

visual identity Guide

The Logo



Primary Logo

Logo Variations



Square Format



AAU - Compact Format

Color Variations



Main Logo



Square Format



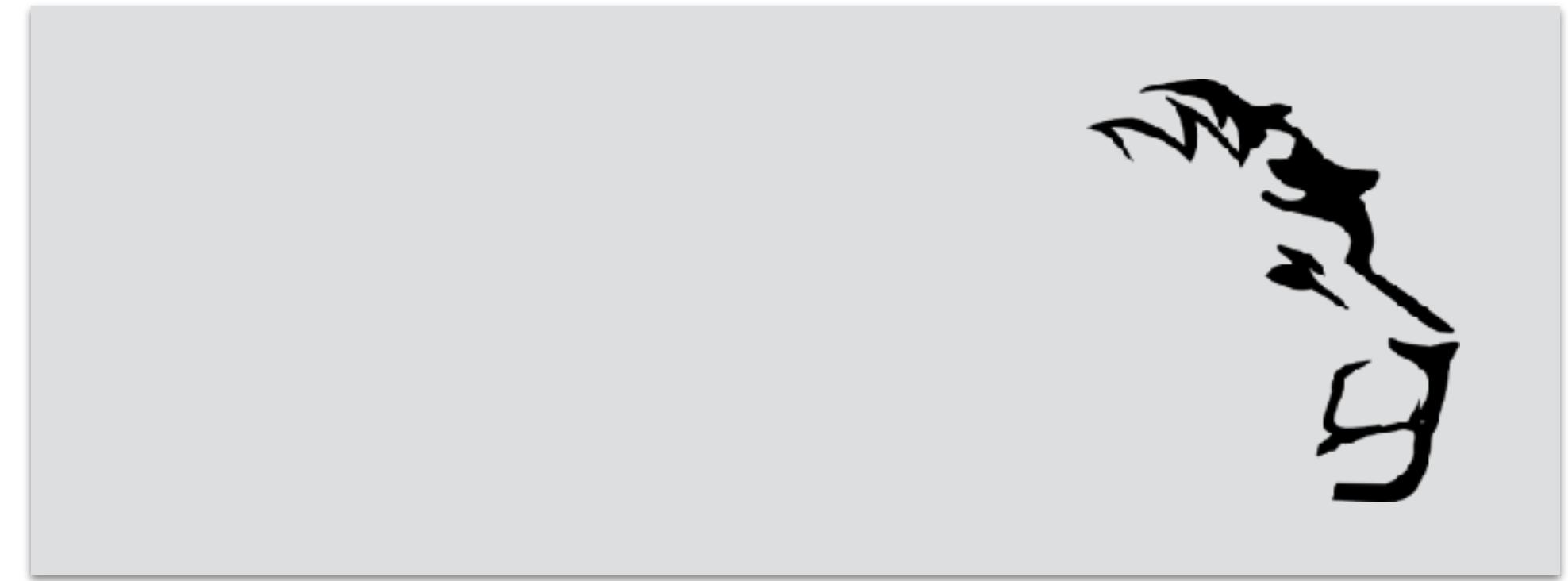
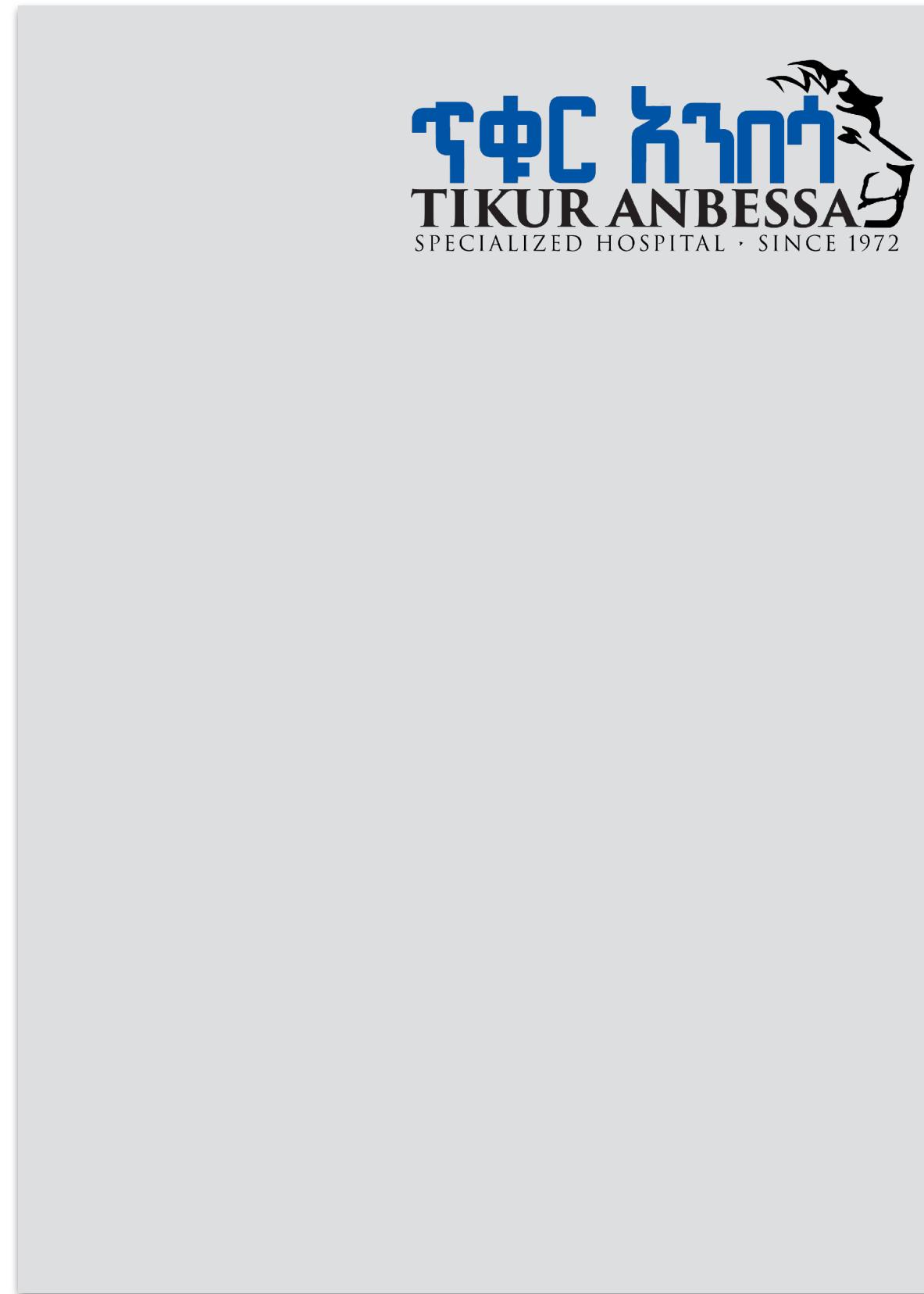
AAU - Compact Format



