

BRAND GUIDELINES



SAXONY EGYPT
UNIVERSITY

FOR APPLIED SCIENCE
AND TECHNOLOGY

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LOGO

Primary logo, utilized for official purposes
and wherever possible



SAXONY EGYPT UNIVERSITY

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Logo color on different backgrounds

To be clearly visible, adequate clear space around the logo and the minimum size must be maintained



Logo clearance

20 mm



minimum size

SAXONY EGYPT
UNIVERSITY
FOR APPLIED SCIENCE
AND TECHNOLOGY

01 LOGO

SECONDARY LOGO

SAXONY EGYPT UNIVERSITY

compact logo version for social media
& small giveaways

SAXONY EGYPT UNIVERSITY



horizontal version



compact version

The secondary logo can be used in situations where the primary logo isn't suitable.

This could include instances such as social media posts where there's limited space for the logo.

Additionally, it can be used for small giveaways like pencils, mini notebooks, and more.

01 LOGO

LOGO STAMP

SAXONY EGYPT UNIVERSITY

stamp logo, used for merchandising, banners, interior design, giveaways and social media



primary version



secondary version

The main purpose of the stamp logo is merchandising, like on sweatshirts, polos, and hoodies.

It can also be used as the profile picture of the social media channels, as a real stamp, or it can be printed on tote bags or other giveaways.

Another purpose is the usage for interior design of the university building, for example as a sign at the entrance, or printed on flags and roll ups.

If the primary version is not visible, you can switch to the secondary version.



minimum size

The crest logo is utilized for overall branding, creating a visual connection between people and the brand



The university crest is the key visual of the logo, which can be used as branding for a variety of purposes.

From clothing to interior design to giveaways, it has a wide range of applications.

The goal is to build a strong brand over time using this crest and to make it memorable for people.

01 LOGO

DUAL LANGUAGE LOGO

SAXONY EGYPT UNIVERSITY

Dual language Logo version, used for official matters



SAXONY EGYPT
UNIVERSITY
ساكسونى مصر



SAXONY EGYPT
UNIVERSITY
ساكسونى مصر



Logo color on different backgrounds

Arabic logo for official matters
regarding the ministry

ساكسونى مصر
للعلوم التطبيقية و التكنولوجيا



ساكسونى مصر
للعلوم التطبيقية و التكنولوجيا



SEU
ساكسونى
مصر

ساكسونى مصر

ساكسونى مصر
للعلوم التطبيقية و التكنولوجيا



ساكسونى مصر
للعلوم التطبيقية و التكنولوجيا



SEU
ساكسونى
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للعلوم التطبيقية و التكنولوجيا



ساكسونى مصر
للعلوم التطبيقية و التكنولوجيا



SEU
ساكسونى
مصر

ساكسونى مصر

primary version

primary vertical

compact version

horizontal version



SAXONY EGYPT UNIVERSITY

FACULTY OF HEALTHCARE
TECHNOLOGY



SAXONY EGYPT UNIVERSITY

FACULTY OF MANAGEMENT
BUSINESS TECHNOLOGY



SAXONY EGYPT UNIVERSITY

FACULTY OF ELECTRICAL,
ELECTRONIC & COMPUTER
TECHNOLOGY



SAXONY EGYPT UNIVERSITY

FACULTY OF MECHANICAL
ENGINEERING TECHNOLOGY

Various faculties are represented in the logo by replacing the subtitle of the logo by the name of the faculty.



SAXONY EGYPT
UNIVERSITY

FACULTY OF HEALTHCARE
TECHNOLOGY



SAXONY EGYPT
UNIVERSITY

FACULTY OF MANAGEMENT
BUSINESS TECHNOLOGY



SAXONY EGYPT
UNIVERSITY

FACULTY OF ELECTRICAL,
ELECTRONIC & COMPUTER
TECHNOLOGY



SAXONY EGYPT
UNIVERSITY

FACULTY OF MECHANICAL
ENGINEERING TECHNOLOGY

If the primary version of the logo is too large or not suitable for the design, the secondary version can be used as an alternative. In this case, the name of the faculty is positioned beneath the university designation.

The artistic version of the logo is used in special, non formal occasions and for branding



