



1. Brand Identity Guidelines

1.1 HCT Logo



كليات التقنية العليا
HIGHER COLLEGES OF TECHNOLOGY

1. Primary centre aligned stacked formal



كليات التقنية العليا
HIGHER COLLEGES OF TECHNOLOGY

2. Secondary left aligned for English language literature



كليات التقنية العليا
HIGHER COLLEGES OF TECHNOLOGY

3. Secondary right aligned for Arabic language literature



HIGHER COLLEGES OF TECHNOLOGY

كليات التقنية العليا

4. Tertiary centre aligned English and Arabic language

1.2 Brand Marks



The HCT Shield

It is a highly recognizable symbol of the Higher Colleges of Technology, however can only be used on its own in specific circumstances with the approval of the CS Communication Department.

The HCT Strip



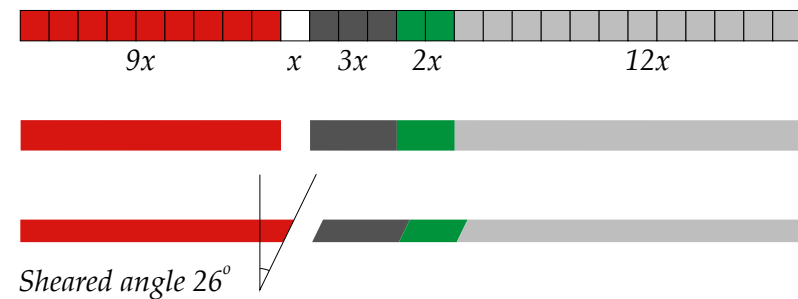
The HCT strip mirrors the colours of the HCT logo and its brand identity, and is aligned with the UAE flag. The strip can be used as vertical lines to represent strength, purpose and boldness or sheared at a 26-degree angle to denote forward movement, direction and dynamism.

The HCT Strip Variants



Variations of the strip can be integrated into visual communications, however these need to be approved by CS Communication Department prior to usage.

HCT strip construction basic



1.3 Logo Variations

The following primary, secondary and tertiary logos are to be used in a consistent manner for branding purposes. The primary logo should be the first consideration for branding, wherever possible.



HCT primary logo, stacked centre aligned,
dual language with campus names.



كليات التقنية العليا
HIGHER COLLEGES OF TECHNOLOGY
ABU DHABI MEN'S

HCT primary logo - stacked centre aligned, dual language with campus name in English.



كليات التقنية العليا
HIGHER COLLEGES OF TECHNOLOGY
أبوظبي للطلاب

HCT primary logo - stacked centre aligned, dual language with campus name in Arabic.



HIGHER COLLEGES OF TECHNOLOGY
ABU DHABI MEN'S

HCT primary logo - stacked centre aligned,
single language (English) with campus name.



كليات التقنية العليا
أبوظبي للطلاب

HCT primary logo - stacked centre aligned,
single language (Arabic) with campus name.



كليات التقنية العليا
HIGHER COLLEGES OF TECHNOLOGY
أبوظبي للطلاب ABU DHABI MEN'S

HCT secondary logo - left aligned,
(dual language) with campus name.

كليات التقنية العليا
HIGHER COLLEGES OF TECHNOLOGY
أبوظبي للطلاب ABU DHABI MEN'S



HCT secondary logo - right aligned,
(dual language) with campus name.



HIGHER COLLEGES OF TECHNOLOGY
ABU DHABI MEN'S

HCT secondary logo - left aligned,
single language (English) with campus name.

كليات التقنية العليا
أبوظبي للطلاب



HCT secondary logo - right aligned,
single language (Arabic) with campus name.

HIGHER COLLEGES OF TECHNOLOGY
ABU DHABI MEN'S



كليات التقنية العليا
أبوظبي للطلاب

HCT tertiary logo - centre aligned,
(dual language) with campus name.

HCT logo with Academic Divisions

Usage: These can be used only in specific circumstances where all Academic Divisions have to be shown. Refer to Central Communication Department for guidance.

