Brand Guidelines

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WELCOME

Welcome to the University of Engineering brand guidelines.

A unified and consistent use of these guidelines is one of the key ways by which we will visibly distinguish and strengthen the equity and hence the value of our brand over the medium and long-term.

These guidelines are designed to help everybody involved in the production of our communications and they also play an important role in building our brand. Please take time to read and understand them: The design principles have been carefully considered and developed to ensure that our visual identity is consistent all around the world. They will continue to evolve as our requirements grow to become a fully comprehensive guide for all identity applications.

This document provides detailed guidelines for working with the University of Engineering visual identity. It includes an overview of our brand positioning, our identity toolkit, and illustrates applications for business papers and other applications. Thank you for making the brand a priority!

ABOUT THE UNIVERSITY OF ENGINEERING

The University of Engineering was founded in 2022 by a Bioengineering student at Rice University to democratize engineering education and build the future.

Products of the University of Engineering include the U of E learning console and calculator applications. The University of Engineering aims to provide a curriculum on-par with ABET-accredited undergraduate programs in an intuitive and enjoyable manner.

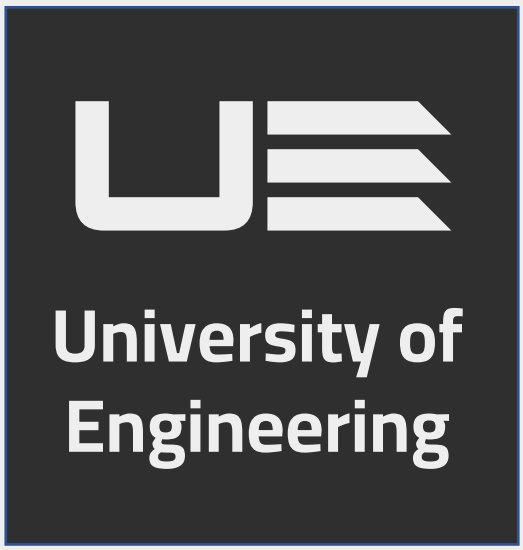
The learning console enables students to supplement their college courses or learn subjects on their own ranging from engineering, physics mechanics, electricity and magnetism, chemistry, and math from pre-algebra until multivariable calculus, differential equations, and linear algebra.

Calculator applications allow students to check their work with problem sets or solve in-class assignments from their university.

Graduates from the University of Engineering will have the skills necessary to pursue a career in their desired field of engineering and conduct research on their own to build the technologies that will power the future.

University of Engineering

A. The University of Engineering wordmark



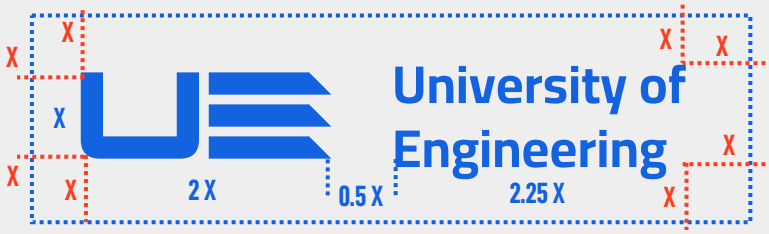
B. The University of Engineering flag

C. The University of Engineering square logo

D. The University of Engineering vector logo

The University of Engineering Visual Identity is more than a badge or logo: it stands for who we are. It is a visual representation of our brand, our values and our commitment to be the best educational resource for engineers around the world.

