جامعـة العـلـوم والتـقنـيـة في الفــجيـرة

UNIVERSITY OF SCIENCE and TECHNOLOGY OF FUJAIRAH

Corporate Identity
Guidelines

Branding and University identity

Science and Technology play an integral part at USTF. Keeping that at the heart of our branding we have taken inspiration from the decades of rich history of the University coupled with the noble cause of serving the vision of the wise leadership of UAE, the new branding exudes the past and encourages the future for all stakeholders.

The new branding and identity of the University is set to enhance the existing brand exposure through creative elements and a contemporary approach to the treasure of experience and resources available for local and international students.

TABLE O F CONTENTS

Logo

The flying bird symbolizes the limitless expanse of future that awaits the graduates of our University. The vast career opportunities and growth potential are guided by experienced faculty and expert academicians, they equip the students with the means and skills to fly towards the future uninhibited.
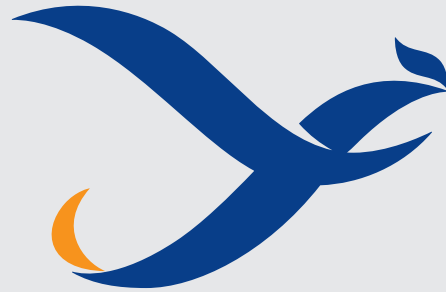
جامعة العلوم والتقنية في الفجيرة
UNIVERSITY OF SCIENCE and TECHNOLOGY OF FUJAIRAH

Logo Explaination

F - Reflects Fujairah City Name
The Shpae - Reflects The Flacon

Logo Usage Rules

How to treat it:

- Do use only approved, unaltered versions of the University of Science and Technology of Fujairah logo.

- Do ask if you don't have the correct file or file type. To obtain official versions of the Logo, contact the Department of Communications and Marketing.

- Do remember when scaling (enlarging or reducing) the Logo, to always make sure that the shift key is used to maintain the original proportion of the mark.

- Do use the Logo when a University logo must appear within a list of visual marks from other entities. The Logo provides added visual weight, allowing the university identity to more effectively cut through visual clutter.

Practices to avoid:

- Don't re-create the University Logo.

- Don't use the University Logo within text.

- Don't combine the University Logo with any other marks, graphic elements or words, except as specified.

- Don't outline the University Logo.

- Don't alter the University Logo, except to enlarge or reduce it proportionally.

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CLEAR SPACE

Observe the clear space around the logo to maximize visual effectiveness . Nothing should intrude into this specified clear space .
The radius of the Clear Zone for the logo must equal the size of a box represented in the blue shape (equaling the height of the) . This is then used to measure the space surrounding the mark: above, below and to the side of two parallel lines .

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Unit Signatures

To protect the brand of University, a unified identity must be presented. That's why communications representing any facet of the University of Science and Technology Of Fujairah should use the brand consistently. The University logo is the official university logo and serves as the umbrella identity for all three campuses. When choosing how to brand communications, it is always the first choice.

To allow colleges, departments and other university units to emphasize that they are an integral part of the university, the University logo may be customized with the unit name. This mark is to be used on any and all items for an audience external to the university.

For specific examples, please see the samples on page 9.

For questions about usage or to obtain a customized full unit signature, please contact the Department of Communications and Marketing.

PLEASE NOTE:

The university's stationery system remains unchanged, branded with the full unit signature in horizontal format only. Among the most visible forms of communication, business cards, letterhead and envelopes provide a consistent identity that tie all of us in the University family together.
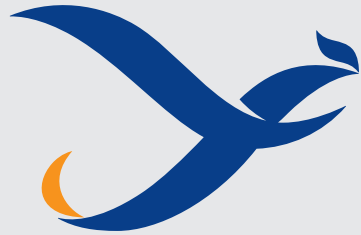
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كلية طب الأسنان
COLLEGE OF DENTISTRY
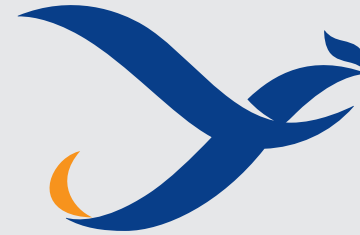
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القبول والتسجيل
ADMISSION AND REGISTRATION

Slogan

Along with the logo, we also want to express the students experience the University. This can be achieved by the inclusion of our slogan.