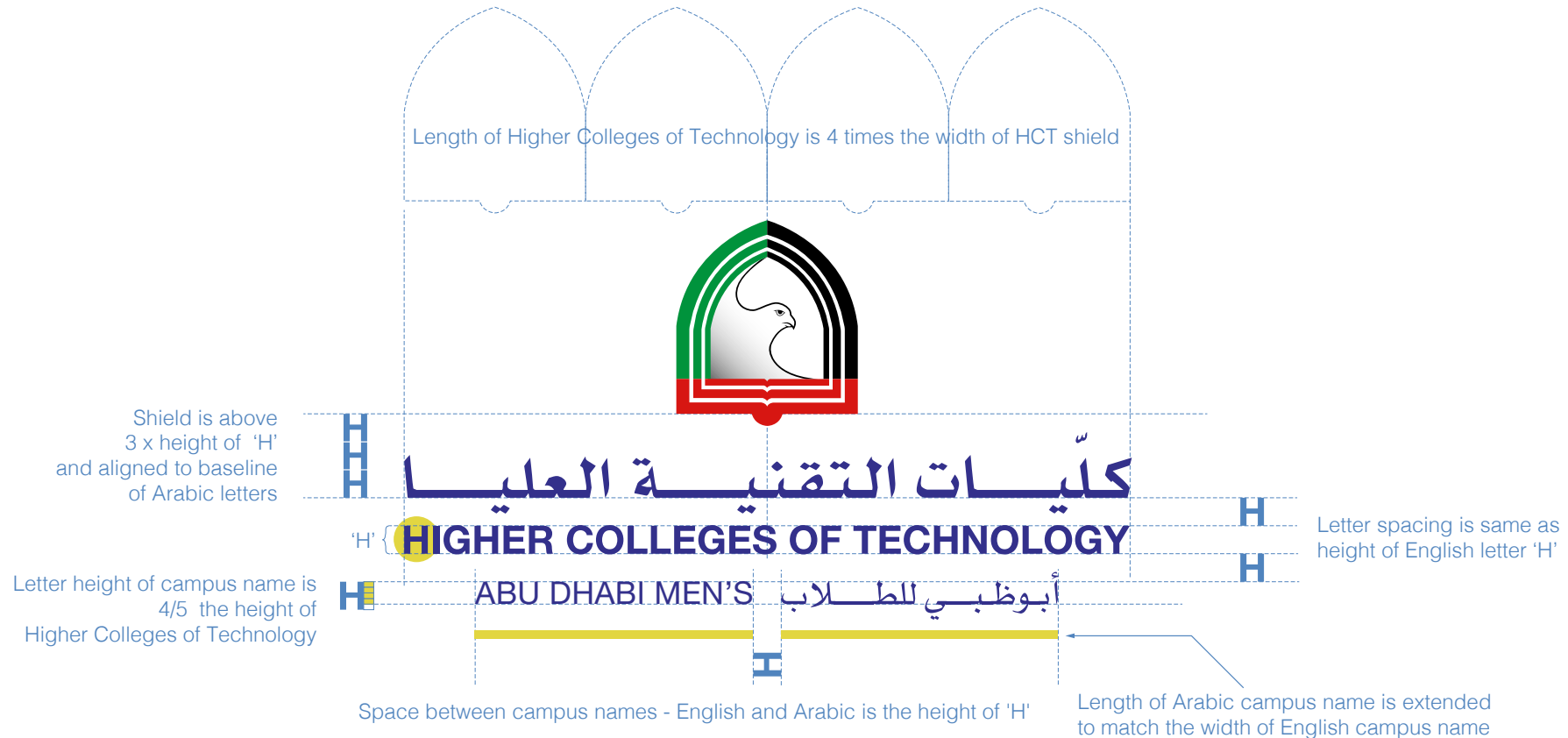


HCT primary logo - stacked centre aligned dual language,
Academic Divisions in English.
Font used Helvetica Neue LT Std (57 Condensed)



1.4 Construction & Proportions

1. HCT primary logo construction - centred with campus name



	Typeface
Logo type English	Helvetica Neue LT Std Bold
Logo type Arabic	AXt Manal Bold
Campus name English	Helvetica Neue LT Std - 55 Roman
Campus name Arabic	A Xt Manal - Regular