University of Engineering



University of Engineering

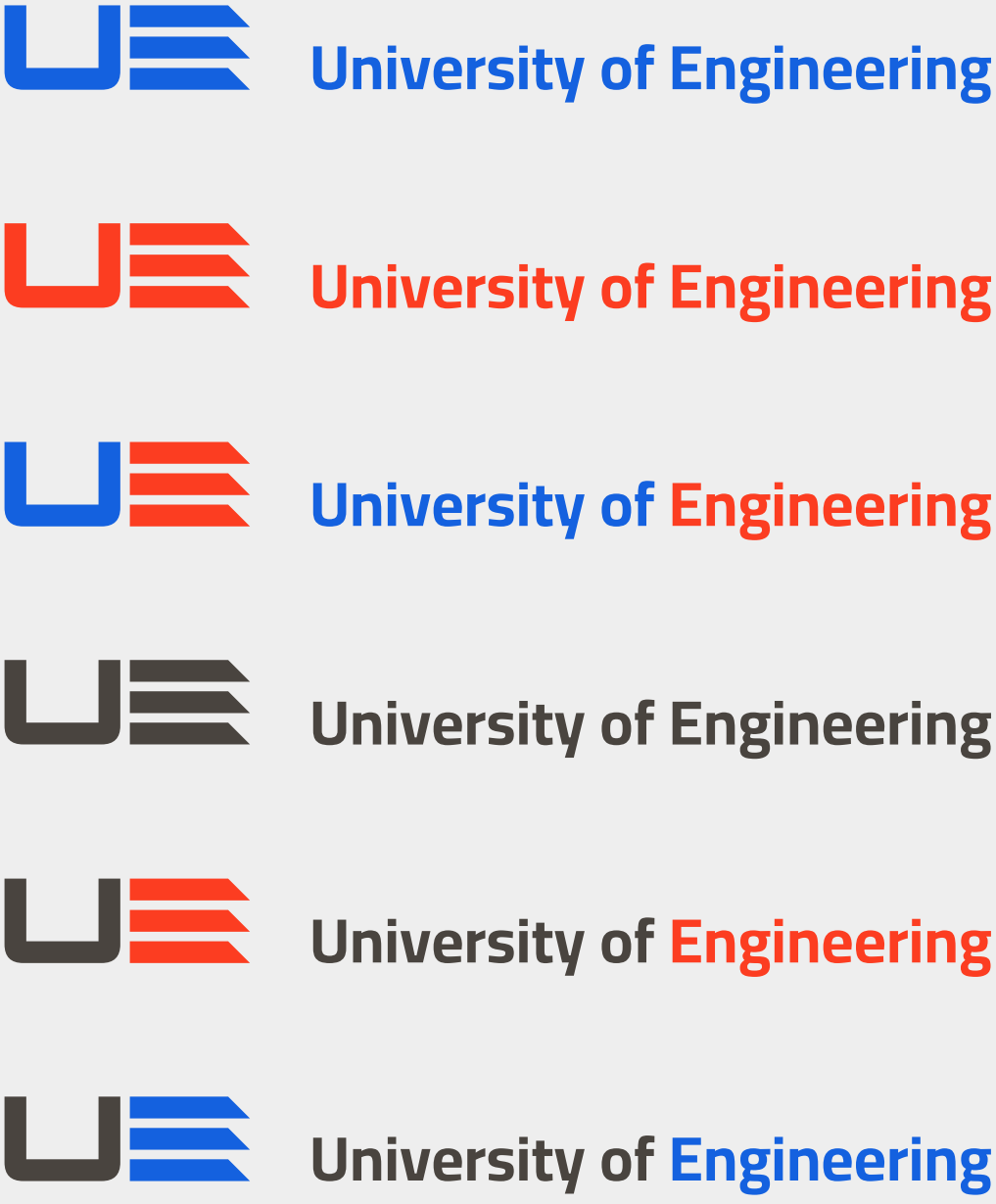
Alien Mine

FONTS

University of Engineering

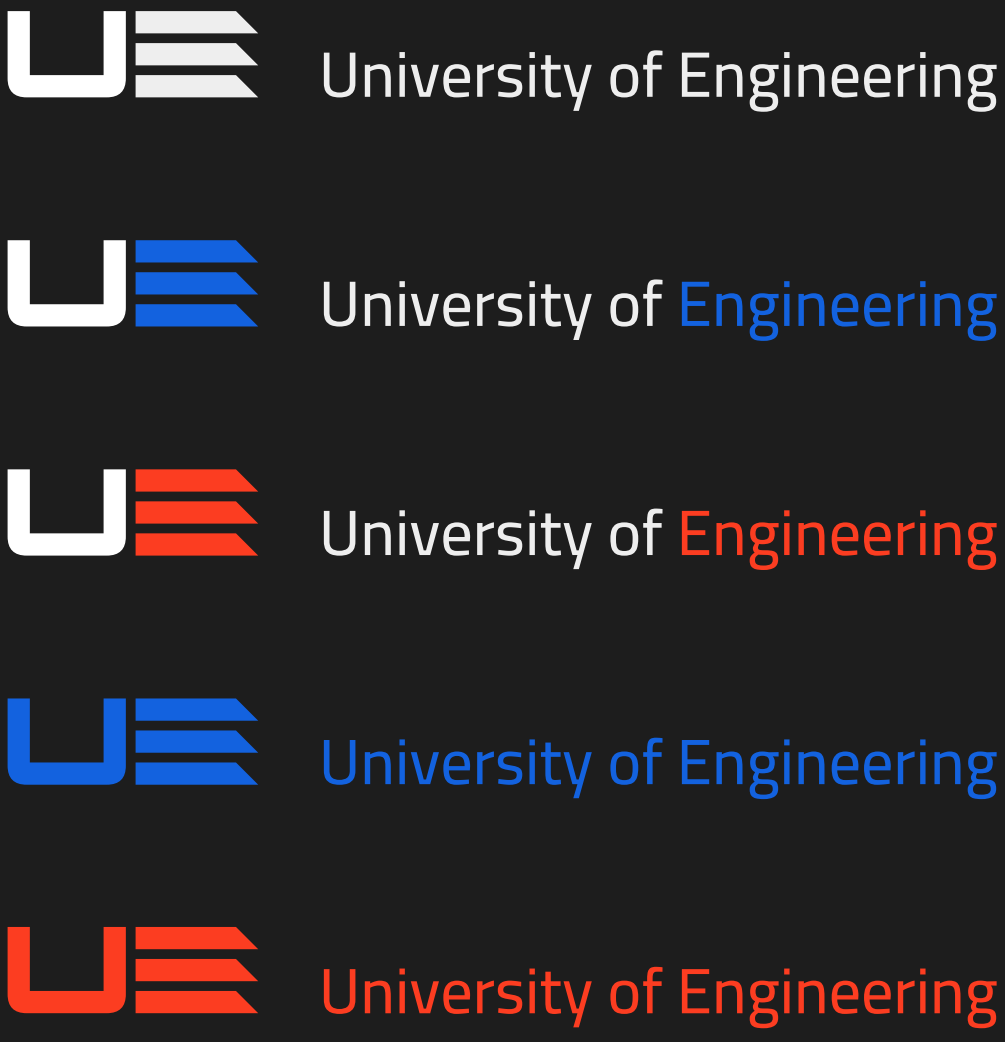
Cairo Bold

A. The University of Engineering wordmark in stacked and extended styles with lockups and clear space



B. The University of Engineering wordmark in permissible light color combinations

