AU Brand Guidelines

2021

AJMAN UNIVERSITY
جامعـة عجـمـان

December 2021 v1.3
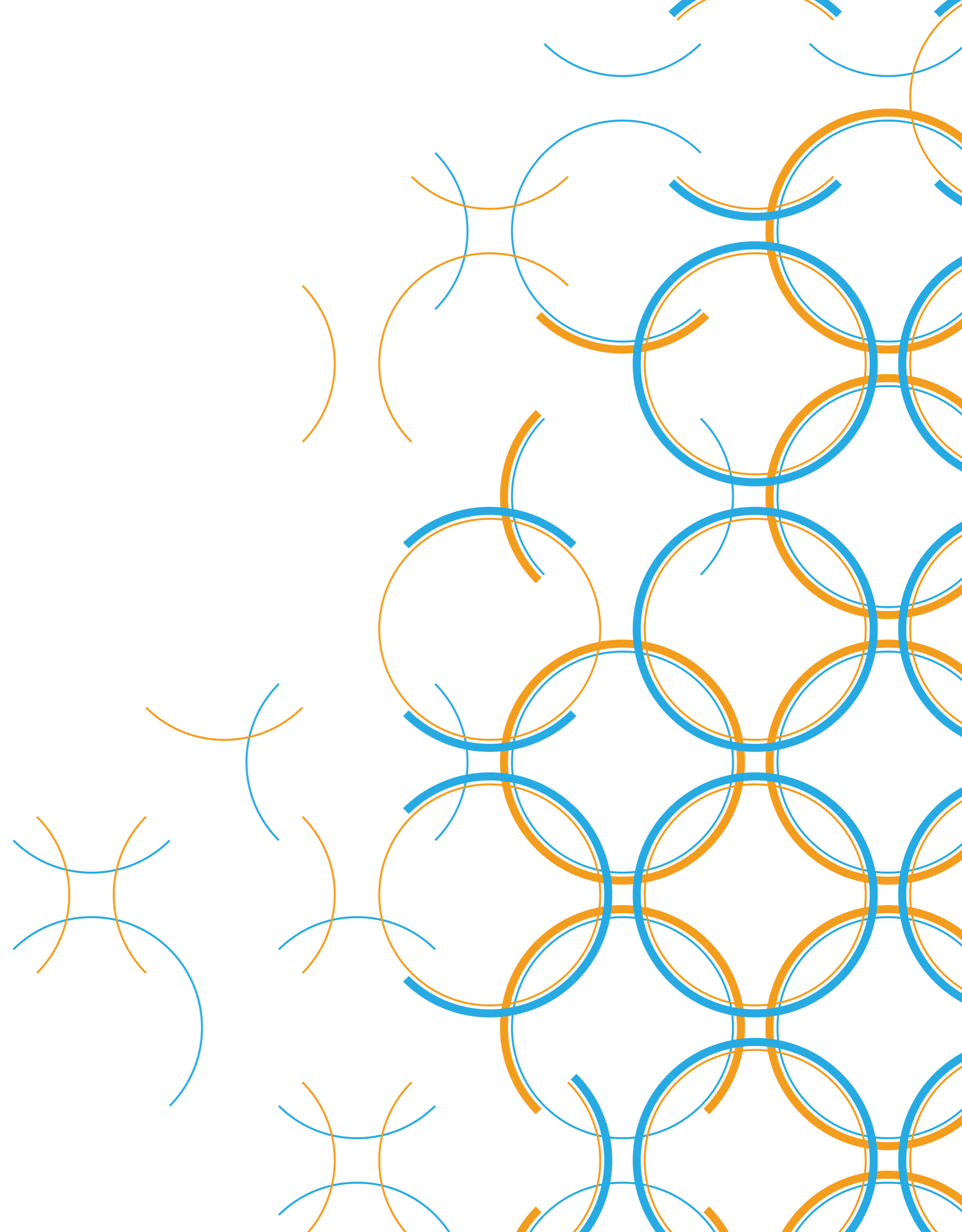
Our Brand

Who Are We?

We are Ajman University, one of the most unique universities in today's times. Not only are we the oldest university in the UAE with everlasting deep roots in traditions and cultures, but we are also a visionary one in regards to outlook, progress and the future.

Our Mission Statement

Ajman University fulfils the needs of students, alumni and society by providing high quality education and fostering total community engagement along with academic rigor.

We develop well-rounded graduates who are professionally proficient, socially responsible, innovative and active contributors in the sustainable development of the UAE and beyond. Our pride is in also being a multicultural academic institution offering a wide range of high-quality academic programs with hands-on practical experience.

What Do We Stand For?

We believe in Excellence, Integrity, Inclusiveness, Social Responsibility and Innovation. Our aim is to be the leading university in the world, in terms of Innovative Education, Impactful Research, International Outreach and Community Engagement.

Our Brandmark

Design Approach

This guide has been created to bring the university's visual communications personality to life. It defines its primary elements and provides an outline on how best to utilize them for different functions. This will help in representing the various colleges and entities within the University with greater consistency to the outside world. The following details, will aid in expressing our brand, while maintaining a united, unique and exclusive nature of Ajman University.

Logo

Our logo consists of full solid colors; all orange, blue, yellow, white and black – with black text.

Mostly this fullcolor version of the logo should be used whenever possible.

جـامـعـة عـجـمـان
AJMAN UNIVERSITY

Logo Variations

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 Secondary brandmark is used for instances in which the primary logo is not applicable due to legibility issues.

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

The secondary logo may be used on giveaways or for secondary branding elements.
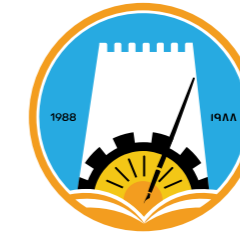
3. Icon*

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: 3. Icon' are to only be used with written approval from the Marketing Department.

Primary Logo - Clear Space and Size

The clear, uncluttered space surrounding the logo maintains the mark's integrity, impact and legibility.

When scaling (increasing or decreasing) the word mark, ensure that the shift key is used to maintain its original proportion.

Minimum Size

To ensure legibility in print media, the logo may not be reproduced in less than the following size:

3.1cm

1cm

Secondary Logo - Clear Space and Size

The clear, uncluttered space surrounding the logo maintains the mark's integrity, impact and legibility.

When scaling (increasing or decreasing) the word mark, ensure that the shift key is used to maintain its original proportion.

Minimum Size

To ensure legibility in print media, the logo may not be reproduced in less than the following size:
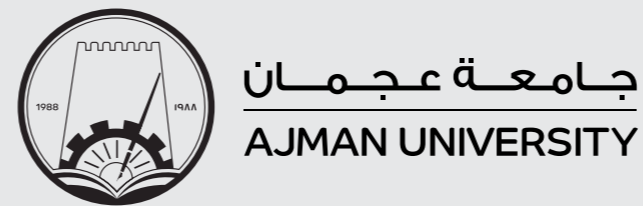
Colour Versions

Full color logo
(preferred version)

Full color logo (preferred version). For use on White backgrounds.

Black logo
(exceptional use)

Black and white logo. For use in those instances in which full color printing is not available or where poor print quality may affect the integrity of the logo.
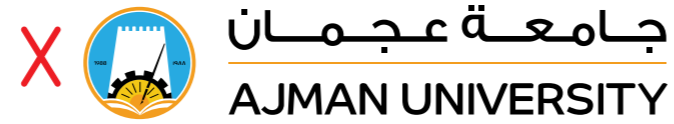
White logo
(exceptional use)

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

Incorrect Usage

Only use the approved and unaltered versions of the university›s logo. Any changes to the logo as per the below examples is unacceptable.

Do not alter the proportions of the logo.

Do not alter the proportions of the logo.

Do not distort the logo.

Do not remove any element of the logo.

Do not alter the position of the logo elements.

Do not use any filters or effects on the logo.

Do not outline the logo.
Do not change any colors of the logo.

Do not any text or graphics on top of the logo.

Do not place the logo on colored backgrounds.
Do not place the logo directly on imagery.

Color palette

The logo consists of 4 colors as listed below.

PRIMARY COLORS
Primary colors, as the official university colors, should appear as the most used colors. Primary colors should not be altered.

Pantone 144 C

Pantone 298 C

Pantone 7406 C

C:2 M:44 Y:100 K:0	C:70 M:15 Y:0 K:0	C:5 M:20 Y:100 K:0	C:0 M:0 Y:0 K:100
R:242 G:159 B:0	R:57 G:169 B:220	R:246 G:201 B:0	R:0 G:0 B:0
HEX:#F29F00	HEX:#39A9DC	HEX:#F6C900	HEX:#000000

College colors

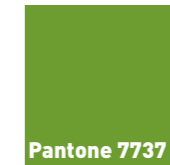These colors were chosen to form a harmonious palette.

They work well together, but good design sense should be used to evaluate when color pairings, due to improper contrast, hue, brightness or similarity, shall detract a layout.

College of Engineering and Information Technology

Pantone 123 C

C	5	R	243
M	20	G	199
Y	100	B	22
K	0		

College of Business Administration

Pantone 165 C

C	0	R	242
M	73	G	105
Y	97	B	38
K	0		

College of Humanities and Sciences

Pantone 202 C

C	30	R	140
M	95	G	37
Y	75	B	52
K	29		

College of Law

Pantone 873 C

C	40	R	140
M	51	G	110
Y	75	B	75
K	18		

College of Architecture, Art and Design

Pantone 7737 C

C	50	R	109
M	0	G	157
Y	100	B	49
K	25		

College of Mass Communication

Pantone 315 C
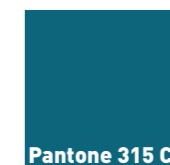
C	91	R	13
M	51	G	101
Y	38	B	125
K	13		

College of Dentistry

Pantone 7686 C

C	98	R	22
M	80	G	78
Y	2	B	159
K	0		

College of Pharmacy and Health Sciences

Pantone 422 C

C	0	R	157
M	0	G	159
Y	0	B	162
K	45		

College of Medicine

Pantone 801 C
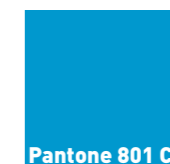
C	100	R	0
M	0	G	174
Y	0	B	239
K	0		

Typography
Print (English)

Primary Typeface

The main font, DIN, should be used for the majority of print projects.
DIN is suitable for large blocks of text as well as titles. DIN, with its many weights, provides the university with a contemporary and flexible typeface.