2. HCT secondary logo construction - left aligned without campus name

Length of Higher Colleges of Technology is 4 times the width of HCT shield

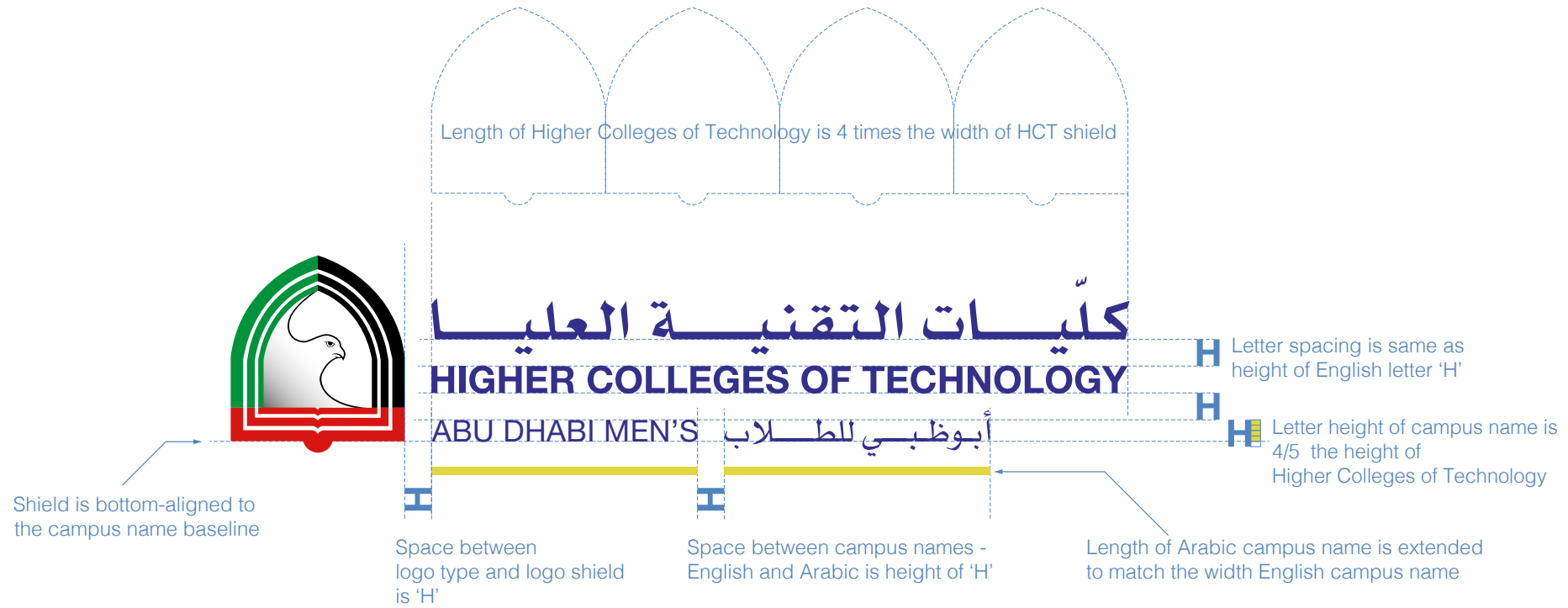
Shield is bottom-aligned to the HCT name baseline

Space between logo type and logo shield is 'H'

Letter spacing is same as height of English letter 'H'