Exclusion Zones/Clear Space



Logo/Icon Positioning



Rules of Misuse



Corporate Identity Elements

Primary Colors

Denim

01

Pantone 7685C

02

C93 M70 Y9 K1

03

R29 G90 B157

04

1D5A9D

Dove Gray

01

Pantone 425C

02

C66 M56 Y53 K29

03

R84 G87 B90

04

54575a

Secondary Colors

Purple Heart

- 01 Pantone 526C
- 02 **C59 M98 Y0 K0**
- 03 **R134 G29 B157**
- 04 861D9D

Fire Brick

- 01 Pantone 7627C
- 02 **C25 M99 Y100 K21**
- 03 **R157 G29 B29**
- 04 9D1D1D

Christi

- 01 Pantone 370C
- 02 **C58 M21 Y100 K3**
- 03 **R122 G157 B29**
- 04 7A9D1D

Light Sea Green

- 01 Pantone 7716C
- 02 **C80 M21 Y40 K1**
- 03 **R23 G152 B156**
- 04 17989C

Color Usage Balance



Logos with Descriptors



Monogram





Previse



REFERENCE COLLECTION

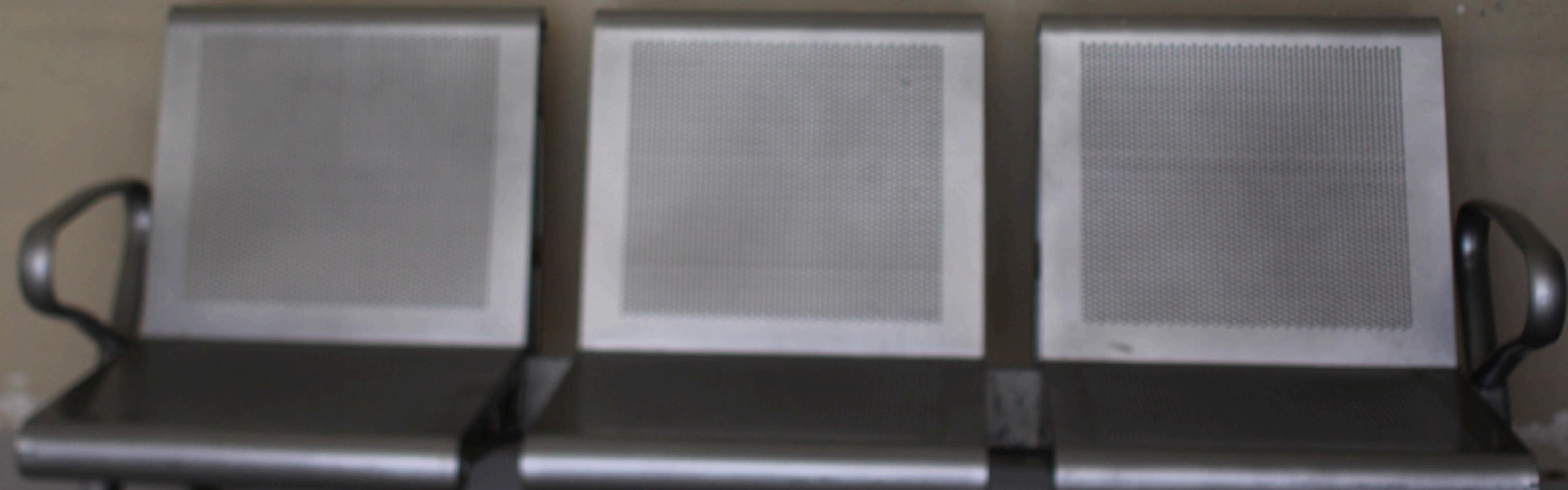
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CT

