



AMERICAN UNIVERSITY OF BEIRUT

BRAND IDENTITY GUIDELINES

Version 02 | March 2024



AMERICAN UNIVERSITY OF BEIRUT

The American University of Beirut's brand identity is propagated worldwide in various media and settings. Our brand ideal inspires everything we do and captures who we are as an establishment and culture. Consider this Brand Guideline booklet the blueprint for building and sustaining our visual identity in a consistent way.

BRAND GUIDELINES

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01

LOGO MAIN VERSION COLORED

The colored version, burgundy on white or white on burgundy, is the main version of our logo.

Whenever possible, we will prioritize the use of this version.



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01

LOGO MAIN VERSION BLACK & WHITE

When, for design purpose, we are unable to use the colored version of our logo, we should use the monochromatic version as illustrated.

Our logo can be used as negative version depending on the background color, with the aim to preserve legibility.



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02

ANATOMY OF THE EMBLEM

The Emblem features four main components:

1. Seal
2. Motto
3. Year of establishment
4. Cedar tree

The emblem is an element of the logo that should be used with the logo only and never alone.



03

LOGO ARRANGEMENT

When adjusting alignment based on design, follow the illustrated arrangements.

The horizontal logo arrangement is the main version of our logo and should be prioritized at all times.



AMERICAN
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Horizontal version



AMERICAN
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OF BEIRUT

Vertical version



AMERICAN
UNIVERSITY
OF BEIRUT

Horizontal version



AMERICAN
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OF BEIRUT

Vertical version

04

LOGO CLEAR SPACE HORIZONTAL

The safe area and clear space around our logo should always be respected for clear visibility. This area is defined by the size of the icon and should never be reduced or invaded by adjacent elements (texts, photos, other logos, etc.)

Resizing

The American University of Beirut's iconic cedar tree and typeface are our main brand identifiers and should never be reduced to a size smaller than **11mm/32px** in order to maintain legibility.



