

ZAYED UNIVERSITY BRAND GUIDELINES

Version 2, 2019



The aim of the brand identity guidelines is to present Zayed University as an academic and research institution in a manner that reflects our brand vision and mission for the future of education.

Brand Strategy



Brand Strategy

The fundamental elements that form the core of ZU's brand have been carefully developed to manifest these guiding principles; this includes a distinctive brand logo and color palette that illustrate the dynamic nature of the University and reflect the inherent professionalism and integrity of the institution. With this brand toolkit, we have a visual system that illuminates the uniqueness of the University's brand and captures the forward-looking attitude epitomized by Zayed University from its inception.

Furthermore, our brand strategy enables us to clearly articulate our core message and identity as a leading academic institution to a diverse range of stakeholders, from our students to the general public, whilst also tailoring our branding to address the specific needs of said stakeholders.

All components of our brand strategy work together to tell a coherent, compelling and powerful story about who we are and what we do.

Brandmark



Brandmark

The ZU primary brandmark is made up of two elements: the bilingual wordmark and the symbol.

The proportions of the elements should remain the same and should not be altered in any way. There are two other permitted variations of the brandmark: a horizontal lock-up and the brandmark without the bilingual wordmark. Please refer to the following pages for more details.



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Brandmark

Our brandmark captures the essence of ZU

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Along with its “forward and upward” paradigm of progress, Zayed University is grounded firmly in the Arab and Muslim heritage of the United Arab Emirates. The University’s logo represents this as well, with the three strokes each evoking the foremost symbol of Islam, the crescent moon. When combined with the freestanding orb, the crescent forms the Arabic letter “za” of “Zayed”. The logo thus represents the visionary leader from who Zayed University took its name, His Highness Sheikh Zayed bin Sultan Al Nahyan, President of the United Arab Emirates.

Brandmark

Clear space

The ZU brandmark should always be surrounded by an area of clear space to ensure clarity and prominence. Text, images or graphic elements should not encroach into that space.

The construction of the clear space is as shown below. The height of 'Z' 35 pts is used to calculate the minimum clear space. This rule applies to both versions of the ZU brandmark.





Minimum size for print

The minimum size of the ZU brandmark in print is 50mm and is 35 pixels for digital applications.

When reproducing the brandmark in a size smaller than that indicated for print or digital applications, the secondary brandmark without the bilingual descriptor should be used.

This brandmark size is a minimum and should be increased wherever possible, taking into consideration the reproduction process and ensuring utmost legibility.

The diagram illustrates the clear space requirements and minimum sizes for the Zayed University brandmark. On the left, a large dashed blue rectangle labeled 'Clear space' surrounds the brandmark. Inside this rectangle, a smaller dashed blue rectangle is drawn around the brandmark, with a 'Z' shape indicating the height of the clear space. The brandmark itself consists of a stylized red and white crescent moon above the text 'جامعة زايد' and 'ZAYED UNIVERSITY'.

Minimum print size Primary brandmark	Minimum print size Secondary brandmark
 50 mm	 35 mm
Minimum digital size Primary brandmark	Minimum digital size Secondary brandmark
 120 px	 85 px

Brandmark

There are three color variations for the ZU brandmark:

Full color, positive, or negative as shown below. These can be used depending on the application and background color. The ZU brandmark works best in full color against a white or light colored background.

When color printing is not available, or in situations where the quality of color reproduction cannot be guaranteed, a positive black version of the brandmark can be used.

On black or dark backgrounds, a negative white version of the brandmark can be used. Please refer to the following page for the usage of the brandmark on permitted background colors.

ZU full colour brandmark



ZU positive brandmark



ZU negative brandmark



Brandmark



كلية الفنون
والصناعات الإبداعية
COLLEGE OF ARTS AND
CREATIVE ENTERPRISES



كلية العلوم الإنسانية والاجتماعية
COLLEGE OF HUMANITIES AND
SOCIAL SCIENCES



كلية الإدارة
COLLEGE OF BUSINESS



كلية العلوم الطبيعية والصحية
COLLEGE OF NATURAL
AND HEALTH SCIENCES



كلية التربية
COLLEGE OF EDUCATION



كلية
الابتكار التقني
COLLEGE OF
TECHNOLOGICAL INNOVATION



كلية علوم
الاتصال والإعلام
COLLEGE OF COMMUNICATION
AND MEDIA SCIENCES



الكلية الجامعية
UNIVERSITY COLLEGE

Brandmark



إدارة التسهيلات الطلابية
DEPARTMENT OF STUDENT
ACCESSIBILITY SERVICES (SAS)



مكتب الشؤون المهنية للطلبة والخريجين
ALUMNI AND STUDENT CAREERS OFFICE



عمادة شؤون الطلبة
STUDENT AFFAIRS DEANSHIP



مركز تعليم اللغة العربية
CENTER FOR ARABIC TEACHING



مركز المؤتمرات
بجامعة زايد
ZAYED UNIVERSITY
CONVENTION CENTER



مركز الابتكار
الأكاديمي
CENTER FOR
EDUCATIONAL INNOVATION



دار جامعة زايد للنشر
ZAYED UNIVERSITY PRESS

Brandmark



Brandmark

Zayed University uses The Middle States Commission on Higher Education (MSCHE) logo and mark to indicate its accredited status and membership in MSCHE.