Crest

SAXONY
EGYPT
UNIVERSITY

Description



Icon

SEU
■ ■ ■

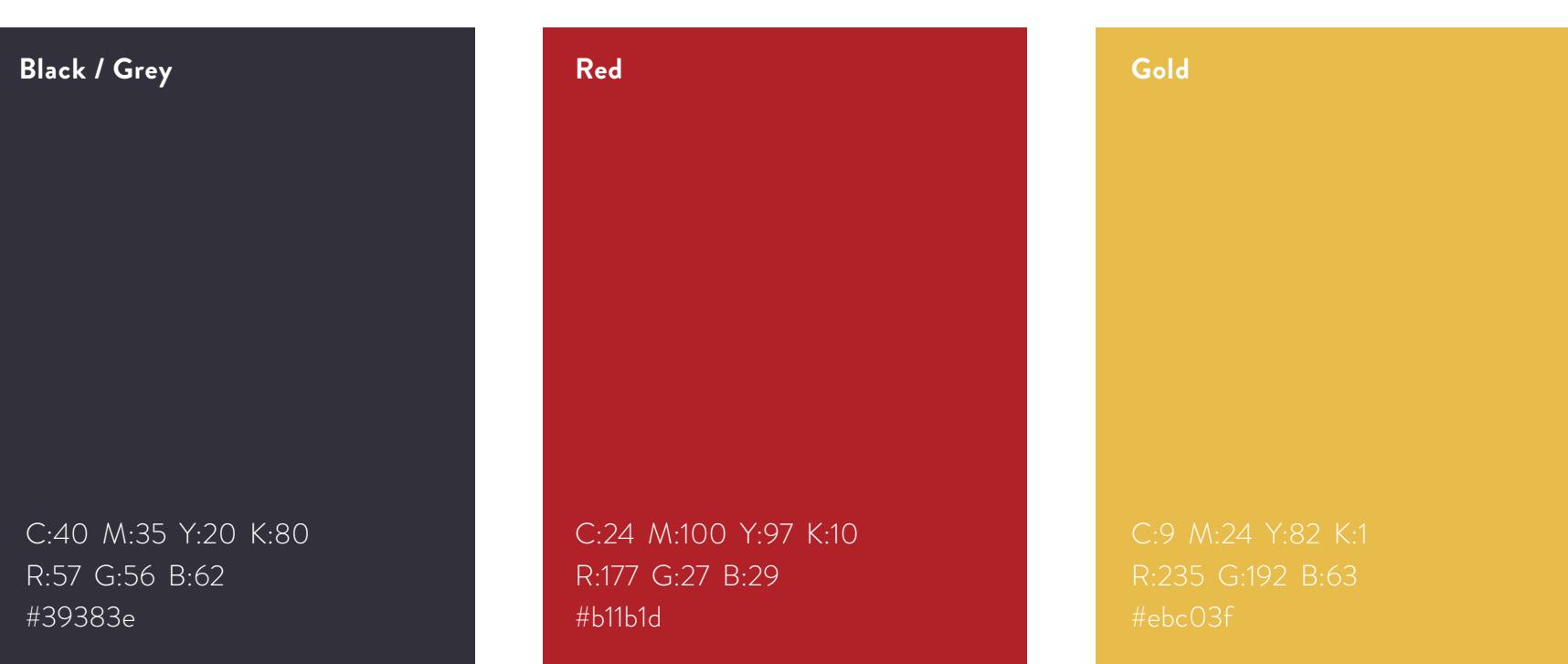
Acronym

The artistic and playful version of the logo is used for branding give-aways such as tote bags, shirts, hoodies, and notebooks.

Furthermore, it can also be utilized for social media and interior design when there is room for creativity.

TOOL

KIT



The primary colors are a dark gray, a slightly dark red, and a golden yellow color. These are derived from the German flag. However, to make the design appear more harmonious, the shades have been slightly modified and now appear less vibrant but rather more subdued.

Midnight

C:96 M:70 Y:36 K:26
R:24 G:66 B:100
#184264

Sky

C:60 M:2 Y:5 K:10
R:89 G:180 B:215
#59b4d7

Mint

C:31 M:2 Y:20 K:0
R:189 G:221 B:213
#bdddd5

Forest

C:75 M:36 Y:60 K:30
R:61 G:105 B:91
#3d695b

Olive

C:35 M:28 Y:91 K:20
R:157 G:144 B:44
#9d902c

Lime

C:28 M:0 Y:83 K:0
R:205 G:215 B:69
#ccd745

Lilac

C:70 M:65 Y:0 K:0
R:101 G:97 B:169
#6561a9

Orange

C:4 M:65 Y:82 K:0
R:232 G:115 B:56
#e87338

Peach

C:0 M:40 Y:35 K:0
R:246 G:176 B:157
#f6b09d

The secondary colors are used to represent various faculties of the university.

It's important that these colors differ from the primary colors but still harmonize with them.

The secondary colors are also suitable for interior design purposes, such as wall paint.

Sunshine

C:5 M:7 Y:73 K:0
R:249 G:226 B:92
#f9e25c

Midnight

**Faculty of Management
Business Technology**

Sky

**Faculty of Healthcare
Technology**

Mint

**Faculty of Creative
Industries Technology**

Each secondary color is assigned
to a faculty.

