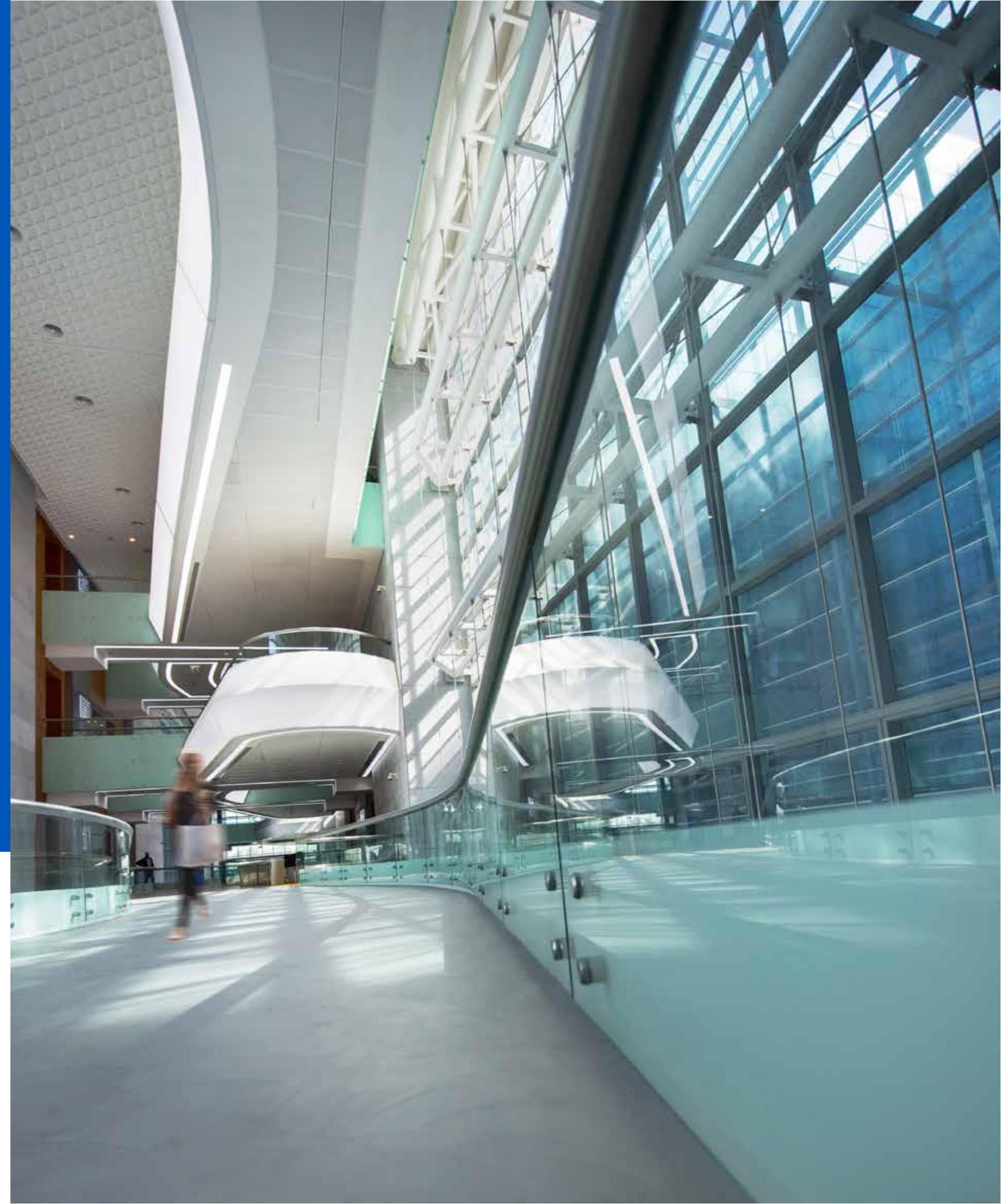


# BRAND GUIDELINES 2020



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Section

# 1 .00

Our Strategy

## Brand Purpose

# Perpetual Creation

We are relentless in our desire to create the knowledge the world needs. We do not wait to be asked or follow others.

We take purposeful action.

We do this by creating an enabling platform for the best minds from

around the world and across scientific, technology and academic disciplines to work freely but with a common cause.

Together, we learn and share and create the knowledge we need to be strong, to grow, to excel - as individuals, as a country, as a world.

## Brand Values

**Optimistic  
Regenerative  
Empowering  
Purposeful**

# Brand Foundation

## Open to the World.

To be world-class means to be open to the world. Sitting where East meets West, we look out to the world in all directions, for people, for partners, for inspiration, for knowledge. We aim to have global significance. We do what we do in full transparency as in this way we know we don't need to find the right people, they will find us.

## Platform for Ingenuity.

We offer our people a home where they can innovate with freedom, to respond in their own way to the challenges of today and tomorrow, to set their own agendas. We encourage our people to explore fundamental ideas as only in this pursuit will we be a true knowledge leader.

## Engine of the Emirates.

We are proactive participants in the success of Abu Dhabi and the UAE. Our students graduate ready to make an impact for their country. Our research agenda is designed to fit with and always pushes forward the economic and social vision of our country.

## The Business of Knowledge.

We thrive as a centre for applied, commercial research and innovation. We build long-term partnerships with the most inventive firms in the world, and have open doors to those who wish to join with us.

## Culture of Flow.

We are in constant churn, dynamic, aerated by new ideas and people. Our culture is built to encourage random collisions, for new ideas to take form across disciplines.

Section

**2.00**

Our Brandmark



---

The Khalifa University brandmark consists of an icon and a wordmark.

**Icon**

The icon reflects our brand idea of perpetual creation. It's an evolution of what we once had, simplified and re-imagined.

**Wordmark**

The wordmark has changed to title-case to give the brand an open and welcoming tone.



There are two variations of our brandmark.

**1 - Primary**

The primary brandmark is used in all scenarios, offering the best legibility.

Always use the master artworks provided and do not try to re-create any part of the brandmark.

**2 - Secondary\***

The horizontal brandmark is used for instances in which the primary logo is not applicable due to legibility issues. For example a thin format banner.

Always use the master artworks provided and do not try to re-create any part of the brandmark.

**3 - Icon\***

The icon is used in limited scenarios. It's used when the primary or secondary brandmark versions do not offer enough legibility or for design aesthetic purposes.

—

**\*Note:** '2 - Secondary' brandmark and '3 - Icon' are to only be used with written approval from the Marketing Department.

1



2



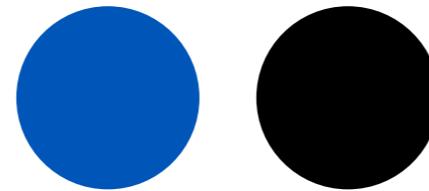
3



جامعة خليفة Khalifa University

**Icon**

Pantone 2935C  
C:100 M:052 Y:000 K:000  
R:000 G:087 B:184  
Hex: 0057B8

**Wordmark**

C:000 M:000 Y:000 K:100  
R:000 G:000 B:000  
Hex: 000000



We have three special finishes for the brandmark.

1. Metallic Ink  
Pantone Metallic 877C

2. Silver Foil  
KURZ, Alufin SatinGloss

3. Blue Foil (Icon only)  
KURZ, Luxor 302

1



جامعة خليفة  
**Khalifa University**

2



جامعة خليفة  
**Khalifa University**

3



جامعة خليفة  
**Khalifa University**

When placing the brandmark on backgrounds, ensure there is sufficient contrast so that it remains visible and prominent. For clarity and legibility, brandmarks should be placed on photographic backgrounds in areas that are uncluttered.

**1 - Full Colour**

When placing the brandmark on light backgrounds, use the full colour brandmark.

**2 - Black**

This reversed black brandmark should only be used when full colour printing is not available.

**3 - White**

The reverse white brandmark should be used on dark backgrounds where the full colour version has limited to no visibility.

1



جامعة خليفة  
Khalifa University

2



جامعة خليفة  
Khalifa University

3



جامعة خليفة  
Khalifa University

جامعة خليفة Khalifa University

جامعة خليفة Khalifa University

جامعة خليفة Khalifa University

## Primary Brandmark Clearspace &amp; Minimum Size

It is important to keep the brandmark clear of any other graphic element and to ensure the brandmark is legible at all times.

## 1 - Clearspace

The clearspace has been created to be proportional to the brandmark. For this purpose, the width of the letter 'K' doubled, has been used to create a minimum clearspace of sufficient height and width. The spacing between the wordmark and icon is determined by the width of the letter 'K' shown here as 'X'.

The clear space will be built into the brandmark artwork and is also the same for the horizontal brandmark.

Shown right is a diagram outlining the construction of the minimum space.

Always use the master artworks provided and do not try to re-create any part of the brandmark.

## 2 - Minimum Size\*

To ensure our brandmark is always visible we've determined a minimum display size for both print and digital applications.

Always use the master artworks provided and do not try to re-create any part of the brandmark.



\*Note: The examples on the right are not to scale.



Print  
20mm



Digital  
180px

## Secondary Brandmark Clearspace &amp; Minimum Size

It is important to keep the brandmark clear of any other graphic element and to ensure the brandmark is legible at all times.

## 1 - Clearspace

The clearspace has been created to be proportional to the brandmark. For this purpose, the width of the icon, has been used to create a minimum clearspace of sufficient height and width. The spacing between the wordmark and icon is  $\frac{1}{4}X$ .

The clear space will be built into the brandmark artwork and is also the same for the horizontal brandmark.

Shown right is a diagram outlining the construction of the minimum space.

Always use the master artworks provided and do not try to re-create any part of the brandmark.

## 2 - Minimum Size\*

To ensure our brandmark is always visible we've determined a minimum display size for both print and digital applications.

Always use the master artworks provided and do not try to re-create any part of the brandmark.



Khalifa University

جامعة خليفة

Print  
35mm

Digital  
300px

\*Note: The examples on the right are not to scale.

To avoid inconsistent reproduction, use the brandmark artwork provided. Here's a list of the more common mistakes made when using the Khalifa University brandmark:

- 1 - Do not rotate logo artwork other than 90°
- 2 - Do not scale the artwork disproportionately.
- 3 - Do not recreate any aspect of the wordmark. Only use the supplied brandmark artwork.
- 4 - Do not recreate the brandmark in alternative colours.
- 5 - Do not apply effects on the brandmark.
- 6 - Do not crop the brandmark; it should appear in its entirety at all times.
- 7 - Do not set the brandmark within devices, other than our brand design system.
- 8 - Do not place the brandmark on a coloured background that provides insufficient contrast.
- 9 - Do not place the brandmark on a background image that provides insufficient contrast.
- 10 - Do not place the reversed version of the brandmark on a coloured background that provides insufficient contrast.

These rules apply to the primary, secondary brandmarks and icon in all versions.

1



2



3



4



5



6



7



8



9



10



## Our Brandmark

Occasionally it may be necessary to display another brandmark in conjunction with the Khalifa University brandmark.

Make sure that the brandmarks are aligned appropriately and presented with equal prominence.

## 1. Co-branded with a horizontal shaped brandmark

The minimum distance between the Khalifa University brandmark and another entity's brandmark is X, shown here on the right. The spacing can be extended as far as the collateral/design allows.

The brandmarks are always centrally aligned.

For additional brandmarks the spacing remains the same between them (a distance of X).

## 2. Co-branded with a vertical shaped brandmark

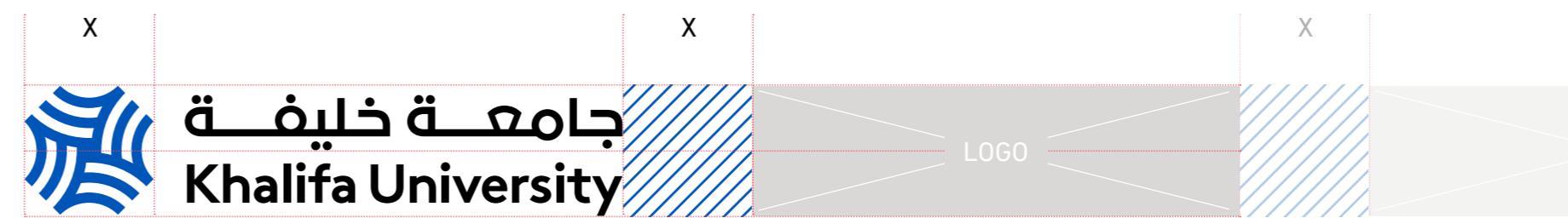
The same rules apply for vertical shaped brandmarks.

- The rules above also apply to aligning the brandmarks vertically.

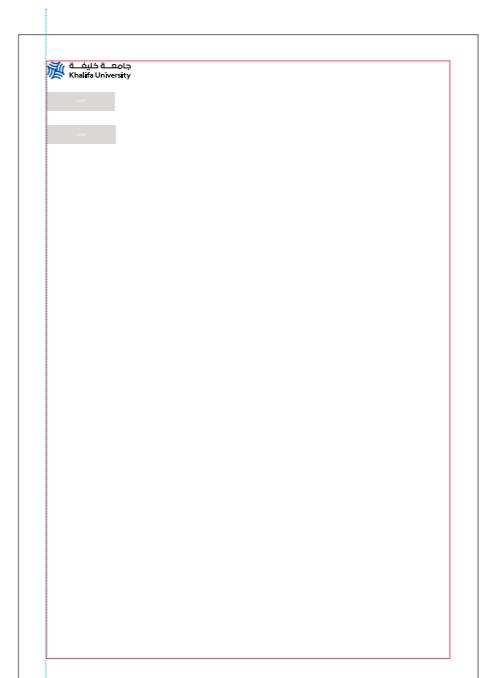
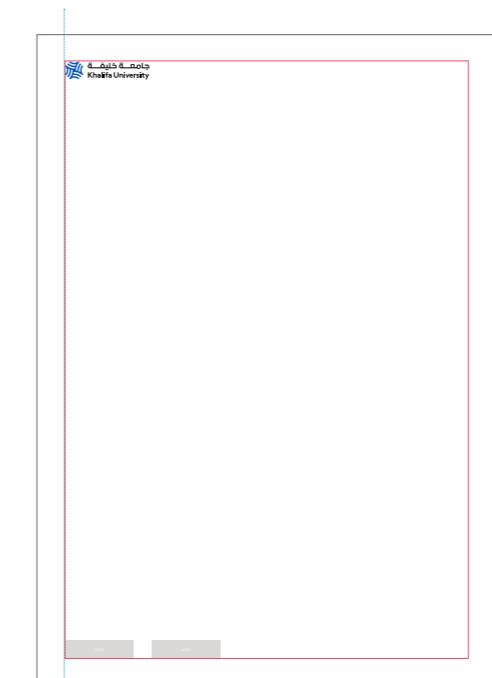
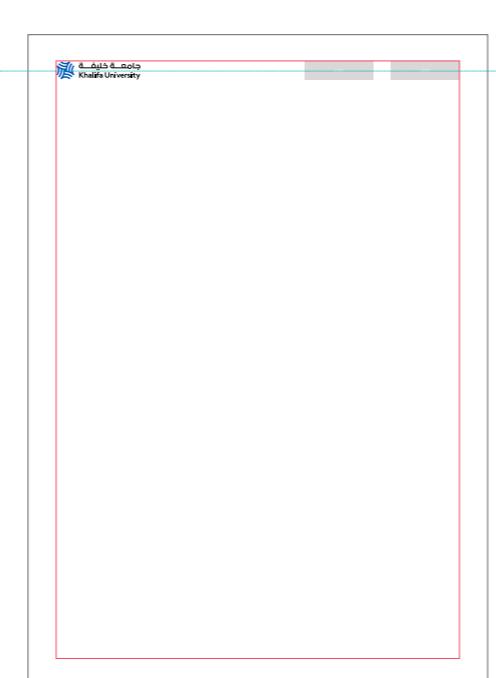
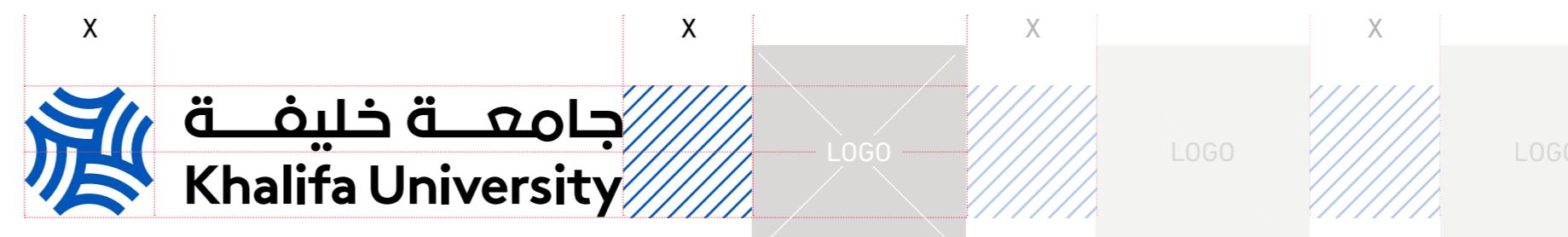
These rules only apply if it's a Khalifa University brand led piece of communication. If the Khalifa University brandmark appears on another brand's collateral it must adhere to their guidelines.

## Co-Branding

1.



2.



At times it will be necessary for individual internal colleges or institutes to communicate as themselves. As a monolithic brand the Khalifa University brandmark will always take precedence. The solution is a simple lockup between the college or the institute name and the university brandmark as illustrated. Our lockups should always remain consistent and follow the guide created.

#### Usage

Specific internal publications where the institute or college name is important for the communication. All other cases should use the standalone university brandmark.

#### Alignment

The distance between the brandmark and the entity name (aligned to the top of the Arabic entity name x-height) is defined by  $\frac{1}{4}X$ , X is formulated by the height of the brand icon.

The entity name is left aligned to the wordmark.

Arabic is always above English.

#### Sizing

The size of the entity name is half the x-height of the English wordmark shown here as 'Y'. The Arabic follows the same point size as the English.

**\*Note:** These brandmark are to only be used with written approval from the Marketing Department.



## Section Title

## Section Heading

## Section Introduction

## Section Body Copy



## Usage

Specific internal publications where the institute or college name is important for the communication. All other cases should use the standalone university brandmark.

## Alignment

The distance between the brandmark and the entity name (aligned to the top of the Arabic entity name x-height) is defined by  $\frac{1}{4}X$ , X is formulated by the height of the brand icon.

The entity name is left aligned to the wordmark.

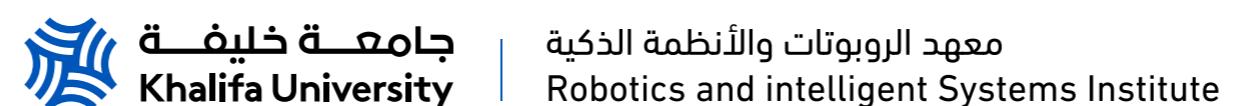
Arabic is always above English.