DIN Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£%^&*(){}

Aa

DIN Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£%^&*(){}

Aa

DIN Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£%^&*(){}

Aa

DIN Alternate

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£%^&*(){}

Aa

DIN Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£%^&*(){}

Aa

Digital (English)

Secondary Typeface

Calibri is the preferred typeface on all AU materials. When DIN is not available, the secondary typeface chosen to convey the AU identity is the typeface Calibr.
This typeface is available in two different weights: regular and bold.
It is advisable to use this font in online and electronic media. This font has been chosen as a secondary typeface because it is clearly legible, both on printed and digital materials, and because it is a default font available on most devices.

Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£%^&*(){}

Aa

Calibri Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£%^&*(){}

Aa

Print (Arabic)

Primary Typeface
The main font, GE SS, should be used for the majority of print projects. It is suitable for large blocks of text as well as titles.
With its many weights, it provides the university with a contemporary and flexible typeface that works well with the English font choices.

GE SS UltraLight

أ ب ج د هـ و ز ح ط ي ك ل م ن س ع ف ص ق ر ش ت ث خ ذ ض ظ غ
،.١٢٣٤٥٦٧٨٩

خـط

GE SS Light

أ ب ج د هـ و ز ح ط ي ك ل م ن س ع ف ص ق ر ش ت ث خ ذ ض ظ غ
،.١٢٣٤٥٦٧٨٩

خـط

GE SS Light Italic

أ ب ج د هـ و ز ح ط ي ك ل م ن س ع ف ص ق ر ش ت ث خ ذ ض ظ غ
،.١٢٣٤٥٦٧٨٩

خـط

GE SS Medium

أ ب ج د هـ و ز ح ط ي ك ل م ن س ع ف ص ق ر ش ت ث خ ذ ض ظ غ
،.١٢٣٤٥٦٧٨٩

خـط

GE SS Bold

أ ب ج د هـ و ز ح ط ي ك ل م ن س ع ف ص ق ر ش ت ث خ ذ ض ظ غ
،.١٢٣٤٥٦٧٨٩

خـط

Digital (Arabic)

Secondary Typeface

Tahoma is the preferred typeface on all AU materials. When DIN is not available, the secondary typeface chosen to convey the AU identity is the typeface Tahoma.

This typeface is available in two different weights: regular and bold. It is advisable to use this font in online and electronic media. This font has been chosen as a secondary typeface because it is clearly legible, both on printed and digital materials, and because it is a default font available on most devices.

Tahoma Regular

أب ج د هـ و ز ح ط ي ك ل م ن س ع ف ص ق ر ش ت ث خ ذ ض ظ غ
٠١٢٣٤٥٦٧٨٩

خط

Tahoma Bold

أب ج د هـ و ز ح ط ي ك ل م ن س ع ف ص ق ر ش ت ث خ ذ ض ظ غ
٠١٢٣٤٥٦٧٨٩

خط

The grid

For document layouts, we have developed a consistent yet flexible grid for placement of titles, sub titles and graphic elements to be used on all Ajman University communications.

The AU grid is comprised of 3 main columns—each being equal to the width of the AU logo. Gutters (internal margins) are based on an 'X' value , 'X' being equal to the space between the AU typography and Circle in the AU logo.

Page margins are equal to the width the shape of the fort in the AU logo.

X

'X' is equal to the distance between the AU typography and Circle.
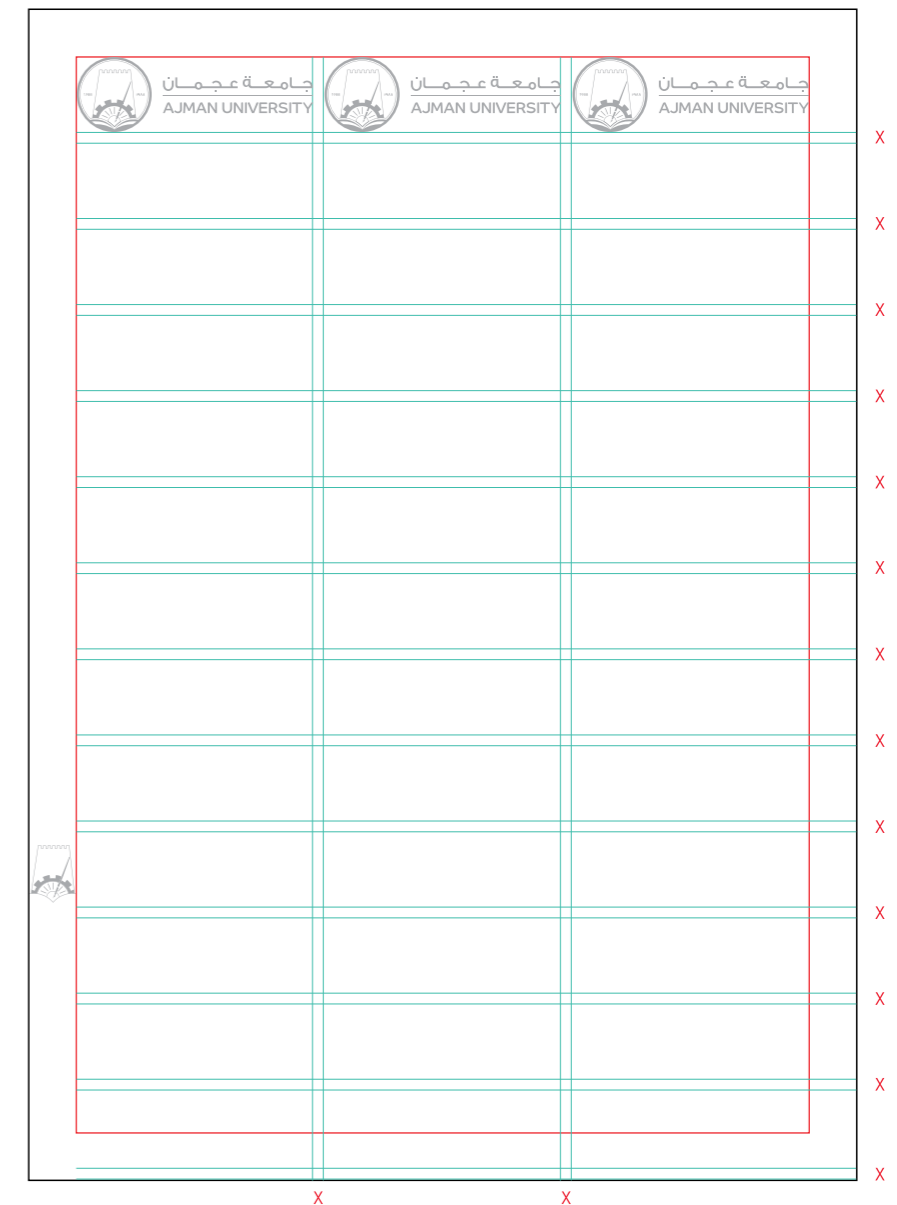
Logo Positioning

The AU logo should only ever appear in one of two fixed positions on brand communications:
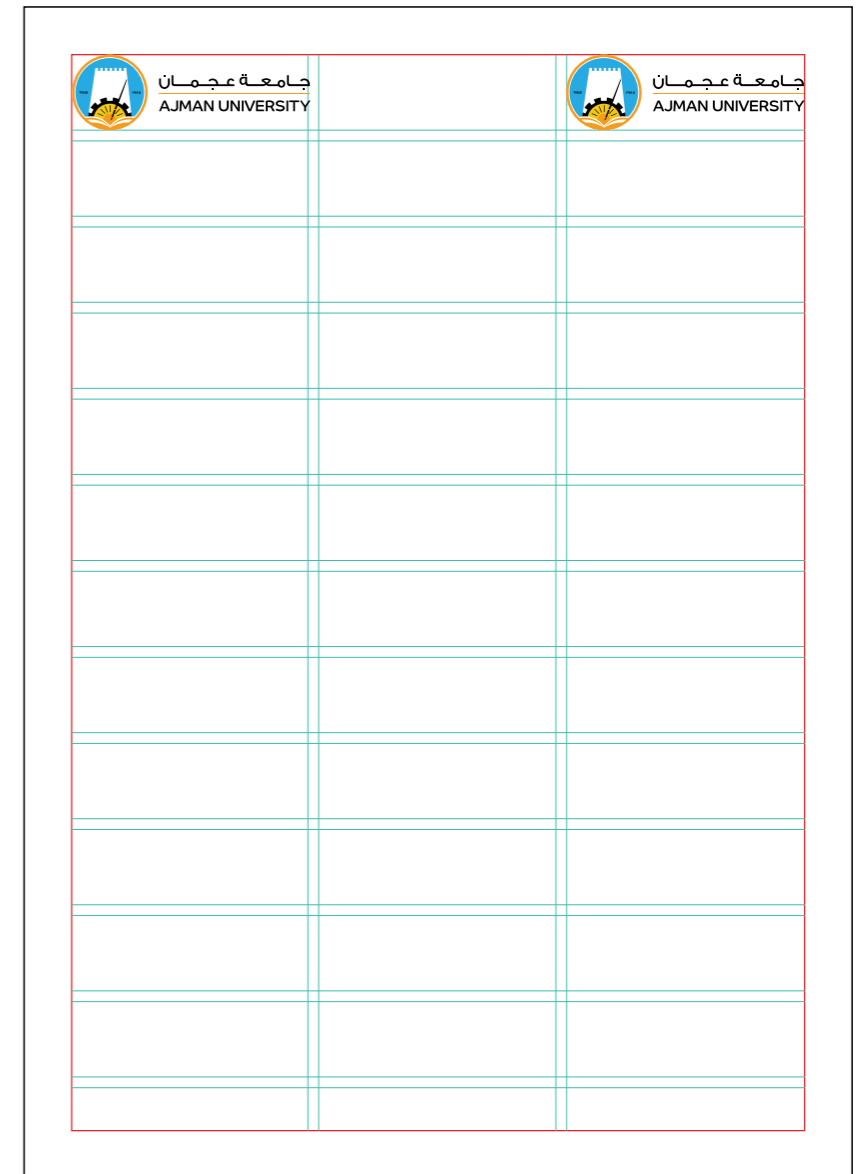
For stationery and documentation—the logo should only ever appear in its fixed position at the top in the middle of the given format.