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Forward Together

QR code

QR code is the trademark for a type of matrix barcode first designed in 1994 for the automotive industry in Japan. A barcode is a machine-readable optical label that contains contact information about the University.

T: +971 9 222 2644
F: +971 9 222 7644
P.O. Box 2202, Fujairah, UAE
info@ustf.ac.ae

Brand Colors

Official University colors

The only color to be used for the logo mark is Pantone Color 268 or color build as shown below.

C 0 M 50 Y 100 K 0   C 100 M 80 Y 0 K 20

College Colors

كلية إدارة الأعمال
College of Business Administration

C 100
M 10
Y 35
K 0

كلية القانون
College of Law

C 34
M 70
Y 80
K 20

كلية الإنسانيات والعلوم
College of Humanities and Science

C 10
M 80
Y 20
K 0

كلية طب الأسنان
College of Dentistry

C 100
M 40
Y 0
K 0

كلية الصيدلة و العلوم الصحية
College of Pharmacy and Health Sciences

C 0
M 100
Y 100
K 10

كلية الهندسة والتكنولوجيا
College of Engineering and Technology

C 0
M 60
Y 100
K 0

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Brand Font

Bahij is clean and contemporary. It communicates a modern and efficient approach. Bahij has a warmth and readability that result from the humanistic treatment of letter proportions and design detail. As the primary font, Bahij complements the university branding. It is an excellent choice for text typography that is comfortable to read, while the wide variety of weights and widths in the family provides a generous creative palette for even the most demanding display typography.

نعلمُ في جامعة العلوم و التقنية في الفجيرة أن طلابنا هم المستقبل

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Brand Font (Bahij)

English Font

We At University Of Science And Technology Know That Our Students Are The Future

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Print

Business Cards

To communicate most
effectively, business cards
should contain only essential information,
organized in the user-friendly format shown
here. All university business cards must be
of standard size (3.5" x 2").

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د. هيثم محمد المسيري
Dr. Haytham Mohamed Elmessiry

أستاذ مشارك - كلية الهندسة والتكنولوجيا
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Letterhead

Just as business cards represent individuals, letterhead represents university offices and departments. Format consistency is important. Please follow the guidelines shown here.

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T 09 2222 644
P.O.Box 2202, Fujairah, UAE
contact@ustf.ac.ae

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ustf.ac.ae

Envelopes

Only the information described here may be printed on general correspondence envelopes, unless required by postal or federal regulations. These exceptions must be
approved by the Department of Communications and Marketing.
Other standard envelope sizes are available from University Printing

DL Envelops

Social Media

Social media

Social media team oversees the central social media pages for the university, helping students, alumni, faculty, staff and fans stay connected and up-to-date. Staffers cultivate conversations, provide exclusive content for channels like Facebook and Twitter and monitor emerging trends. Working across all three campuses, staff develops effective messaging consistent with other communications and marketing.