CLEAR SPACE



SMALLEST SIZE
11mm / 32px

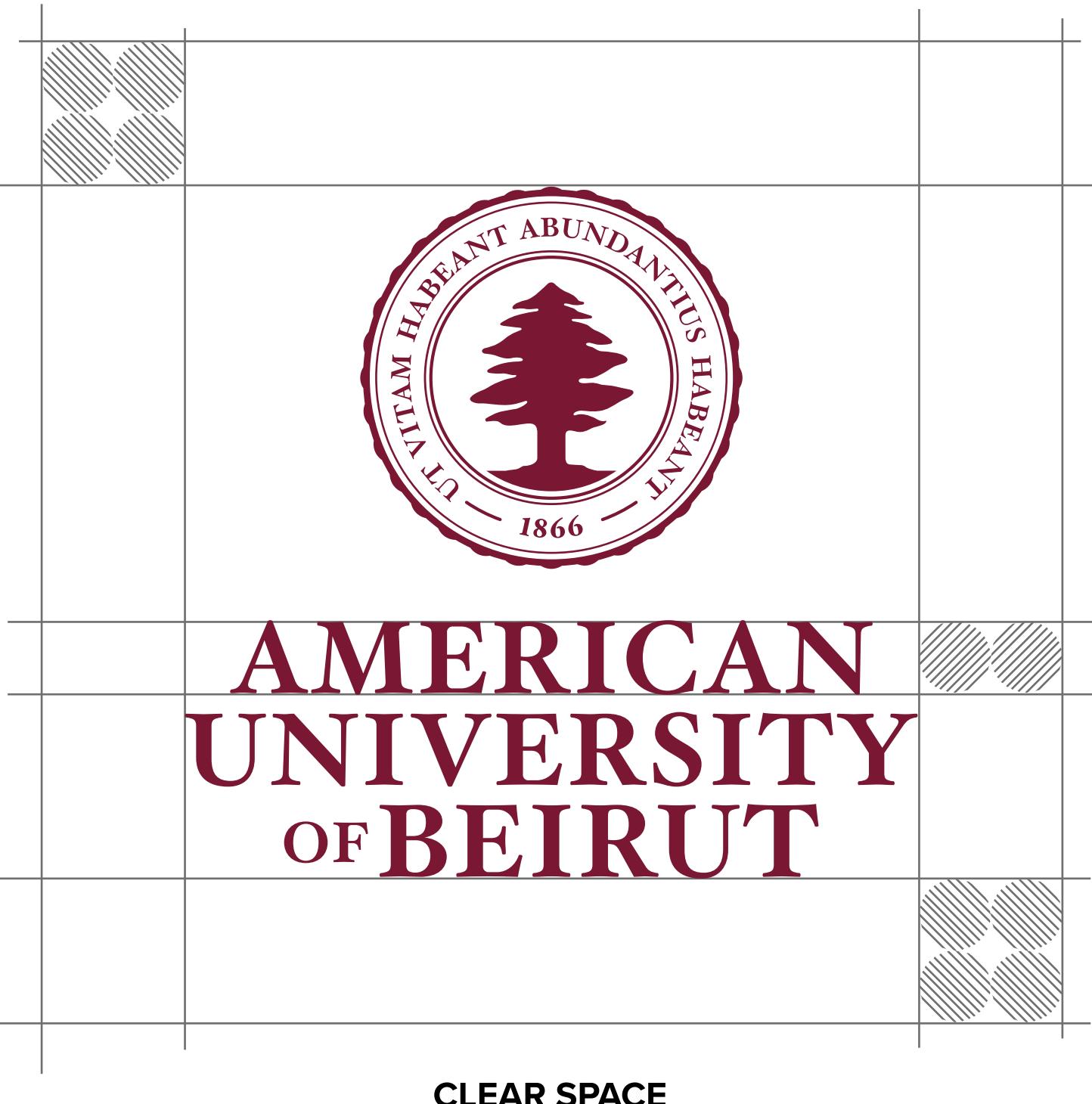
04

LOGO CLEAR SPACE VERTICAL

The safe area and clear space around our logo should always be respected for clear visibility. This area is defined by the size of the icon and should never be reduced or invaded by adjacent elements (texts, photos, other logos, etc.)

Resizing

The American University of Beirut's iconic cedar tree and typeface are our main brand identifiers and should never be reduced to a size smaller than 20mm/57px in order to maintain legibility.



SMALLEST SIZE
20mm / 57px

05**CONCISE LOGO
COLORED**

The concise logo includes the name "American University of Beirut" without the Latin motto and should be used with the logos of the faculties and next to the copyright information in presentations.



05**CONCISE LOGO
BLACK & WHITE**

The concise logo includes the name "American University of Beirut" without the Latin motto and should be used with the logos of the faculties and next to the copyright information in presentations.

The black and white version should only be used for legibility purposes.



05

CONCISE LOGO CLEAR SPACE

The safe area and clear space around our icon should always be respected for clear visibility. This area is defined by the size of the icon and should never be reduced or invaded by adjacent elements (texts, photos, other logos, etc.)

Resizing

The American University of Beirut's iconic cedar tree is our brand identifier and should never be reduced to a size smaller than 13mm/37px in order to maintain legibility.



SMALLEST SIZE
13mm / 37px

06**SEAL
COLORED**

The university seal should be used for ceremonial use only. It may also be used as an ornamental element on official university documents. This seal should never be used in the place of the logo.

The seal contains all elements of the logo in one container: cedar tree, motto, year of establishment, seal, and name.

The main version of the seal, in white and burgundy, should be prioritized.



06

SEAL BLACK & WHITE

The university seal should be used for ceremonial use only. It may also be used as an ornamental element on official university documents. This seal should never be used in the place of the logo.

The seal contains all elements of the logo in one container: cedar tree, motto, year of establishment, seal, and name.

The black and white version of the seal should only be used for legibility purposes.



06

SEAL CLEAR SPACE

The safe area and clear space around our icon should always be respected for clear visibility. This area is defined by the size of the icon and should never be reduced or invaded by adjacent elements (texts, photos, other logos, etc.)

Resizing

The American University of Beirut's iconic cedar tree is our brand identifier and should never be reduced to a size smaller than 20mm/57px in order to maintain legibility.