For outdoor advertising applications—the logo should be used its fixed In two locations position at the top right or left hand corner of the given format.
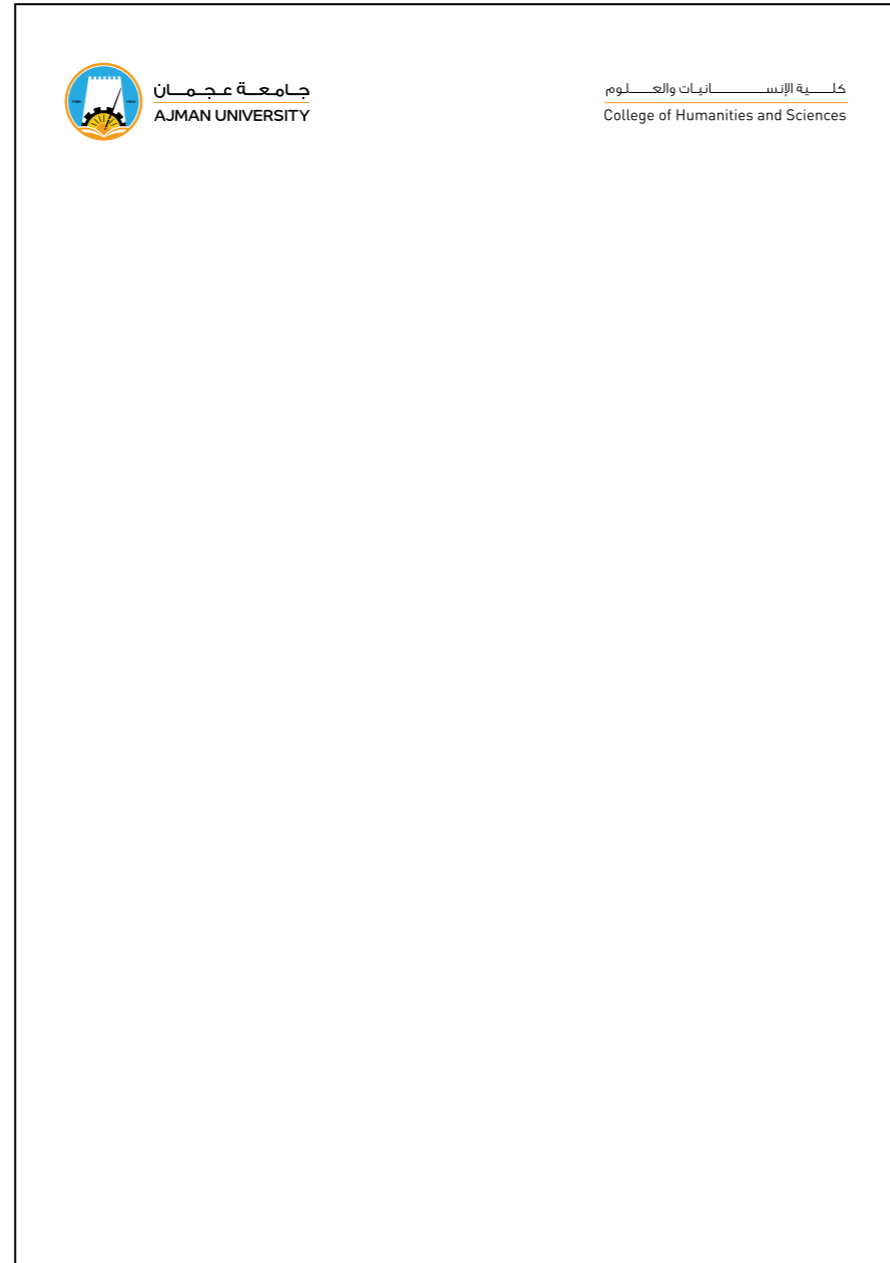
Stationery and documentation
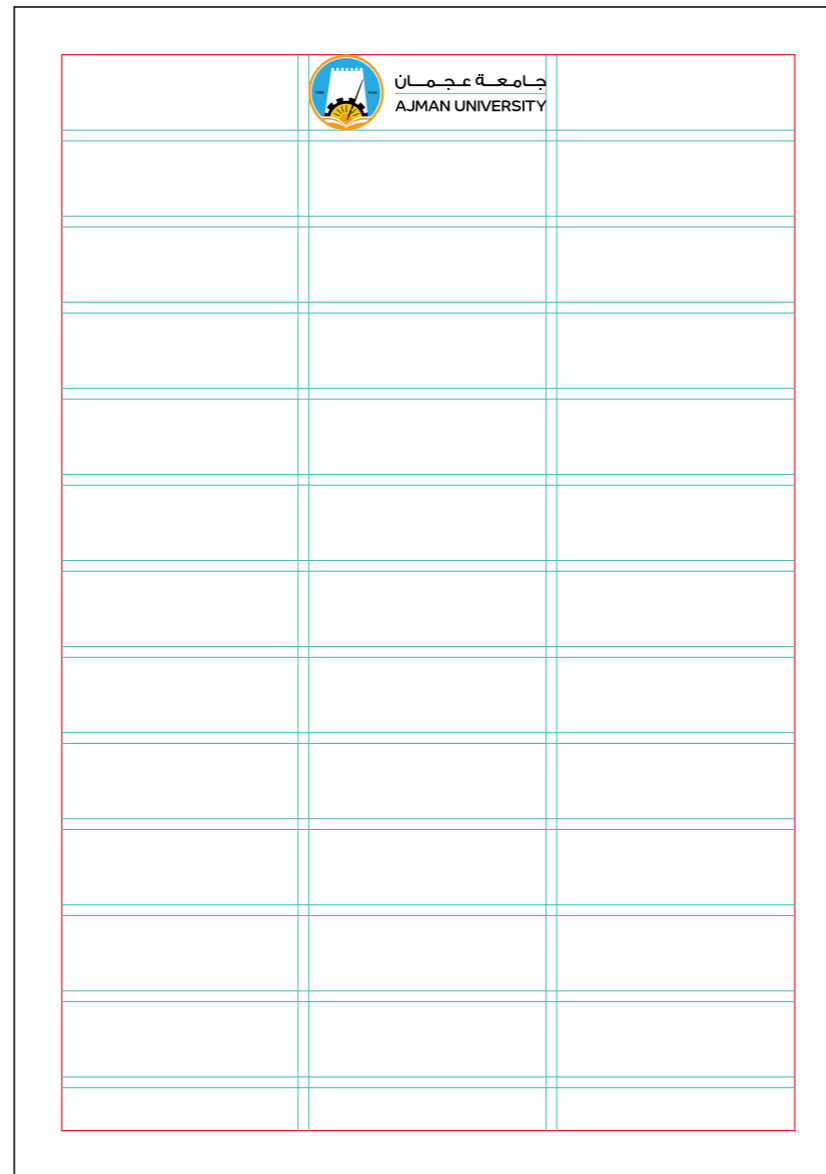
Outdoor advertising

Logo lockups
Colleges

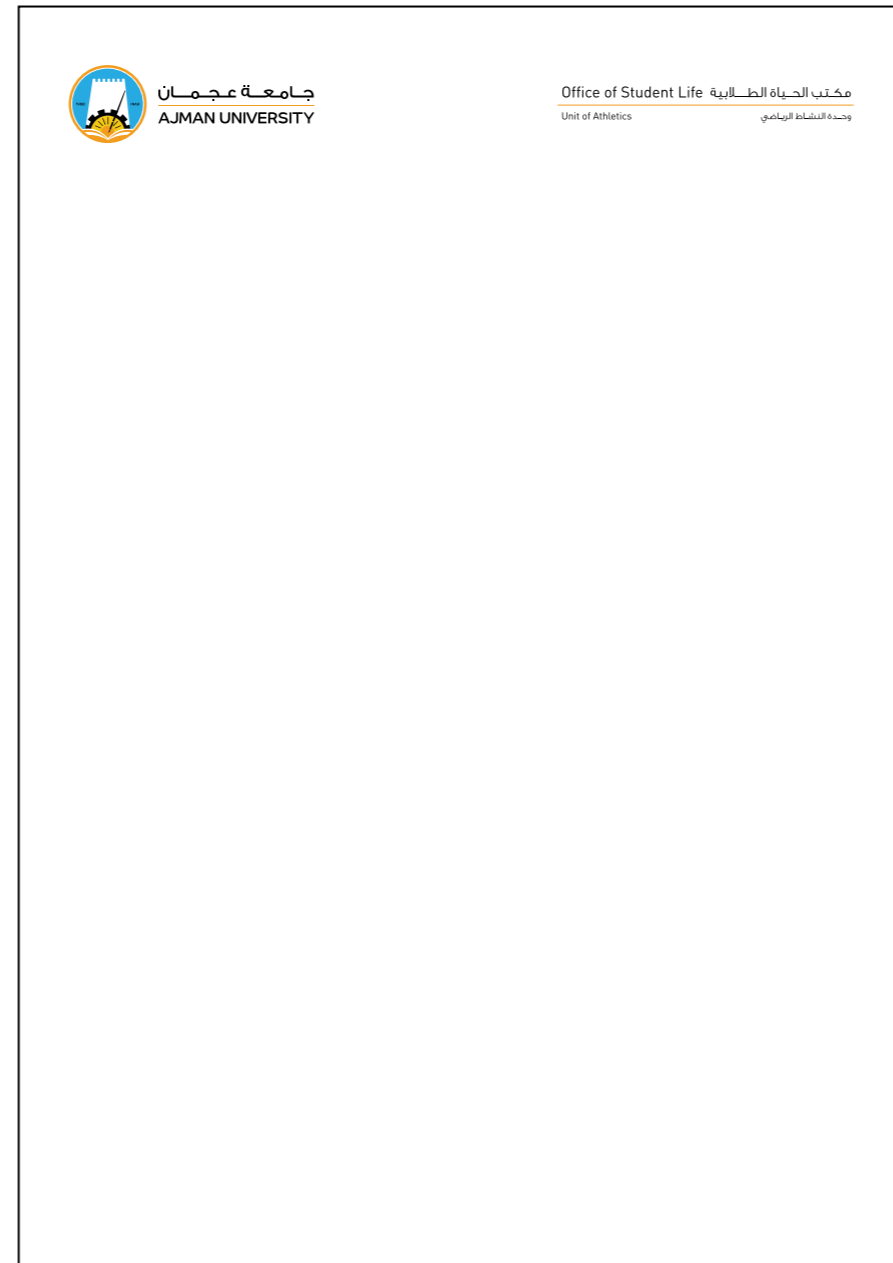The use of the college name is always accompanied by the main AU logo.

