

Project

Branding

Client

American University of Malta

May | 2020

Version 1.0





Introduction

Why a Visual Identity System | Visual Identity Policy

Why a Visual Identity System

The American University of Malta (AUM) will serve the region as a leading institution of higher education.

The University is committed to preserving its leadership role in an increasingly competitive environment, extending its presence and identity in Malta, the broader region and beyond.

To that end, AUM is launching a new branding campaign. This will involve a new University logo along with a visual identity system that will bring greater consistency across multiple visual mediums including publications, stationery, the AUM website, athletic uniforms, and campus signage.

The campaign will emphasize and reinforce the key values AUM upholds as an institution and will ensure a unified and consistent visual identity system that maintains these themes.

Visual Identity Policy

AUM uses the following symbols to represent itself to the public: the full name, "American University of Malta" and acronym, "AUM".

To ensure consistency, these symbols should be used according to the guidelines.



AUM Logo

Full Version



Icon

Typography



Stationery

Stationery

The stationery represents the visual identity of the University in various communications. The following stationery standards are to be used by all units within the University.

Business Card Option One

Back



Front



Name Familyname
Designation

T +356 2169 6970
F +356 2169 6970
M +356 0000 0000
E info@aum.edu.mt
W aum.edu.mt



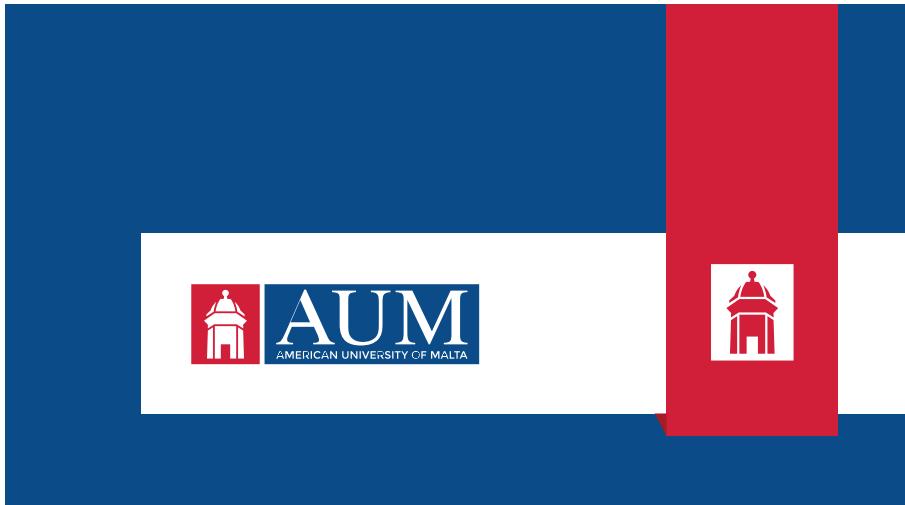
Name Familyname
Designation

+356 2169 6970
+356 2169 6970