SMALLEST SIZE
20mm / 57px

07

LOGO SIZES ON PRINT

Size Restrictions

The American University of Beirut's logo should be produced at a reasonable size to maintain legibility. To maintain consistency across print material, specified sizes are set for different documents.

The minimum possible height of the horizontal logo is 12mm.

The minimum possible height of the vertical logo is 20mm.



**AMERICAN
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Horizontal logo
measured by height size



**AMERICAN
UNIVERSITY
OF BEIRUT**

Vertical logo measured
by height size

DOCUMENT SIZE	HORIZONTAL LOGO (HEIGHT)	VERTICAL LOGO (HEIGHT)
Rollup (150x200cm)	Stand-Alone 260mm / Signature 92mm	Stand-Alone 740mm / Signature 167mm
Rollup (120x200cm)	Stand-Alone 230mm / Signature 92mm	Stand-Alone 655mm / Signature 167mm
Rollup (100x200cm)	Stand-Alone 210mm / Signature 82mm	Stand-Alone 600mm / Signature 150mm
Rollup (85x200cm)	Stand-Alone 180mm / Signature 82mm	Stand-Alone 510mm / Signature 150mm
A2	Stand-Alone 70mm / Signature 48mm	Stand-Alone 127mm / Signature 87mm
A3	Stand-Alone 49mm / Signature 35mm	Stand-Alone 100mm / Signature 63mm
A4	Stand-Alone 30mm / Signature 21mm	Stand-Alone 54mm / Signature 38mm
A5	Stand-Alone 19mm / Signature 15mm	Stand-Alone 34mm / Signature 27mm
Envelope (C3)	21mm	—
Envelope (C4)	21mm	—
Envelope (DL)	20mm	—
Business Card	12mm	—

08

ARABIC TYPEFACE

A custom Arabic font was created to match the English version of our logo. Both versions of the text should be used with the same ascender height.

The Arabic text should always be placed under the main English text.

AMERICAN UNIVERSITY OF BEIRUT [x]
جامعة أميركية في بيروت [x]

08**ARABIC
TYPEFACE**

The bilingual typography should only be used on signages and when legally required.