As per the guidelines indicated below, the AU logo is placed on the upper left corner and the college name is placed facing it on the upper right corner.

جامعة عجمان
AJMAN UNIVERSITY

كلــية الإنســـــــــــانيات والعـــــلوم
College of Humanities and Sciences

Colleges name in Primary fonts:
Arabic: GE SS
English: DIN

جامعة عجمان
AJMAN UNIVERSITY

كلــية الإنســـــــــانيات والعــــــلوم
College of Humanities and Sciences

جامعة عجمان
AJMAN UNIVERSITY

كـلــــــــية إدارة الأعـــــــــمال
College of Business Administration

جامعة عجمان
AJMAN UNIVERSITY

كلــية الإعـــــــــــلام
College of Mass Communication

جامعة عجمان
AJMAN UNIVERSITY

كلــية القــانون
College of Law

جامعة عجمان
AJMAN UNIVERSITY

كلــــية العـــــمارة والفـــــنون والتصمـــــيم
College of Architecture, Art and Design

جامعة عجمان
AJMAN UNIVERSITY

كلــية الهندســــــة وتكـــــنولوجــيا المعلـــــــومــات
College of Engineering and Information Technology

جامعة عجمان
AJMAN UNIVERSITY

كلــية الصيدلــة والعلـــــوم الصحــــــية
College of Pharmacy and Health Sciences

جامعة عجمان
AJMAN UNIVERSITY

كلــية طب الأســـنان
College of Dentistry

جامعة عجمان
AJMAN UNIVERSITY

كلــــــية الطـــب
College of Medicine

Departments and Units

جامعة عجمان
AJMAN UNIVERSITY

Office of Student Life   مكتب الحياة الطلابية
Unit of Athletics   وحدة النشاط الرياضي

جامعة عجمان
AJMAN UNIVERSITY

Office of Student Life   مكتب الحياة الطلابية
Unit of Athletics   وحدة النشاط الرياضي

Office of Student Life   مكتب الحياة الطلابية

Unit of Athletics   وحدة النشاط الرياضي
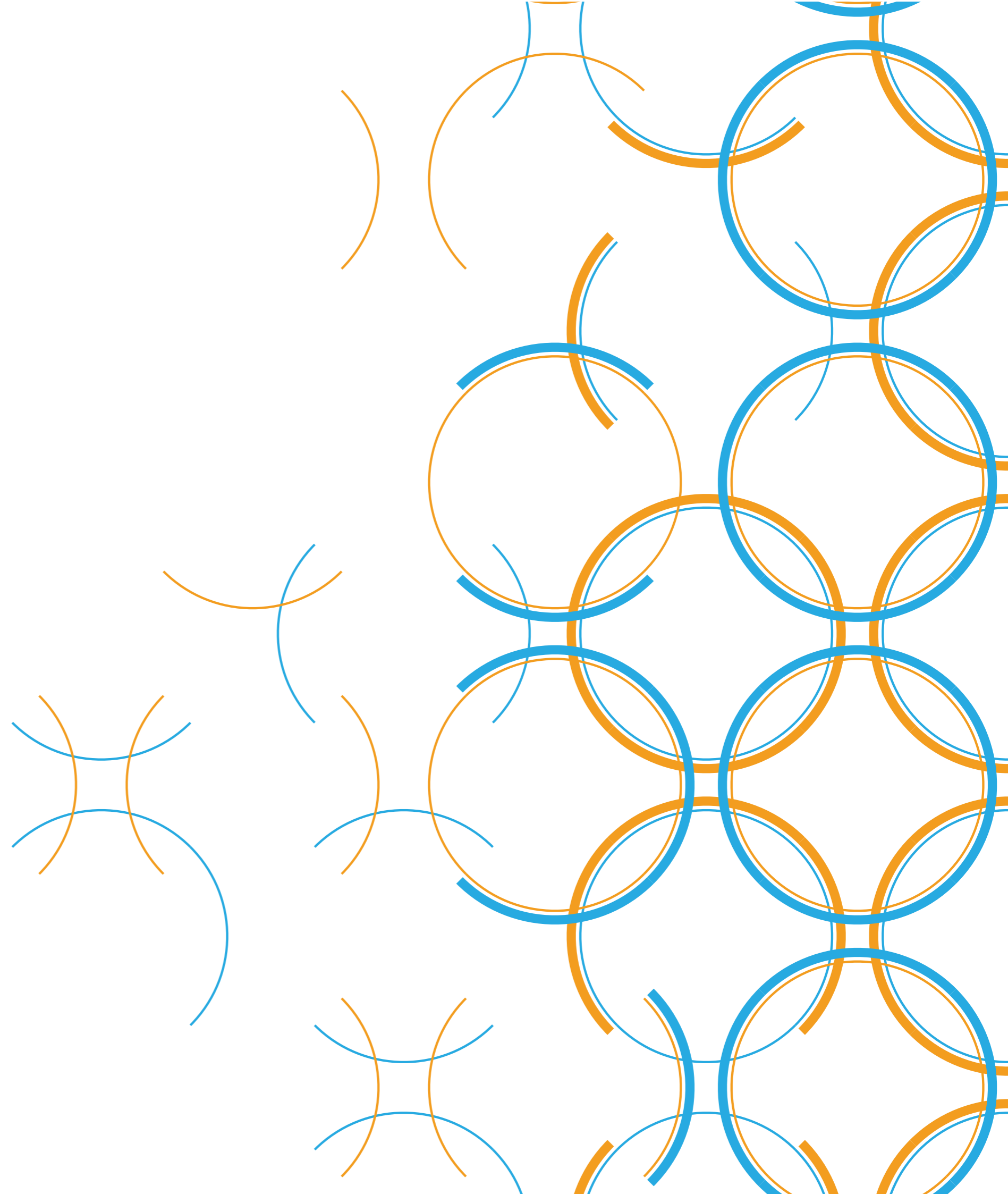
Departments and Units name in Primary fonts:
Arabic: GE SS
English: DIN

Tagline

Graphic styles have been created to add a distinctive and elegant look to Ajman University rebrand theme. It also expresses two of the University's main values, integrity and inclusiveness.

Interlocking and complementary circuits represent collaboration and unity, reinforcing the University's core values of inclusion and diversity. Circles are spread to convey AU's continuous growth and prosperity.

The circles are consistent and sturdy, representing reliability and commitment.

The AU Circular Pattern

The following pages illustrate the rules that define proper use of the AU circular pattern.

The following rules: Position, Orientation and Scale and Line Weight, and Colors need to be applied consistently across an entire design whether it's a single item or multi-page collateral.

Position

The pattern must be used sparingly to reinforce the brand. It should never distract from the messaging or primary visual(s). The pattern should never occupy more than 30% of the total surface area.

If the circular appears in multiple places across the same surface it must remain on the same grid with uniform spacing.

The pattern must not be positioned over any messaging.

Do not overuse the pattern.