UNIVERSITY OF ENGINEERING WORDMARK



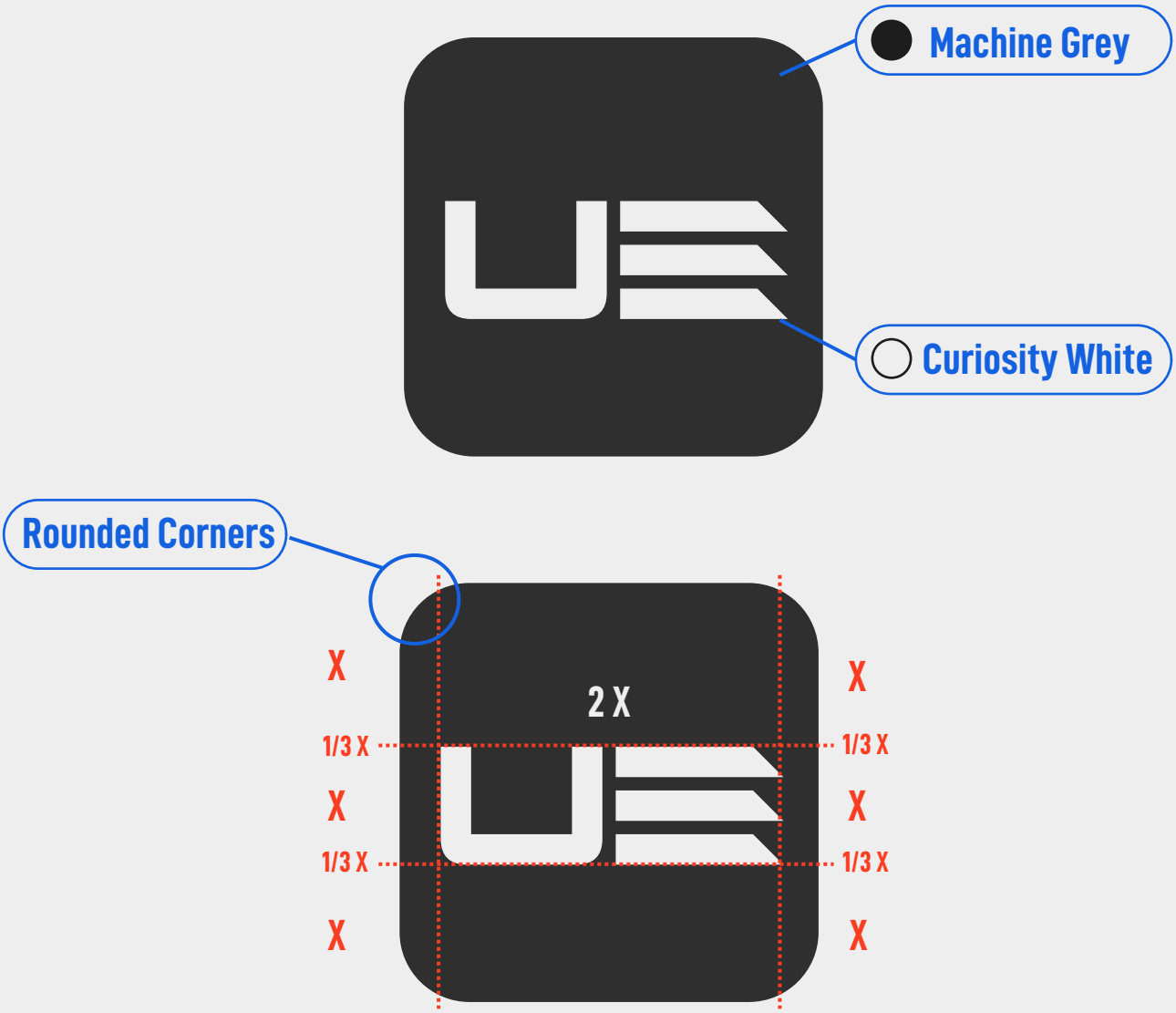
C. The University of Engineering wordmark in permissible dark color combinations

The University of Engineering Wordmark is the most common expression of our Visual Identity. It combines the clearest communication of the brand name with the most flexible rules of application.

A. The U of E Wordmark may only be presented in stacked and extended mode as depicted.

B/C. The U of Wordmark may only be presented in the color schemes depicted in the same order. Word color must follow vector logo color as shown. For the stacked version of the Wordmark, color matching is not permitted.