i.e: In material created for the UAE or KSA

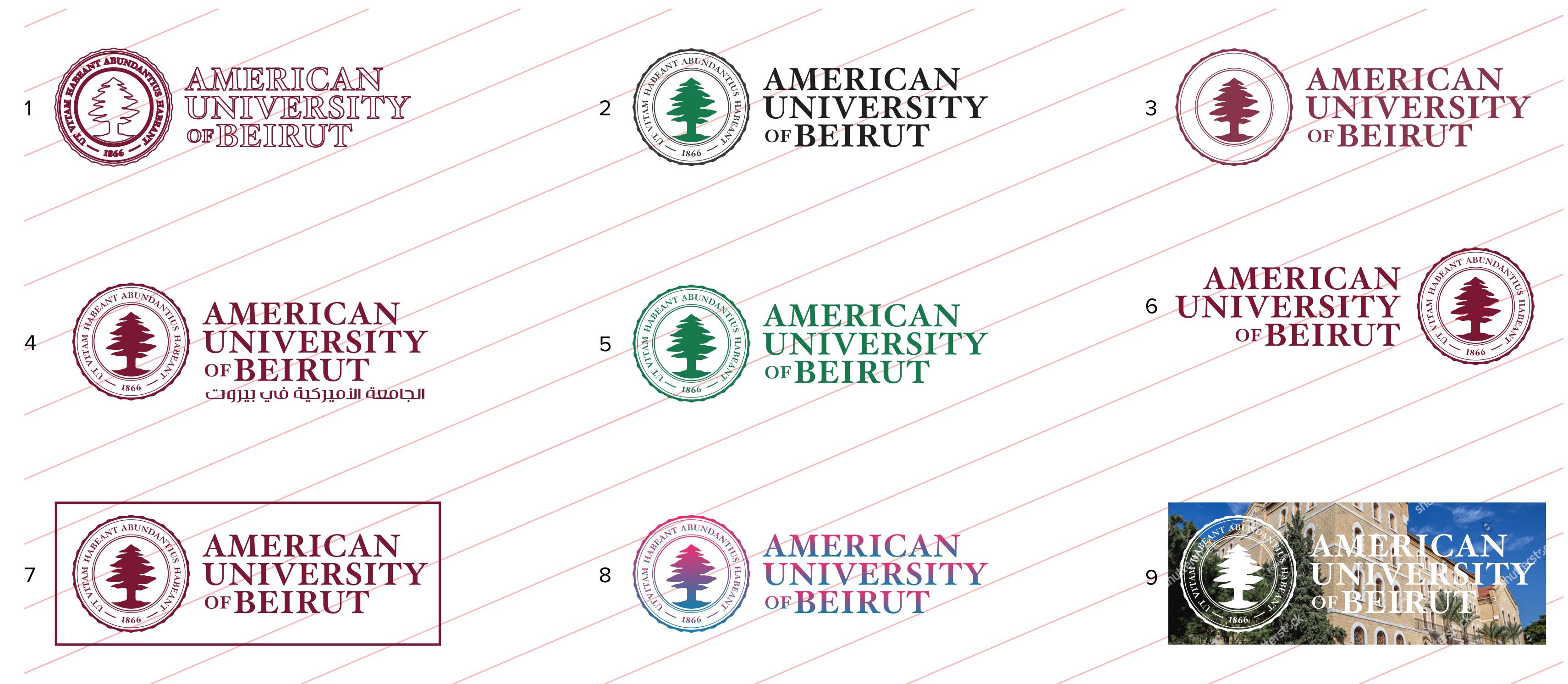


AMERICAN UNIVERSITY OF BEIRUT
الجامعة الأمريكية في بيروت

09

LOGO MISUSES

To ensure the correct expression of the American University of Beirut's logo in all communication, there are some typical misuses to avoid.



**1. Do not create
a line version**

**6. Do not alter
alignment**

**2. Do not color
the cedar tree icon**

**7. Do not place the logo
inside shapes**

**3. Do not alter or remove
elements from the logo**

**8. Do not add any
effects to the logo**

**4. Do not add Arabic to
the main logo**

**9. Do not use busy backgrounds
in order to maintain legibility**

10

COLOR PALETTE

In order to maintain consistency and fluidity throughout all communication by the American University of Beirut, follow the illustrated color palette.

PRIMARY COLOR

BERYTUS RED

HEX #840132

R 132 | G 0 | B 50

C 30 | M 100 | Y 69 | K 33

—
PANTONE

SOLID COATED 194C

SECONDARY COLOR

BLACK

HEX #000000

R 0 | G 0 | B 0

C 0 | M 0 | Y 0 | K 0

—
PANTONE

SOLID COATED 7C

SOLID UNCOATED 6U

SECONDARY COLOR

LIGHT GRAY

HEX #808080

R 128 | G 128 | B 128

C 50 | M 40 | Y 40 | K 20

—
PANTONE

SOLID COATED 8C

SOLID UNCOATED 8U

10

COLOR PALETTE ACCENT COLORS - WARM

The accent colors are meant to be used as highlights or additions. There's no specific color for faculties, departments or areas of the university. Any of these colors may be used for any communication.

The colors are categorized as warm and cool hues. There are 12 core accent colors, each with 2 lighter shades to give more flexibility and diversity. Attention should be given to the use of appropriate color choices and combinations.

There must always be a good contrast between text and background color. Dark type on a white or very pale background is the most visually accessible. White type should only be used on a very dark background.

PRIMARY COLOR

BERYTUS RED

HEX #840132

R 132 | G 0 | B 50

C 30 | M 100 | Y 69 | K 33

PANTONE

SOLID COATED 194C

YELLOW

HEX #EB9F00 | PANTONE 130 C

#FFFC254

#FFDDA2

ORANGE

HEX #C85F00 | PANTONE 717 C

#FFA157

#FFBD86

CORAL

HEX #C85143 | PANTONE 179 C

#E2786C

#FFAEA7

PINK

HEX #C8666D | PANTONE 702 C

#FFA1A7

#FFC8CB

PURPLE

HEX #953280 | PANTONE 248 C

#C565AD

#E29DD1

VIOLET

HEX #4B1757 | PANTONE 2603 C

#854295

#A16BAF

10

COLOR PALETTE ACCENT COLORS - COOL

The accent colors are meant to be used as highlights or additions. There's no specific color for faculties, departments or areas of the university. Any of these colors may be used for any communication.