+356 0000 0000
info@aum.edu.mt
aum.edu.mt



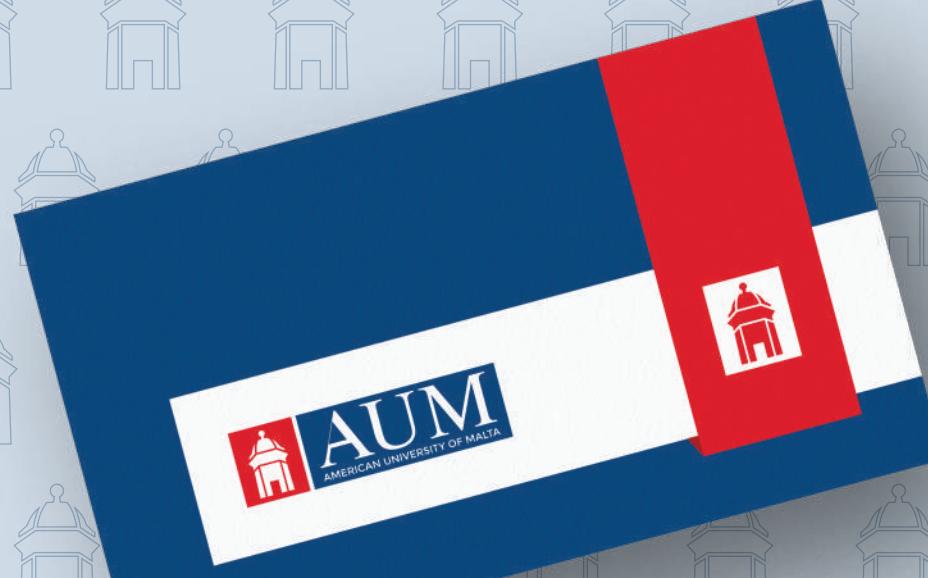
Business Card Option Two

Back



Front





Letterhead Option One



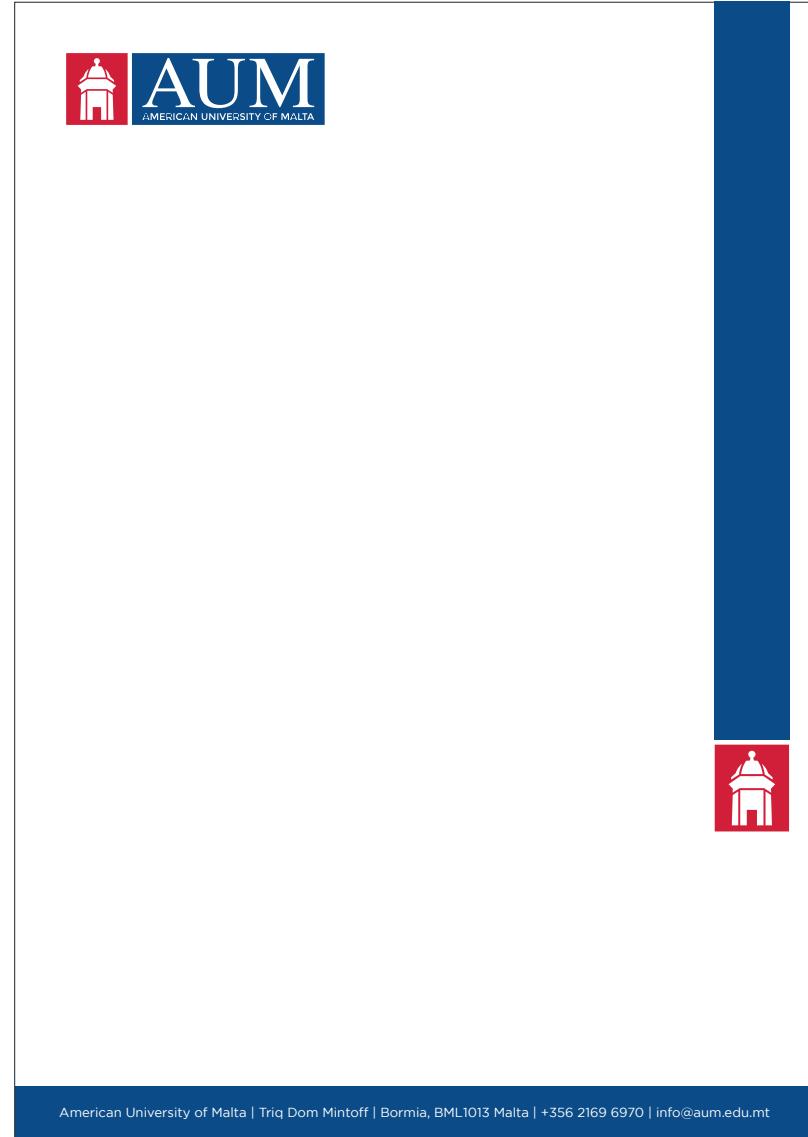
www.aum.edu.mt

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www.aum.edu.mt

Letterhead Option Two



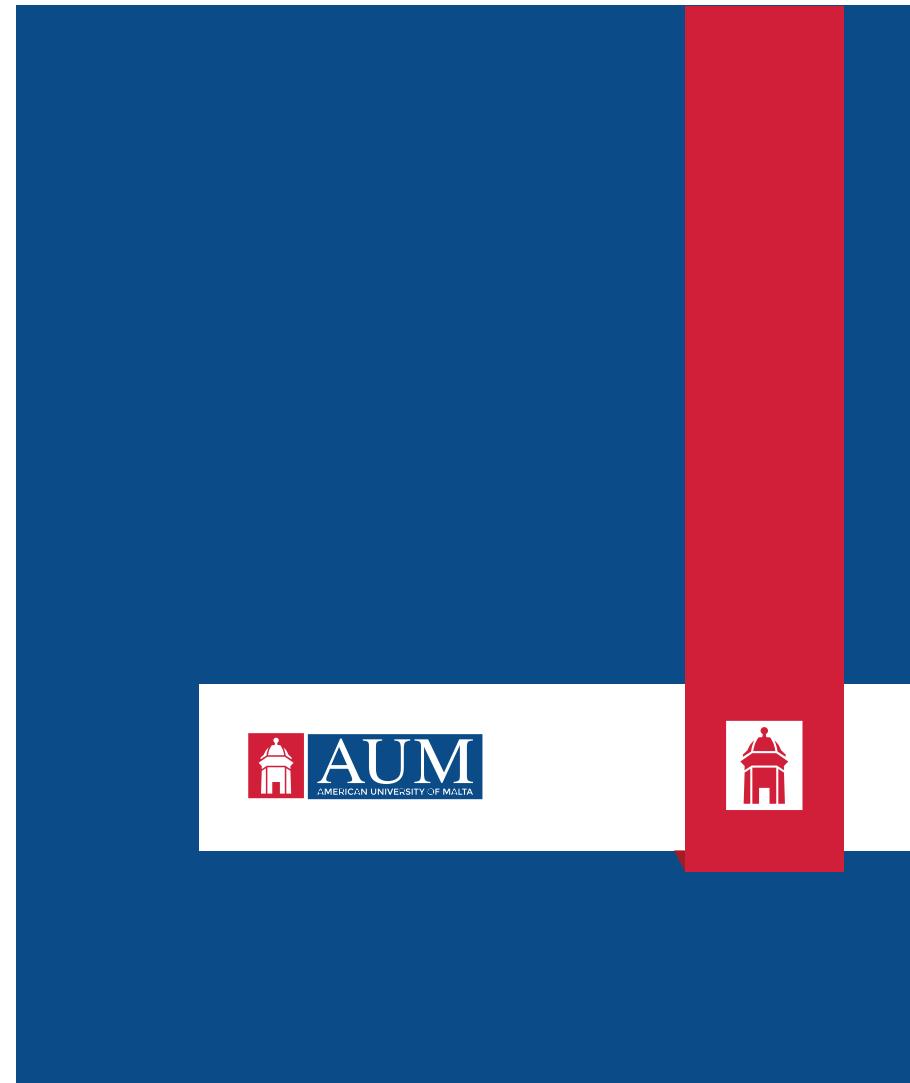


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Envelope