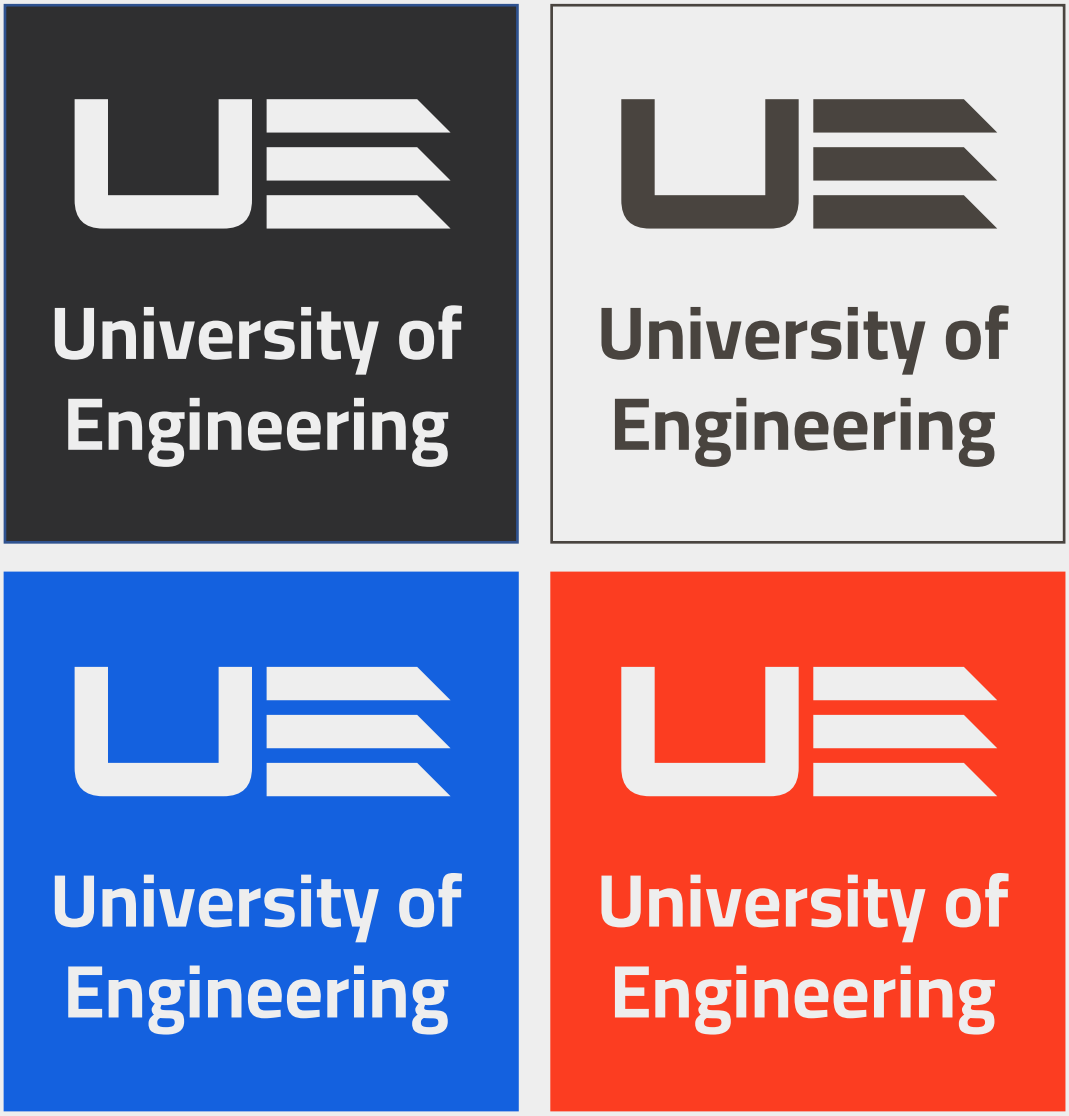
UNIVERSITY OF ENGINEERING ICON



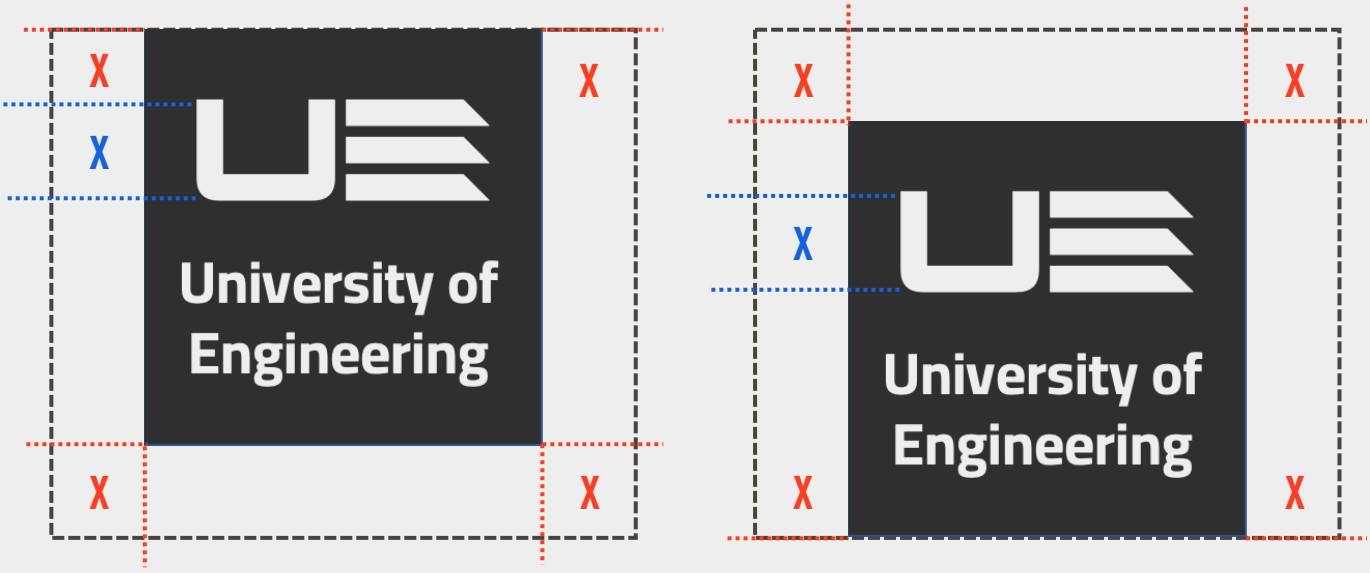
A. University of Engineering icon with lockup and clear space