Zayed University uses the MSCHE logo and accompanying text in its print and electronic publications as per the MSCHE acceptable usage guidelines.



Accredited by Middle States Commission on Higher Education

Colors

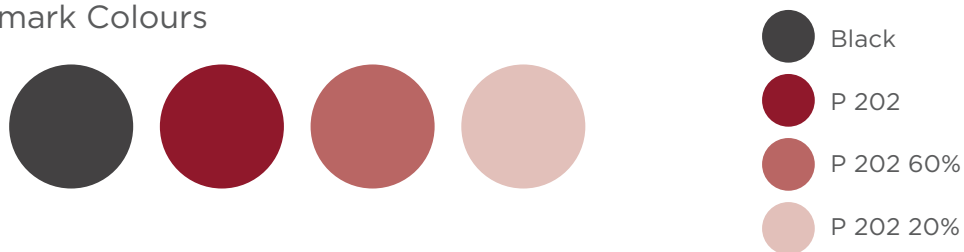


Colors

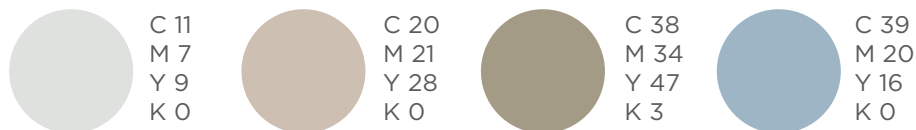
The ZU color palette consists of four categories: Brandmark colors, Corporate colors, Background colors and Accent colors. Each palette has a function and use. The Brandmark colors are used in the brandmark & can be used in the visual system. The Corporate colors constitute the supporting color palette used in all corporate communication pieces. It elevates the brand personality and manifests the professionalism and integrity of the brand. These colors can be used in typography, information graphics or as backgrounds in limited situations.

The Background colors are only used as a backdrop to text and other graphic elements to create rich and varying layouts without overpowering the content. The Accent colors are used to contrast with the neutral corporate colors. They are used sparingly within a layout to highlight information and add some vitality to the visual system. They can be used in information graphics and secondary level typography.