## Sizing

The size of the entity name is half the x-height of the English wordmark shown here as 'Y'. The Arabic follows the same point size as the English.

—

\*Note: These brandmark are to only be used with written approval from the Marketing Department.



جامعة خليفة  
Khalifa University

معهد مصدر  
Masdar Institute



جامعة خليفة  
Khalifa University

المعهد البترولي  
Petroleum Institute



جامعة خليفة  
Khalifa University

معهد الروبوتات والأنظمة الذكية  
Robotics and intelligent Systems Institute

## Section Title

## Section Heading

## Section Introduction



جامعة خليفة  
Khalifa University

كلية الهندسة  
College of Engineering



جامعة خليفة  
Khalifa University

كلية الهندسة  
College of Engineering

## Section Body Copy

## Usage

Specific internal publications where the institute or college name is important for the communication. All other cases should use the standalone university brandmark.



جامعة خليفة  
Khalifa University

مركز التعليم والتعلم  
Center for Teaching and Learning



جامعة خليفة  
Khalifa University

مركز التعليم والتعلم  
Center for Teaching and Learning

## Alignment

The distance between the brandmark and the entity name (aligned to the top of the Arabic entity name x-height) is defined by  $\frac{1}{4}X$ , X is formulated by the height of the brand icon.

The entity name is left aligned to the wordmark.

Arabic is always above English.

## Sizing

The size of the entity name is half the x-height of the English wordmark shown here as 'Y'. The Arabic follows the same point size as the English.



جامعة خليفة  
Khalifa University

كلية الطب و العلوم الصحية  
College of Medicine and Health Sciences



جامعة خليفة  
Khalifa University

كلية الطب و العلوم الصحية  
College of Medicine and Health Sciences

\*Note: These brandmark are to only be used with written approval from the Marketing Department.



جامعة خليفة  
Khalifa University

كلية الآداب والعلوم  
College of Arts and Science



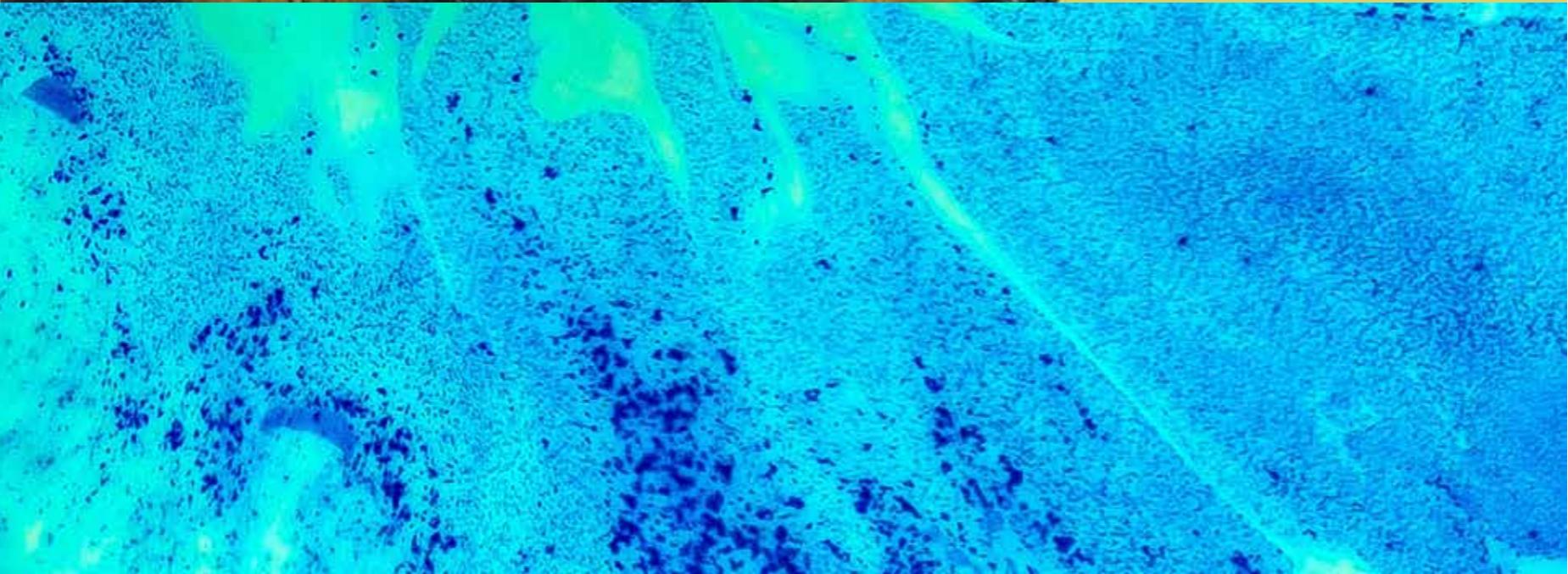
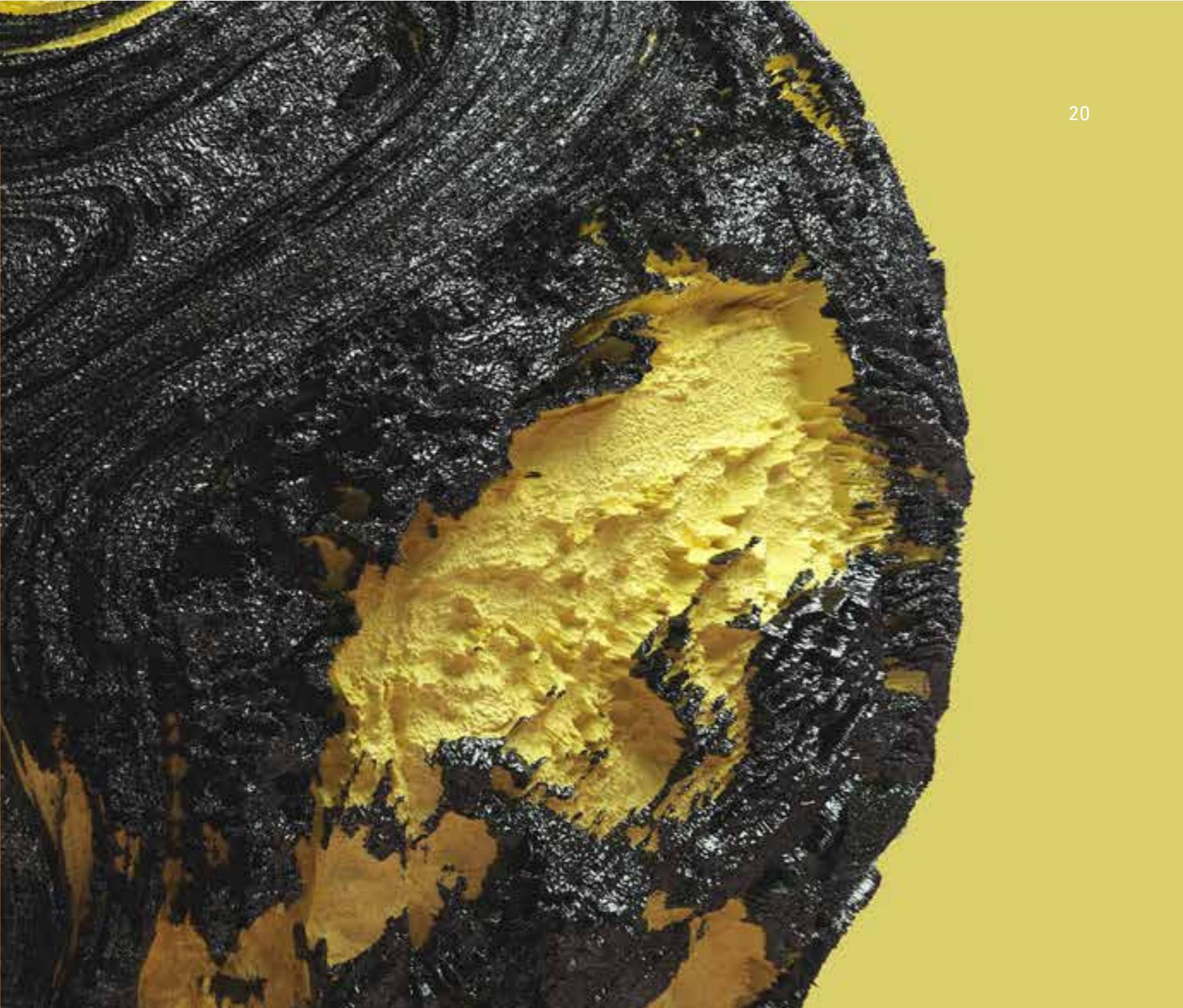
جامعة خليفة  
Khalifa University

كلية الآداب والعلوم  
College of Arts and Science

Section

**3.00**

Our Palette



## Our Palette

## Colour Breakdowns

For consistent and accurate reproduction of the Khalifa University colours, follow the breakdowns described here:

It is important to use these breakdowns correctly according to which piece of collateral it's being used. For print; Pantone colours are used. In events where Pantone can not be used, please use the CMYK values provided. For all digital uses please use the RGB breakdowns provided.

PRIMARY		SECONDARY	
PANTONE 2935 C:100 M:52 Y:0 K:0 R:0 G:87 B:184 HEX: 0057B8		PANTONE 7677 C:68 M:78 Y:0 K:0 R:111 G:80 B:145 HEX: 6F5091	PANTONE 7488 C:52 M:0 Y:82 K:0 R:120 G:214 B:75 HEX: 78D64B
PANTONE COOL GRAY 2 C:5 M:3 Y:5 K:11 R:208 G:208 B:206 HEX: D0D0CE		PANTONE 1785 C:0 M:76 Y:54 K:0 R:248 G:72 B:94 HEX: F8485E	PANTONE 1495 C:0 M:46 Y:78 K:0 R:255 G:143 B:28 HEX: FF8F1C
PANTONE COOL GRAY 9 C:0 M:0 Y:0 K:60 R:117 G:120 B:123 HEX: 75787B		PANTONE 312 C:88 M:0 Y:11 K:0 R:0 G:169 B:206 HEX: 00A9CE	PANTONE 7528 C:5 M:10 Y:17 K:16 R:197 G:185 B:172 HEX: C5B9AC

## Our Palette

## Colour Coding

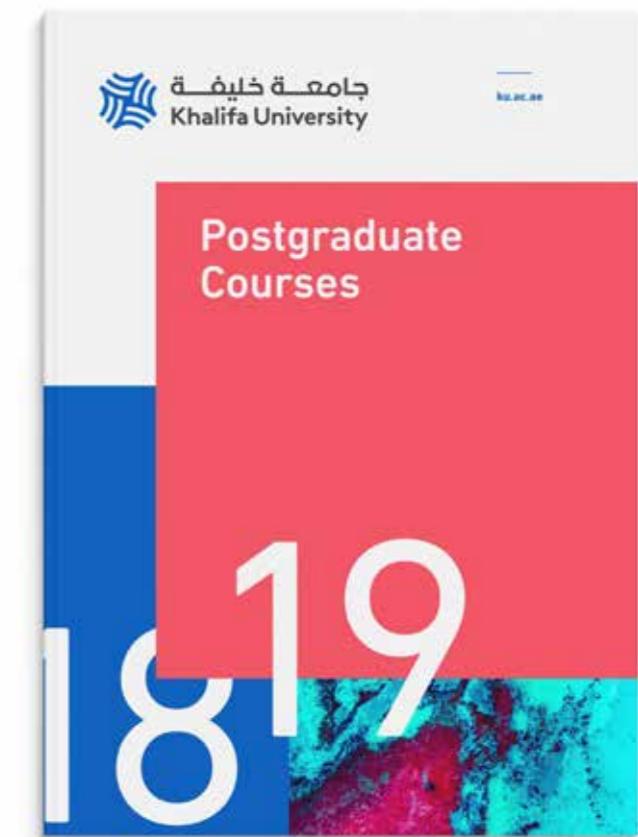
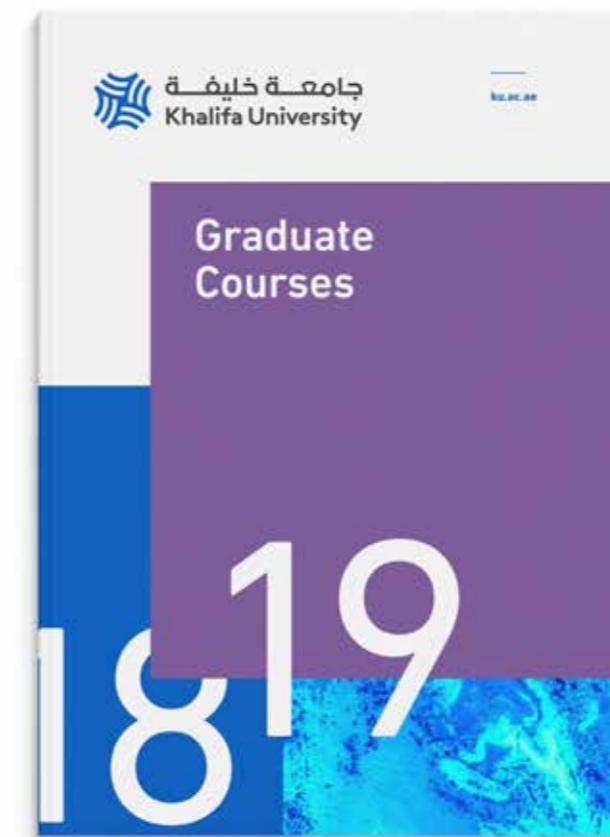
For specific applications, and when we need to distinguish between the different degrees at Khalifa University, we use the following colours from the secondary colour palette:

- █ For Undergraduate studies.
- █ For Graduate studies.
- █ For Postgraduate studies.

## Hierarchy

Following the examples on the right, when used with other elements, these colours should be used with a ratio of approximately 60% to 40%, where the dominant colour on the page indicates clearly the type of degree.

It is important to use the breakdowns correctly according to which piece of collateral it's being used. For print; Pantone colours are used. In events where Pantone can not be used, please use the CMYK values provided. For all digital uses please use the RGB breakdowns provided.



Section

# 4.00

Our Typography



Khalifa University's Latin typeface is DIN Next. It has been chosen for its clean, modern and fresh aesthetic. Also for its maximum flexibility in communication.

Use DIN Next for all Latin Khalifa University communication, this covers all print and digital collaterals.

Purchasing DIN Next

Lino Type  
Web: [linotype.com](http://linotype.com)  
Email: [info@linotype.com](mailto:info@linotype.com)

**Bold / Khalifa U**  
**Regular / Khalifa**  
**Light / Khalifa U**

# DIN Next

---

DIN Next Bold

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

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

0 1 2 3 4 5 6 7 8 9 ! ? / - + ( ) . @ # % &

---

DIN Next Medium

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

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

0 1 2 3 4 5 6 7 8 9 ! ? / - + ( ) . @ # % &

---

DIN Next Light

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

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

0 1 2 3 4 5 6 7 8 9 ! ? / - + ( ) . @ # % &

The typographic principles are based on function, format and purpose. They maintain a distinctive look and feel across all forms.

The examples here are to demonstrate type characteristics. A general rule is to have enough leading to ensure legibility of type.

Explained here are guides on how to handle typography, a general rule for leading is for it to be 2 point sizes larger than the type point size.

Body copy text colour should always be:  
C:00 M:00 Y:00 K:90

Minimum point size: 6pt

# Open to the world

93 / 95 pt

Headline

Headlines mainly use DIN Next Medium or Bold, set at any size above 40pt with line spacing 2 pts higher. For example, the type across is set at 93/95pt.

## Platform for Ingenuity

24 / 26 pt

Sub Headline

Sub headlines mainly use DIN Next Regular, set at any size above 26 pt with line spacing 2pts higher. For example, the type on the left is set at 24/26pt.

10 / 12 pt

Body Copy

Body copy mainly use DIN Next Regular, set at any size no bigger than 12 pt with line spacing 2 pts higher. For example, the type on the left is set at 10/12pt.

8 / 10 pt

Caption Copy

Caption copy mainly use DIN Next Light, set at any size no bigger than 8 pt with line spacing 2pts higher. For example, the type on the left is set at 8/10pt.

Apit es et experae con estionseque nihici autetureicto volestiae nus, qui net et, cum repe ra as magni corecto eum consequod quis andaesti ut audant am aut unti doloribus in is aceatusa cores dolorum faceate moluptae prerovid experibus iscid ut.

Por aborios Ut hillabore voluptate volut expedic ipsapis aborem andunt. Videm et ressunt de, qui core nis estotae evenidis as minveri onsentii oreriore placcul luptae reperspidis pora eat ra.

Khalifa University's Arabic typeface is DIN Next Arabic. It has been chosen for it's clean, modern and fresh aesthetic. Also for its maximum flexibility in communication.

Use DIN Next for all Latin Khalifa University communication, this covers all print and digital collaterals.

Purchasing DIN Next Arabic

Lino Type  
Web: [linotype.com](http://linotype.com)  
Email: [info@linotype.com](mailto:info@linotype.com)

عَرِبِيٌّ

عَالَمِيٌّ

خَلِيفَةٌ

DIN Next LT Arabic

DIN Next Arabic Bold  
أَبْحَدْ وَجْهٍ كَلْمَنْسُونْ  
فَصْقَرْشَتْ خَذْضَظْغَ  
. ١٢٣٤٥٦٧٨٩

DIN Next Arabic Regular  
أَبْحَدْ وَجْهٍ كَلْمَنْسُونْ  
فَصْقَرْشَتْ خَذْضَظْغَ  
. ١٢٣٤٥٦٧٨٩

DIN Next Arabic Light  
أَبْحَدْ وَجْهٍ كَلْمَنْسُونْ  
فَصْقَرْشَتْ خَذْضَظْغَ  
. ١٢٣٤٥٦٧٨٩

The typographic principles are based on function, format and purpose. They maintain a distinctive look and feel across all forms.

The examples here are to demonstrate type characteristics. A general rule is to have enough leading to ensure legibility of type.

Explained here are guides on how to handle typography, a general rule for leading is for it to be 2 point sizes larger than the type point size.

Body copy text colour should always be:  
C:00 M:00 Y:00 K:90

Minimum point size: 6pt



Headline

Headlines mainly use DIN Next Arabic Regular or Bold, set at any size above 40pt with line spacing 2 pts higher. For example, the type across is set at 93/95pt.

Sub Headline

Sub headlines mainly use DIN Next Arabic Regular, set at any size above 26 pt with line spacing 2pts higher. For example, the type on the left is set at 24/26pt.