The University of Engineering Visual Identity is more than a badge or logo: it stands for who we are. It is a visual representation of our brand, our values and our commitment to be the best educational resource for engineers around the world.

B. Permissible background/color combinations

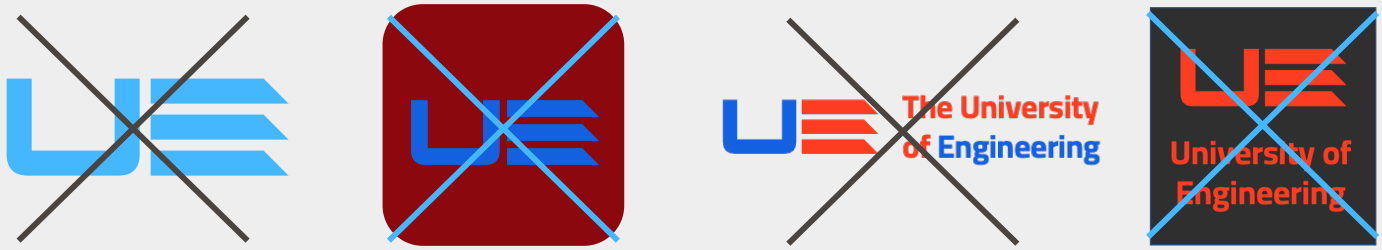


A. Permissible background/color combinations

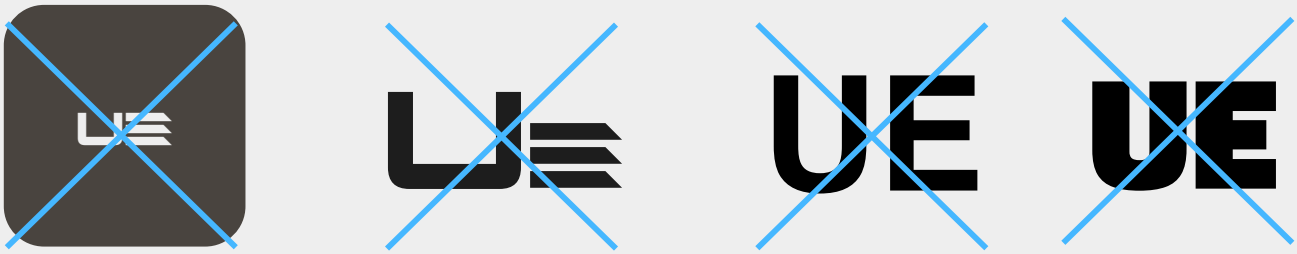


B. Bleed and color space

UNACCEPTABLE USES OF THE VISUAL IDENTITY

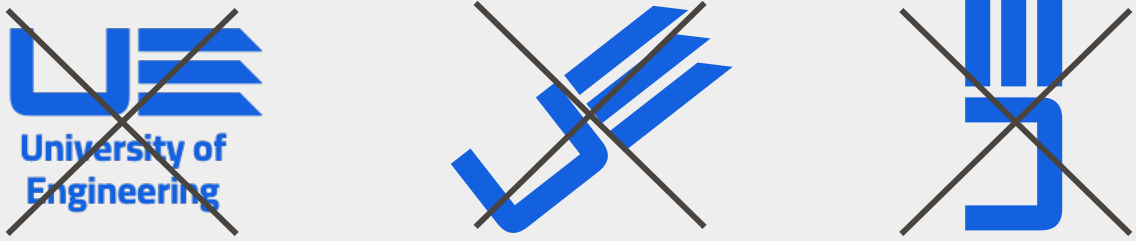


Wrong color combinations



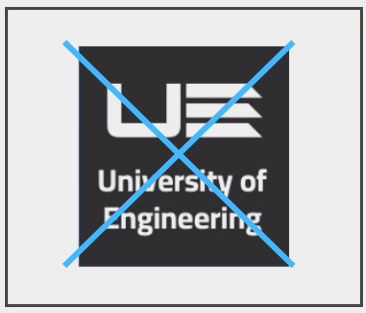
Wrong proportions

Wrong fonts

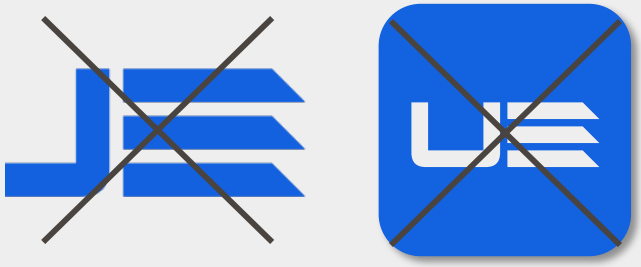


Wrong spatial relationships

Wrong background to flag



Floating flag



Cropped logo

Shadows

COLOR PALETTE CORPORATE PALETTE

Big Brain Blue
Hex: #1461DF

R: 20 | G: 97 | B: 223

CMYK: (91,57,0,13)

Innovation Red
Hex: #FC3D21

R: 252 | G: 61 | B: 33

CMYK: (0,76,87,1)

Curiosity White
Hex: #EEEEEE

R: 238 | G: 238 | B: 238

CMYK: (0,0,0,7)

Machine Grey
Hex: #484440

R: 72 | G: 68 | B: 64

CMYK: (0,6,11,72)

Nebular Navy
Hex: #1A1A2D

R: 26 | G: 26 | B: 45

CMYK: (42,42,0,82)

Risky Red
Hex: #C83024

R: 200 | G: 48 | B: 36

CMYK: (0,76,82,22)

Frozen Blue
Hex: #E3F5FE

R: 227 | G: 245 | B: 254

CMYK: (11,4,0,0)

Modern Black
Hex: #1D1D1D

R: 29 | G: 29 | B: 29

CMYK: (0,0,0,89)

Engineering Blue
Hex: #18367E

R: 24 | G: 54 | B: 126

CMYK: (81,57,0,51)

Prototype Purple
Hex: #7018BA