Icons and backgrounds

The Department of Communications and Marketing has created a branded Twitter background for official use and several social media icons that can be used for Twitter or Facebook profile pictures. To request a Facebook cover page or social media icon for your unit or department
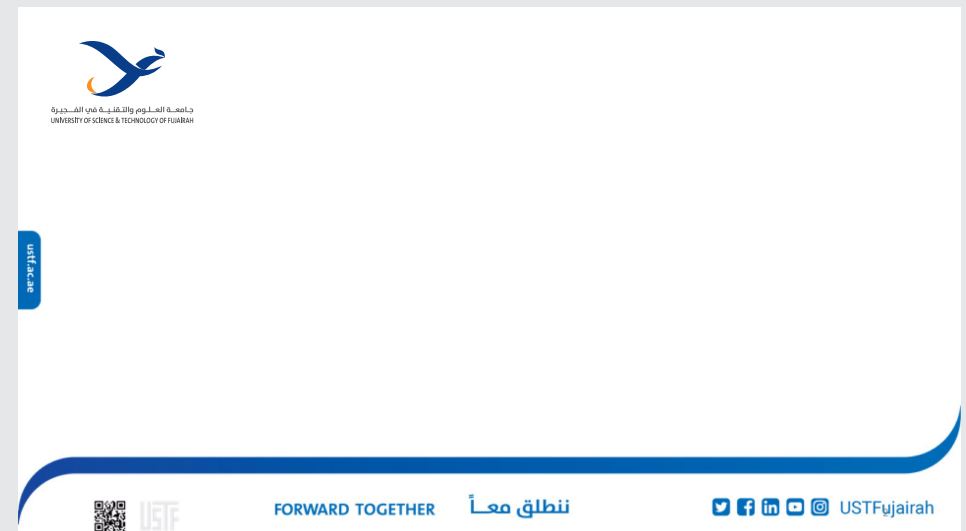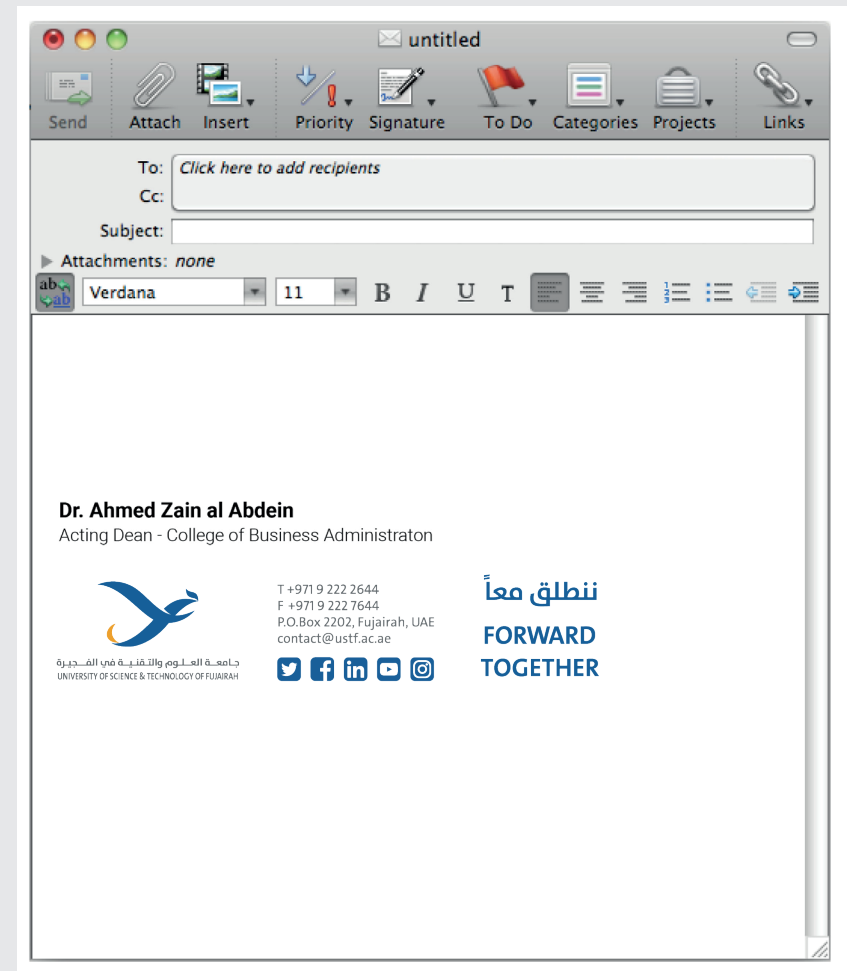
Resources

Templates

The Department of Communications and Marketing maintains many templates to assist with the creation of presentations, name tags, brochures, maga- zines, banners, eNewsletters and other communications.

Email Signatures

The Department of Communications and Marketing maintains many templates to assist with the creation of presentations, name tags, brochures, maga- zines, banners, eNewsletters and other communications.

Dr. Ahmed Zain al Abdein
Acting Dean - College of Business Administraton

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