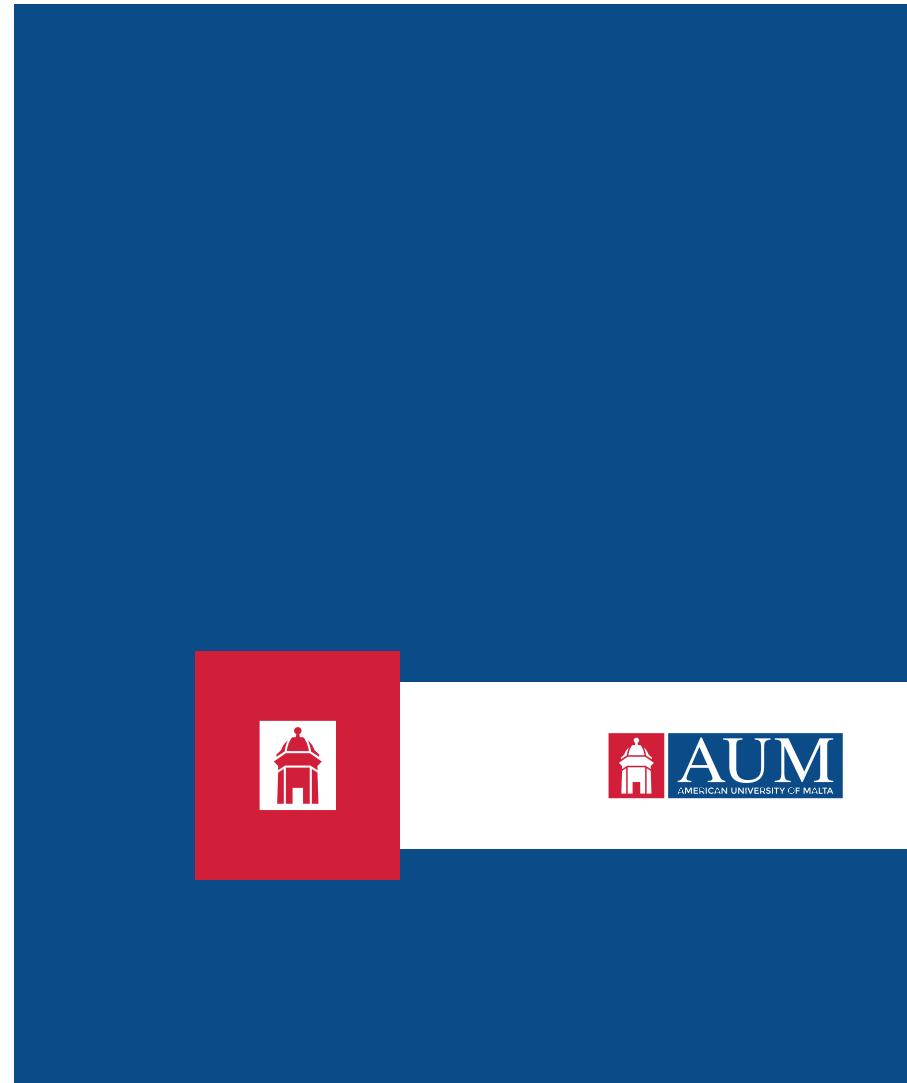


Folder Cover Option 1





Folder Cover Option 2



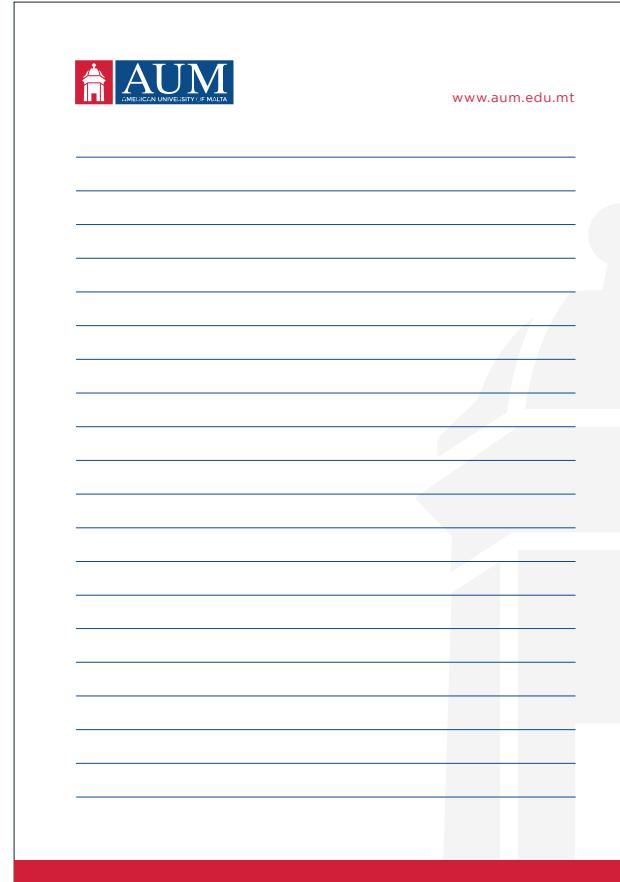


Notebook Option 1



Front Cover

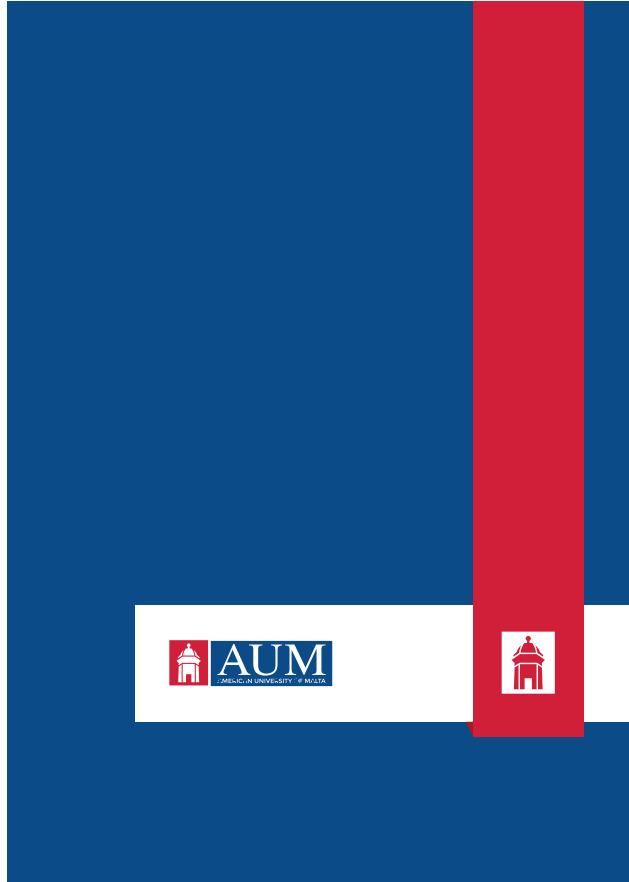
Stationery



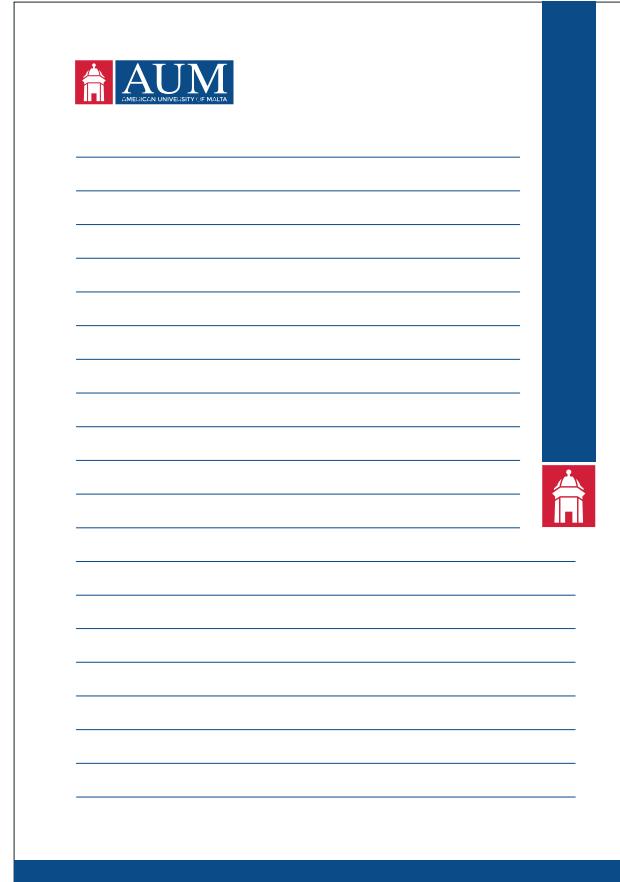
Inside Pages



Notebook Option 2



Front Cover



Inside Pages



Tote Bag





Employee ID Card



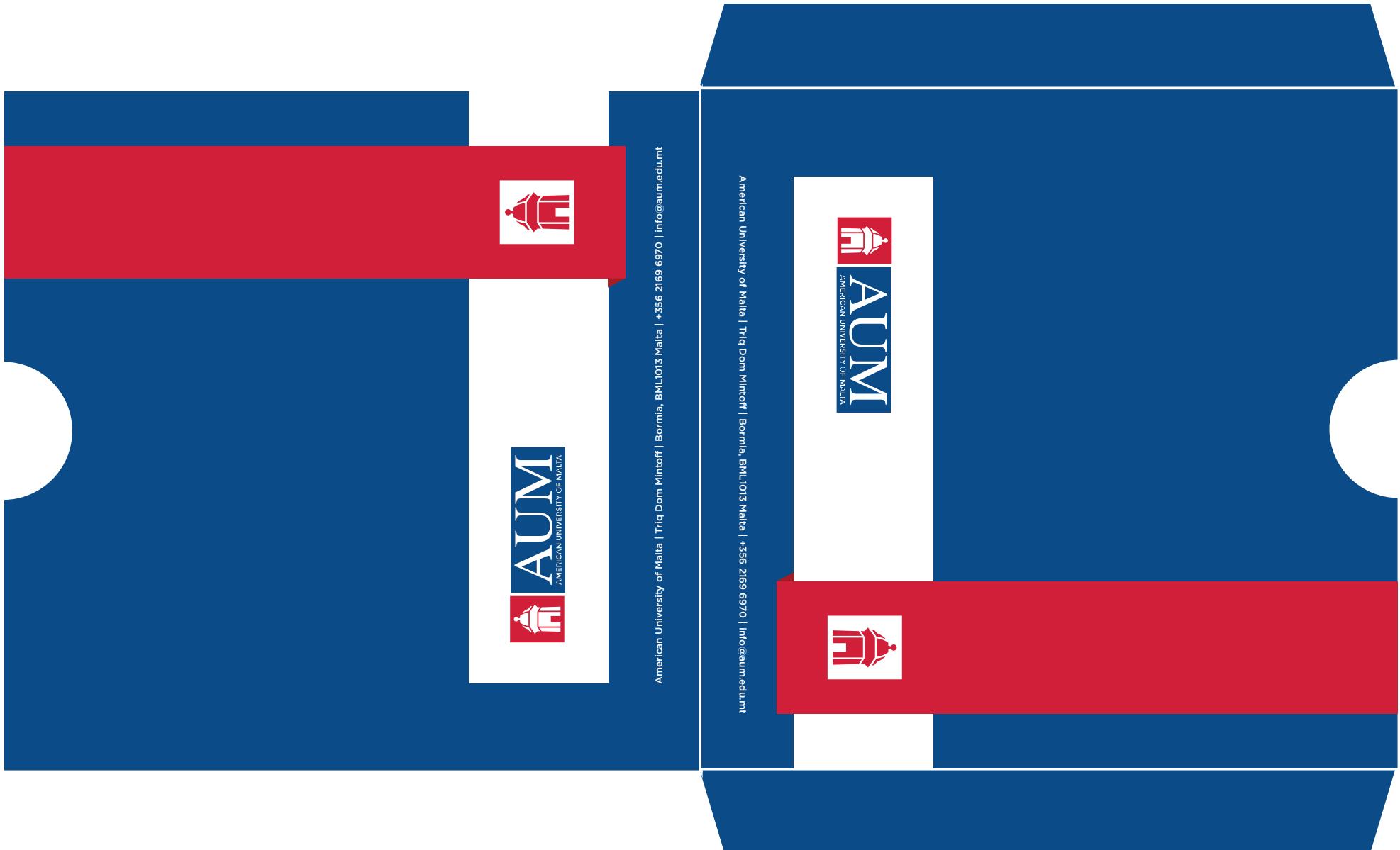


CD





CD Cover