The colors are categorized as warm and cool hues. There are 12 core accent colors, each with 2 lighter shades to give more flexibility and diversity. Attention should be given to the use of appropriate color choices and combinations.

There must always be a good contrast between text and background color. Dark type on a white or very pale background is the most visually accessible. White type should only be used on a very dark background.

PRIMARY COLOR

BERYTUS RED

HEX #840132

R 132 | G 0 | B 50

C 30 | M 100 | Y 69 | K 33

PANTONE

SOLID COATED 194C

INDIGO

HEX #1E2584 | PANTONE 2370 C

#565EBB

#868EE2

NAVY

HEX #142D66 | PANTONE 294 C

#345199

#7391E2

BLUE

HEX #005E99 | PANTONE 2196 C

#3AA0E2

#80CAFF

TEAL

HEX #175757 | PANTONE 2238 C

#268B8B

#66C8C8

GREEN

HEX #26613A | PANTONE 7732 C

#3C955C

#8BC8A0

LIME

HEX #4B8123 | PANTONE 363 C

#88BB66

#ADD78F

10

COLOR PALETTE GRADIENTS - WARM

The gradient color palette was created to enhance applications and is recommended particularly for digital use. When needed, each color can be transformed into a gradient by combining the core color with its lightest shade.

PRIMARY COLOR

BERYTUS RED

HEX #840132

R 132 | G 0 | B 50

C 30 | M 100 | Y 69 | K 33

PANTONE

SOLID COATED 194C

YELLOW

HEX #EB9F00 | #FFDDA2

ORANGE

HEX #C85F00 | #FFBD86

CORAL

HEX #C85143 | #FFAEA7

PINK

HEX #C8666D | #FFC8CB

PURPLE

HEX #953280 | #E29DD1

VIOLET

HEX #4B1757 | #A16BAF

10

COLOR PALETTE GRADIENTS - COOL

The gradient color palette was created to enhance applications and is recommended particularly for digital use. When needed, each color can be transformed into a gradient by combining the core color with its lightest shade.

