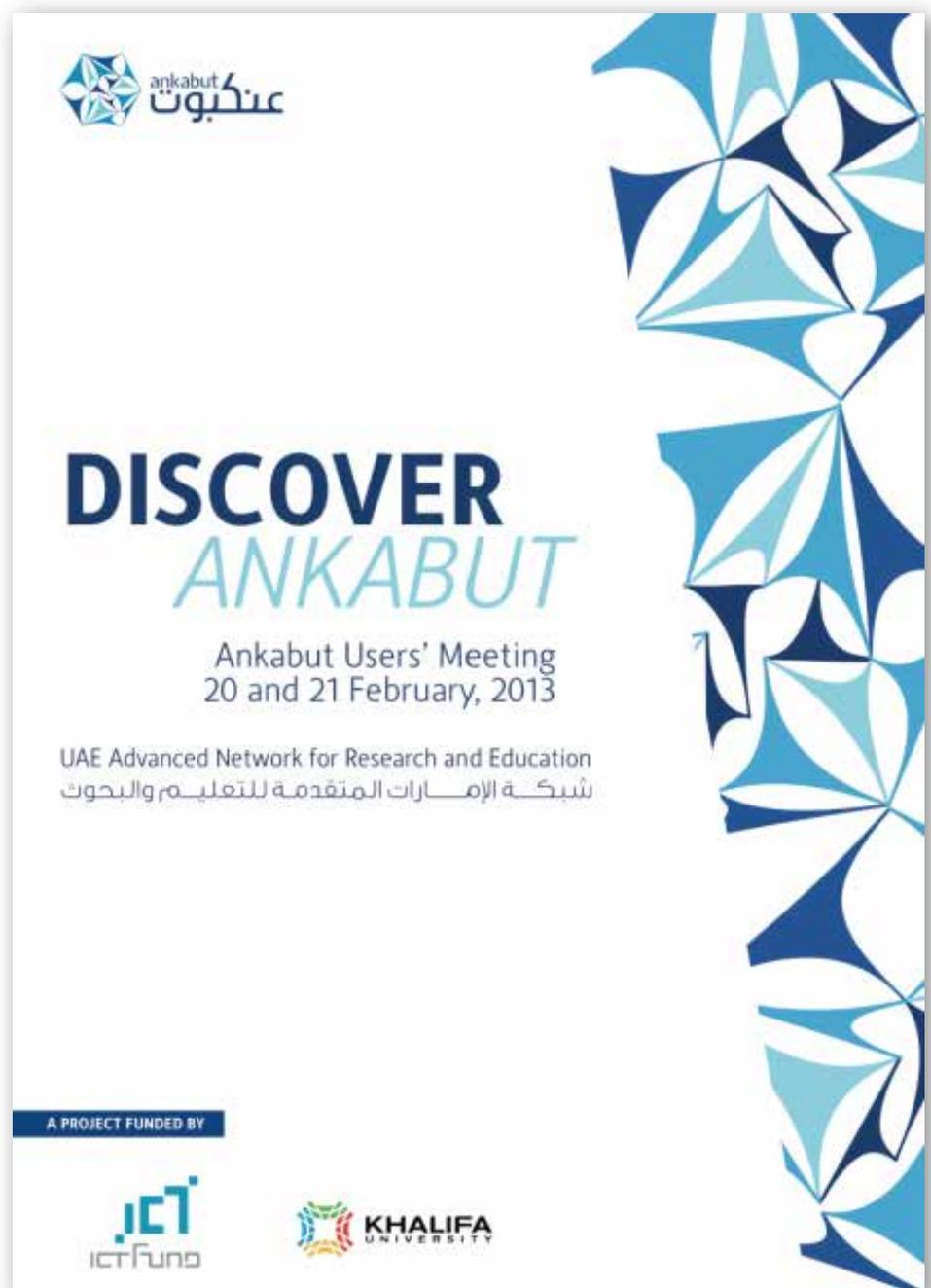the layout should appear in an area
with a lot of white space

With an affiliate

print designs

Khalifa University logo always follows the formal allignment with other brand marks.

With an affiliate

Digital designs
Khalifa logo always follows the formal allignment with other brand marks.