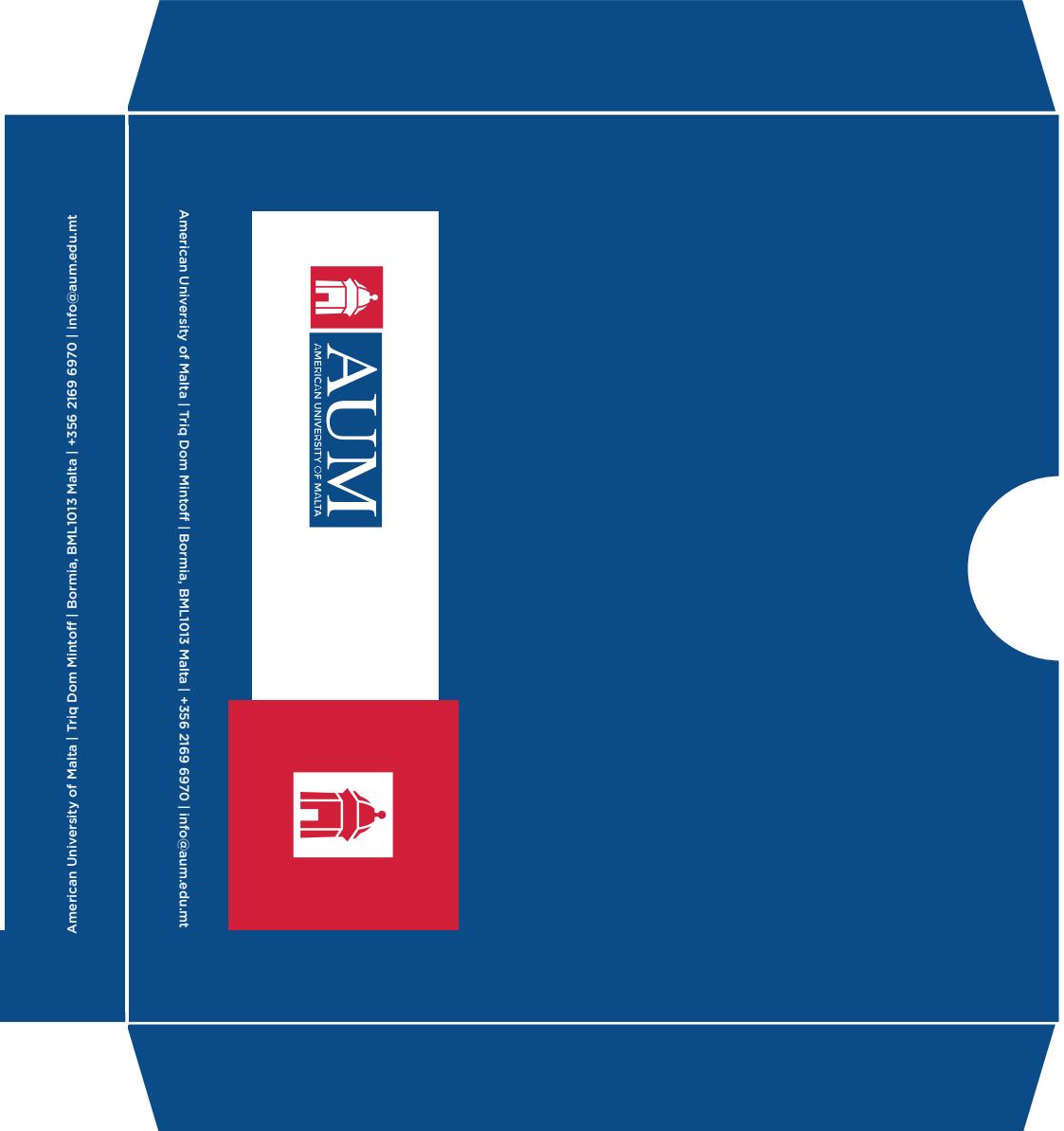


Stationery



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CD Cover - Option 2





AUM
AMERICAN UNIVERSITY OF MALTA



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Pen - Option 1



Pen - Option 2



Mug







AUM
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USB



Pins



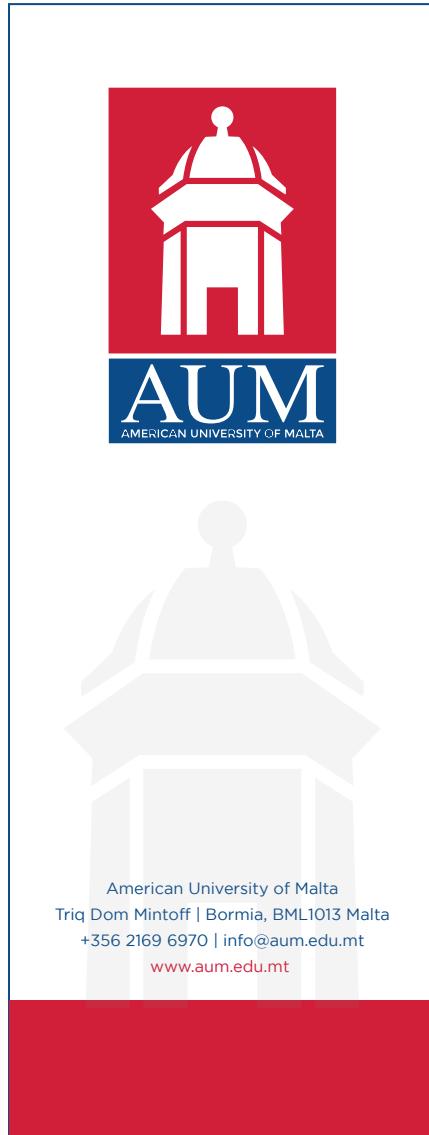
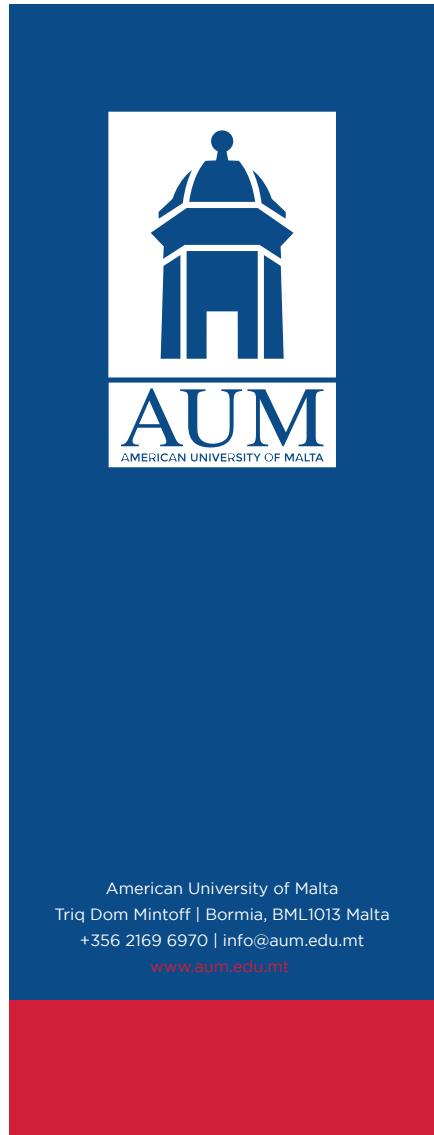
Pins