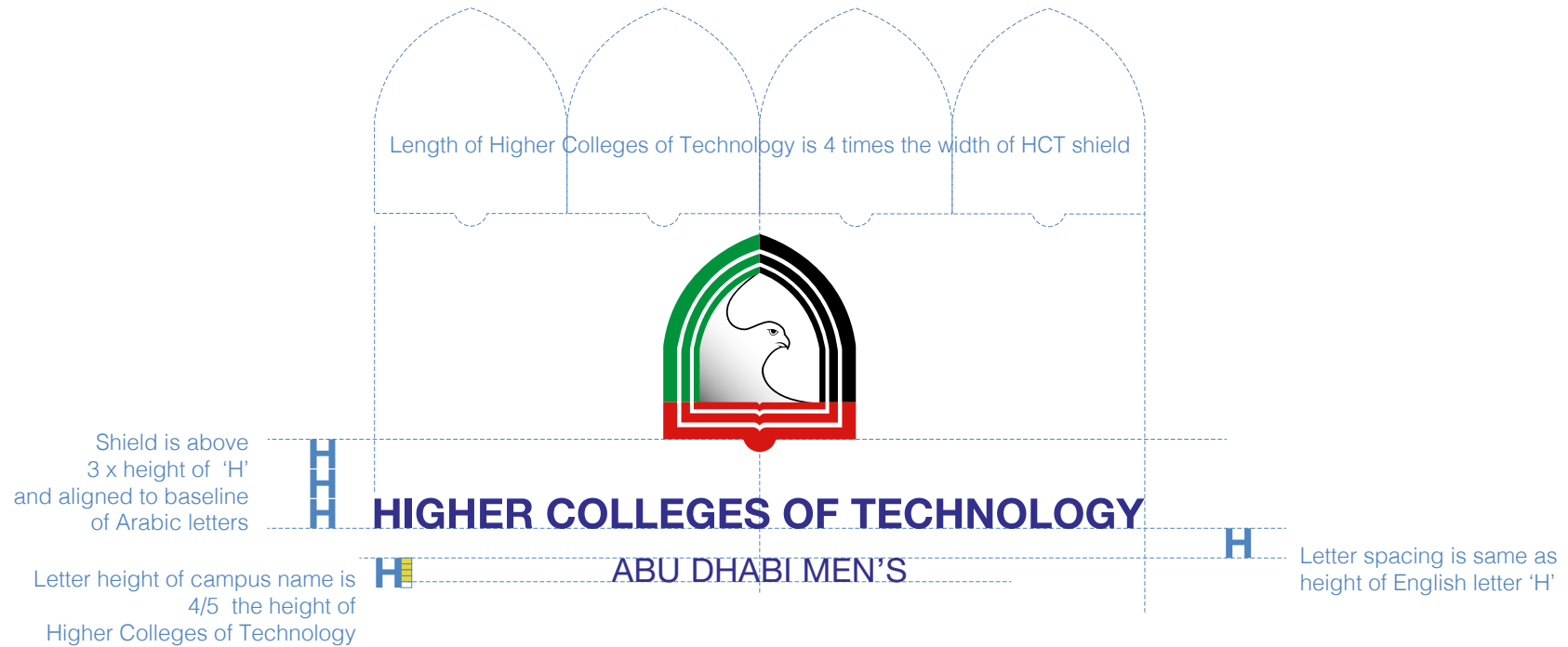
	Typeface
Logo type English	Helvetica Neue LT Std Bold
Logo type Arabic	AXt Manal Bold

3. HCT secondary logo construction - left aligned with campus name



	Typeface
Logo type English	Helvetica Neue LT Std Bold
Logo type Arabic	AXt Manal Bold
Campus name English	Helvetica Neue LT Std - 55 Roman
Campus name Arabic	A Xt Manal - Regular

4. HCT primary logo construction - English only logo



	Typeface
Logo type (English)	Helvetica Neue LT Std Bold
Campus name (English)	Helvetica Neue LT Std - 55 Roman

5. HCT primary logo construction - Arabic only



	Typeface
Logo type Arabic	AXt Manal - Bold
Campus name Arabic	A Xt Manal - Regular

1.5 Typography - English and Arabic

1. Primary Typeface

Helvetica Neue LT Std font family is selected as the primary typeface. This font can be used for all body copy, headings and captions.

Helvetica Neue LT Std font family

ABCDEFGHIJKLMabcdefghijklm?!()@123456789
 ABCDEFGHIJKLMabcdefghijklm?!()@123456789
ABCDEFGHIJKLMabcdefghijklm?!()@123456789
ABCDEFGHIJKLMabcdefghijklm?!()@123456789
 ABCDEFGHIJKLMabcdefghijklm?!()@123456789
 ABCDEFGHIJKLMabcdefghijklm?!()@123456789
ABCDEFGHIJKLMabcdefghijklm?!()@123456789
ABCDEFGHIJKLMabcdefghijklm?!()@123456789

A Xt Manal Regular

أ ت ث ج خ ذ ز ش ض ظ غ ف ق ك م ن ة ! ؟ ()

A Xt Manal Bold

أ ت ث ج خ ذ ز ش ض ظ غ ف ق ك م ن ة ! ؟ ()

A Xt Manal BLack

أ ت ث ج خ ذ ز ش ض ظ غ ف ق ك م ن ة ! ؟ ()

2. Digital Typeface

Arial and Calibri are the digital typefaces for Arabic and English languages. These will be used for all digital applications including material generated in the office environment, as well as email correspondence. (e.g. Word documents, Excel sheets, PowerPoint presentations, Reports).