Brandmark Colours



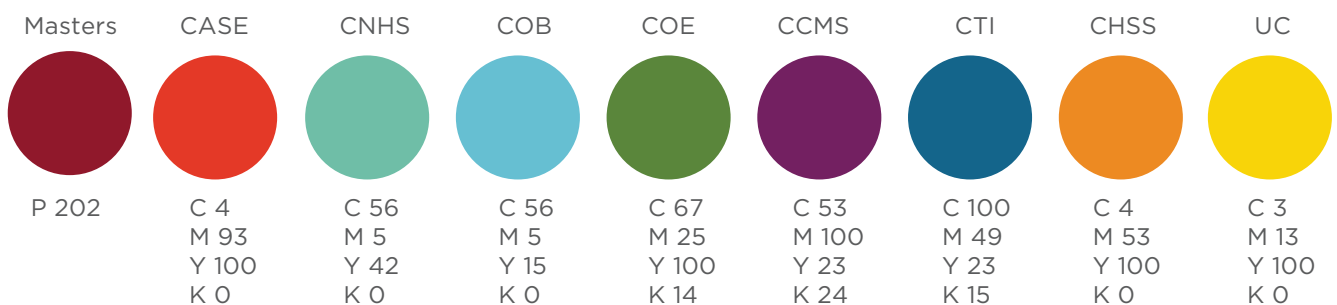
Corporate Colours



Background Colours



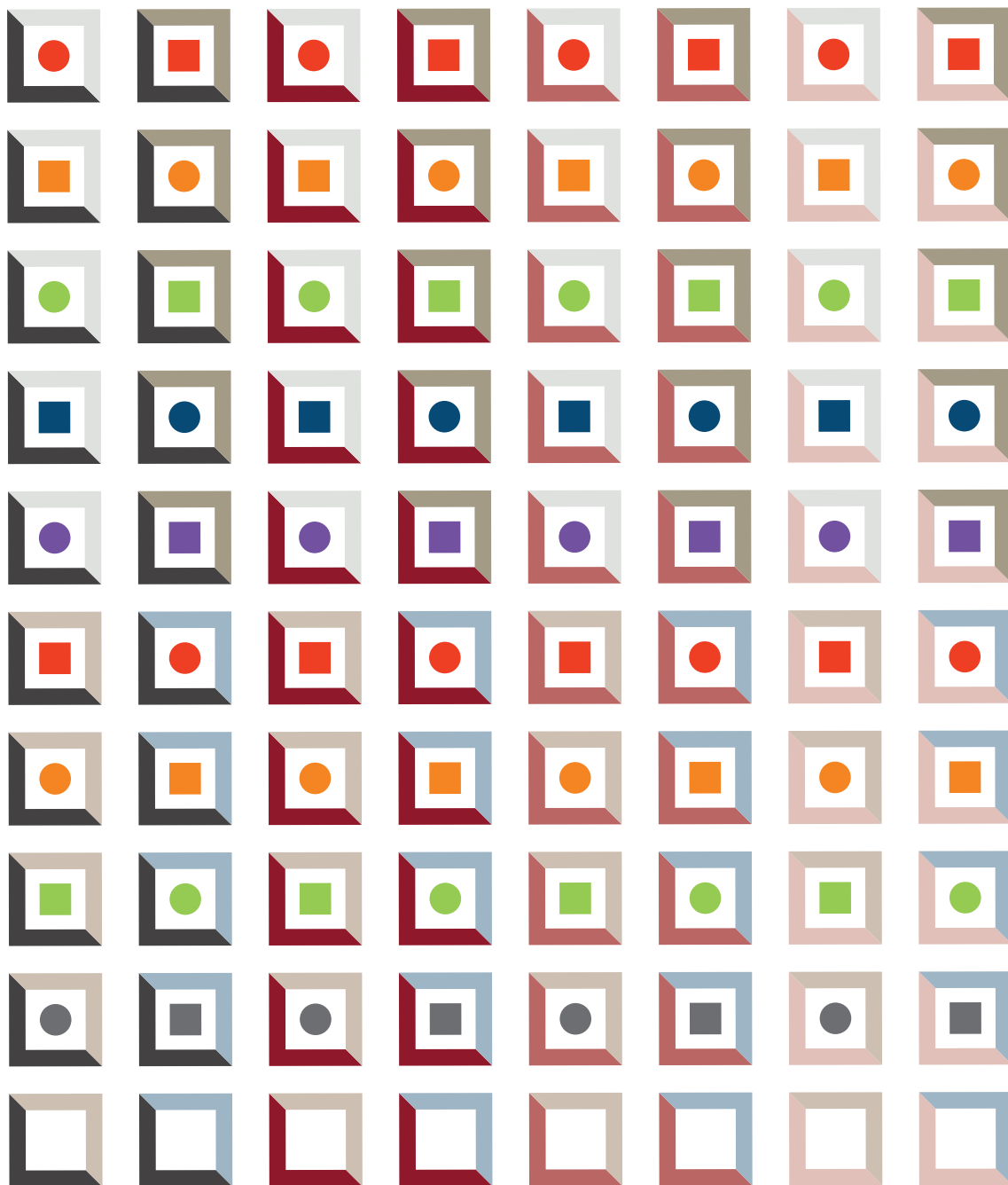
College Colours



Colors

This page illustrates how Corporate and Accent colors can be paired. When designing any ZU communications, these color combinations can be used as inspiration to create many more harmonious color combinations.

Always ensure the use of one Accent color with two or more Corporate colors. This rule can be extended when more colors need to be used. The Accent colors are used sparingly in text and information graphics.



Typography



Typography

The Zayed University English logotype is Trebuchet MS.
All letters in the logo are capitalized.

This font should be used in Logo lock-ups related to Zayed University.



Trebuchet MS

Typography

Our Latin typeface is Gotham. It is a clean, professional, sans serif typeface which is used across all applications of the ZU brand. It is a highly legible typeface when used in headlines or body copy, and can be used in a number of chosen weights and styles to facilitate clear signposting and to create visual interest.

Gotham

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;!?'<>%&@()[]

Gotham Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;!?'<>%&@()[]

Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;!?'<>%&@()[]

Typography

The Zayed University Arabic logotype is Helvetica Neue.
All letters in the logo are capitalized.

This font should be used in Logo lock-ups related to Zayed University.



Helvetica Neue

Typography

Our Arabic typeface is TheSansArabic. It is a clear, professional, modern typeface which is used across all applications of the ZU brand.

TheSansArabic typeface complements Gotham, its Latin counterpart. It can be used in a number of weights and styles to create visual interest.