Body Copy

Body copy mainly use DIN Next Arabic Regular, set at any size no bigger than 12 pt with line spacing 2pts higher. For example, the type on the left is set at 10/12pt.

Caption Copy

Caption copy mainly use DIN Next Arabic Light, set at any size no bigger than 8 pt with line spacing 2pts higher. For example, the type on the left is set at 8/10pt.

Section

5.00

Our Iconography  
& Pattern

---

Our iconography style is created based upon a grid. This grid has been inspired by the creation of our brandmark.

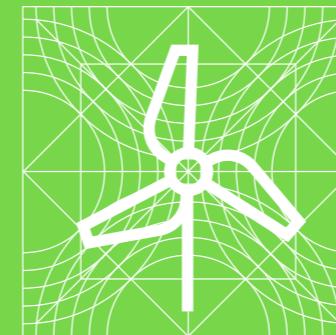
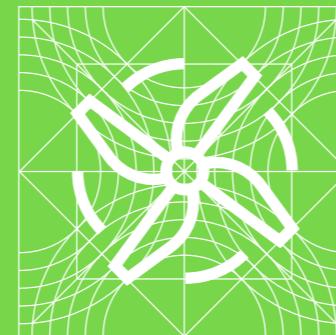
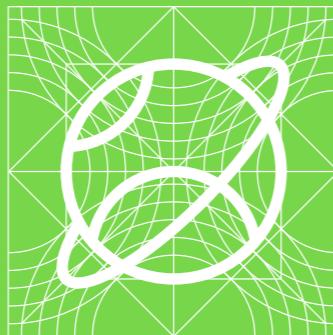


## Icon Implementation

When designing any further iconography, the grid is used to ensure consistency across all icons.

Not all lines of an icon follow the grid exactly. The grid is there to help build your foundation shape, from there you have freedom to add lines to portray your message.

Ensure all line widths are the same.



Our pattern is created from our brand icon, repeated side by side.

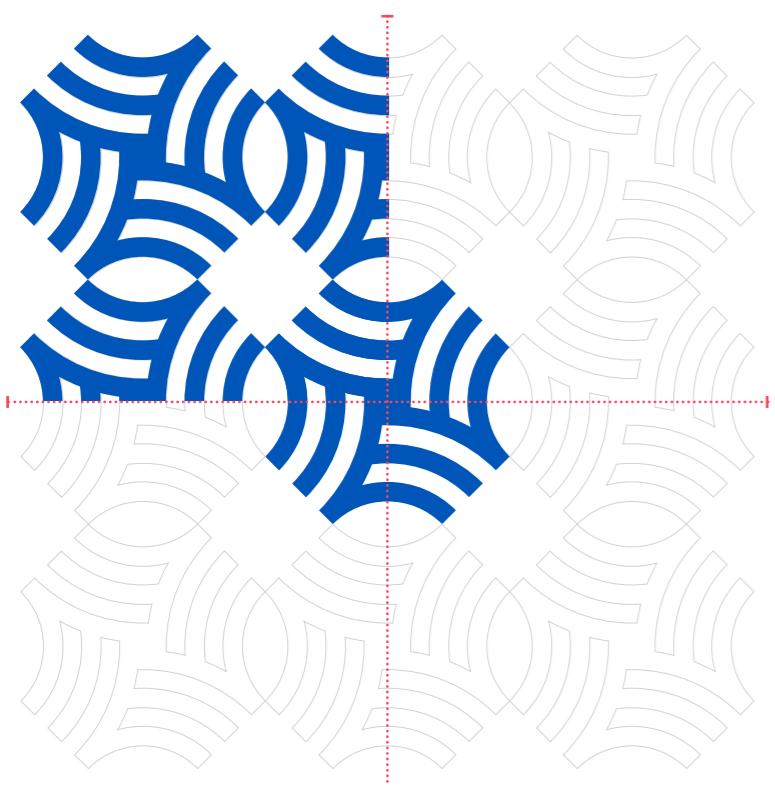
This pattern is used in limited scenarios, for formal/corporate communication only. This pattern should not be used in any ATL or BTL communication as it deflects from our clean contemporary persona.

Rules:

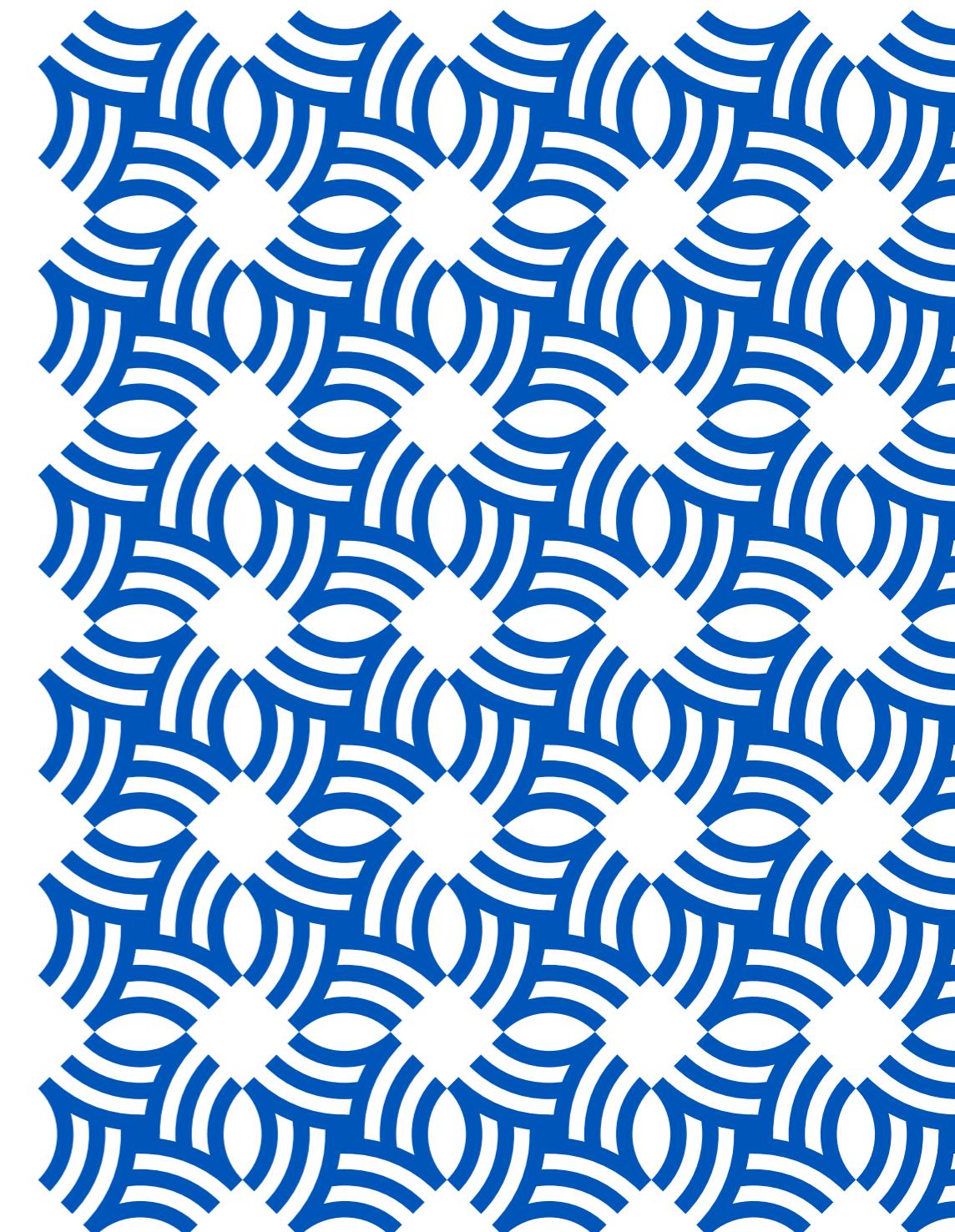
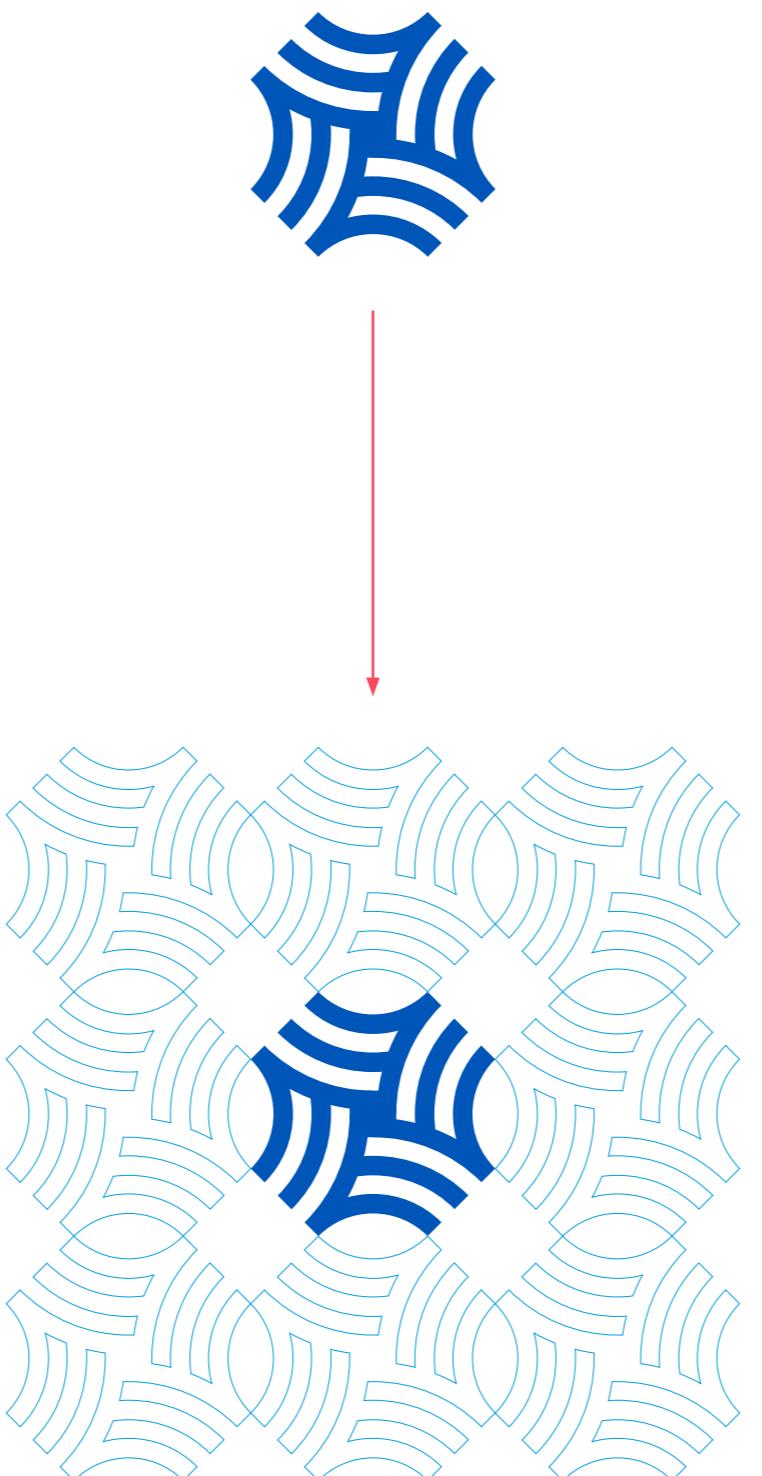
The pattern should always be used in full colour and never in key-line. This is to ensure the stature of the pattern, keeping it dynamic and bold.

When cropping the pattern it should always be cropped along the middle of the icon (horizontally or vertically).

Crop guide



### Pattern 1 Creation



Our pattern is created from our brand icon, repeated side by side.

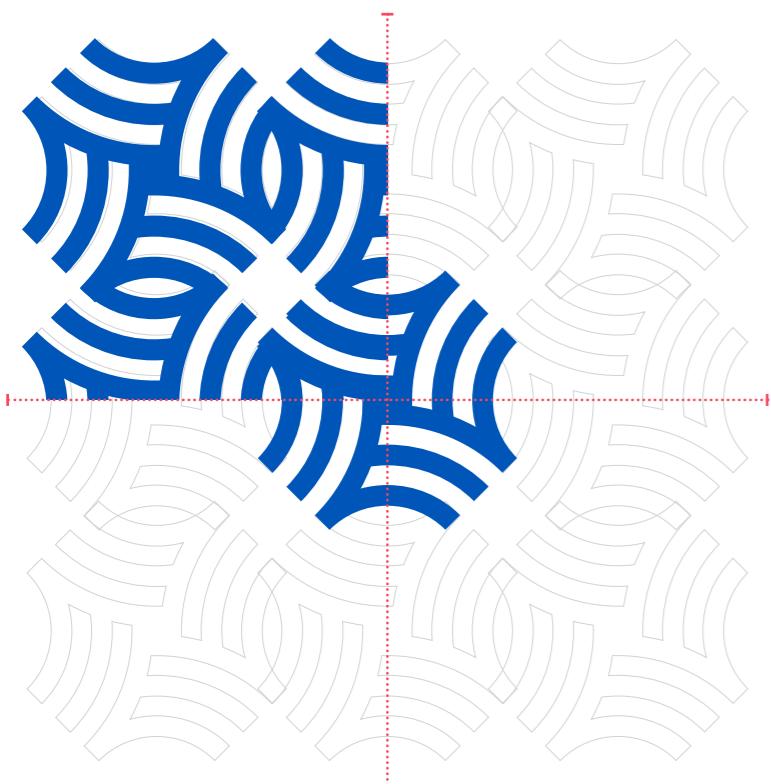
This pattern is used in limited scenarios, for formal/corporate communication only. This pattern should not be used in any ATL or BTL communication as it deflects from our clean contemporary persona.

Rules:

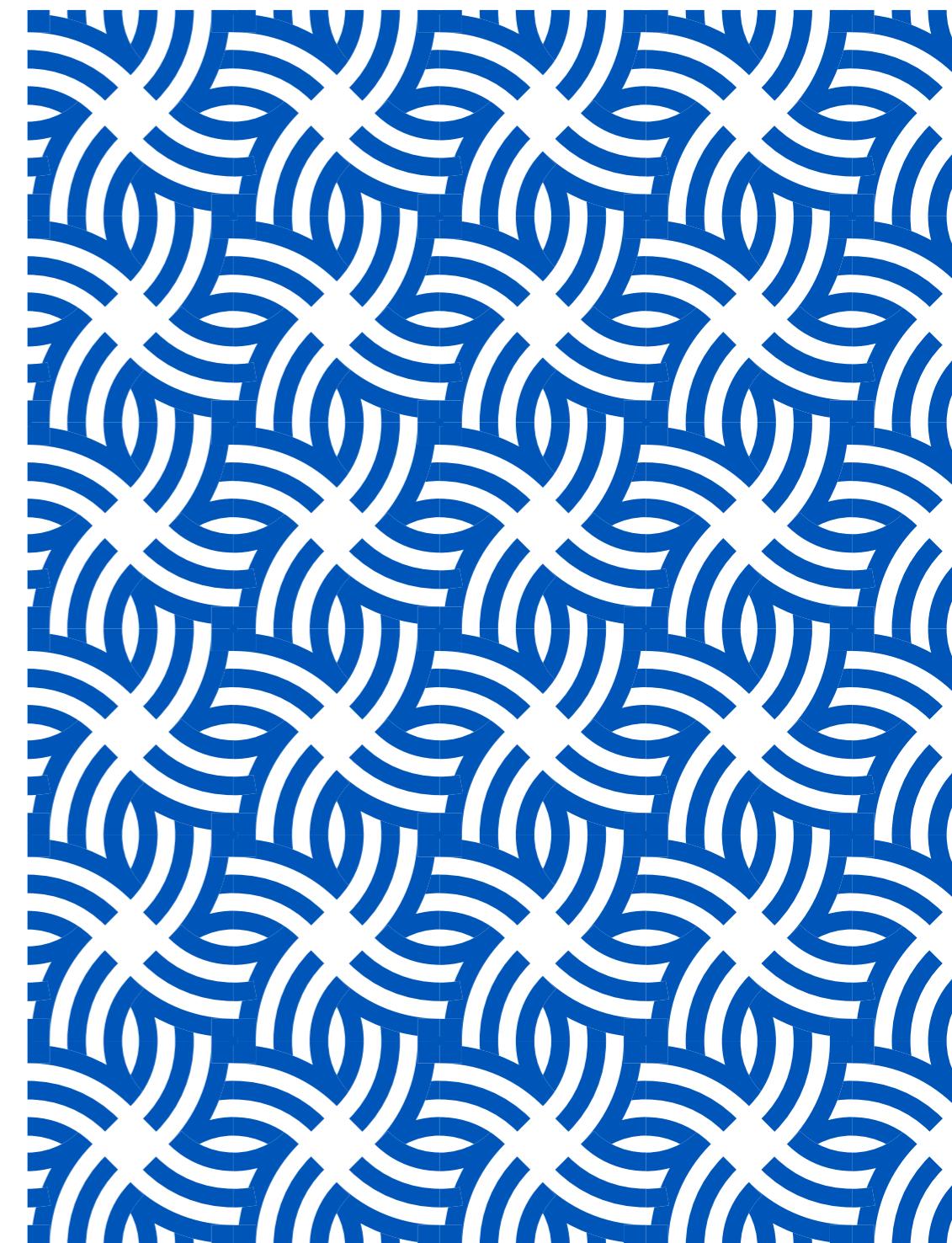
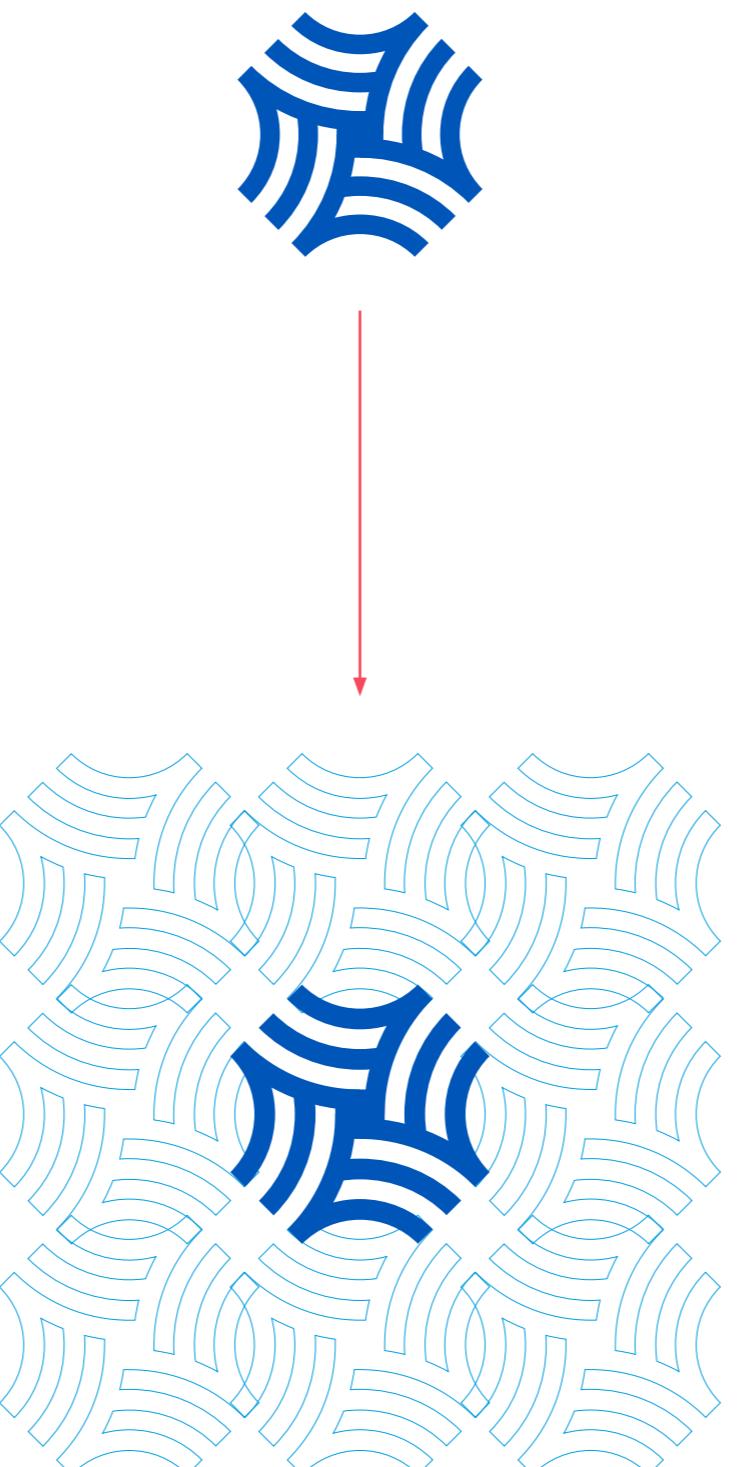
The pattern should always be used in full colour and never in key-line. This is to ensure the stature of the pattern, keeping it dynamic and bold.