Forest

**Faculty of Electrical,
Electronic & Computer
Technology**

Olive

**Faculty of Agriculture &
Food Technology**

Lime

**Faculty of Mechanical
Engineering Technology**

Lilac

**Faculty of Chemical & En-
vironmental Engineering
Technology**

Orange

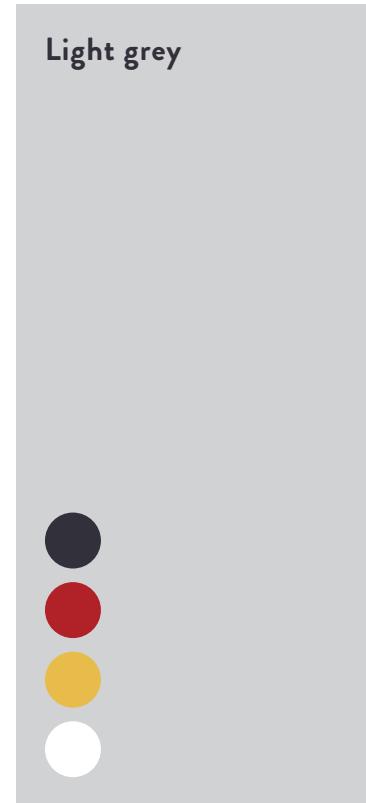
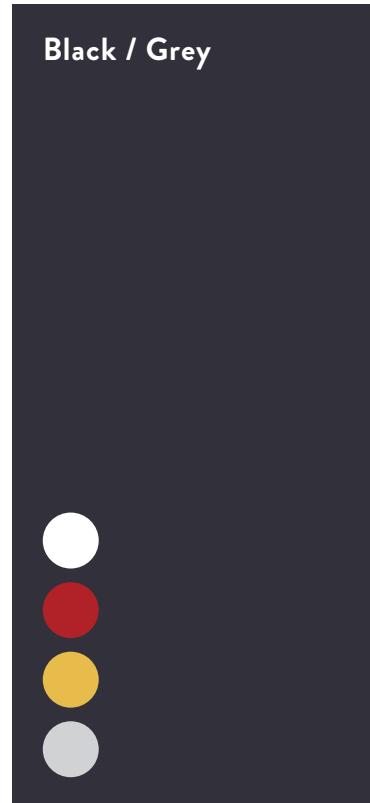
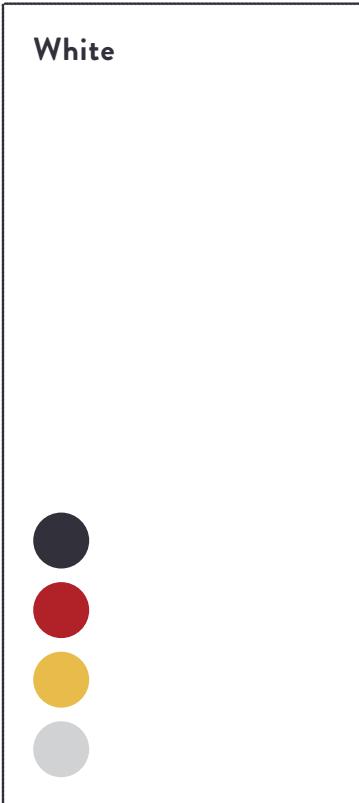
**Faculty of Applied
Science Technology**

Peach

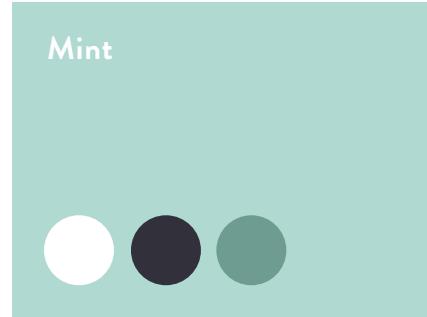
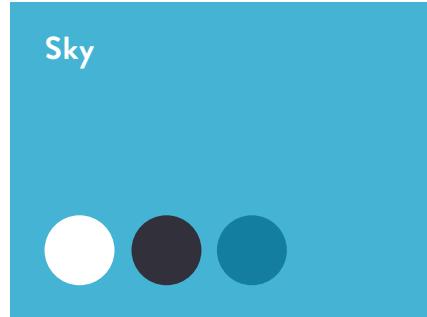
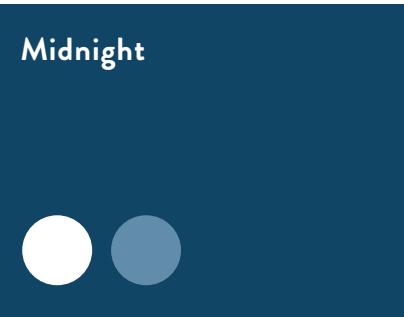
**Faculty of Arts & Media
Technology**