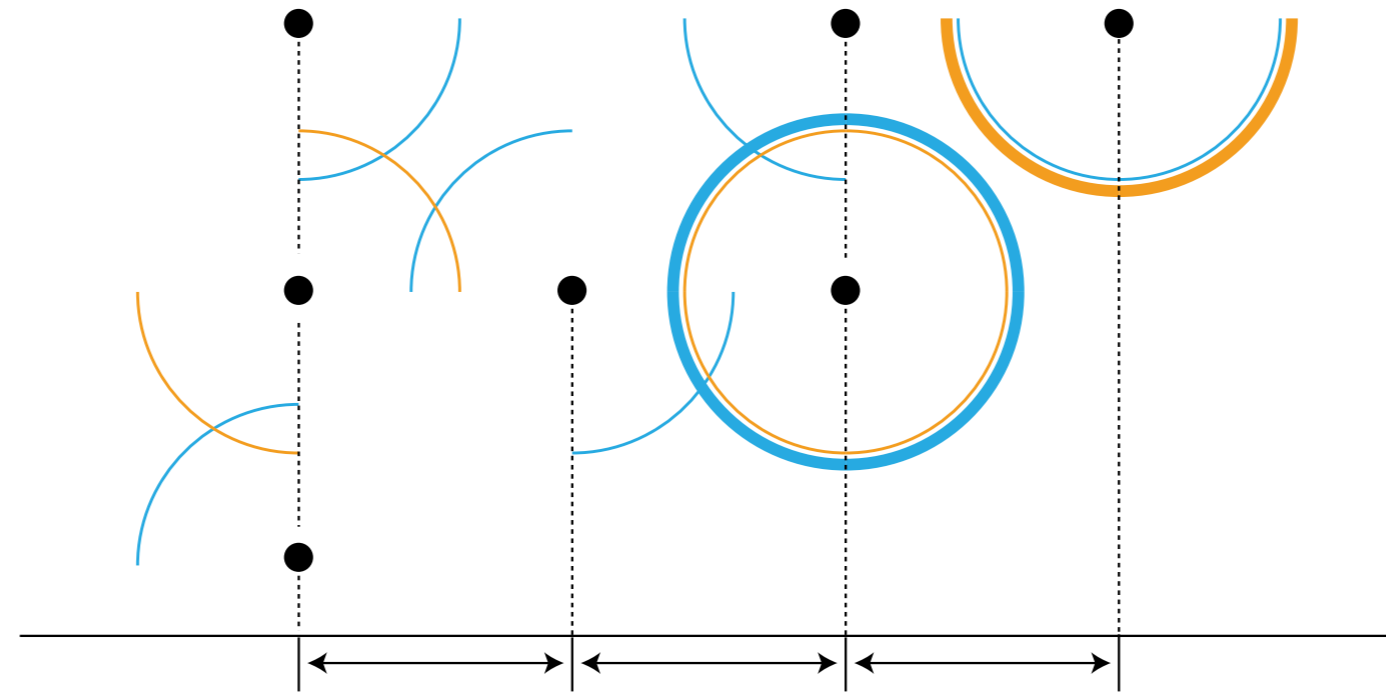Do not position the pattern over any messaging.
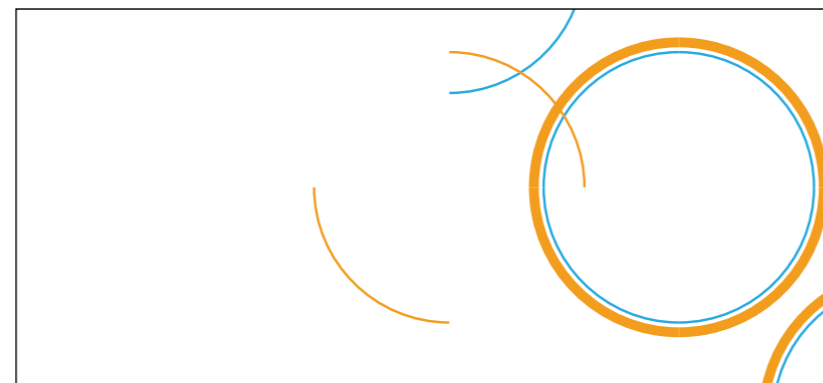
Use the pattern sparingly on less than 30% of the total surface area. Maintain the same grid with uniform spacing.
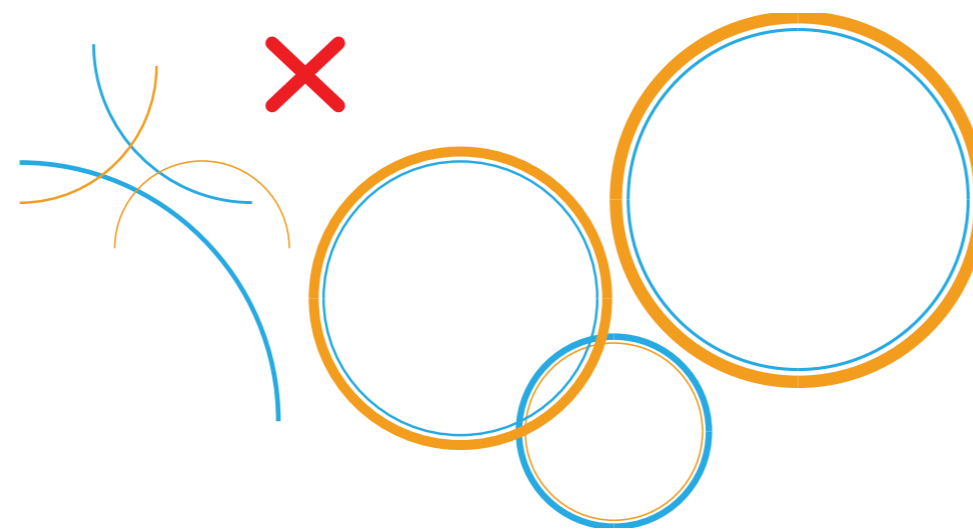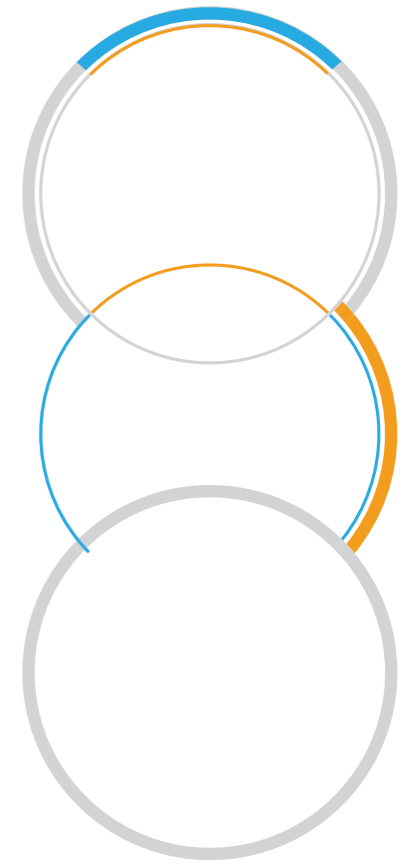
keep the pattern between all messaging.
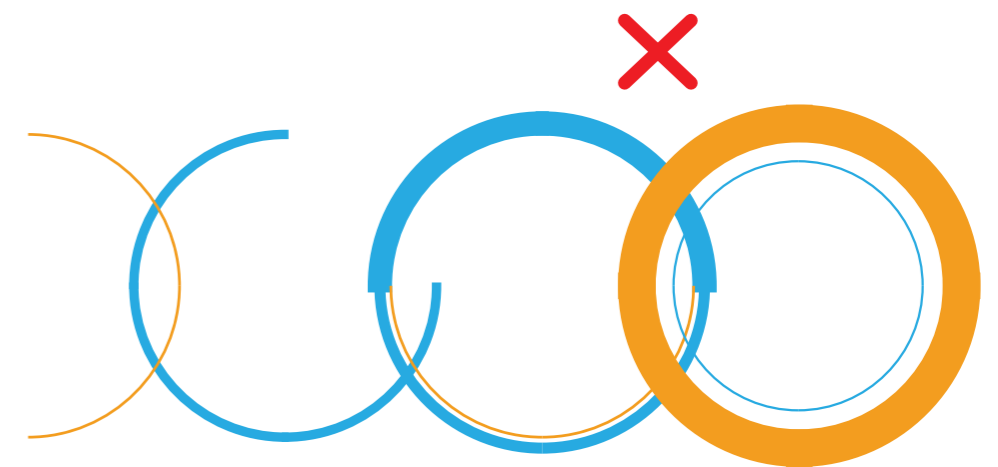
Scale and Line Weight

keep the circular pattern shapes size of the circular in the AU Logo that appears within the same design.

Maintain the ratio of the width of the circular to the line weight.

Do not make the Circle smaller or larger than the acceptable range.

Do not use a line weight that is not the correct ratio to the Circle width.

Photography Style

On-brand photography has the following characteristics:
• Shows emotion
• Interesting perspective
• Engaging
• Lifestyle
• Showcases brand personality: open, affirming, real, purposeful, engaging, transformational, adventurous, smart
• Representative of community

❌ Avoid photography that is:
• Stiff
• Staged
• Overly lighted so
• that it looks fake

Marketing
Resources

Advertising

General Print Advertising

Templates for both vertically and horizontally formatted advertisements have been developed
(see examples).These templates can be adjusted
to any proportion to suit each use case.

Never attempt to recreate an advertising
template.

Primary visual elements consist of:

– AU Logo.
– White-shapedclearspace with
  circular pattern.
– Footer in gry with social media icons.

Horizontal format
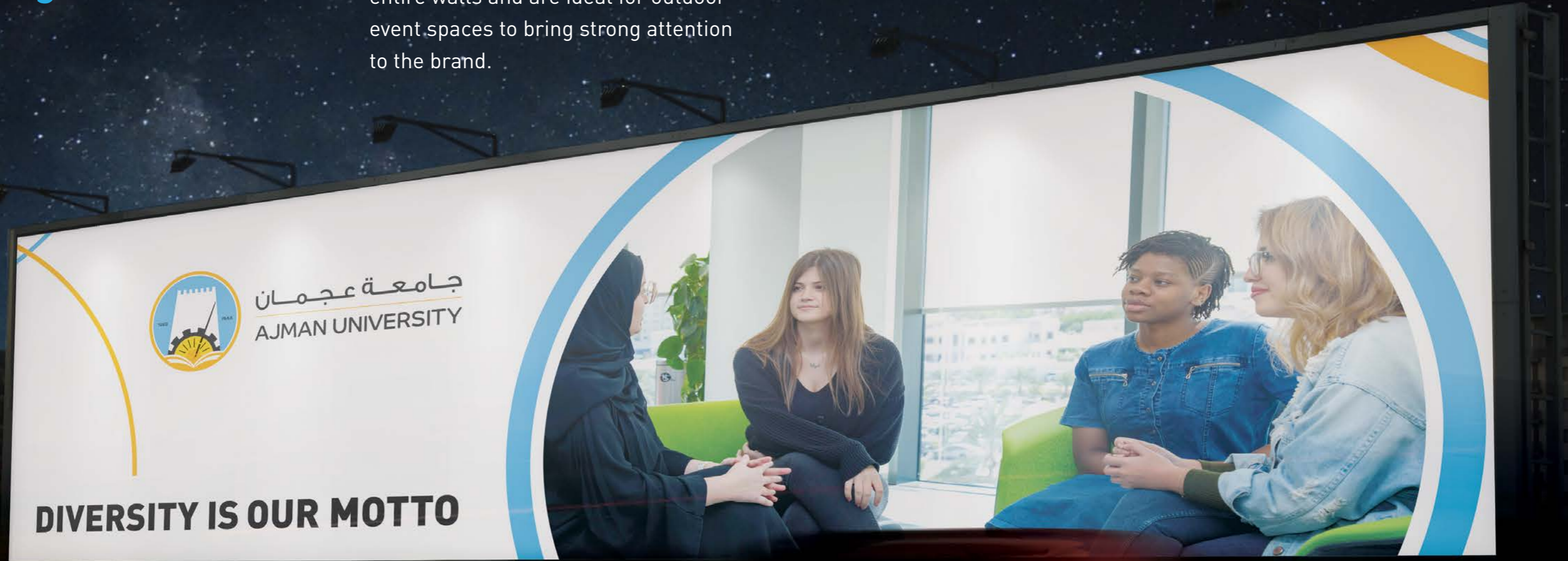
Banners and Backdrops

Standing Banner

Following are examples using the template for standing banners (also called "standees" or "pull-up banners").

Large Banner

Large banners allow the branding of entire walls and are ideal for outdoor event spaces to bring strong attention to the brand.

Repeating Pattern Backdrops

Backdrops provide an opportunity for greater media coverage during various types of events.
When space or line-of-sight is at a premium a backdrop with a repeating logo pattern ensures the greatest visibility.
The standard repeating backdrop of the AU Logo.

Flag Banners

Brochure
(main brochure)

MAKE IT HAPPEN

ajman.ac.ae   /ajmanuniversity

جامعة عجمان
AJMAN UNIVERSITY

Ranked Among
TOP 2.5%
UNIVERSITIES WORLDWIDE

Ranked Among
TOP 30
IN ARAB REGION

Ranked Among
TOP 6
IN UNITED ARAB EMIRATES

Colleges Brochure

Build a sustainable future through imagination and innovation at Ajman University.

ajman.ac.ae /ajmanuniversity

College of Architecture, Art and Design

جامعة عجمان
AJMAN UNIVERSITY

Stationery
Letterhead

For the university's official stationery, the below details depict the required information needed as guidelines on usage of branding and directions for constructing layouts.
The office will be held accountable for the design and production of custom letterheads, DL envelopes and business cards.

Size: A4 (210 x 297 mm)

Font: English Typed letters should be set in 9-point size and leading (10 line spacing), DIN regular, left aligned.