PRIMARY COLOR

BERYTUS RED

HEX #840132

R 132 | G 0 | B 50

C 30 | M 100 | Y 69 | K 33

PANTONE

SOLID COATED 194C

INDIGO

HEX #1E2584 | #868EE2

NAVY

HEX #142D66 | #7391E2

BLUE

HEX #005E99 | #80CAFF

TEAL

HEX #175757 | #66C8C8

GREEN

HEX #26613A | #8BC8A0

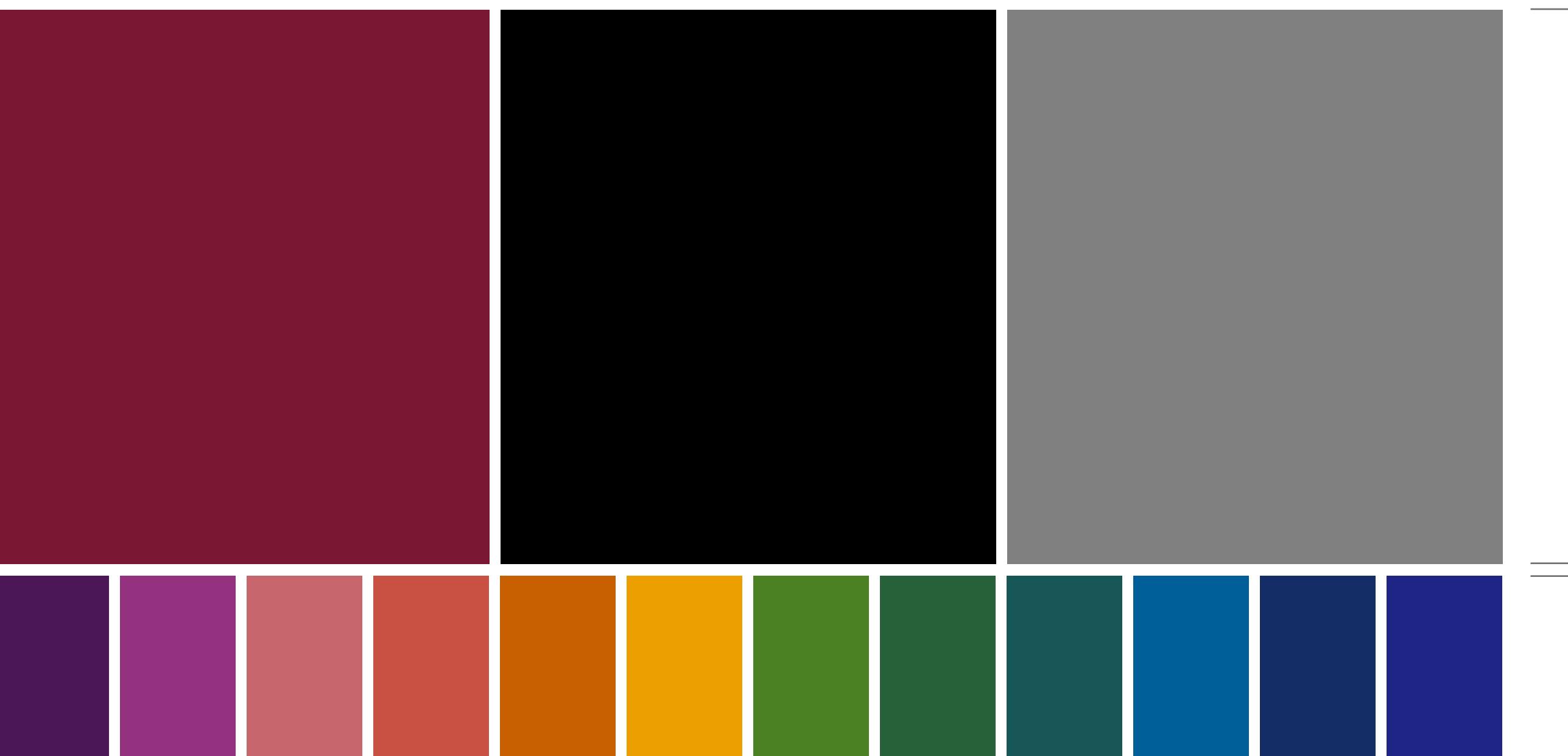
LIME

HEX #4B8123 | #ADD78F

10

COLOR PROPORTIONALITY

Minimal color usage is often the most graphically effective. The accent color should not exceed 1/4 of the whole layout. Undisciplined color usage and tonally inappropriate combinations will dilute the impact of our identity.



10

SAMPLE OF POSTS

Examples included on this slide must be viewed as inspirations, and not a template, for integrating accent colors in line with our brand guidelines.

**UNLOCK THE POWER OF
SEAMLESS DIGITAL
EXPERIENCES!**

UX/UI Online Graduate Professional Diploma

JOIN OUR PROGRAM NOW!

AMERICAN UNIVERSITY OF BEIRUT
MAROUN SEMAAN FACULTY OF ENGINEERING & ARCHITECTURE

Mental Health Matters.

SPEAK UP SEEK HELP!

If you're struggling with your mental health, don't hesitate to seek help from our mental health professionals.

AMERICAN UNIVERSITY OF BEIRUT
FACULTY OF HEALTH SCIENCES

10 **SAMPLE OF POSTS**

Examples included on this slide must be viewed as inspirations, and not a template, for integrating accent colors in line with our brand guidelines.



11

TYPOGRAPHY

PROXIMA NOVA

At the American University of Beirut, we are diverse and therefore we can express ourselves in different ways depending on the context. For this reason, our typography has multiple weights that can be utilized.