Sunshine

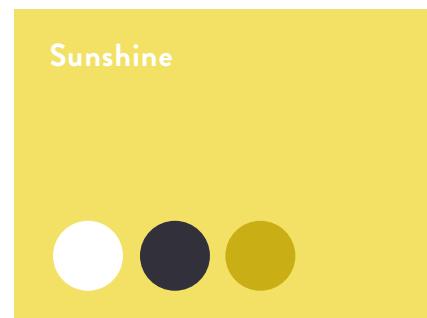
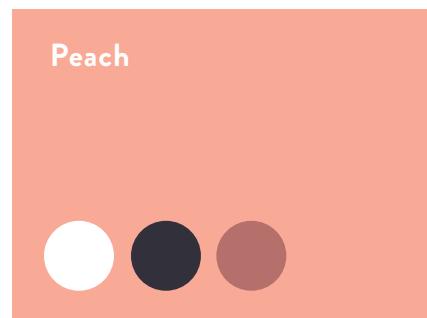
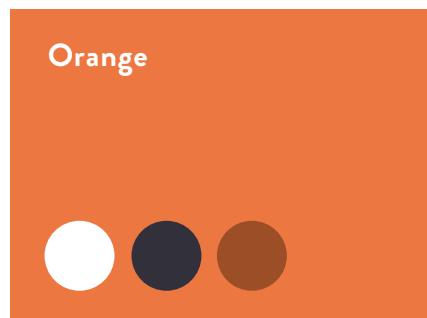
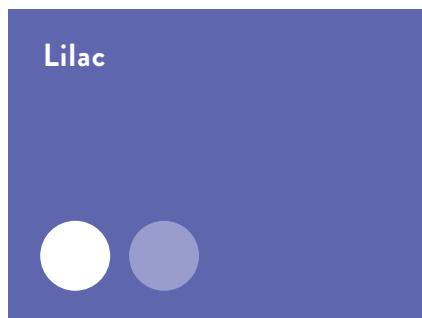
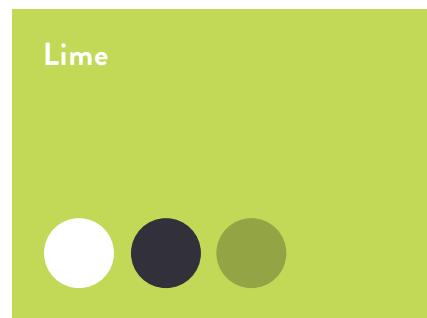
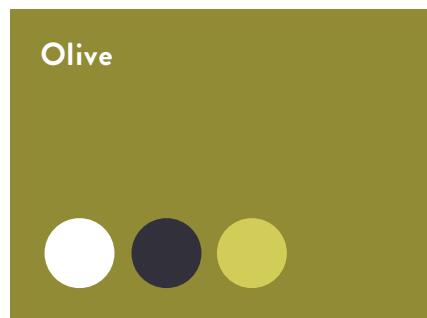
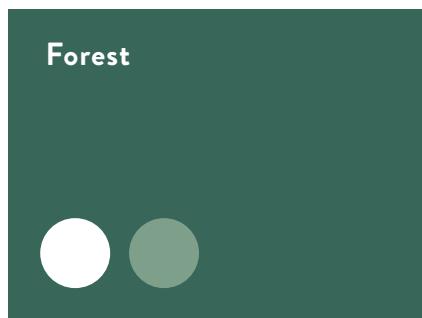
**Faculty of Civil
Engineering Technology**



These are the color combinations when the primary color serves as the background.



These are the color combinations of secondary colors in case the secondary color is used as the background color in the design (for designs related to the respective faculties).



CHOPLIN IS OUR HEADLINE FONT FOR BIG HEADLINES.

Choplin Medium | Letter spacing: 30

CHOPLIN 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
0 1 2 3 4 5 6 7 8 9 , ? ! &

Choplin is a highly dominant and attention-grabbing typeface.

It is used in the logo and will also serve as an eye-catching element in the design, but only in very large headlines or individual words to generate attention.

It is not suitable for body text. Choplin is only used in capital letters.

CHOPLIN OUTLINE

Choplin Bold | Letter spacing: 50 | Outline weight: 1 px but depending on the font size

CHOPLIN BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789.,?!&

Choplin is a highly dominant and attention-grabbing typeface.

In individual words or word groups, the font can be used as a design element in outline form. This outlines the design and adds a modern touch.

It is not suitable for body text.
Choplin is only used in capital letters.

BRANDON GROTESQUE IS OUR HEADLINE FONT FOR REGULAR HEADLINES.

Brandon Grotesque Bold & Light | Letter spacing: 30

BRANDON GROTESQUE BOLD

ABCDEFGHIJKLM NOPQRSTUVWXYZ
0123456789.,?!&

BRANDON GROTESQUE LIGHT

ABCDEFGHIJKLM NOPQRSTUVWXYZ
0123456789.,?!&

Brandon Grotesque is a modern, sans-serif typeface with subtle rounding.

It is highly legible and thus well-suited for headlines and body text.

For headlines, we use it in uppercase in both bold and light weights. This adds dynamism to the design and draws attention to the headline.

Brandon Grotesque is our Body Copy font.

Brandon Grotesque Regular | Letter spacing: 0

BRANDON GROTESQUE 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 . , ? ! &

BRANDON GROTESQUE REGULAR

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 . , ? ! &

Brandon Grotesque is our body text font. Typically, it is used in the regular font weight.

However, depending on readability and requirements, variations from light to bold can also be applied, especially for important sections or words.

BRANDON GROTESQUE 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 . , ? ! &

BRANDON GROTESQUE 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 . , ? ! &