Poster



Rollup



Desktop Wallpaper



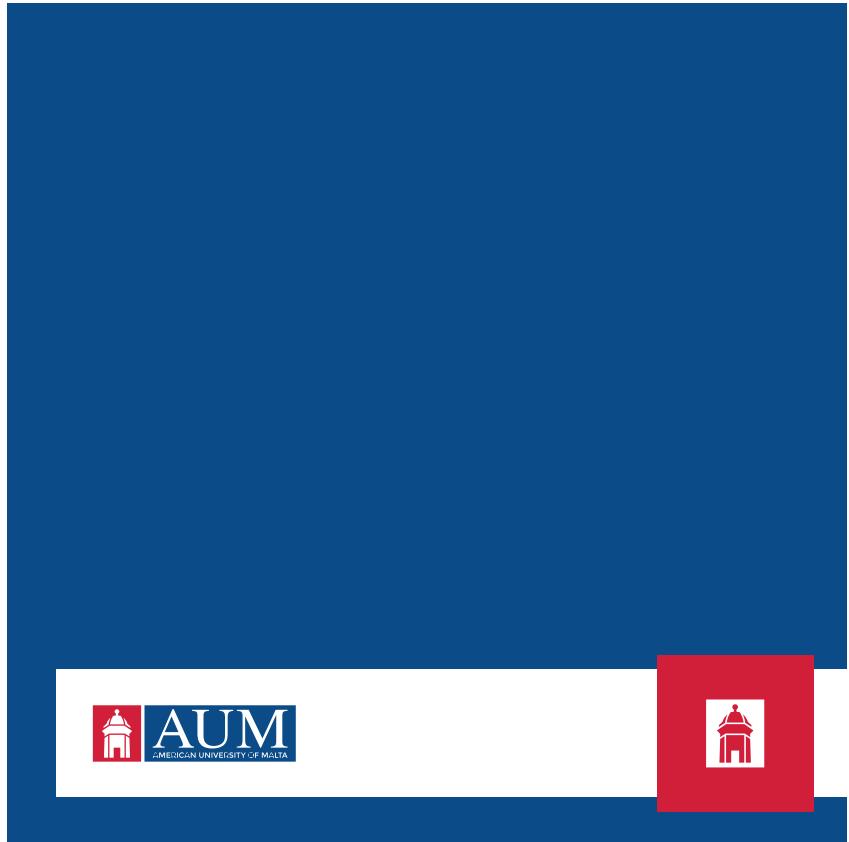


Desktop Wallpaper Option Two

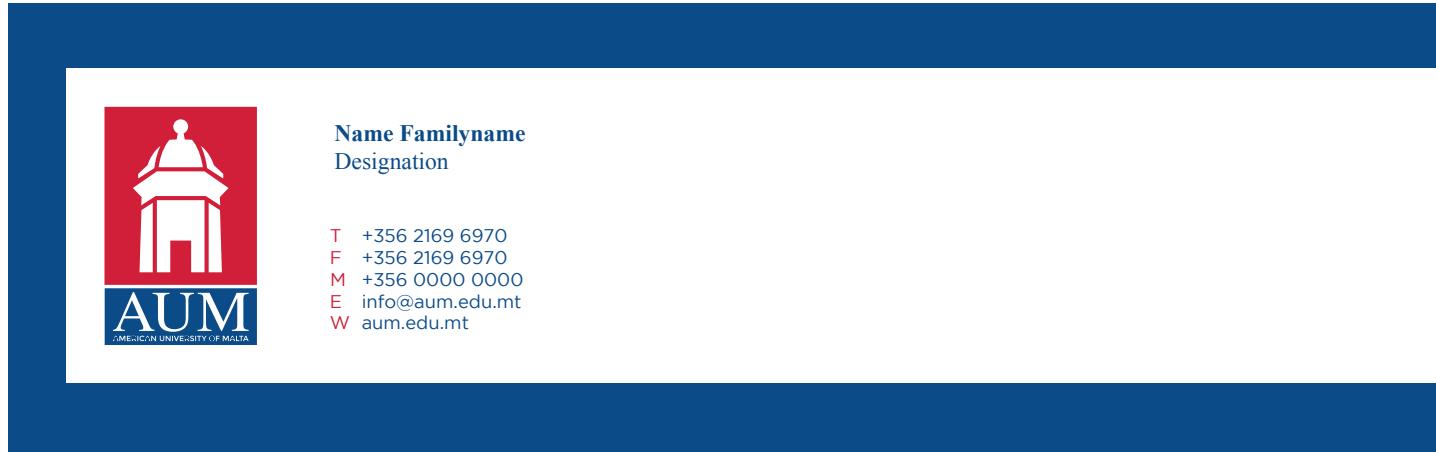




Social Media Template



Email Signature



Stamp

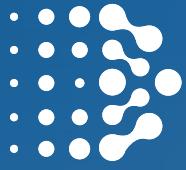




Wax Seal







DIGINT
Digital Intelligence

Thank you