When cropping the pattern it should always be cropped along the middle of the icon (horizontally or vertically).

Crop guide



### Pattern 2 Creation



Section

6.00

Our Photography Style

Our photography style is categorised into three tiers; hero, primary and secondary.

Each tier has their own usage and should be used appropriately.

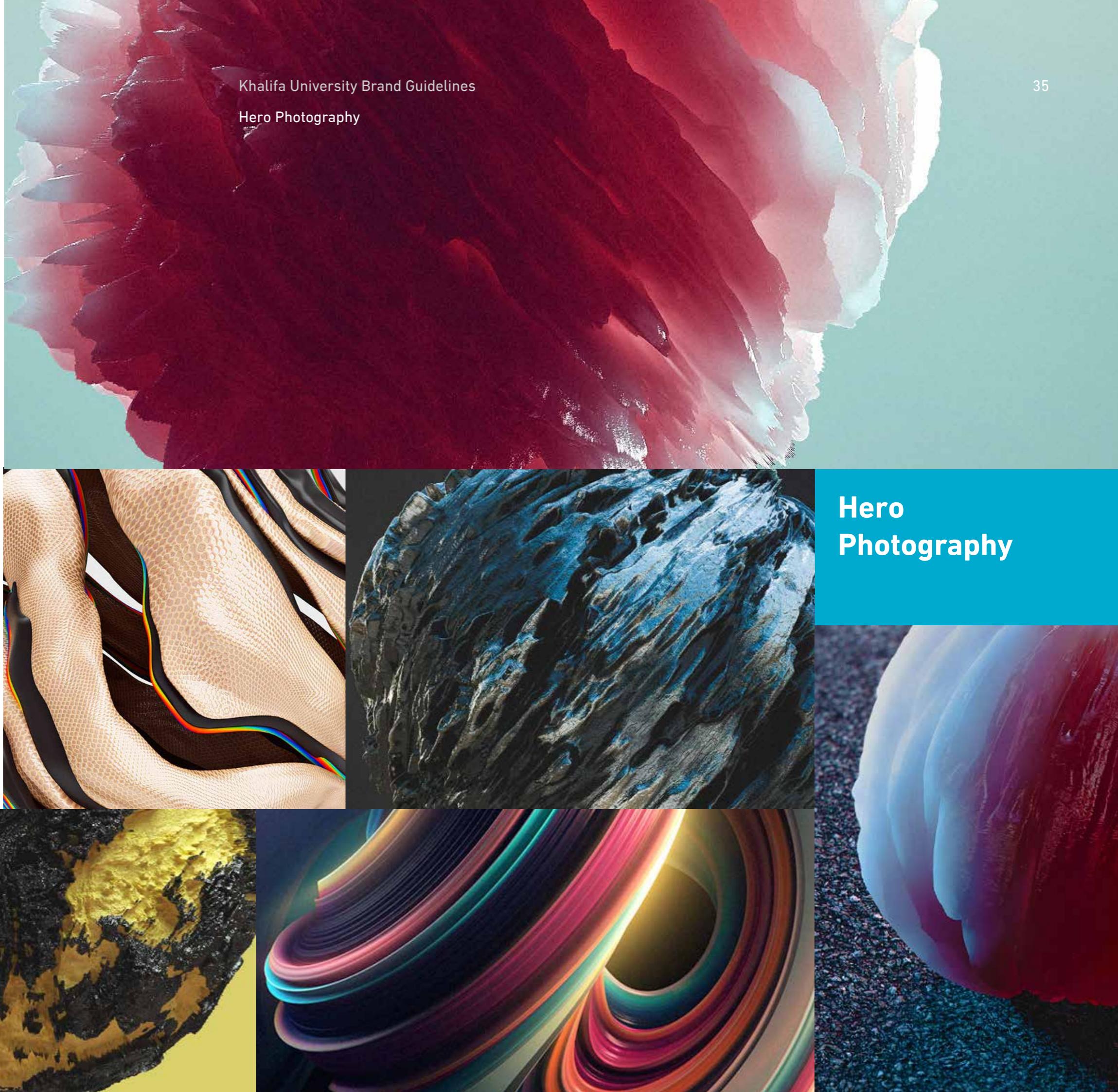
## Our Photography Style

Our hero photography focuses on our brand idea of perpetual creation. These 3D organic created objects represent the creation of ideas.

This photography style is used sparingly across our collateral. Aimed to be used for campaign, hero and signature pieces.

The imagery captures the essence of creation, a small focus waiting to expand. This gives the brand a dynamic and engaging depth of personality.

\*Khalifa University does not hold any licensing rights for the example images shown.



## Hero Photography

## Our Photography Style

Our primary photography style focuses on the people of Khalifa University. They're candid, and expressive to capture what it feels to be apart of this university.

This photography style will be used on a majority of our brand collateral, a university is only as strong as the people that study and work there.

The imagery is natural and always focused on people that show true emotion. A light tone with a dynamic range that keeps the imagery fresh with an engaging tone.

### Primary Photography



## Primary Photography

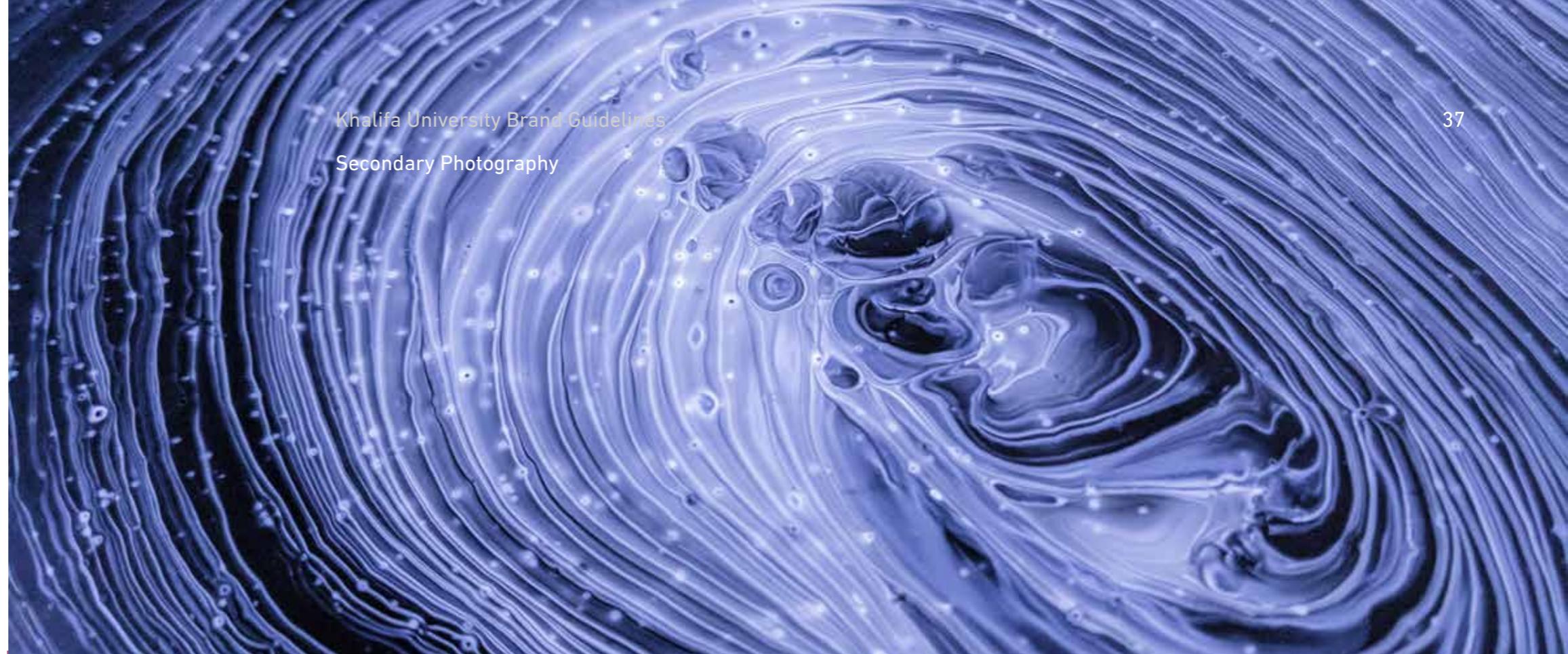


**Our secondary photography style delves into the details of science and technology.**

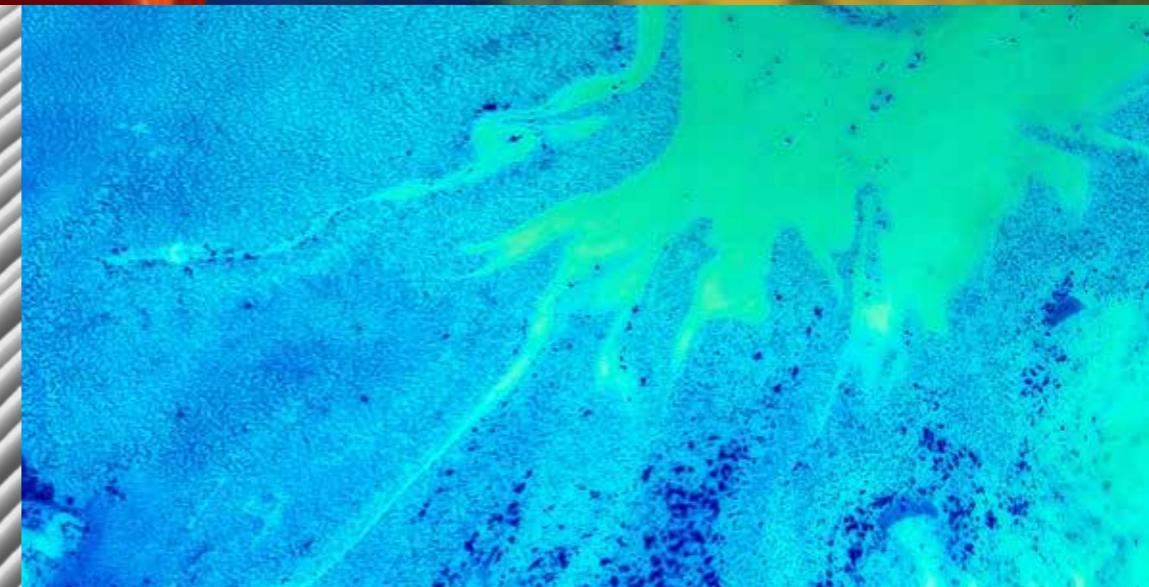
The images are shot in a macro format that are representative of the minute details of the world around us.

The idea of how we teach and learn at Khalifa University, by deep diving into subjects with research is a symbol of this photography.

\*Khalifa University does not hold any licensing rights for the example images shown.



**Secondary Photography**



Section

# 7.00

Our Grid & Layout System

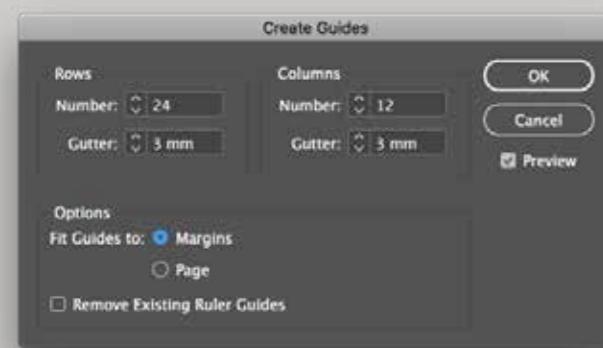


To create continuity across all Khalifa University collateral, a grid system has been developed. This is to ensure correct alignment for branding assets such as typography and photography.

The following is an example of how to build a grid based on an A4 format. When setting up margins larger than A4, adjust the margins accordingly. For example; an A3 document is double the size of an A4, therefore the margins would also need to be doubled.

**Step 1**  
Create your A4 size document and create an inside margin of 10mm.

**Step 2**  
Create a guide based on 24 rows x 12 columns and set the gutter to 3mm. Set your guides from the margins rather than the page.



These guides are also applicable for horizontal layouts, but with the row and column numbers flipped. Rows 12 x 24 Columns.

\*All design layouts should be created in Adobe InDesign.