Choplin Medium | Big Headline

Choplin Bold | Outline

Brandon Grotesque Light & Bold | Regular Headline

Brandon Grotesque Bold & Regular | Body Copy

Brandon Grotesque Bold Underline | Accent

ABOUT

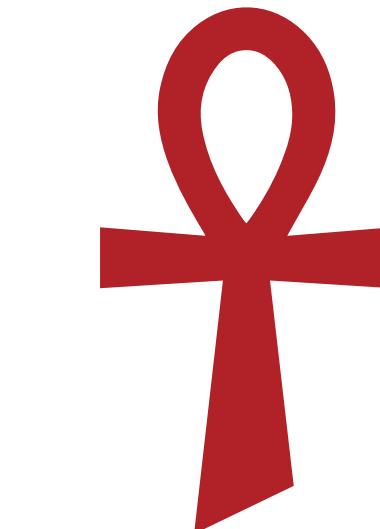
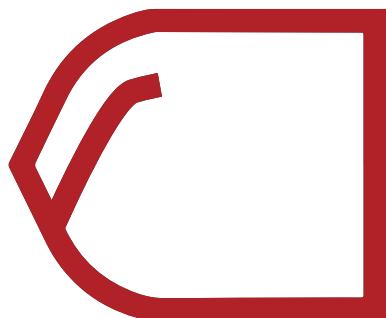
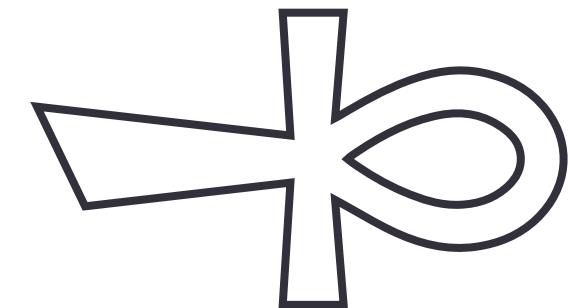
THE NEW **GERMAN** UNIVERSITY IN CAIRO

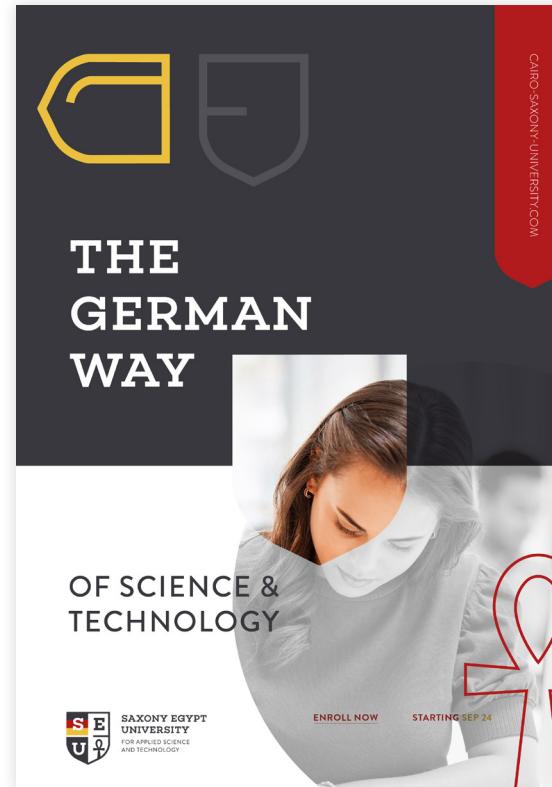
Lore ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.

At vero eos et accusam et justo duo dolores et ea rebum. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.

ENROLL NOW







The crest, as a design element, is derived from the logo. It is a simplified version of the logo emblem, featuring outlines and random lines that add dynamism to the design. This design element is used as a pattern in the background and also serves as an outline for images. The anch complements the design and adds dynamism, introducing an irregularity. Additionally, it establishes a connection to the logo. The size of both the crest and the anchor is flexible and can be adjusted as needed.

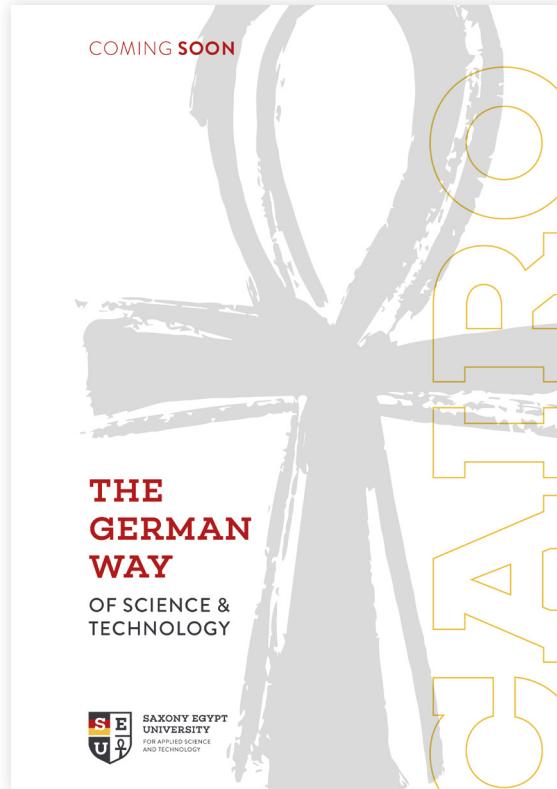


Images are often presented in a circle, cutting into the edge of the layout and forming a semi-circle.