201

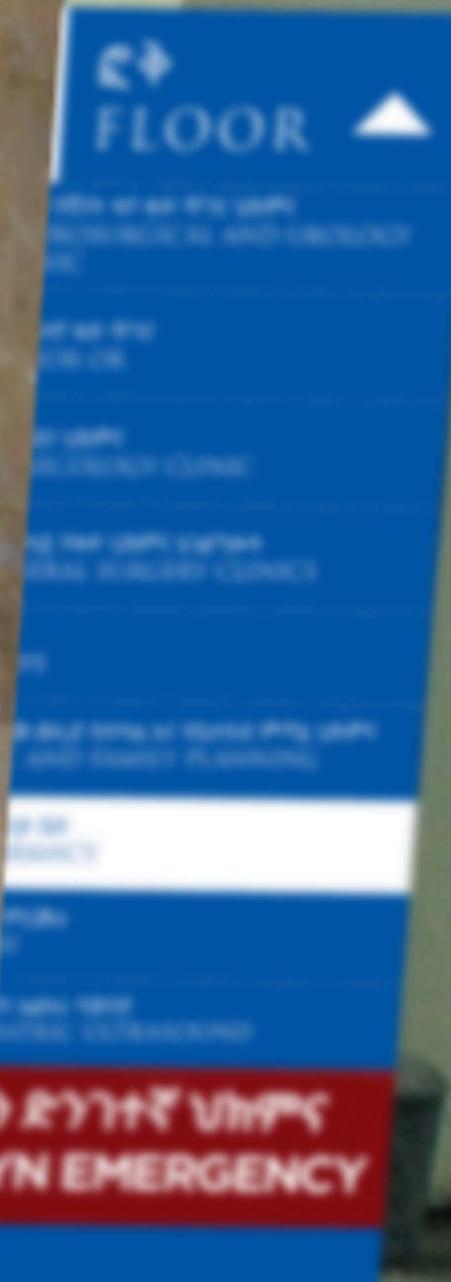


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EXIT

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INFORMATION DESK



SCHOOL OF
PUBLIC HEALTH

ΤΧΛΩΣ
PATHOLOGY

65-75

2

ND

ΕΦ
FLOOR





ጥቅር አንበሳ
TIKUR ANBESSA

ØØÙÙ
EXIT



3
፩
RD

ይቅ
FLOOR 

307 የነጉ የሽንት ተሰ ቅድ ጥገና ሂሳብ
NEUROSURGICAL AND UROLOGY
CLINIC

311 መለሰተኛ ቅድ ጥገና
MINOR OR

313 የማክሰን ሂሳብ
GYNECOLOGY CLINIC

324 አጠቃላይ የቅድ ሂሳብ ጥገና ሂሳብ
GENERAL SURGERY CLINICS

326 ስነድ
SCOPE

338 የቅድመ ወልደ ክትትል እና የበተሰብ ምግባር ሂሳብ
ANC AND FAMILY PLANNING

339 መድሪጊ ስነ
PHARMACY

334 የሩታ ምርመራ
X-RAY

የሆኖኑ አስተኋላ ካውንድ
PEDIATRIC ULTRASOUND

**የማክሰን ድንጋጌ ሂሳብ
C3 OBGYN EMERGENCY**

3
፩
RD

ይቅ
FLOOR



3RD ⋈ FLOOR



መድኑና ቤት
PHARMACY

የተወለደን ታክሮ ክፍል
OUTPATIENT DEPT.

ሩጪ ክፍል
X-RAY DEPT.

ለሁሙኑና
ለዕቃ
ቀድሞዎች

ለሁሙኑና
ለዕቃ ቅድሚያ ይዘው

52

የተሰራ የግኝና ትኩስ አገልግሎት
UROSURGERY & NEUROSURGERY FOLLOWING
CLINIC

የተሰራ የግኝና ትኩስ አገልግሎት
UROSURGERY
AND NEUROSURGERY
FOLLOWING CLINIC

52

323-OI-UNIT
No. 323-OI-UNIT





CT-Scan

ROOM NO-2

CT-SCAN
ROOM

የ24/7 ሰዓት የሰራ ስክን:
የኢትዮጵያ: አዲስአበባ
አገልግሎት: የምንስታ
መሆናቸውን አገልግሎት::

CT Scan
2

24/7

የሰራ ስክን: የኢትዮጵያ
አዲስአበባ አገልግሎት
የምንስታ መሆናቸውን አገልግሎት::

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RADIATION AREA



DO NOT ENTER

10





Medical Congress
Dermatological Congress
Date: 1st - 2nd August 2018
Venue: International Congress Center
ESIM
INTERNAL MEDICINE

AstraZeneca

2nd GENSP

The University of
Neurotrauma



EIKUR ANBESSAS





To put under
consideration

ଅର୍ଥାତ୍ ଲାବୋରଟୋରୀ

Laboratory

OPD 53

Main Entry



ଓ'বি'স মেডিস সেলিপ্রে
OBS & GYN OPD

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2001 ዓ.ም



**Work In
Progress**

Typefaces - Titles

Typefaces - Body

System Fonts/ Complimentary Typefaces

Amharic Typefaces/Lettering

Web Typography

Using Type Effectively

Styles and Tones

Writing Style Guide

Address Writing

Prohibited Type Effects

Text

Photographic Creative Direction

People

People - Art Direction

People - Lighting

People - Location

Manipulating Photographs

Picture Evaluation

Communications

Presentation Folders

Employee IDs/Badges

Stamp

Displays at Trade Shows and Exhibits

Electronic

E-mail Footers

E-newsletters

App Icons, FavIcons and Apple Touch Restrictions

Power Point/ Key Notes Presentations

Web/ App Principles

Social Media

General Guideline and Profile

Cover photo (or header)

Tips

Thank you