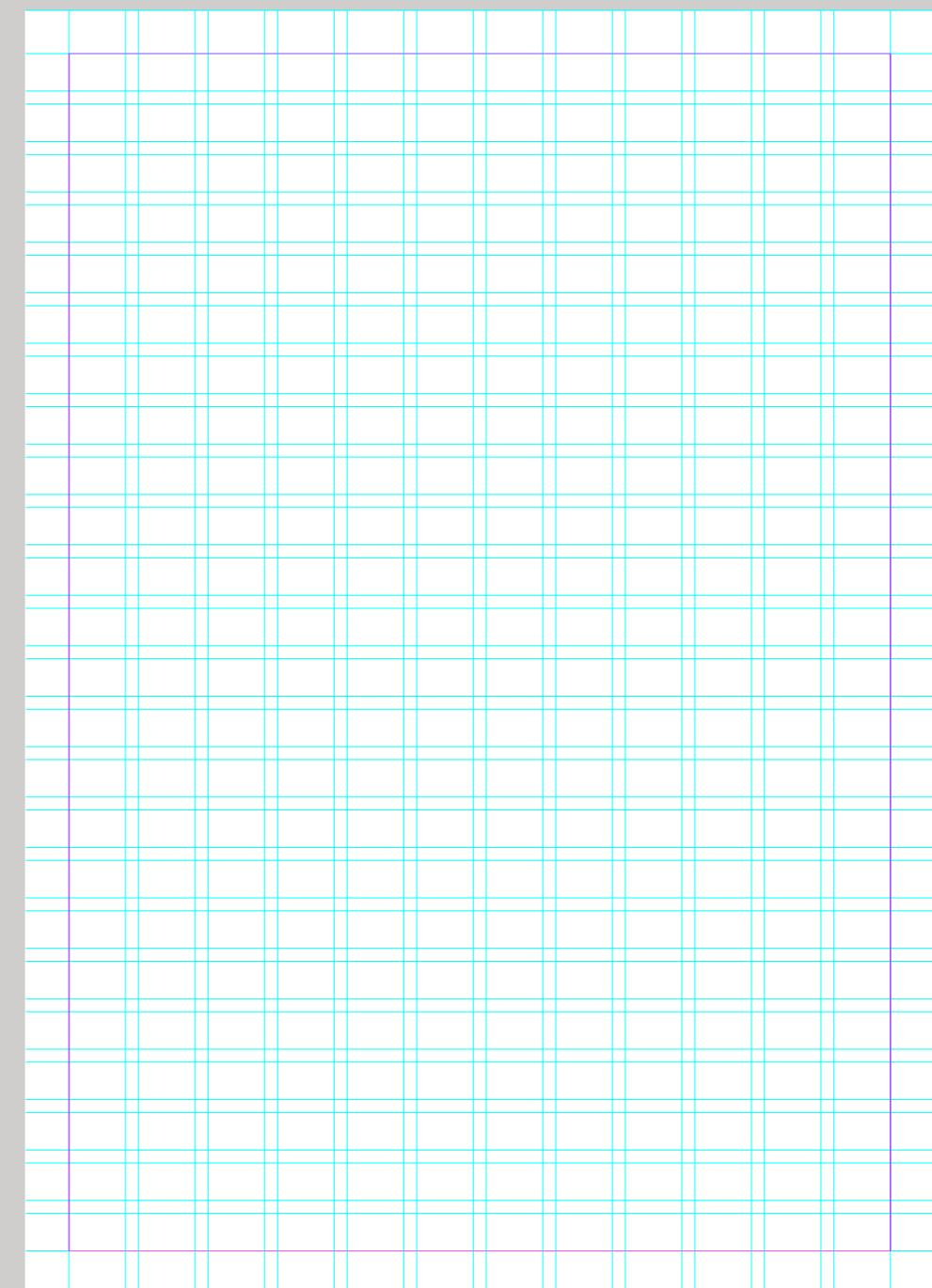
10mm

10mm

1



2



Rows 24 x 12 Columns

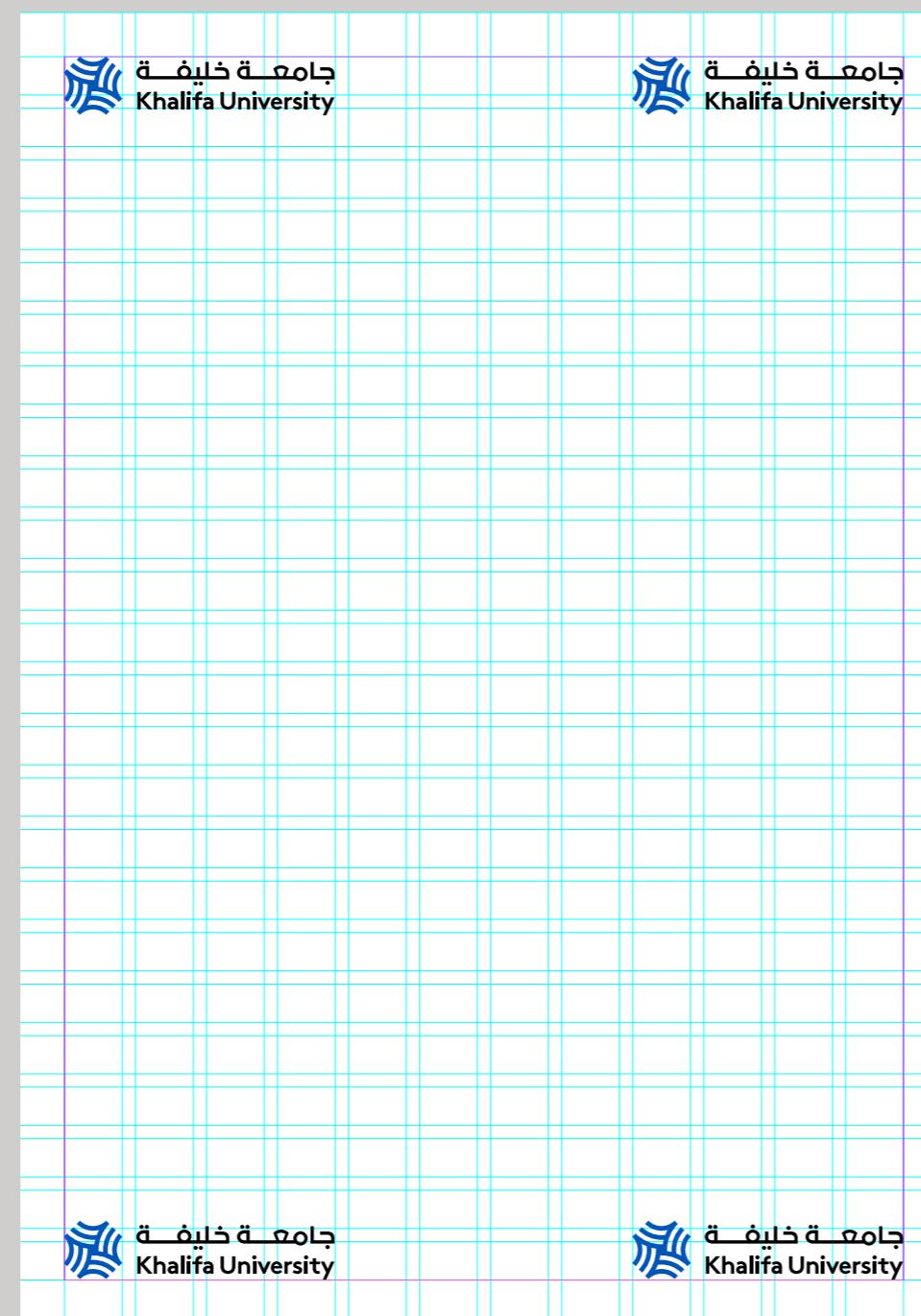
The brandmark can be positioned in either corner of the document, aligning to the margin or alternatively can be positioned according to the guide layout.

Preference for the brandmark is for it to be aligned to any text on the page.

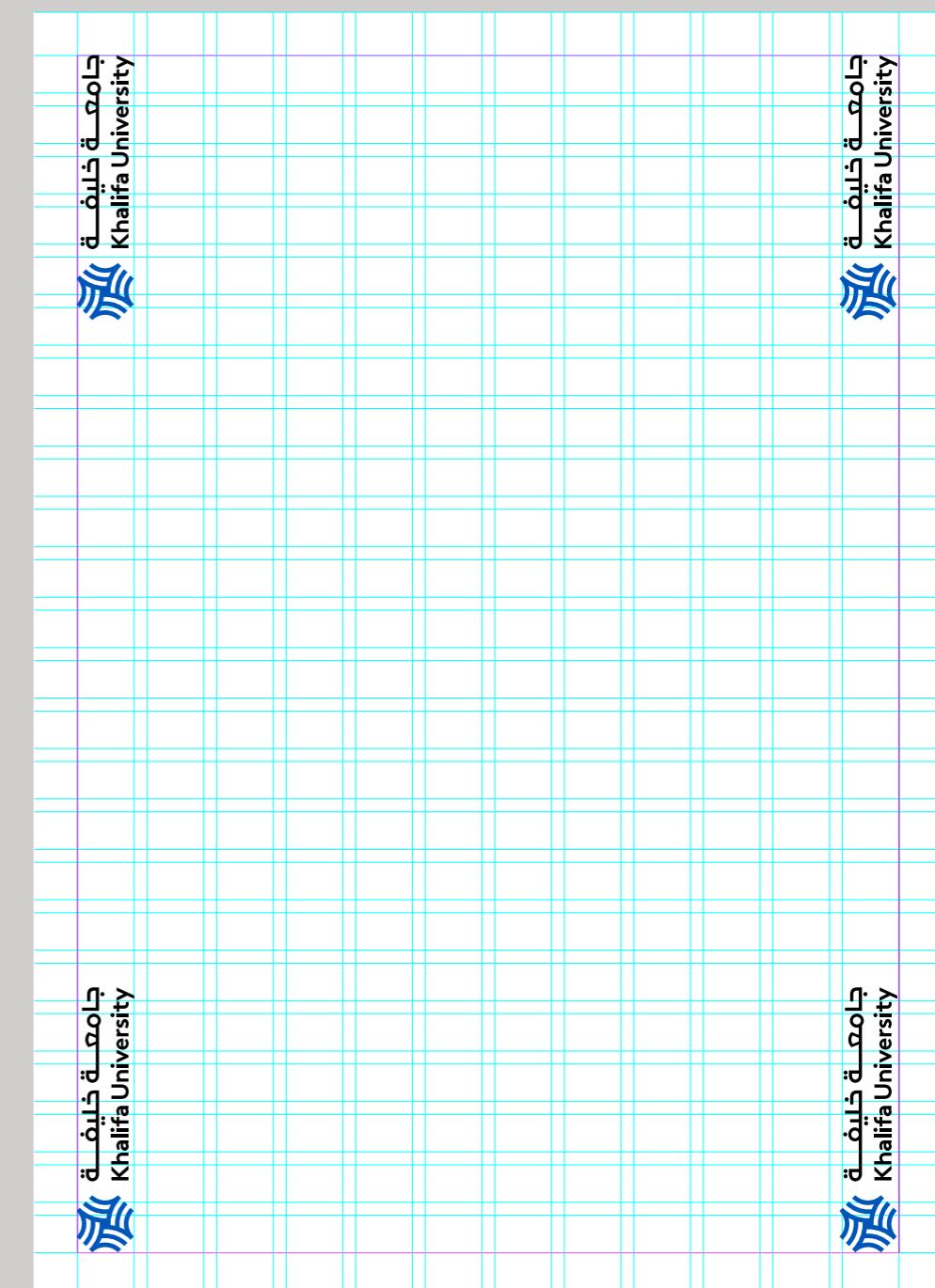
The brandmark can be positioned either horizontally or vertically. If the brandmark is used vertically, it can only be used at a 90° counter clockwise.

\*Note: The Vertical Positioning of the brandmark can only be used with written approval from the Marketing Department.

### Horizontal Positioning



### Vertical Positioning\*



Creating a layout is based upon our guides.  
Everything is positioned accordingly to  
the guide.

Now we have our base guide layout, we can now divide it into varied layouts to give an expressive personality.

There are three layout systems we use. A 2, 3 and 4 segment layout.

A segment is defined as a portion of a layout that is comprised of either;  
**Photography, Type or Colour.**

These layouts showcased here are examples of single page designs.

Rules:

All segments are square or rectangle format.

There should always be one white segment in a single layout. This white segment should always house the Khalifa University brandmark.

The white segment that houses the brandmark should be no smaller than three column widths or three rows height.

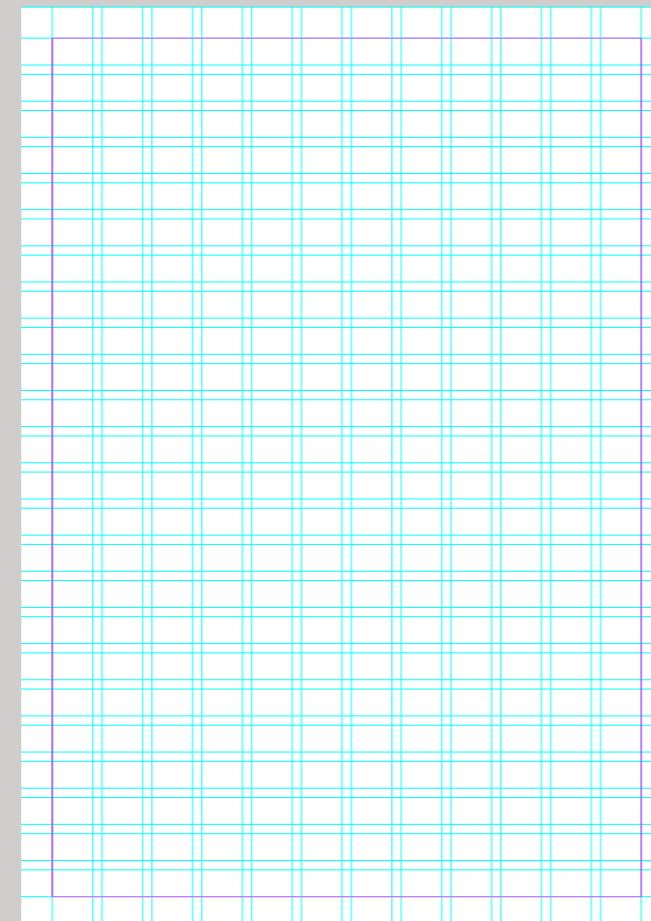
Each segment can be adjusted in any capacity as long as it fits to the guides. Be creative with your layouts but ensure a balance between colour, photography and type.

There should always be a minimum of 2 segments and a maximum of 4.

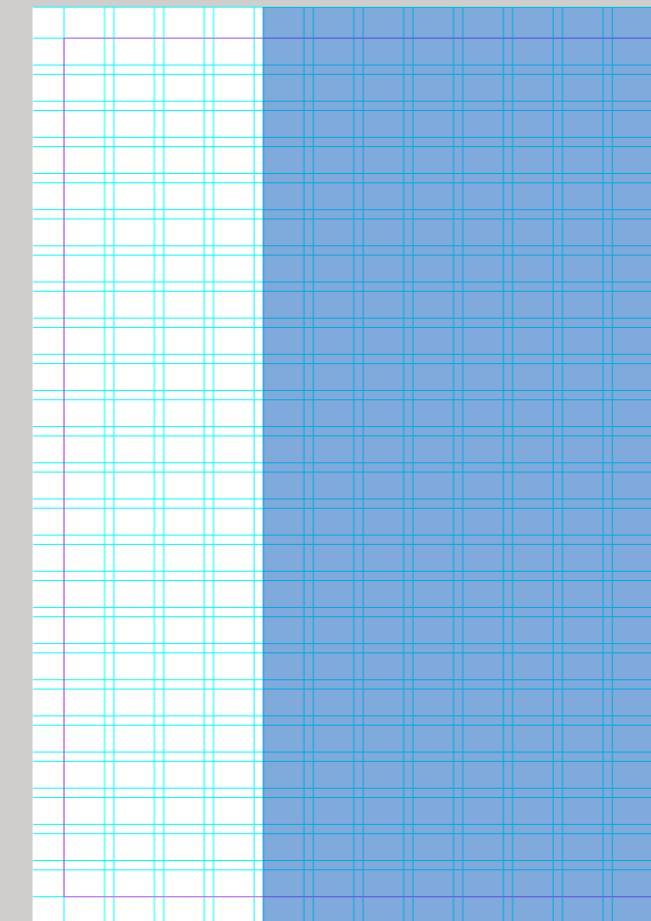
Colours and layouts are for example purposes only\*

## 2 Segment Layout

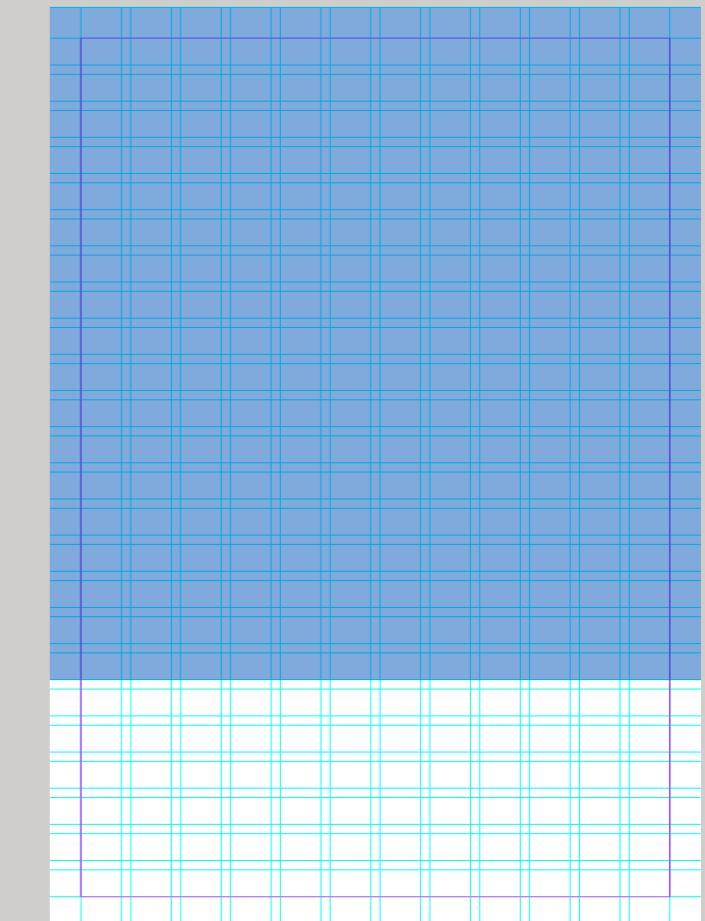
Base Guide



Example Vertical Layout



Example Horizontal Layout



■ Segment 1

■ Segment 2

These layouts showcased here are examples of single page designs.

Rules:

All segments are square or rectangle format.

There should always be one white segment in a single layout. This white segment should always house the Khalifa University brandmark.

The white segment that houses the brandmark should be no smaller than three column widths or three rows height.

Each segment can be adjusted in any capacity as long as it fits to the guides. Be creative with your layouts but ensure a balance between colour, photography and type.

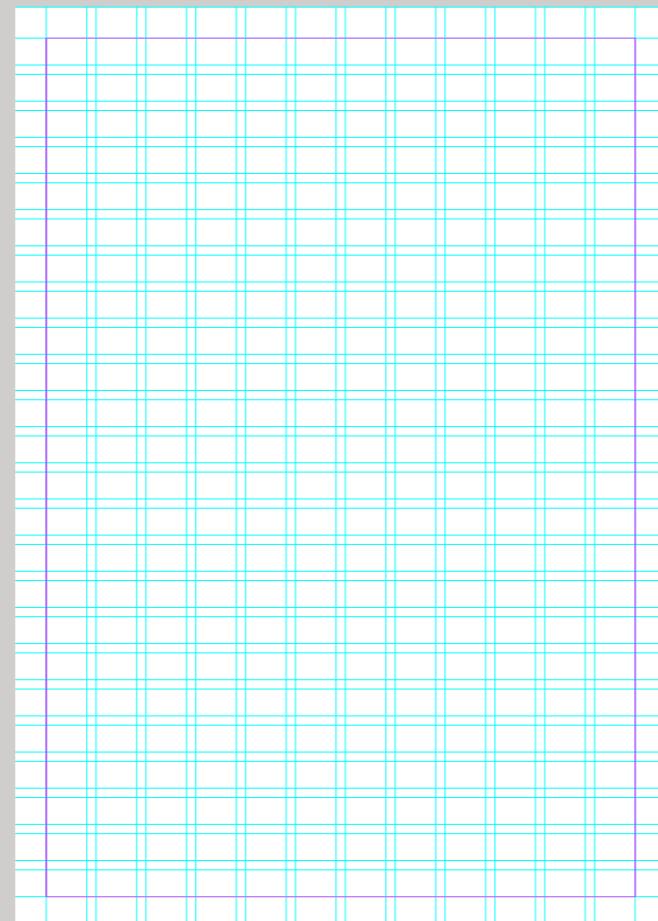
There should always be a minimum of 2 segments and a maximum of 4. Segments can overlap each other.

When using multiple images within a layout please ensure there are not from the same style. For example if you are using a primary image in one section, no other section can use a primary image.