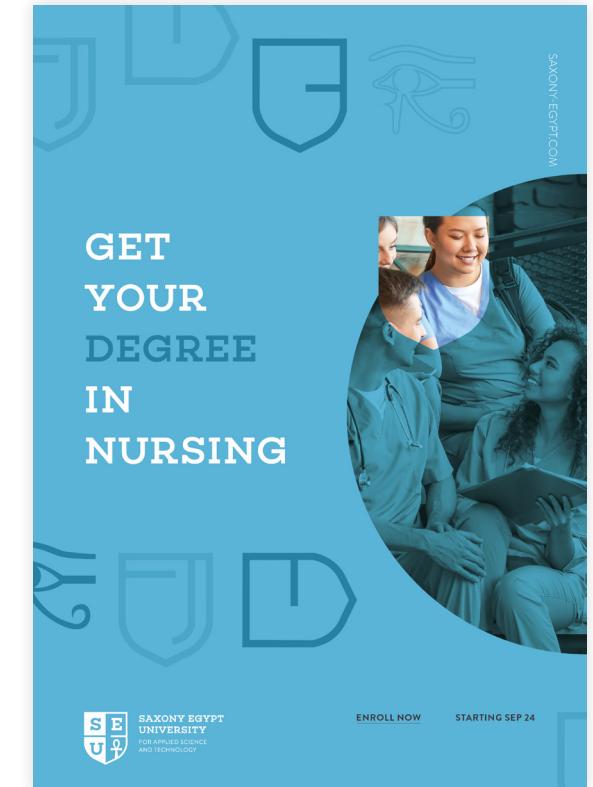
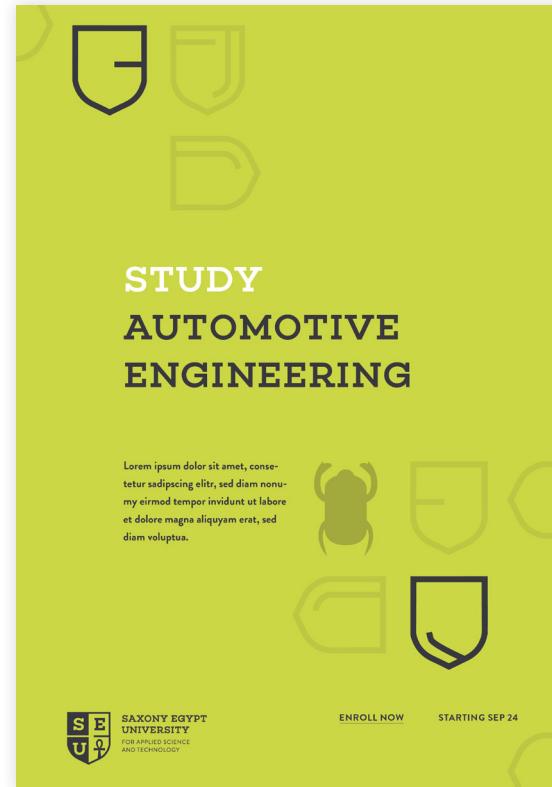
Depending on the design, there is room for variation. The images are in black and white and set to ‘multiply,’ making them barely visible on dark backgrounds.

The outline of the crest is then filled with the normal image, revealing a part of the image in its original form, drawing attention to that area. The crest can also be adjusted in size and location to suit the design.



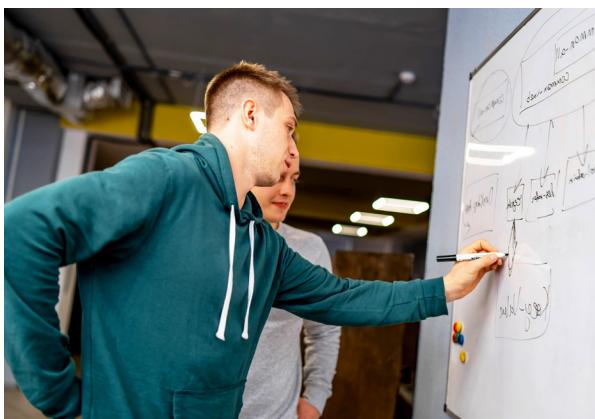


The artistic logo elements serve as design elements that generate a lot of attention. They are very dominant and are suitable, for example, as cover art, for social media, and for branding of merchandising and giveaways.

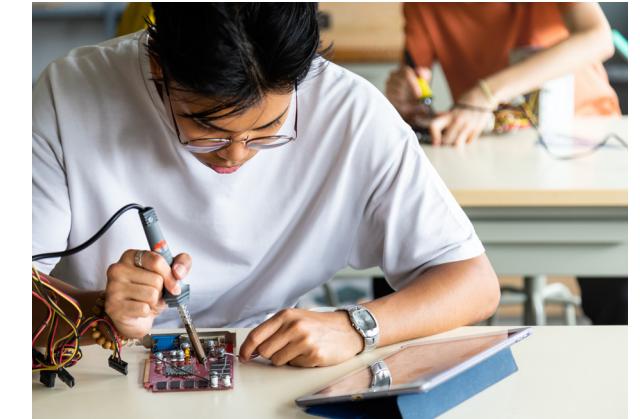


To represent different faculties, various colors are used. In this approach, the background color is always set to the primary color of the faculty, and then the colors from the color combinations are integrated. It is also possible to work with a white background, but using color as the background is recommended to attract more attention. Additionally, the anch is replaced by a hieroglyphic symbol that is suitable for the respective faculty.