LOWER CASE

a b c d e f g h l j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

UPPER CASE

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

WEIGHT FLEXIBILITY

A A A

Proxima
Light

Proxima
Regular

Proxima
Semi Bold

A A A

Proxima
Bold

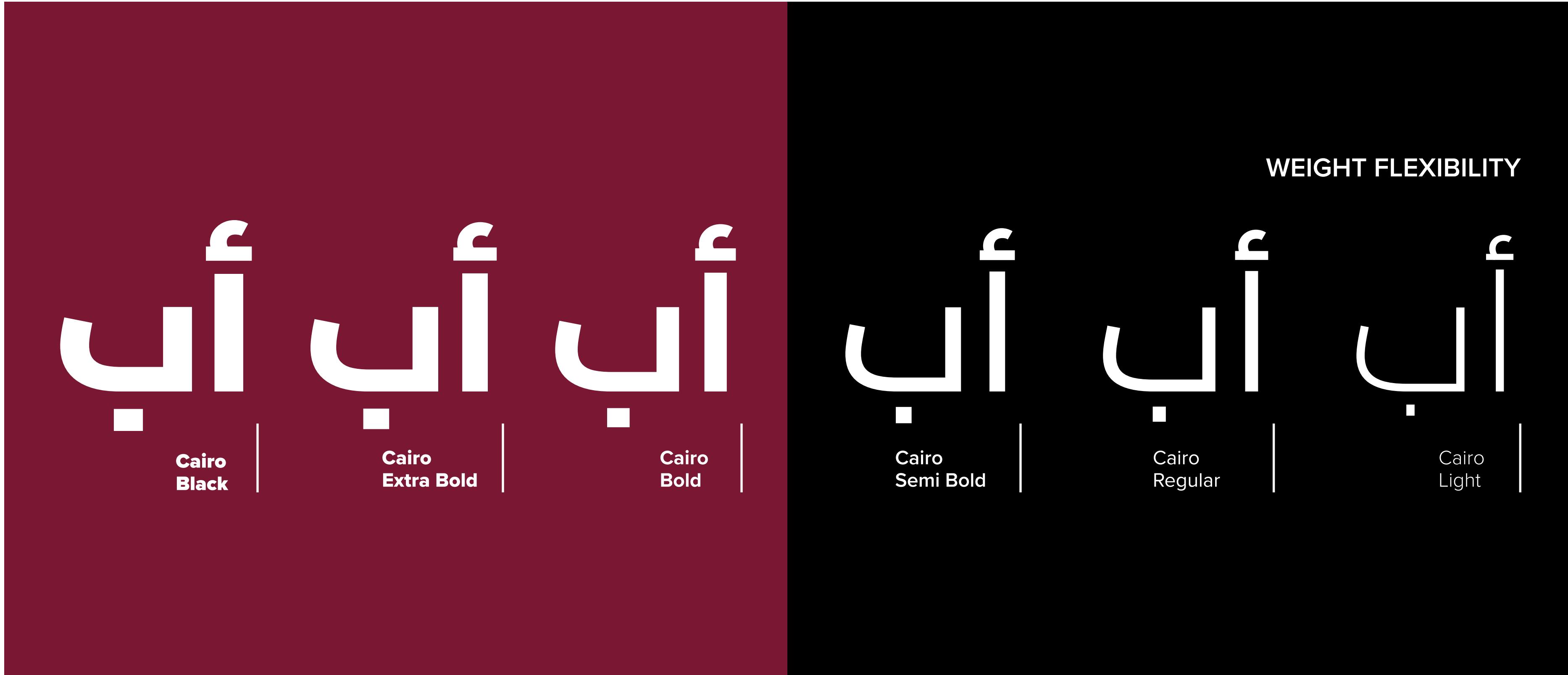
Proxima
Extra Bold

Proxima
Black

11

TYPOGRAPHY CAIRO

At the American University of Beirut, we are diverse and therefore we can express ourselves in different ways depending on the context. For this reason, our typography has multiple weights that can be utilized.



FONT PREVIEW

أ ب ت ث د ز س ش ص
ض و م ن ك ف ق ط ب
. پ ل و ئ ئ ئ ئ ئ



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OF BEIRUT

How the American University of Beirut is represented through design and visual communication is a big part of how the establishment is portrayed on both local and global scales. The depicted guidelines are the official brand identity guidelines to be utilized across all forms of communication.

For questions on brand governance or approval, please get in touch with the American University of Beirut's Office of Communications.