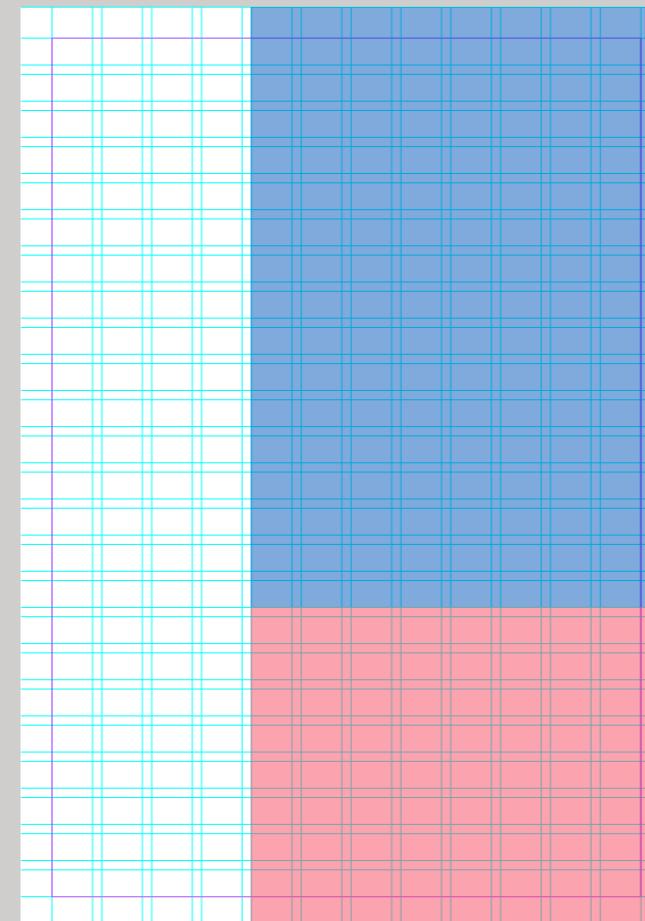
Colours and layouts are for example purposes only\*

## 3 Segment Layout

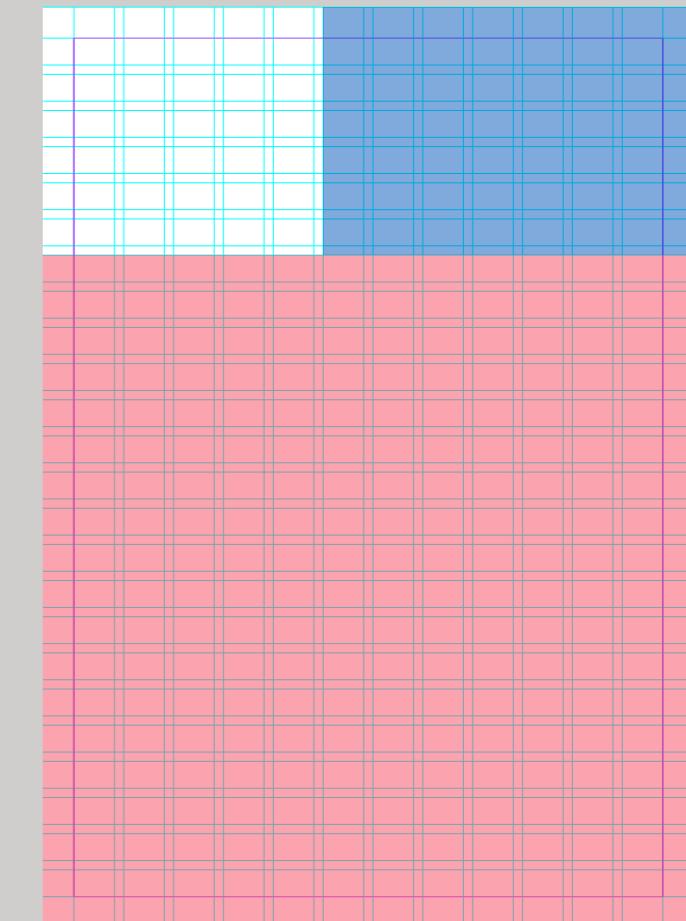
Base Guide



Example Layout



Example Layout



■ Segment 1 ■ Segment 2

■ Segment 3

These layouts showcased here are examples of single page designs.

Rules:

All segments are square or rectangle format.

There should always be one white segment in a single layout. This white segment should always house the Khalifa University brandmark.

The white segment that houses the brandmark should be no smaller than three column widths or three rows height.

Each segment can be adjusted in any capacity as long as it fits to the guides. Be creative with your layouts but ensure a balance between colour, photography and type.

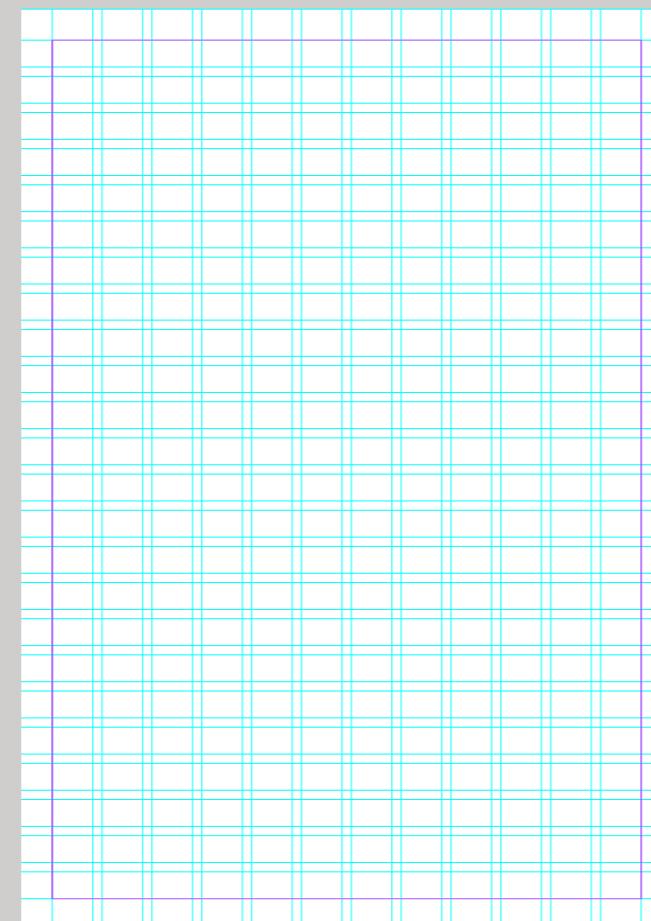
There should always be a minimum of 2 segments and a maximum of 4. Segments can overlap each other.

When using multiple images within a layout please ensure there are not from the same style. For example if you are using a primary image in one section, no other section can use a primary image.

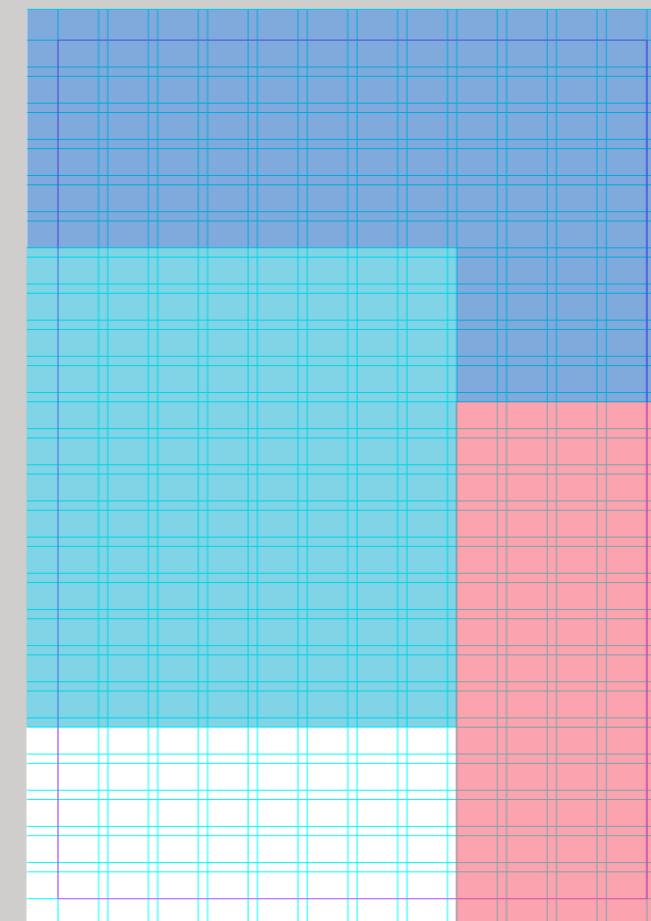
Colours and layouts are for example purposes only\*

## 4 Segment Layout

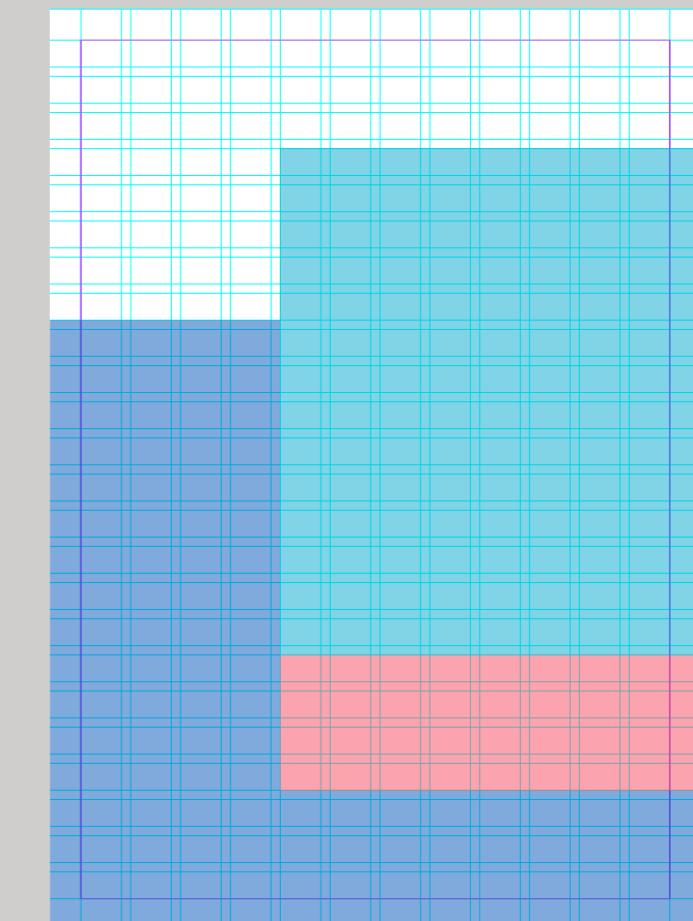
Base Guide



Example Layout



Example Layout



Segment 1   Segment 2

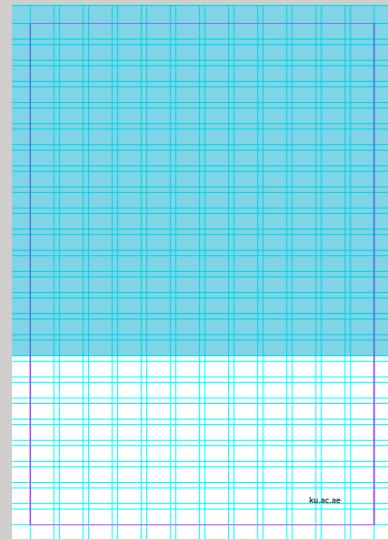
Segment 3   Segment 4

Shown here are usages of our layout system with a side by side comparison of the segments layout.

## Example Layouts

### Horizontal Positioning

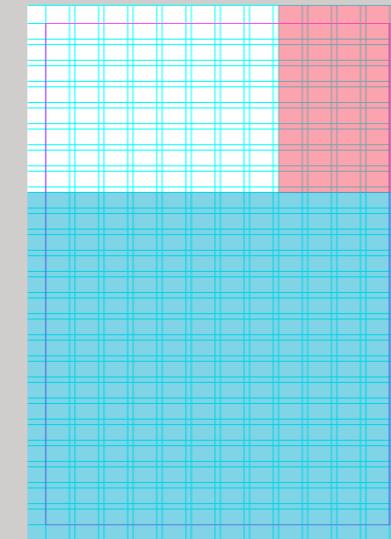
2-Segment Examples



Final Layout



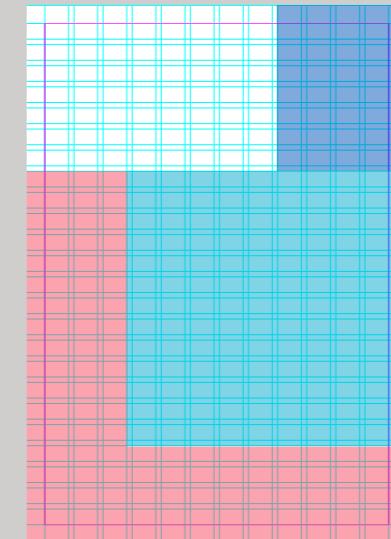
3-Segment Examples



Final Layout



4-Segment Examples



Final Layout



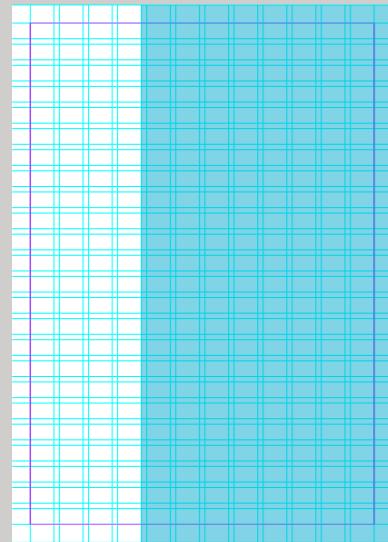
Shown here are usages of our layout system with a side by side comparison of the segments layout.

\*Note: The Vertical Positioning of the brandmark can only be used with written approval from the Marketing Department.

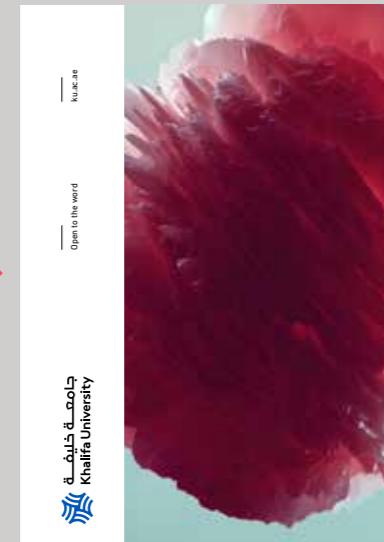
## Example Layouts

### Vertical Positioning\*

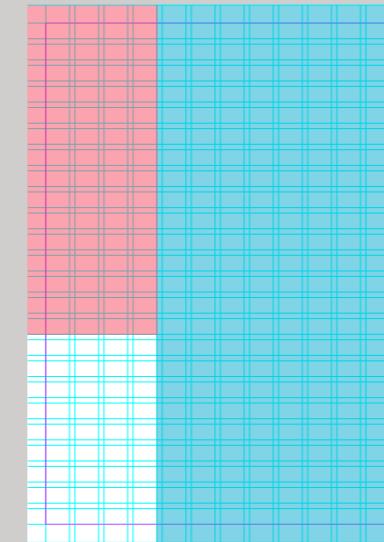
2-Segment Examples



Final Layout



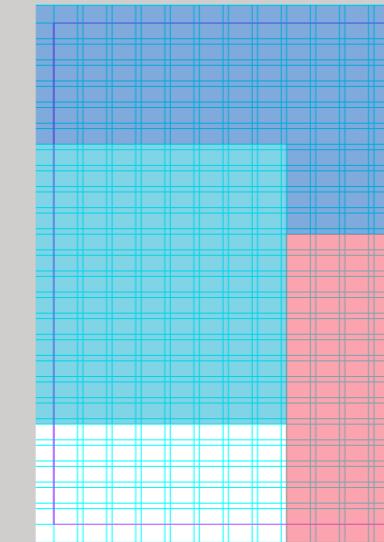
3-Segment Examples



Final Layout



4-Segment Examples



Final Layout



Section

8.00

Our Applications

## Stationery

- Letterhead
- Business Cards
- Envelopes
- President's Office Letterhead
- Post-it Notes
- Folder
- Notebooks
- Stamp

---

Letterhead

Specifications:

Size

A4

Stock

100gsm, Arjowiggins, Inuit Tactile,  
Brilliant White.

Printing

Text & logo wordmark: CMYK.

Logo icon: Pantone 2935.

Pattern: Pantone Metallic 877.



## Stationery

## Business Card



## Stationery

## Business Card

## Specifications:

## Size

85x55mm

## Stock

400gsm, Arjowiggins, Inuit Tactile,  
Brilliant White.

## Printing

Logo icon, name and back printing:

Pantone 2935.

Text, Logo wordmark & details: CMYK.



## Stationery

## DL Envelope

## Specifications:

## Size

DL

## Stock

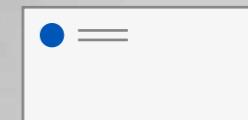
160gsm, Arjowiggins, Inuit Tactile,  
Brilliant White.

## Printing

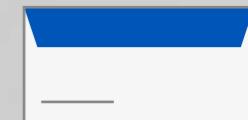
Text & logo wordmark: CMYK.  
Logo icon & flap: Pantone 2935.  
Pattern: Pantone Metallic 877.



Front



Back



## Stationery

## C5 Envelope

## Specifications:

## Size

C5

## Stock

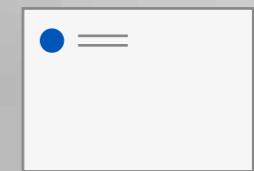
160gsm, Arjowiggins, Inuit Tactile,  
Brilliant White.

## Printing

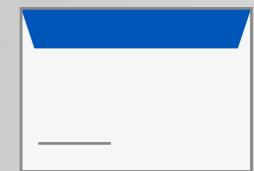
Text & logo wordmark: CMYK.  
Logo icon & flap: Pantone 2935.  
Pattern: Pantone Metallic 877.



Front



Back



## Stationery

## C4 Envelope

## Specifications:

## Size

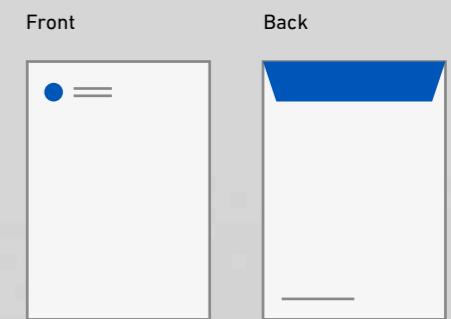
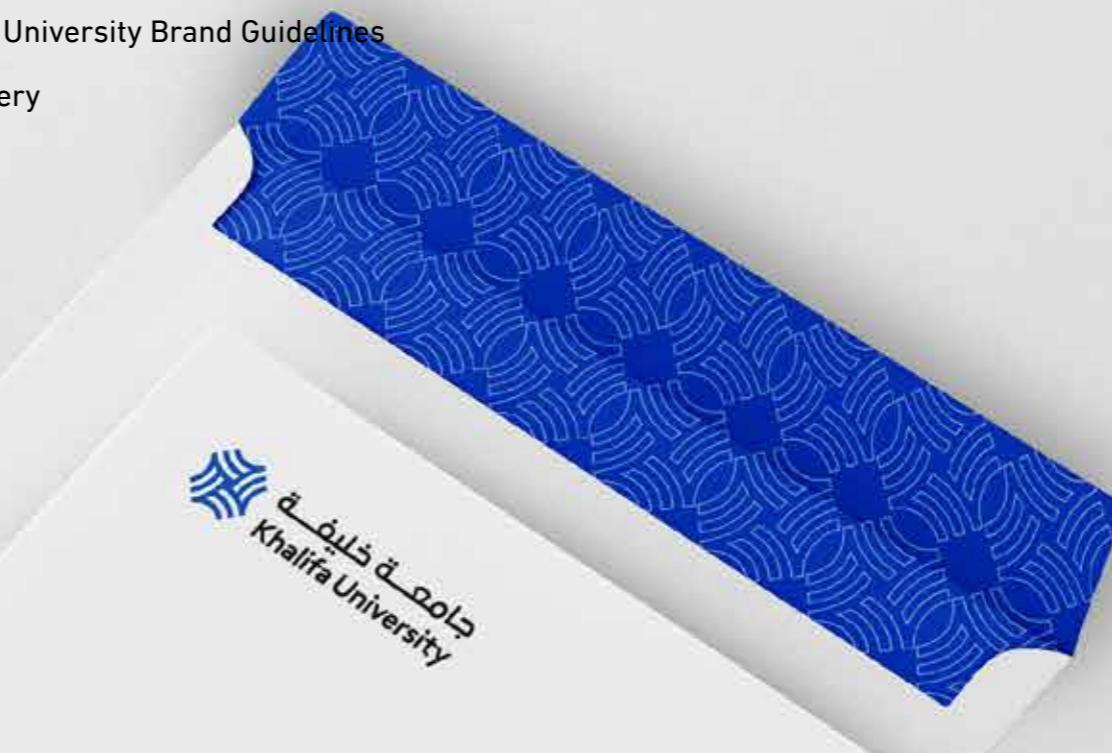
C4

## Stock

160gsm, Arjowiggins, Inuit Tactile,  
Brilliant White.