Start Position: The address line starts 55 mm from the top as shown on the sample. Specific contact details in this section can be added, if necessary.

Salutation: The salutation starts 14 mm from the top as shown on the sample. The body of the letter begins one clear line space below the salutation.

Paragraph Spacing: Paragraphs should be separated by one clear line space, with no indentations.

Notebooks

جامعـة عجمـان
AJMAN UNIVERSITY

MAKE IT HAPPEN

P.O. Box: 346, Ajman, UAE | TOLL FREE 800 2878
+971 6 743 8888   inquiry@ajman.ac.ae   wwww.ajman.ac.ae
+971 6 748 2222

Envelopes

The below colored envelopes are to be used for all external communications of the university.

DL Envelope
Size: Overall dimensions 220 x 110 mm

A5 Envelope
Size: Overall dimensions 250 x 180 mm

A4 Envelope
Size: Overall dimensions 230 x 330 mm

A4+ Envelope
Size: Overall dimensions 250 x 350 mm

A3 Envelope
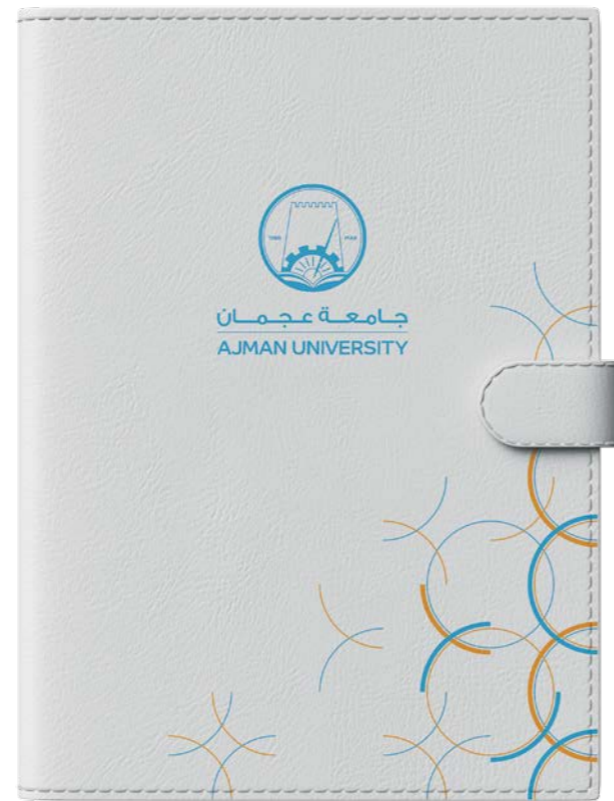Size: Overall dimensions 308 x 408 mm

Envelopes
(black and white)

Business Cards

جامعة عجمان
AJMAN UNIVERSITY

Dr. Marya Initia Yammine
Acting Marketing and Communication Manager
Office of Marketing and Communication

+971 6 705 5189   +971 6 743 8888

m.yammine@ajman.ac.ae

x: 346, Ajman, U.A.E.

Promotional Items and Gifts
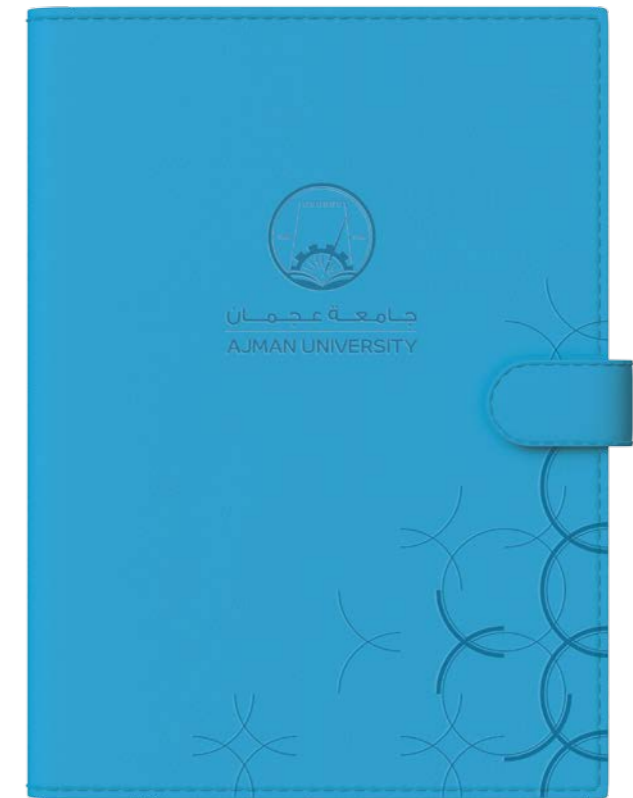
Digital Applications Powerpoint Template

Establishing a consistent impression with our audiences is an essential part of the Ajman University brand. PowerPoint presentations are a huge part of this.

Whether you're giving a lecture to a class of students or you're sharing your ideas with an organization or business, using the templates provided in this guide will allow you to communicate in an appropriate and impactful manner. The following pages will give you the tools you need to create effective presentations.

When creating your AU presentations, use only the official AU PowerPoint template. The template can be downloaded by visiting https://www. ajman.ac.ae/en/omc/downloads.

Title Slides

These slides should always feature the primary university mark and presentation title. If necessary, a subhead for the title and presentation date may also be added.
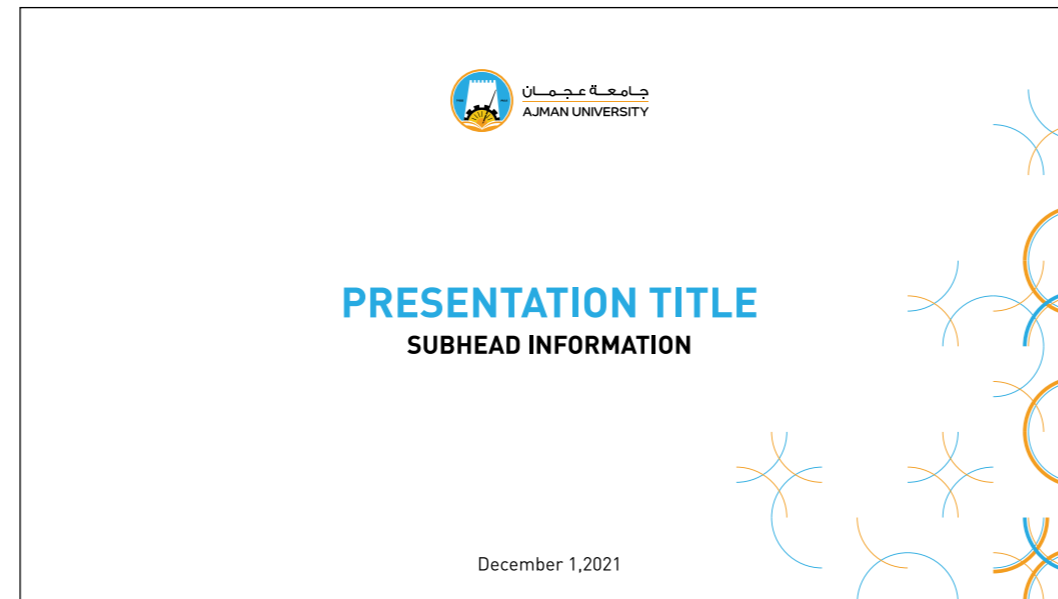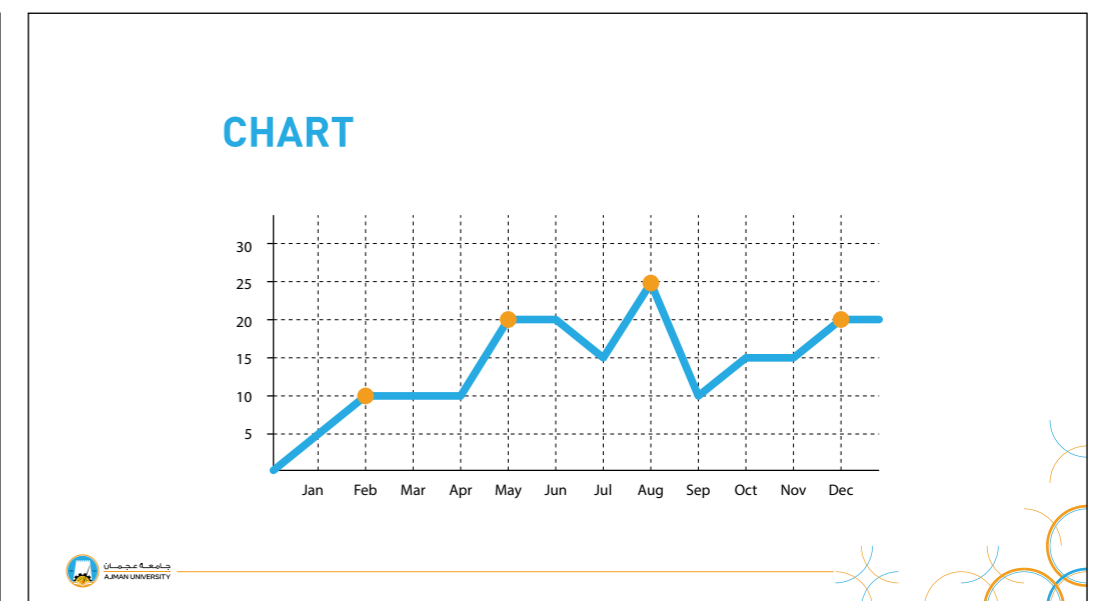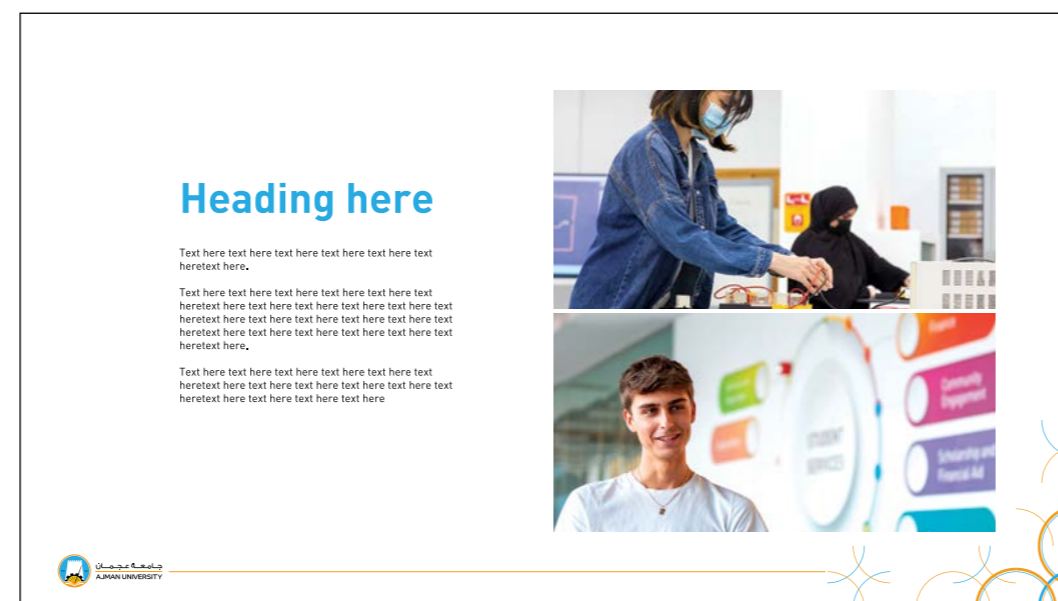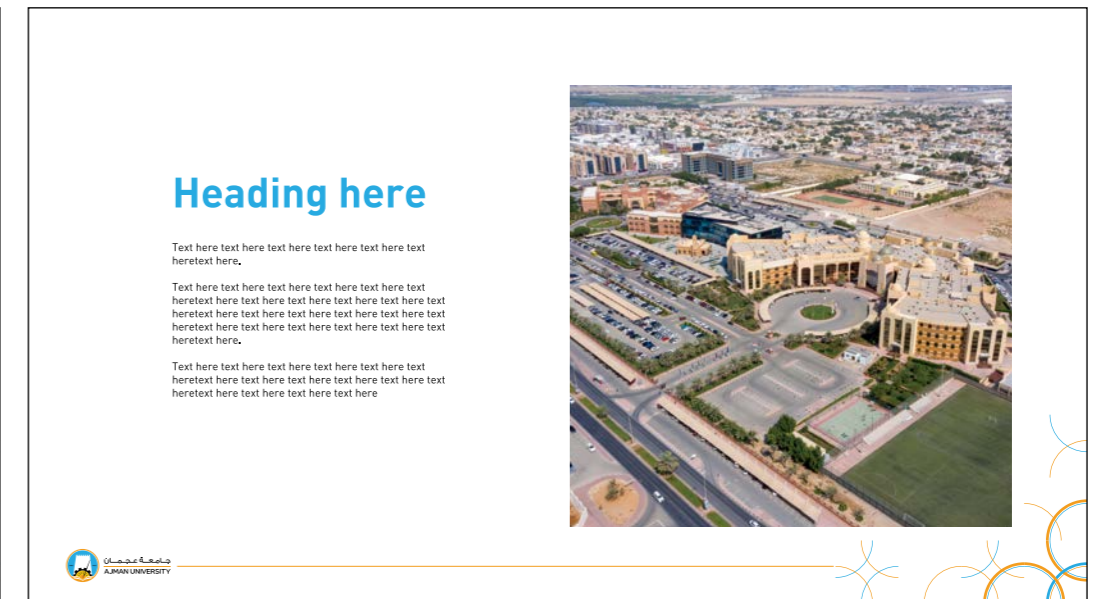
Powerpoint Template