Arial Font Family

ABCDEFGHIJKLMabcdefghijklm?!()@123456789
ABCDEFGHIJKLMabcdefghijklm?!()@123456789
 ABCDEFGHIJKLMabcdefghijklm?!()@123456789
ABCDEFGHIJKLMabcdefghijklm?!()@123456789

Calibri Font Family

ABCDEFGHIJKLMabcdefghijklm?!()@123456789
ABCDEFGHIJKLMabcdefghijklm?!()@123456789

Arial Regular

أ ت ث ج خ ذ ز ش ض ظ غ ف ق ك م ن ة ! ؟ ()

Arial Bold

أ ت ث ج خ ذ ز ش ض ظ غ ف ق ك م ن ة ! ؟ ()

1.6 Colour Palette - Primary

Pantone Solid Coated 347 C	#009641 C100 M0 Y100 K0	R0, G149, B64
Pantone Process Black	#000000 C M Y K100	R0, G0, B0
Pantone Solid Coated Red 032 C	#E30513 C M100 Y100 K	R227, G6, B19
Pantone 2747C	#1D337C C100 M85 Y4 K16	R30, G52, B124
Pantone 425 C	#565656 C M Y K80	R86, G86, B86
Pantone Cool Grey 4 C	#0BCBCB C M Y K35	R189, G189, B189

1. Primary Colour Palette

To assist commercial printers and to maintain consistency, the colours used for HCT's identity are specified herein. Formal applications of HCT's identity are reproduced in four colours, using the Pantone Matching System (PMS) or CMYK colours shown below. In less formal applications a one-colour greyscale version (black with screen variations) is acceptable.

For applications of HCT's identity in a web-based environment use the RGB equivalent of PMS. The colours as they appear on this page, or on your computer, may not be precise due to variations in printers and monitors. Use PMS, CMYK, and RGB values as identified.

1.7 Colour Palette - Academic Divisions

These are the colours that can be used as accent to emphasize or distinguish elements pertaining to each Academic Division

Pantone 7598C #c34429	CMYK: 0,80,82,21 RGB: 196,69,41	Applied Communications Division	Pantone 258C #814d99	CMYK: 60,78,0,0 RGB: 129,77,153	General Studies Division
Pantone 360C #80bb43	CMYK: 57,0,89,0 RGB: 127,187,67	Business Division	Pantone 7758C #e6c60e	CMYK: 0,11,91,14 RGB: 230,198,14	Foundations Division
Pantone 637C #1fbae0	CMYK: 70,0,9,0 RGB: 28,186,224	Computer Information Science Division	Pantone 7423C #ed6a87	CMYK: 0,71,27,0 RGB: 237,106,135	Health Sciences Division
Pantone 7461C #0072bb	CMYK: 97,44,0,0 RGB: 0,114,187	Education Division	Pantone 5625C #708b6b	CMYK: 58,27,60,16 RGB: 112,140,107	Military and Security Division
Pantone 4725C #b58876	CMYK: 0,37,37,35 RGB: 181,135,117	Engineering Technology & Science Division			

1.8 Black & White Single Colour Logo

1. With or without half-tone dots

This type of logo is used in:

- Applications where reproducing colour prove to be difficult, impossible or costly
- For single colour special applications, e.g. foil stamping, fax forms, stamps, black and white newspaper adverts, blind embossing and debossing
- Use single colour without half-tone dots logo where logo is micro-sized

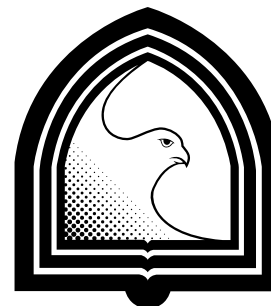
2. Using reversed logo

If the background colour is greater than 30% of tonal value, the reverse white logo can be used. Otherwise use Positive B/W logo.

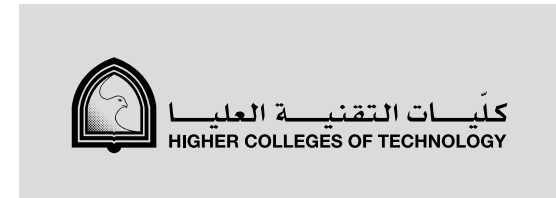
It is best to use HCT single colour logo on background of HCT primary colours.



Without half-tone dots



With half-tone dots



Positive B/W logo



Reversed logo



Reversed logo



Reversed logo