## Printing

Text & logo wordmark: CMYK.  
Logo icon & flap: Pantone 2935.  
Pattern: Pantone Metallic 877.



## Stationery

## C3 Envelope

## Specifications:

## Size

C3

## Stock

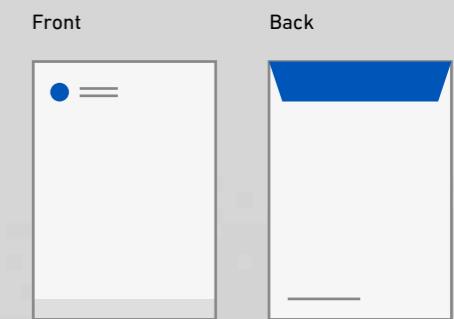
160gsm, Arjowiggins, Inuit Tactile,  
Brilliant White.

## Printing

Text & logo wordmark: CMYK.

Logo icon & flap: Pantone 2935.

Pattern: Pantone Metallic 877.



## President Letterhead

## Specifications:

## Size

A4

## Stock

100gsm, Arjowiggins, Inuit Tactile,  
Brilliant White.

## Printing

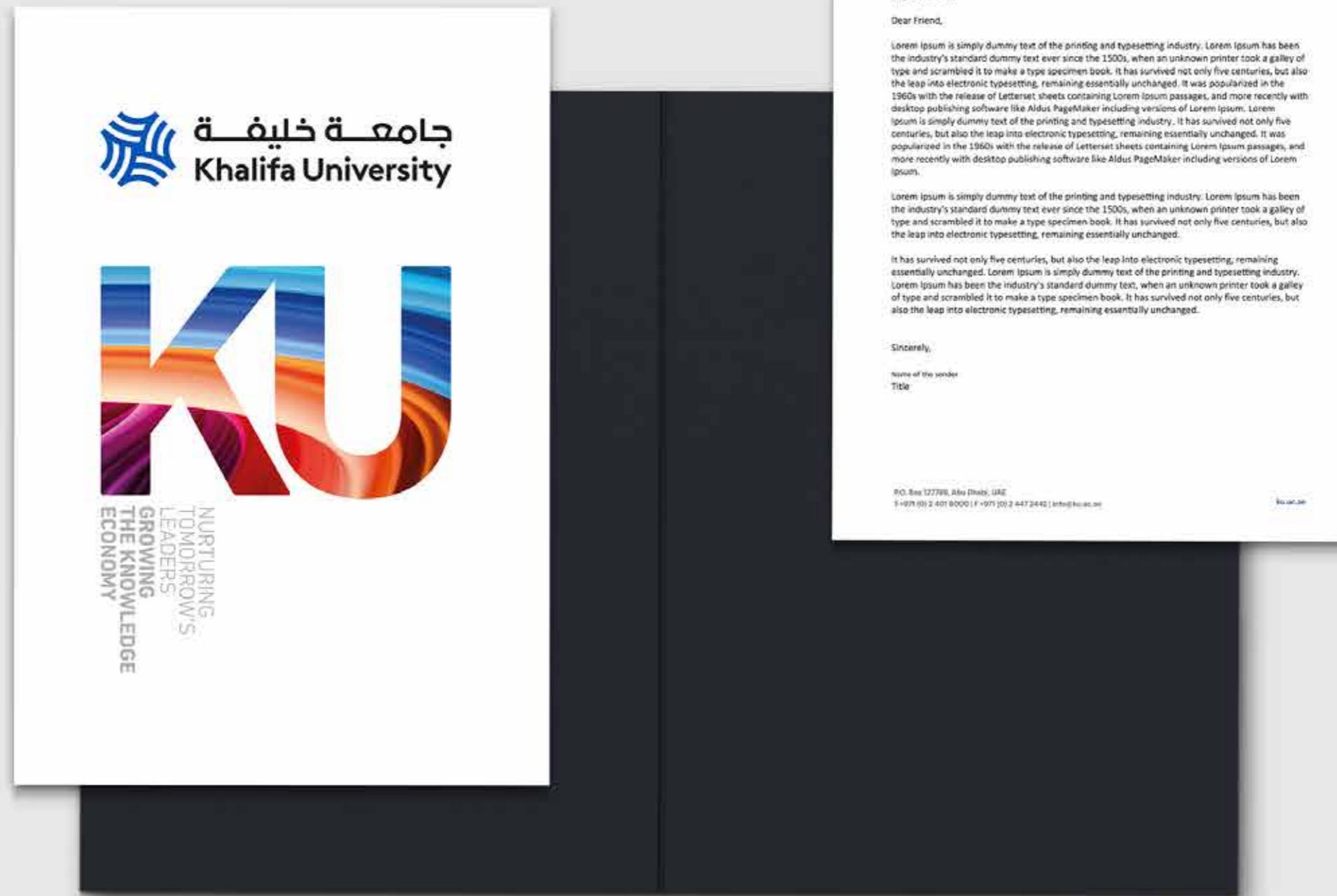
Text & logo wordmark: CMYK.  
Logo icon & President text: Foil KURZ, Luxor 302.  
Pattern: Pantone Metallic 877.



---

Sticky Notes





---

Stamp



## Digital Applications

- Powerpoint Template
- Email Signature
- Newsletter
- President's Memo
- Website

## Powerpoint Template



**Heading here**

- Bullet point level 1
- Another bullet point level 1
- Also bullet point level 1
- Additional point level 1
  - Bullet point level 2
  - One more bullet point level 2
  - Another bullet point level 2

Paragraph text. Oluptur? Tiissim invenis sin rectatibus inci blonde consequentat aliat delit que pa sitet id minctum imporro tes ni inciae pelenis ad modi odigni doluptis dolupta tendesent pro.

**Graph 01**

Paragraph text. Oluptur? Tiissim invenis sin rectatibus inci blonde consequentat aliat delit que pa sitet id minctum imporro tes ni inciae pelenis ad modi odigni doluptis dolupta tendesent pro.

Time Point	Purple Series	Red Series	Cyan Series	Green Series
1	35	20	15	15
2	45	25	20	20
3	32	42	55	22
4	35	45	40	28
5	40	40	38	32

**Graph 02**

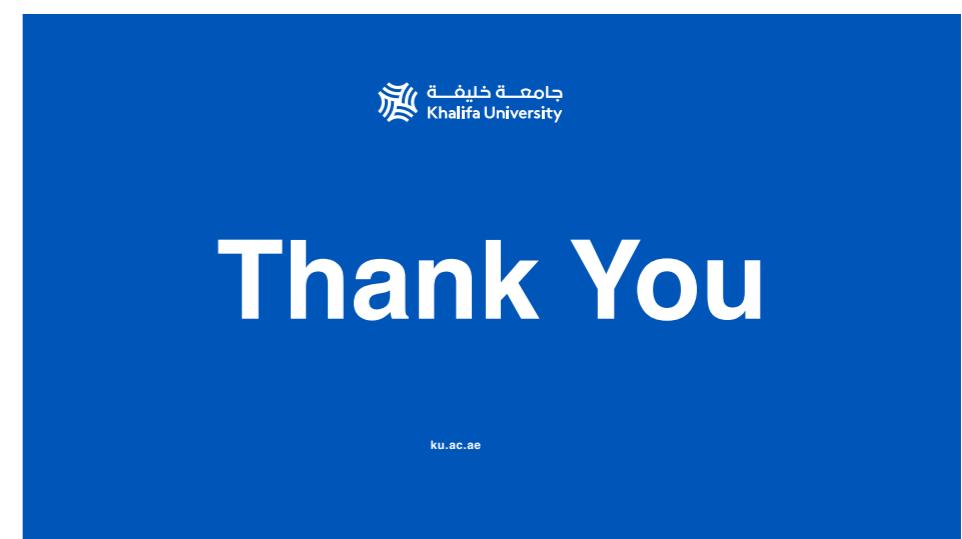
Paragraph text. Oluptur? Tiissim invenis sin rectatibus inci blonde consequentat aliat delit que pa sitet id minctum imporro tes ni inciae pelenis ad modi odigni doluptis dolupta tendesent pro.

Time Point	Light Purple	Light Red	Light Blue	Light Green
1	50	10	10	20
2	60	20	20	30
3	70	30	30	40

**Iconography**

**Table**

Column H1	Column H2	Column H3	Column H4
Row Head 1			
Row Head 2			
Row Head 3			
Row Head 4			
Row Head 5			
Row Head 6			
Row Head 7			
Row Head 8			



---

Email Signature

**Firstname Surname**

Job Title

Department



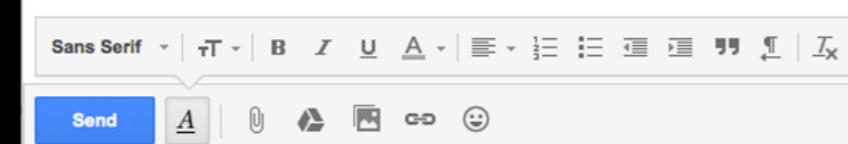
PO Box 127788, Abu Dhabi, UAE

T +971 (0)2 501 8480

F +971 (0)2 447 2442

[firstname.surname@ku.ac.ae](mailto:firstname.surname@ku.ac.ae)

[ku.ac.ae](http://ku.ac.ae)



Khalifa University Brand Guidelines

Digital Applications

**INNOVATION FORWARD**

Khalifa University's Monthly Research Updates

OCTOBER 2020    SEPTEMBER 2020    AUGUST 2020    PREVIOUS

**Khalifa University and the Fight Against Coronavirus**

باحثون من جامعة خليفة يطورون كمامات مضادة للفيروسات مكونة من مواد بيولوجية

**Khalifa University Researchers Develop 'Biodegradable' and 'Biocompatible' Environ-Friendly Anti-Viral Adaptive Face Mask**

[READ ABSTRACT](#)



فريق بحثي من جامعة خليفة يطور جهاز (بي سي آر) محمول ومنخفض التكلفة لفحص فيروس كورونا المستجد خلال 45 دقيقة

**Khalifa University Research Team Develops New Portable Cost-Effective PCR Test To Help Detect COVID-19 in 45 Minutes**

[READ ABSTRACT](#)



مركز التكنولوجيا الحيوية في جامعة خليفة يحصل على رخصة دائرة الصحة لإجراء فحوصات فيروس كورونا المستجد

**Khalifa University's Center for Biotechnology Receives DoH License for On-Campus COVID-19 Testing Facilities**

[READ ABSTRACT](#)



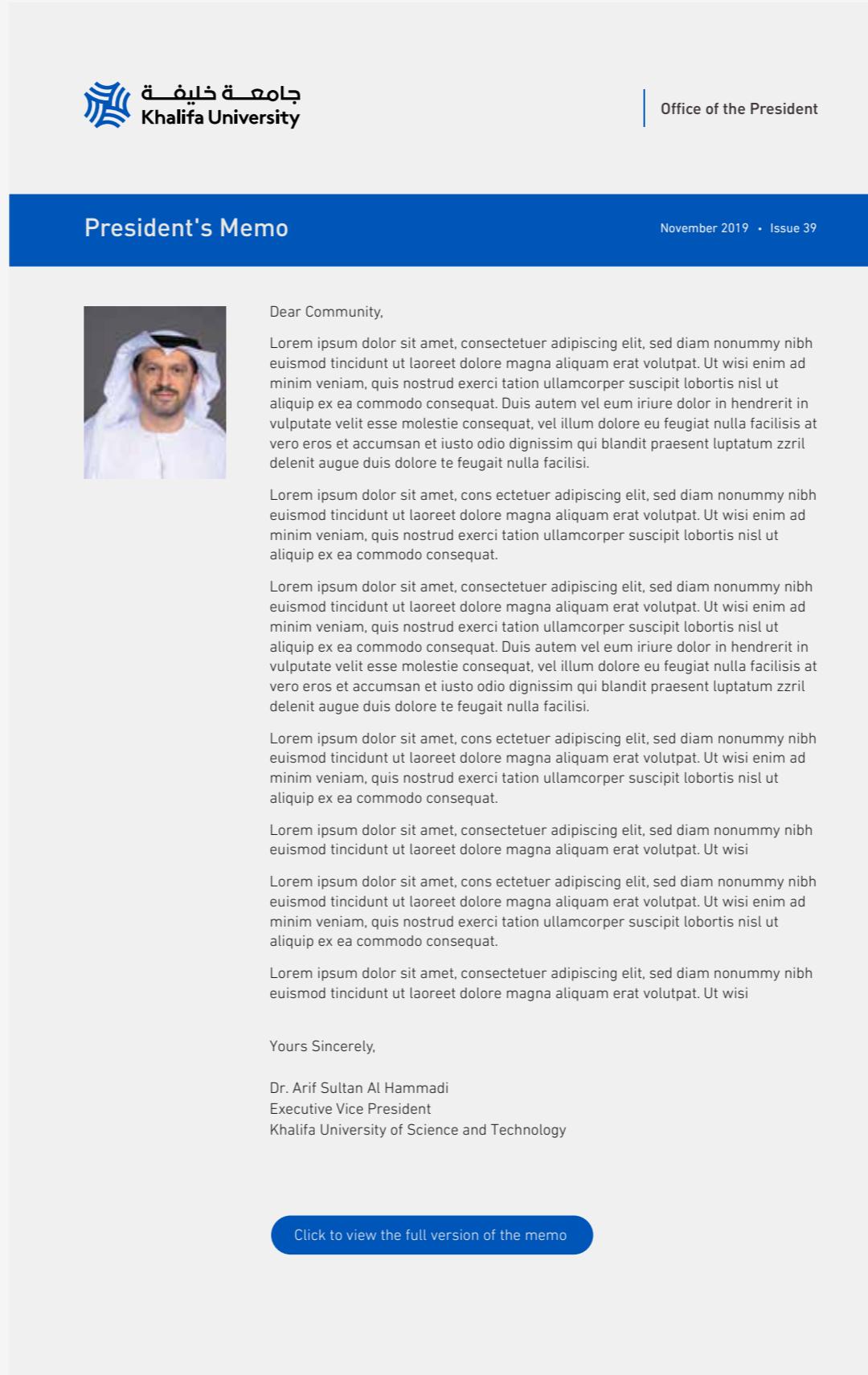
The Latest Research from Khalifa University

Logo: UAE ERC

فريق بحثي من جامعة خليفة يستعين بالأنظمة الذكية للتنبؤ باستقرار الطاقة الكهربائية



## President's Memo



The screenshot shows a digital application interface for the President's Memo. At the top left is the Khalifa University logo with the text "جامعة خليفة" and "Khalifa University". To the right is a vertical bar labeled "Office of the President". The main header "President's Memo" is in the center, with "November 2019 • Issue 39" to its right. Below the header is a portrait of a man in traditional Emirati attire. The body of the memo contains several paragraphs of placeholder text (Lorem ipsum) and a signature section at the bottom.

President's Memo

November 2019 • Issue 39

Dear Community,

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Yours Sincerely,

Dr. Arif Sultan Al Hammadi  
Executive Vice President  
Khalifa University of Science and Technology

Click to view the full version of the memo

Website

The screenshot shows the Khalifa University website homepage. At the top, there is a dark blue header bar with links for 'Login', 'Careers', 'Business', 'Library', 'Covid 19', 'Apply Now', and a search bar. Below the header is the university's logo in Arabic and English ('جامعة خليفة Khalifa University'). A main banner features a photograph of students in lab coats and headgear working in a laboratory. The text 'SPRING 2021 UNDERGRADUATE ADMISSION IS NOW OPEN' is prominently displayed in yellow and white. Below the banner, four key statistics are listed: '28th Best University in Asia', '18 Specialized Research Centers', '8:1 Student-Faculty Ratio', and '60% Female Student Body'. The 'RESEARCH HIGHLIGHTS' section includes images and captions for 'Overcoming Water Scarcity with Nanotechnology at Khalifa University' and 'Khalifa University Researchers at ARIC Developing 'Reusable Mask' as Potential Re'. A 'VIEW ALL' button is located at the bottom of this section.