Divider Slides

Our presentation template includes a variety of divider slides for breaking up content into concise sections for your presentation. These slides range from text only, to slides with copy and images. You can choose either to use one style or a range of different dividers throughout your presentation.
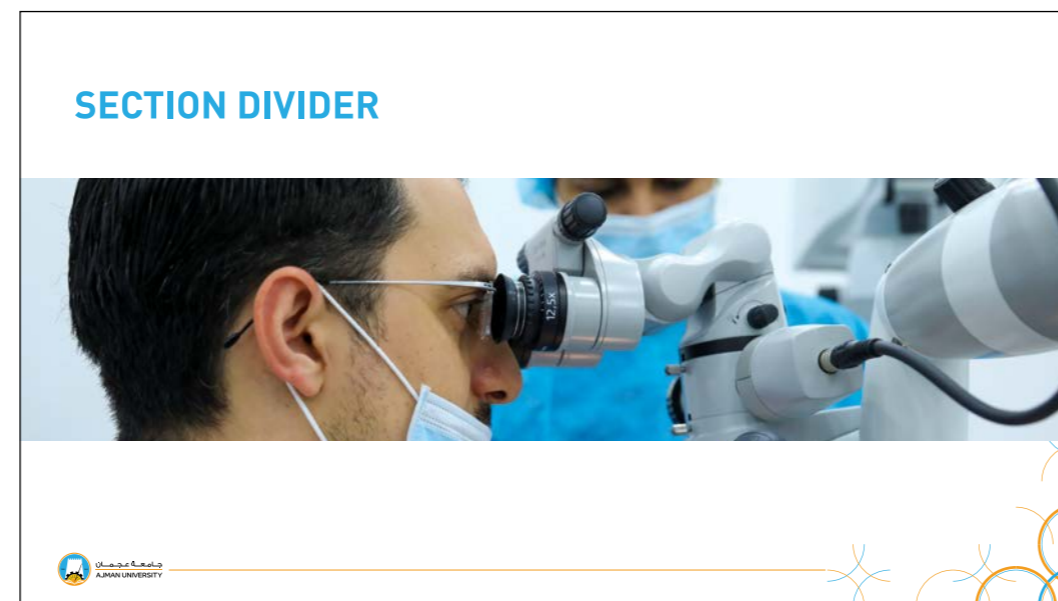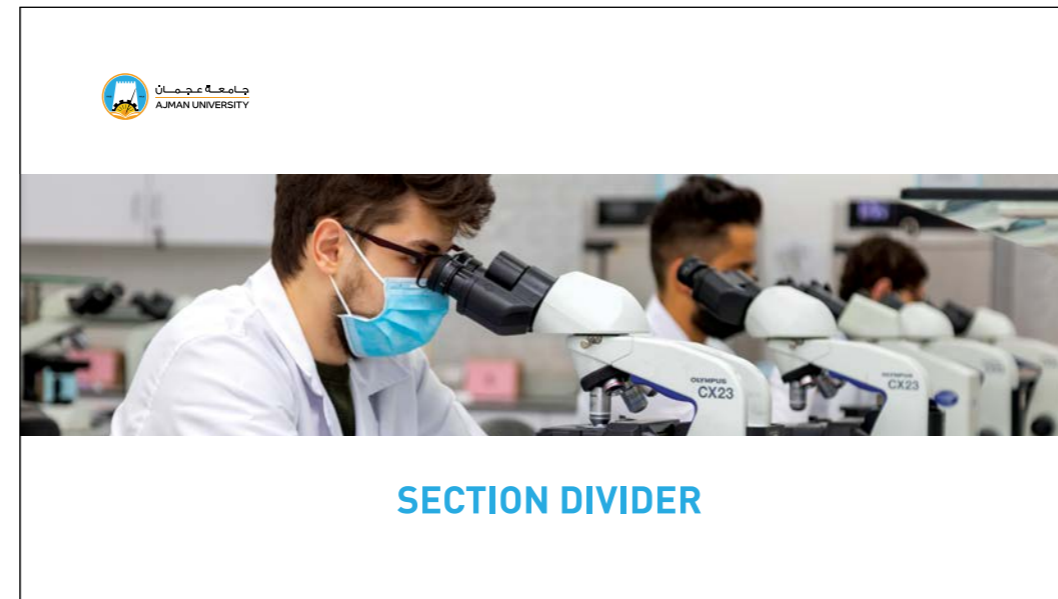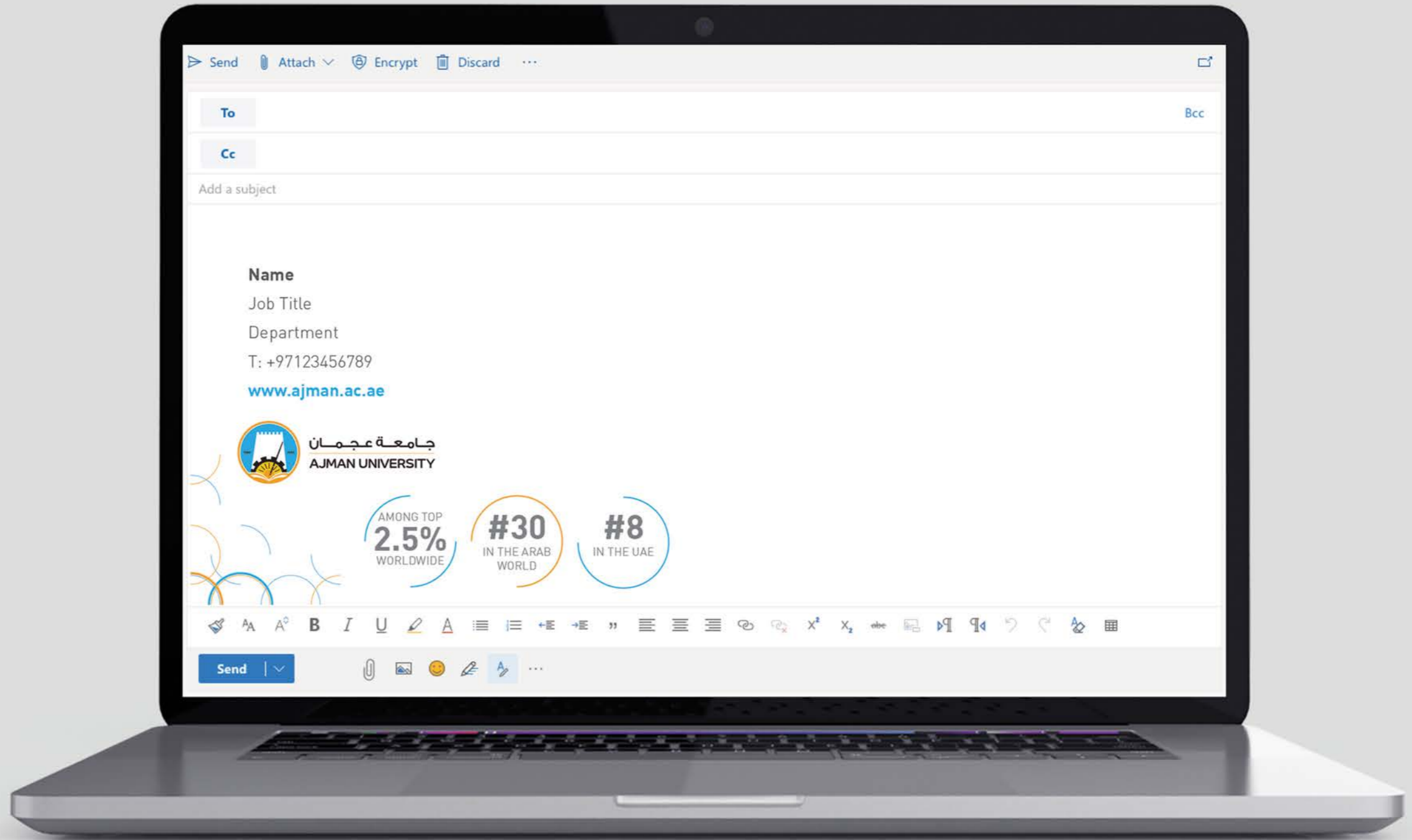
Powerpoint Template

Various Slides

Also included in our presentation template are slides for more specific applications. Things such as meeting agendas, quotes, and example charts are all outlined. For charts or infographics, you can utilize our accent colors as listed in the Logos Section of this guide.

