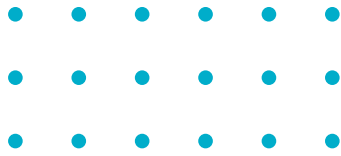




# DEVELOPMENT | ALMAAREFA UNIVERSITY Brand Identity Guidelines.

Branding, Corporate Identity, Prints Guidelines.





Brand Manual  
What is it for?

The Brand Manual is essential  
a set of rules that explain  
**how your brand WORKS.**

---

Brand guidelines should be flexible enough for designers to be creative, but rigid enough to keep your brand easily recognizable. Consistency is key, especially if you need the brand to extend across multiple media platforms.



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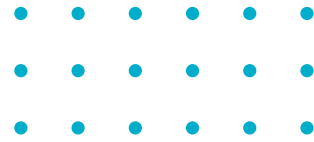
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# LOGO COMPONENTS

## ● Symbol

A. Symbol A Symbol is an identifying mark or symbol that doesn't contain the business name. Think of the Nike 'swoosh', Shell, Mercedes or Adidas.



## ● LOGO TYPE

A logotype refers to words or the name of a business that is designed in a special way. Examples include Pinterest, eBay or Google.

جامعة المعرفة  
ALMAAREFA UNIVERSITY

## ● LOGO

A logo serves as a graphical representation of a company and is a key feature in its brand. The styling, fonts and colours used, all reflect what the business sells & even the target market of who they are wanting to sell to.



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# LOGO USAGE

In the case of a white background or light colored photo, the logo must be used in its **original colors and form**.



and in any case of dark colored photo or background, **negative logo** must be used.



**Black logo** is used in special cases such as stamps.



Choosing the right dominant color for your brand is crucial. This color should appear on all your materials, including your online ads and packaging.

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# INCORRECT USAGE



Never alter the spacial relationship  
between the Brand Identity elements



Never change the colour  
of Identity the Brand



Never change the proportions  
of the Brand Identity



Never place the Brand Identity on a  
colour which compromises the legibility  
of the Brand Identity



Never put a key-line around  
the Brand Identity



Never set the Brand Identity  
at any angle

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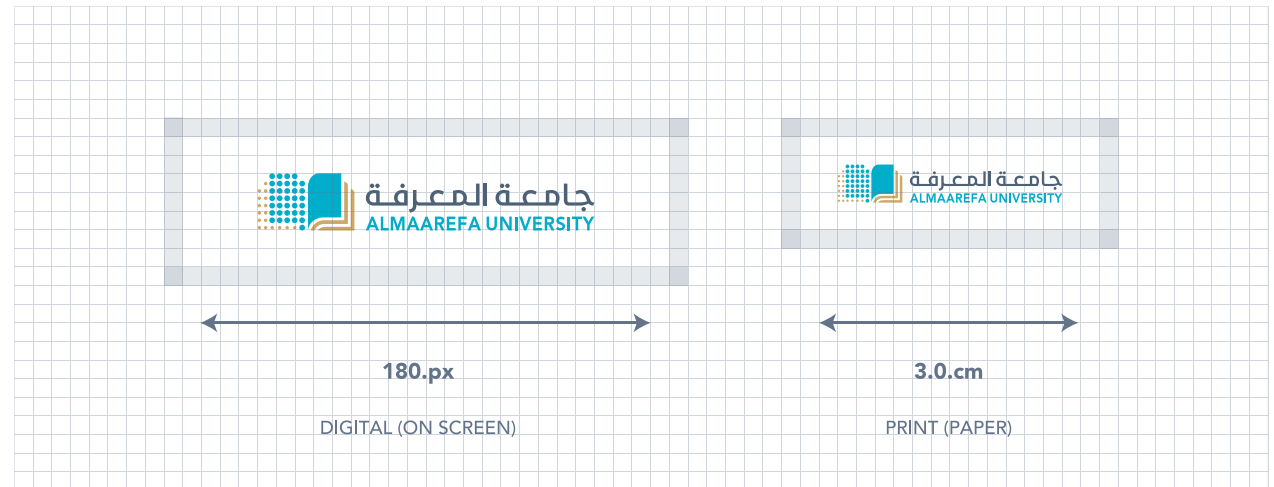
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# MINIMUM SIZE

Do not use the logo in smaller size in print or digital use.  
with respect to the logo lockup.



