



The Emblem

The NUST emblem is a reinterpretation of the old logo. It retains the essence of the previous insignia and breathes new life into its meaning.

The Book of Knowledge lights up the darkness through the Vine of Wisdom which bears the two moons and stars facing towards the East and the West symbolizing the diversity of disciplines and the fruit of knowledge.

The Rising Sun brings change, hope and enlightenment. It emanates inspiration and from the light of knowledge, four birds, representing the four provinces of Pakistan and the four corners of the world, taking wing and reach out for the sky symbolizing the quest for spiritual gratification through knowledge and wisdom .

The NUST Blue is a color that represents the future. It carries all the characteristics of the color blue like dignity, grace, freshness, professionalism, prudence and resolve.



The Signature



The Positioning Statement

Calisto MT

True type font

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PQRSTUVWXYZ

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NUST

NATIONAL UNIVERSITY
OF SCIENCES & TECHNOLOGY

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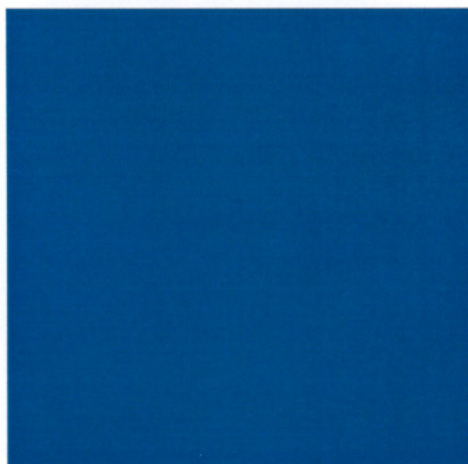
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Defining futures

Calisto MT (Italic)
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Word spacing 216%



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NUST Blue

CMYK Composition

Cyan 100
Magenta 50
Yellow 00
Black 30

RGB Composition

Red 000
Green 070
Blue 120