Email Signature

The laptop screen displays an email composition window with the following signature:

Name
Job Title
Department
T: +97123456789
www.ajman.ac.ae

جامعة عجمان
AJMAN UNIVERSITY

AMONG TOP
2.5%
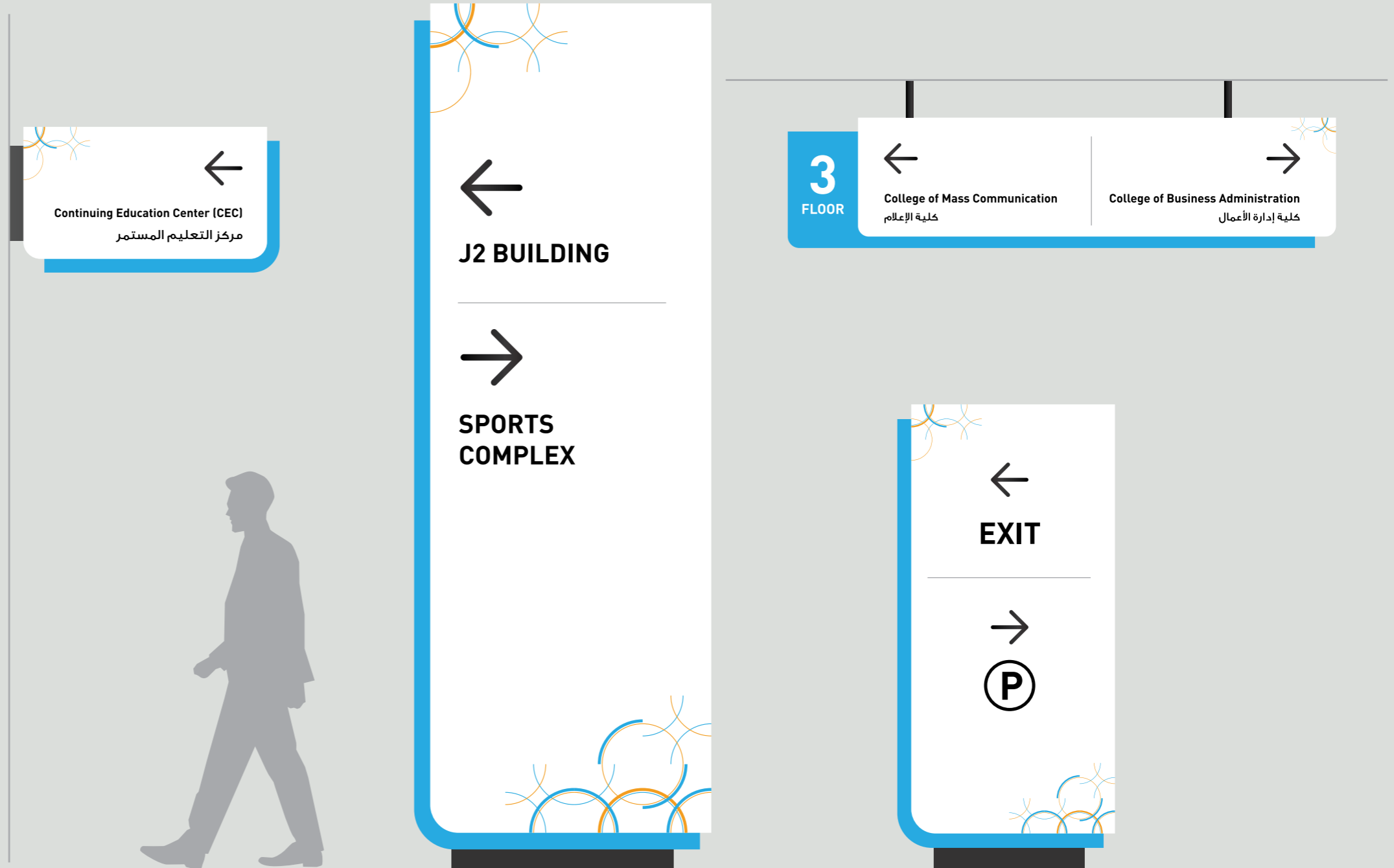WORLDWIDE

#30
IN THE ARAB WORLD

#8
IN THE UAE

Certificates

Campus Signage

While we want to maintain the unique characteristics of Ajman University's campus, it's still imperative that all campus signage adhere to the AU Brand Standards. These standards have been created to assist architects, facilities personnel, communications directors, and sign developers in the sign-making process.

Continuing Education Center (CEC)
مركز التعليم المستمر

← J2 BUILDING

→ SPORTS COMPLEX

3 FLOOR

← College of Mass Communication كلية الإعلام

→ College of Business Administration كلية إدارة الأعمال

← EXIT

→ Ⓟ

to

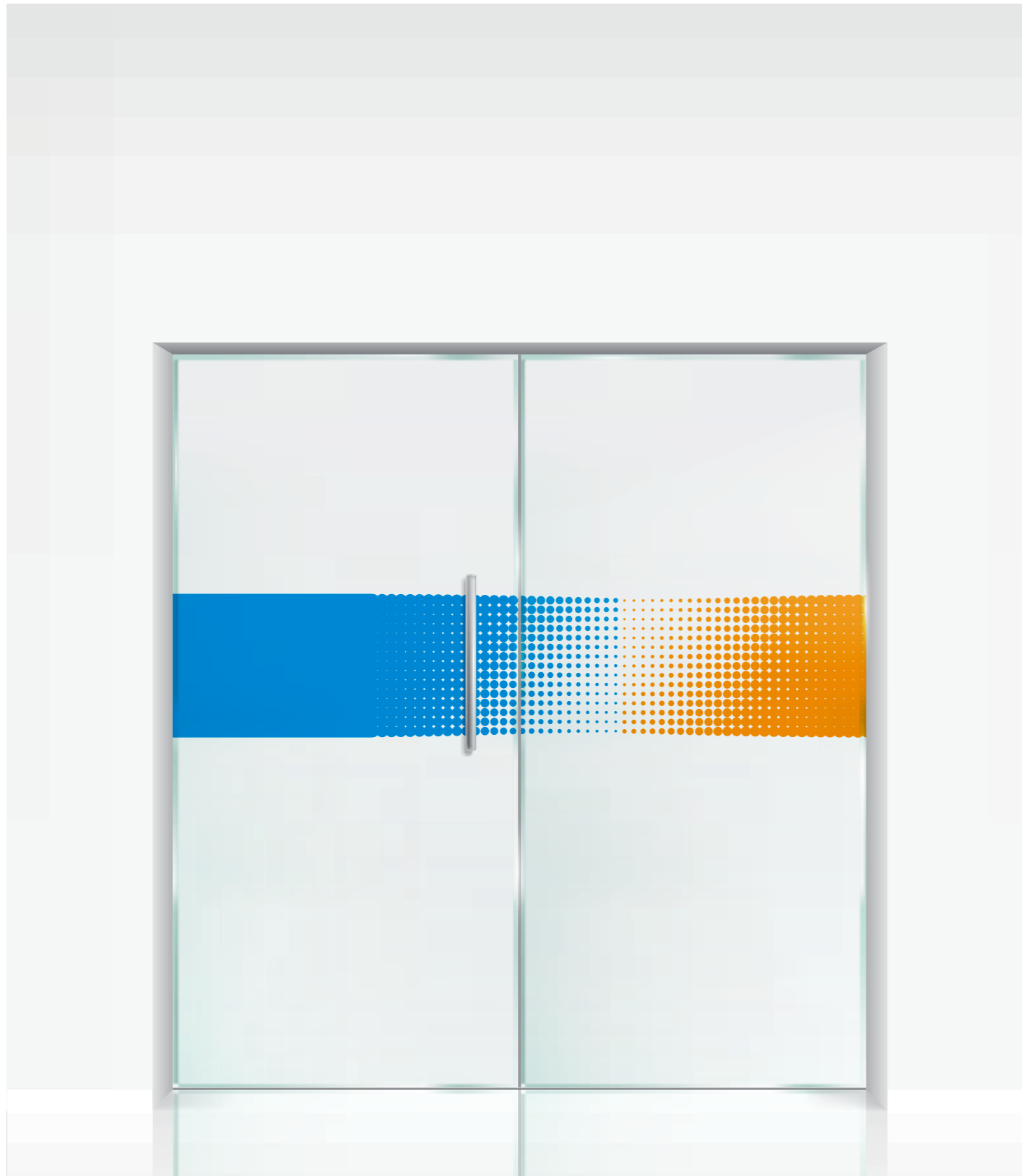# College of Business Administration

Learn
from yesterday

Live
for today

Hope
for tomorrow

SOCIAL MEDIA

/ajmanuniversity

CONSISTENCY

When installing signage (Wall or glass stickers) to new and existing buildings on campus, be sure to adhere to the AU brand typefaces and colors to ensure consistency across different building on our campus.

Vehicle sticker

Features a more robust design encompassing each side of the vehicle, as well as the back side. The AU logo placed in the center. This ensures the mark doesn't split in an undesired way when the doors open. Circular appears elements accent the vehicle over the rear wheel arch and blend around the rear windows. Social media icon, website and the toll-free phone are placed on the driver's door and the opposite side as well as on the back side.

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