R: 112 | G: 24 | B: 186

CMYK: (40,87,0,27)

Experimental Indigo
Hex: #200273

R: 32 | G: 2 | B: 115

CMYK: (72,98,0,55)

Sleek Silver
Hex: #C0C0C0

R: 192 | G: 192 | B: 192

CMYK: (0,0,0,25)

Electric Blue
Hex: #66B4F9

R: 102 | G: 180 | B: 249

CMYK: (59,28,0,2)

High Tech Pink
Hex: #E763B2

R: 231 | G: 99 | B: 178

CMYK: (0,57,23,9)

Eureka Red
Hex: #7F1B18

R: 127 | G: 27 | B: 24

CMYK: (0,79,81,50)

Lunar Grey
Hex: #515B65

R: 81 | G: 91 | B: 101

CMYK: (20,10,0,60)

PRIMARY TYPOGRAPHY

Primary Body Font: **D-DIN**

D-Din Standard	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
D-Din Italic	*ABCDEFGHIJKLMNOPQRSTUVWXYZ* *abcdefghijklmnopqrstuvwxyz 0123456789*
D-Din Cond. Bold	**ABCDEFGHIJKLMNOPQRSTUVWXYZ** **abcdefghijklmnopqrstuvwxyz 0123456789**
D-Din Bold	**ABCDEFGHIJKLMNOPQRSTUVWXYZ** **abcdefghijklmnopqrstuvwxyz 0123456789**

Primary Header Font: **CAIRO**

Cairo Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
Cairo Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
Cairo Extra Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
Cairo Bold	**ABCDEFGHIJKLMNOPQRSTUVWXYZ** **abcdefghijklmnopqrstuvwxyz** **0123456789**

Electronic Font: **HELVETICA**

Helvetica Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
Helvetica Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
Helvetica Bold	**ABCDEFGHIJKLMNOPQRSTUVWXYZ** **abcdefghijklmnopqrstuvwxyz 0123456789**

Logo Font: **ALIEN MINE**

Alien Mine	ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789