TheSansArabic

TheSansArabic Light

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض
ط ظ ع غ ف ق ك ل م ن ه و ي
.,:;!?'<>%&@() ·١٢٣٤٥٦٧٨٩

TheSansArabic Plain

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض
ط ظ ع غ ف ق ك ل م ن ه و ي
.,:;!?'<>%&@() ·١٢٣٤٥٦٧٨٩

TheSansArabic Bold

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض
ط ظ ع غ ف ق ك ل م ن ه و ي
.,:;!?'<>%&@() ·١٢٣٤٥٦٧٨٩

Typography

The following typefaces have been selected in place of the corporate fonts when they are unavailable to use. These typefaces can be used in applications such as emails, letters, Microsoft® PowerPoint® presentations, web-based communications and internal forms.

The Arabic system font to replace TheSansArabic is Arial Arabic. It is available in Regular and Bold weights. The Latin system font to replace Gotham is Arial. It is available in Regular and Bold weights.

Arial Arabic Regular

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض
ط ظ ع غ ف ق ك ل م ن ه و ي
.,:;!?'<>%&@() ٠ ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;!?'<>%&@()[]

Arial Arabic Bold

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض
ط ظ ع غ ف ق ك ل م ن ه و ي
.,:;!?'<>%&@() ٠ ١ ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩

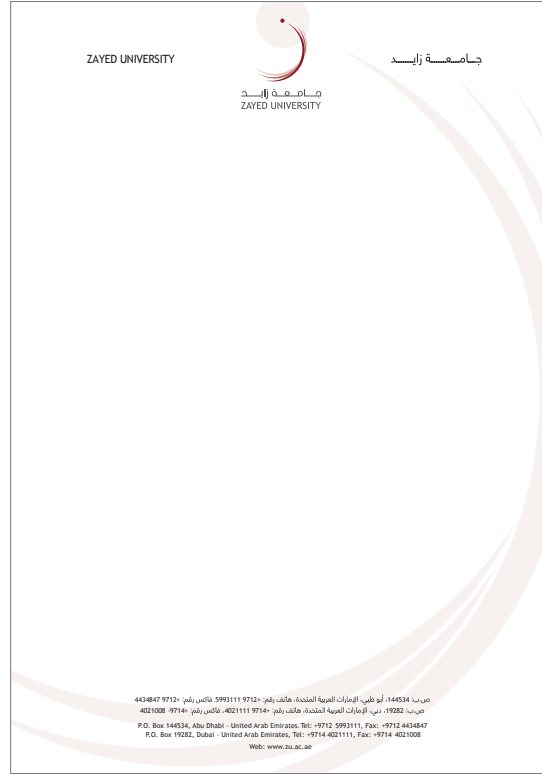
Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;!?'<>%&@()[]

Stationary

5

Stationary



Email Signature



Ibrahim AlKhalil
Administrative Officer
Enrollment & Registration Department

إبراهيم الخليل
ضابط اداري
إدارة القبول والتسجيل

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www.zu.ac.ae

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Internal Communication



Internal Communications

The internal communications section will take you through the brand elements, template styles, and the best way to use them to communicate consistently and effectively. Communications generally begin at an awareness level and expand with more content as they move into specific topics.

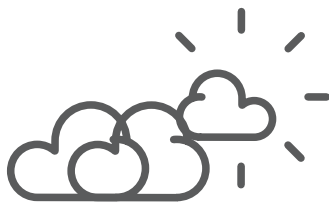
For all internal communications, the type styling is bolder than corporate communications. Gotham is still the font family used.

The following specifications are for an A3 format poster. The sizes will vary for different formats but should remain proportionate overall. Similar sizes are used across multiple template styles, depending on the information.

All English copy must be ranged left.

In awareness levels, the focus is on the name of the campaign and a summary of the points to be made. In topic levels, the campaign name becomes secondary, and the focus is on the topic communication. The example below demonstrates the 'Beat the Heat' campaign at both awareness and topic levels.

Iconography template



Campaign or initiative name

Headline 1

Body copy 1

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat; falciuous.

Captions

Lorem ipsum Lorem ipsum Lorem ipsum Lorem ipsum Lorem ipsum

sign-off

Department name



Typography template

Headline 1

Campaign or initiative name

Lorem ipsum dolor sit amet, turnav consectetur adipiscing elit, sed do eiusmod tempor incididunt ut done labore et dolore magna aliqua.

Department name

Sign-off

Body copy



Internal Communications

<p>Campaign or initiative name</p> <p>Department name</p>	<p>Campaign or initiative name</p> <p>Department name</p>	<p>Campaign or initiative name</p> <p>Department name</p>
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<p>Campaign or initiative name</p> <p>Department name</p>	<p>Campaign or initiative name</p> <p>Subject topic within campaign</p> <p>Subheader</p> <p>Department name</p>	<p>Campaign or initiative name</p> <p>Subject topic within campaign</p> <p>Subheader</p> <p>Department name</p>
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Campaign or initiative name

Subject topic within campaign

Subheader

Department name