DESIGN SAMPLES



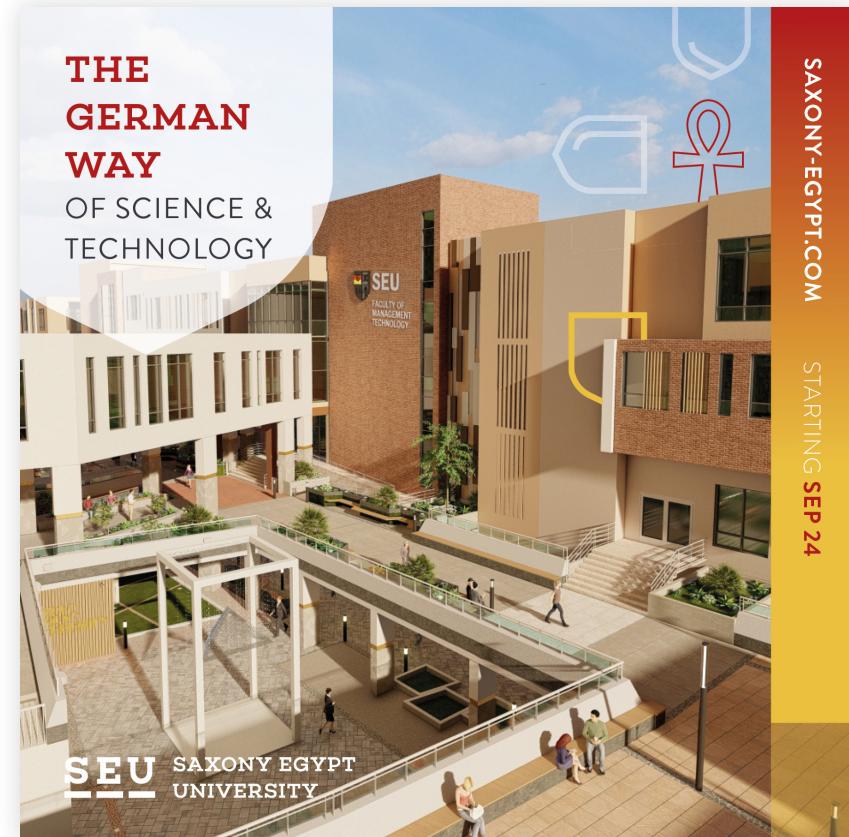
The images should reflect a sense of community among students, modern facilities, and high educational standards. The colors should be kept neutral and contemporary, with natural and bright editing. There should be no discord with the primary and secondary colors; instead, depending on the design, the image colors should complement the colors in the design. The motifs should appear as natural as possible, depicting students engaged in their work. An equal representation of both women and men is desired.



More Samples



Neutral posts





Neutral post



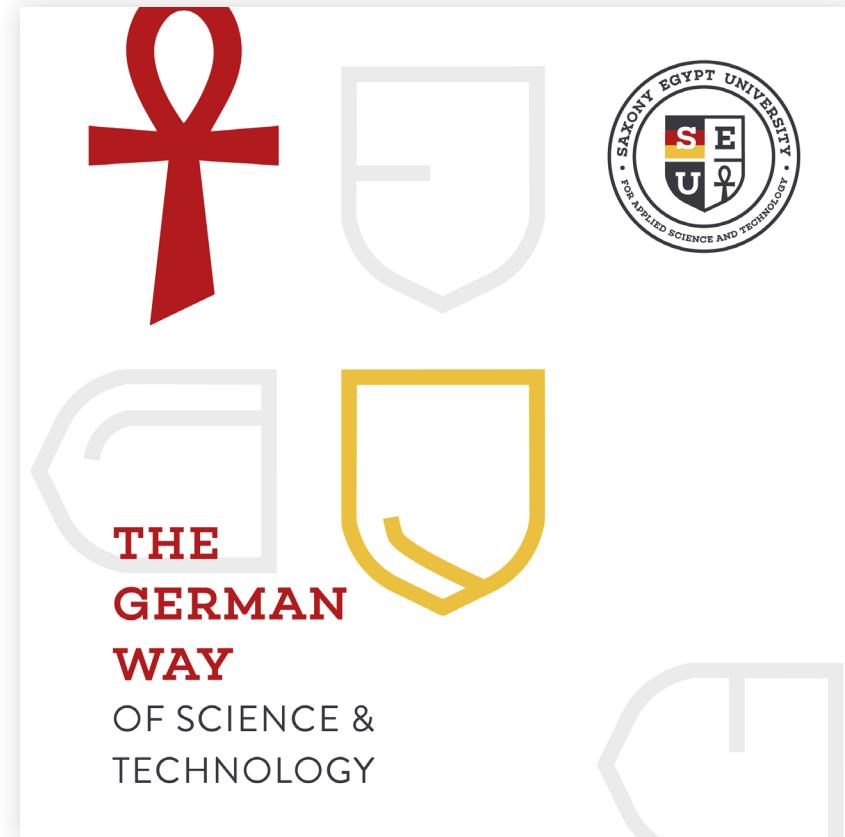
Faculty related post (color)



Faculty related posts (color + icon)



Faculty related posts (color + icon)





Neutral post



Instagram Feed

The social media posts exude a modern and fresh vibe through typography and colors. They are attention-grabbing and cohesively fit within the overall feed. In essence, they can be creatively designed based on the specific requirements. Diversity is deliberately maintained to avoid monotony and keep the audience engaged.