Spring 2021 Undergraduate Admission is Open

28th  
Best University in Asia

18  
Specialized Research Centers

8:1  
Student-Faculty Ratio

60%  
Female Student Body

RESEARCH HIGHLIGHTS

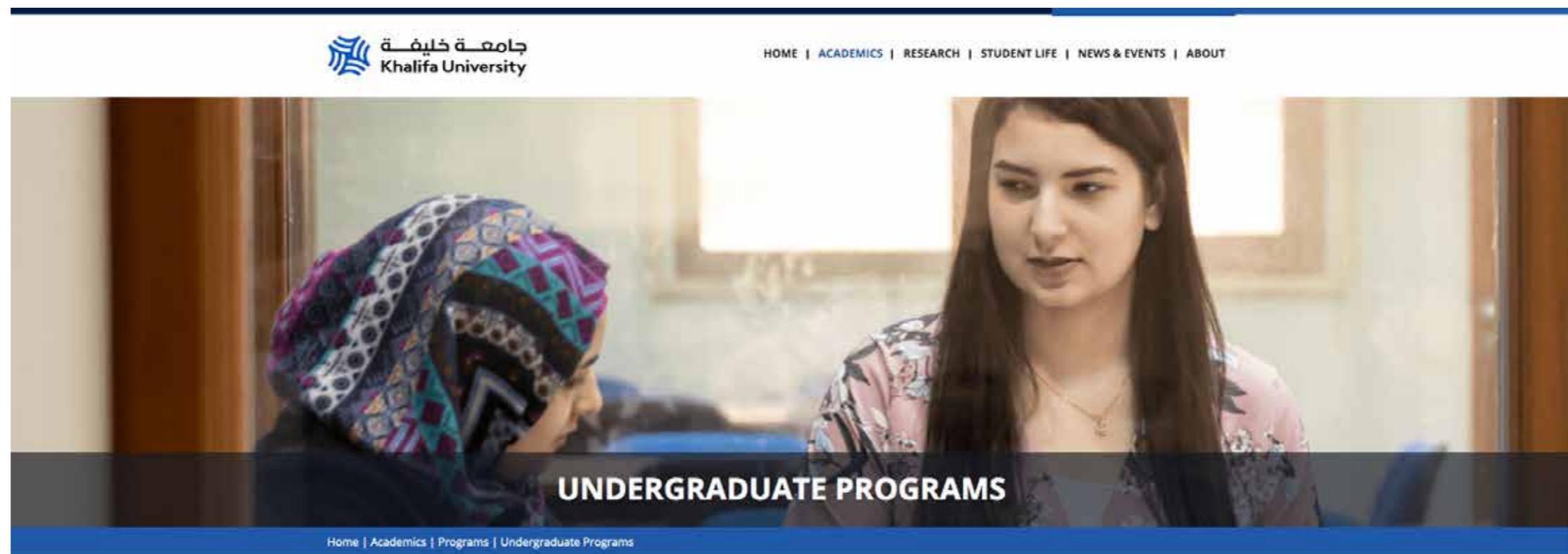
Khalifa University Scientists Unravel 40-Year Long Mystery of Large Sea in the Middle of Antarctic Ice Cover

Overcoming Water Scarcity with Nanotechnology at Khalifa University

Khalifa University Researchers at ARIC Developing 'Reusable Mask' as Potential Re

VIEW ALL

Website



## OVERVIEW



Undergraduate degrees from Khalifa University of Science and Technology are designed to equip graduates with the necessary skills and knowledge that are highly sought-after in today's job market. Khalifa University has granted over 3,200 bachelor's degrees to qualifying undergraduate students.

Khalifa University offers 16 Bachelor's degree programs, some of which include optional concentrations.

UAE Nationals and applicants with Emirati mothers who are graduating from high school this year should apply through the NAPO web portal by accessing the [Ministry of Education website](#).

UAE nationals and applicants who have already graduated from high school should apply through the [KU web portal](#).

All expatriates should use the [KU web portal](#) to apply.

For more information about the undergraduate admissions application process, please refer to the links below:



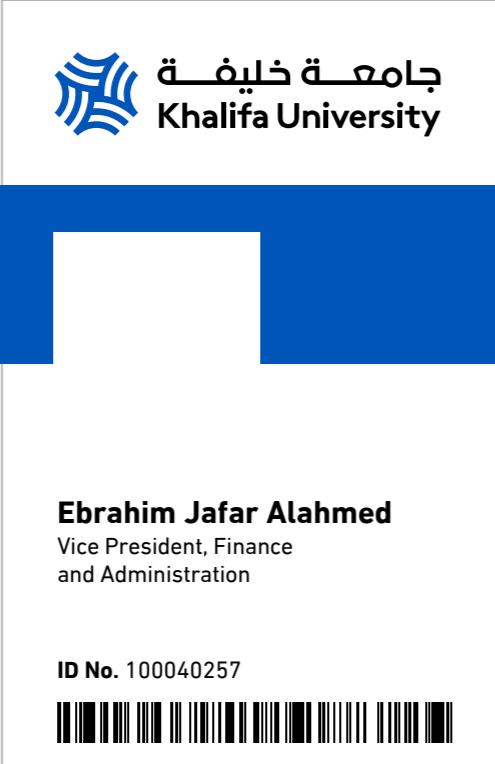
PROCEDURE	REQUIREMENTS	DOCUMENTS
ADMISSION TYPES	FEES	FAQS

## ID Cards

- Student
- Staff
- Visitor
- Contractor

**Staff and Faculty**

**ID Layouts**

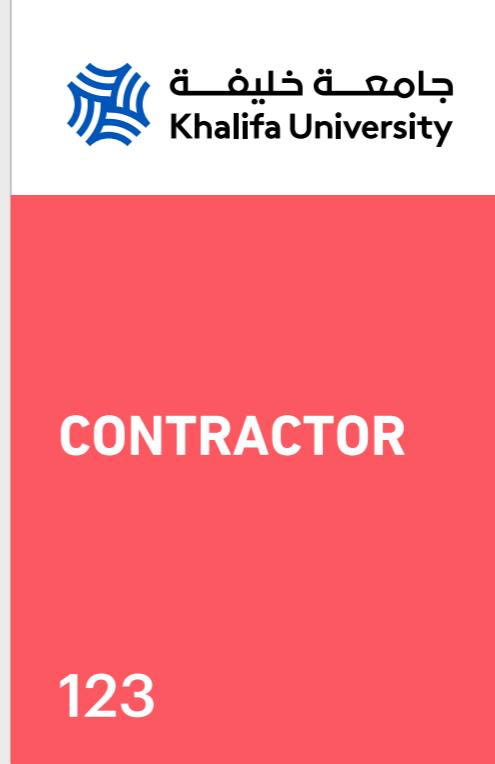


**Ebrahim Jafar Alahmed**  
Vice President, Finance  
and Administration  
**ID No.** 100040257  




Valid Till: 31/08/2019  
This card is sole property of Khalifa University of Science and Technology, please return it to below address if found  
Khalifa University of Science and Technology  
PO BOX 127788, Abu Dhabi.

**Contractors**

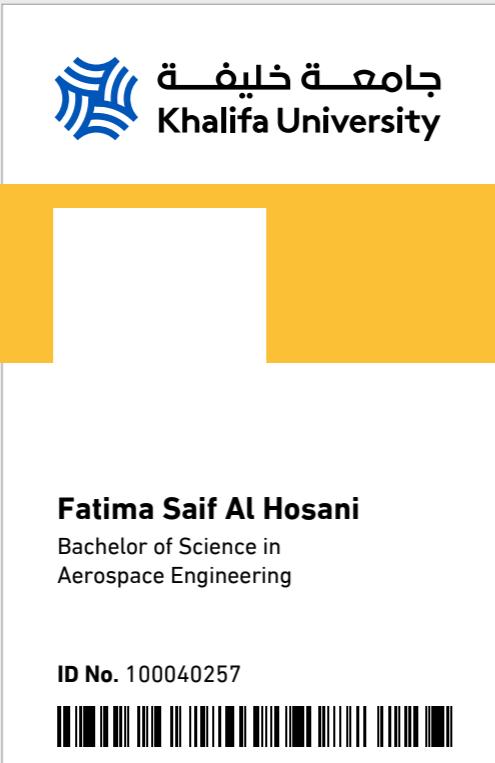


**CONTRACTOR**  
**123**

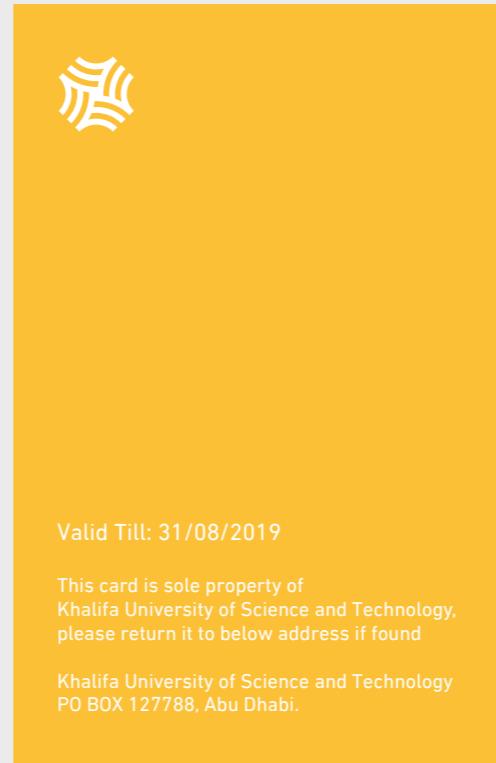


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**Students**

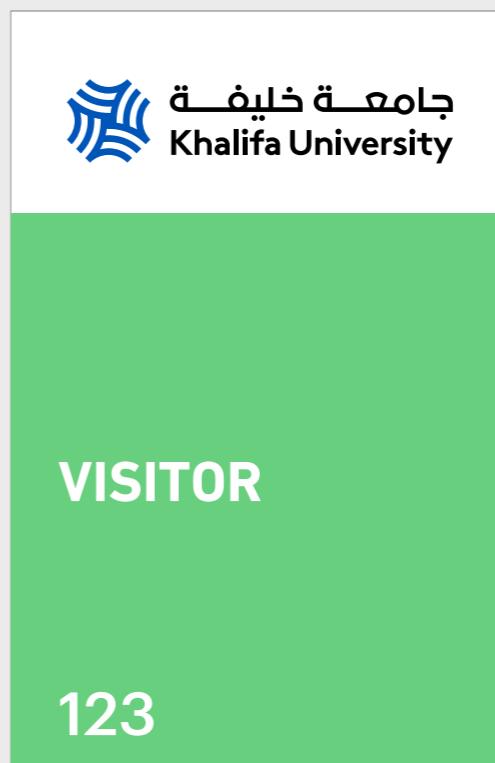


**Fatima Saif Al Hosani**  
Bachelor of Science in Aerospace Engineering  
**ID No.** 100040257  

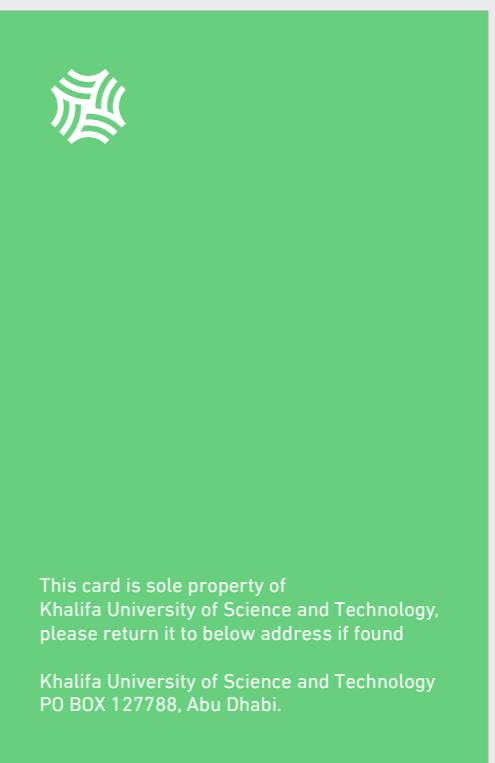



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**Visitor**



**VISITOR**  
**123**



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# Certificate

## Achievement



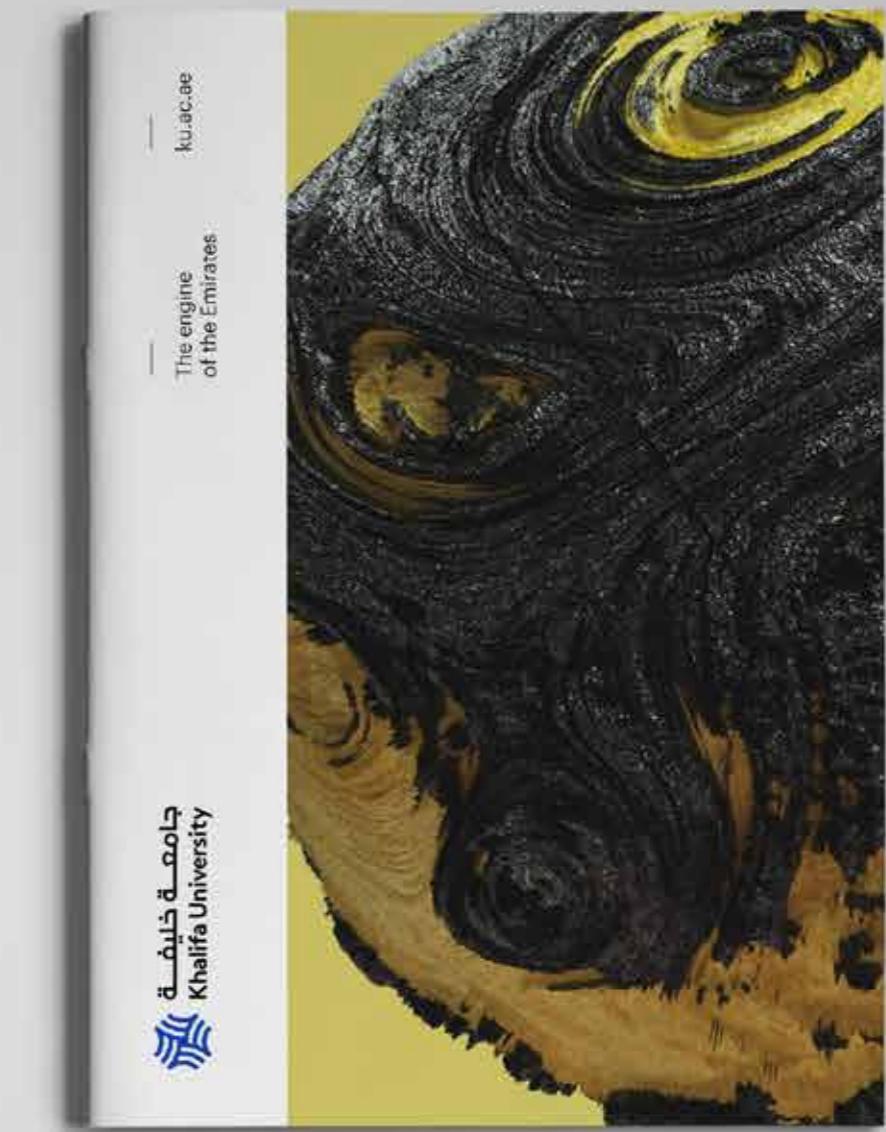
## Publications

- Promotional
- Formal



## Formal

**\*Note:** The Vertical Positioning of the brandmark can only be used with written approval from the Marketing Department.



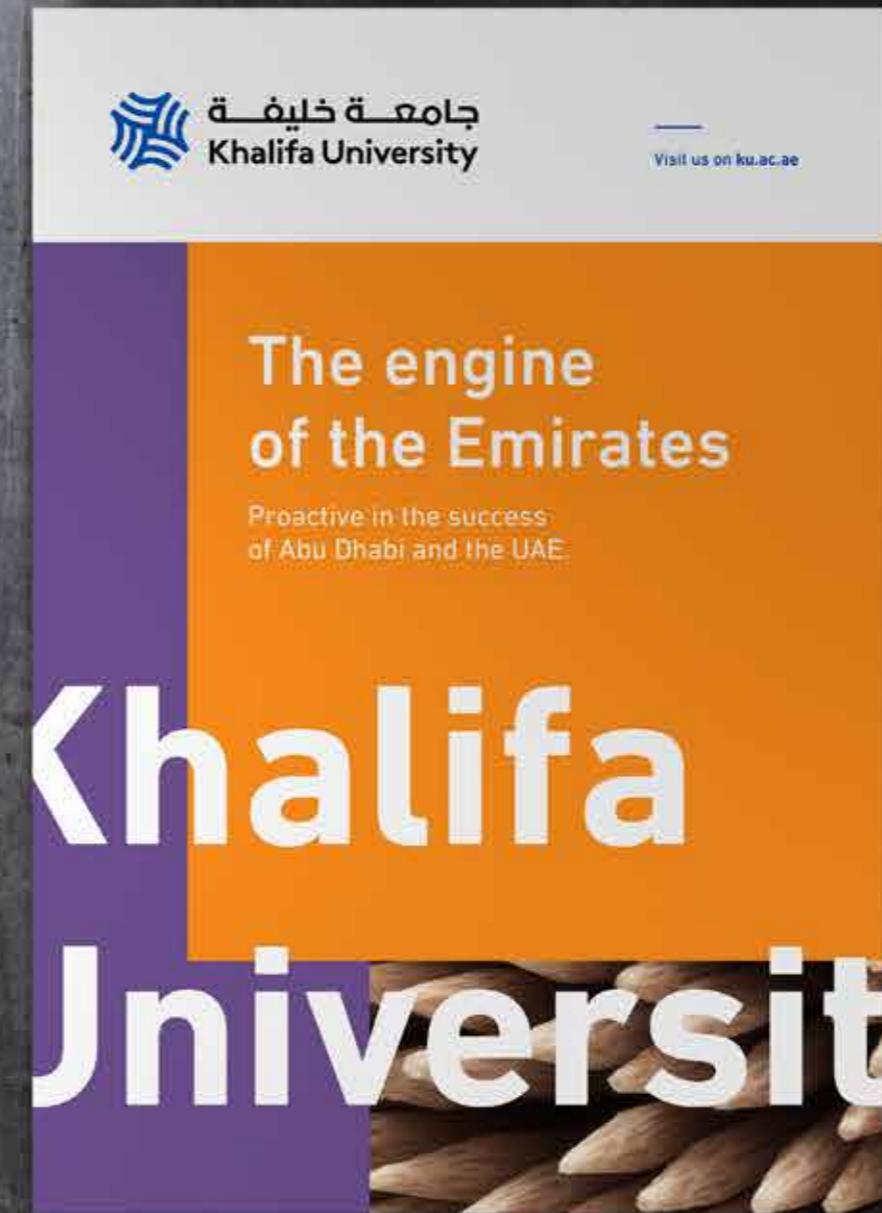
## Advertisement

- Print Advert
- Outdoor Advert
- Flag Banners

Print Advert

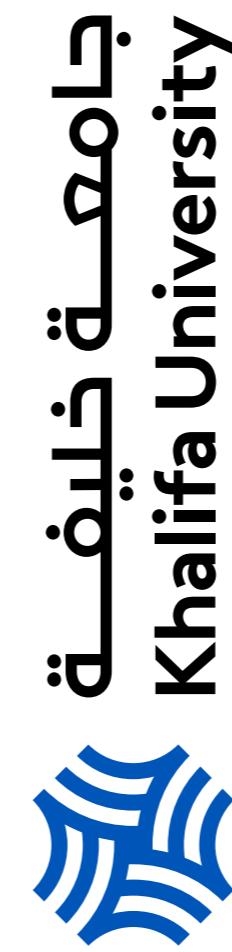


Outdoor Advert



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Flag Banners



# Spacial

## - Campus Facade

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Campus Facade



## Merchandise & Gift Items

- Lanyard
- Sweatshirts & T-shirts
- Bags
- Coffee cups
- Notebooks

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Lanyard



---

Sweatshirt & T-shirt



---

Tote Bag



---

Coffee Cups



---

Notebooks



# Livery

- Van

Van



Brand Guidelines  
2020

Thank You  
For more information contact  
the Marketing & Communications  
Department at Khalifa University

[ku.ac.ae](http://ku.ac.ae)