Regular University uniform sample



Regular University uniform sample – Faculty related



Regular University uniform sample – Faculty related

The regular university uniform is kept simple and branded with the Stamp Logo. For the polo shirt, the edges are colored. There is a universal version with dark gray accents. However, depending on the faculty, the respective faculty colors can also be used.



Creative backprint design sample



Creative backprint design sample

To further promote the brand, creative merchandise will be available that can be worn beyond the university. Modern backprints targeting a younger audience will be created. There is room for variation in colors and designs, and new designs can be launched regularly.

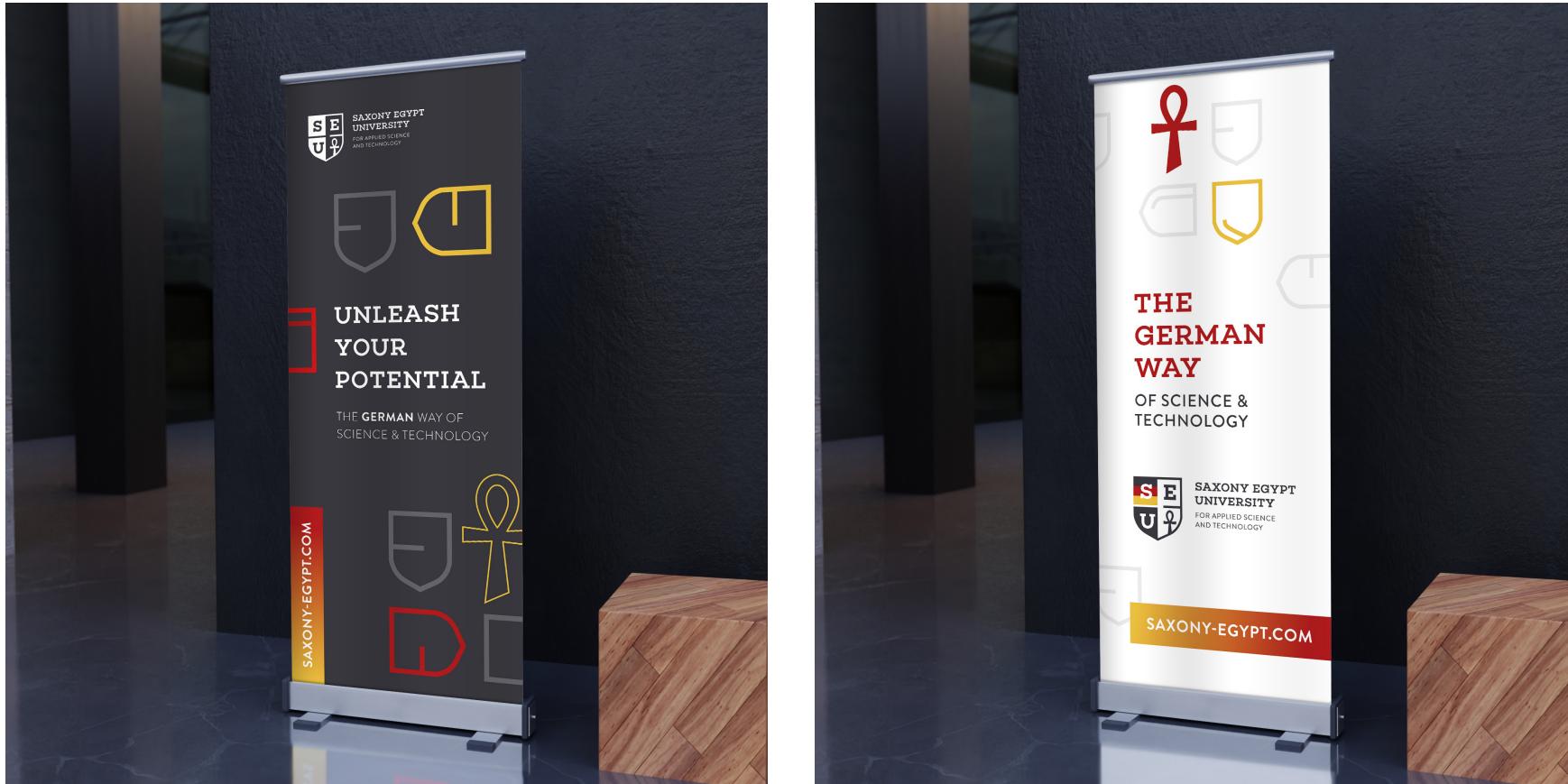


Tote bag design



Tote bag design

The branding for giveaways like tote bags can be customized as desired. The goal here is to create a product with a modern aesthetic that can be used independently of the university, further spreading the brand.



Roll up design

The corporate design works for any requirement, as shown in the example of roll-ups.. The design has a high recognition value and can be creatively used and customized.



wall design

The corporate design for the faculties can be very well projected onto interior design, such as the design of walls.

If you have any questions on the
CSU Branding, please contact:

Sama Held

info@samaheld.com



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FOR APPLIED SCIENCE
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