A logo lockup refers to the formalized position/relationship of the brand's logo (symbol) and its wordmark (logotype)

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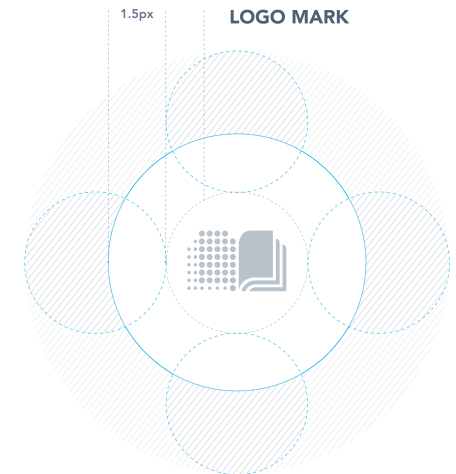
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# CLEAR SPACE

- The minimum clear space around the brandmark is  $1\frac{1}{3}x$ .
- The clear space ensures legibility and prominence.
- No imagery, graphic elements or typography should cross over into this area.
- Always use the master artwork file for the brandmark. It must never be re-drawn.



The area that surrounds the logo known as “clear space” is as important as the logo itself

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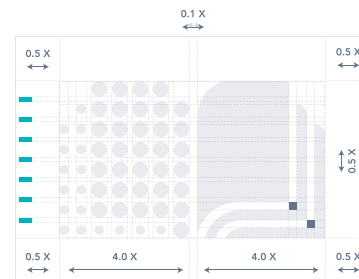
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# GOLDEN RATIO

Give maintain always ,logo the of impact visual and integrity the  
preserve To .space logo the seen be can logo the ensures and  
design the of part integral an s'lt it around space clear adequate  
text or artwork ,symbols logos other by uncluttered ,quickly



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# OFFICIAL LOGO VERSION



Arabic Version for Official  
Almaarefa University Logo

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# Why **COLOR** is an important aspect of any logo?

Color has a powerful subconscious effect on every part of our lives, without even saying a word; an understanding of color meanings in business gives us an invaluable tool to get the best response to our marketing and promotional efforts and ultimately to create a successful business.



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# COLOUR PALETTE

|                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div><div>RGB</div><div></div><div>HEX : #4D6176</div><div>Rgb : rgb(77,97,118)</div><div>Hsl : 211° , 21% , 38%</div><div>RgbaColor : rgba(77,97,118,1.00)</div><div>lab XyzColor : 10.605, 11.435, 18.788</div><div>HsvaColor : hsva(210.73,34.75%,46.27%,1)</div><div>HsvColor : 211° , 35% , 46%</div><div>CIE L*a*b* : 40.3, -1.98, -14.27</div><div>OFFICIAL</div></div>                | <div><div>RGB</div><div></div><div>HEX : #5F7588</div><div>Rgb : rgb(95,117,136)</div><div>Hsl : 208° , 18% , 45%</div><div>RgbaColor : rgba(95,117,136,1.00)</div><div>lab XyzColor : 15.525, 16.933, 25.743</div><div>HsvaColor : hsva(207.8,30.15%,53.33%,1)</div><div>HsvColor : 208° , 30% , 53%</div><div>CIE L*a*b* : 48.18, -3.3, -13.02</div></div> | <div><div>RGB</div><div></div><div>HEX : #F1F5F8</div><div>Rgb : rgb(241,245,248)</div><div>Hsl : 206° , 33% , 96%</div><div>RgbaColor : rgba(241,245,248,1.00)</div><div>lab XyzColor : 85.871, 90.783, 101.804</div><div>HsvaColor : hsva(205.71,2.82%,97.25%,1)</div><div>HsvColor : 206° , 3% , 97%</div><div>CIE L*a*b* : 96.32, -0.78, -1.91</div></div> |
| <div><div>PANTONE P118-14 C</div><div></div><div>Hex : #00ADCA</div><div>Rgb : rgb(0,173,202)</div><div>Hsl : 189° , 100% , 40%</div><div>RgbaColor : rgba(0,173,202,1.00)</div><div>lab XyzColor : 25.604, 34.151, 61.12</div><div>HsvaColor : hsva(188.61,100%,79.22%,1)</div><div>HsvColor : 189° , 100% , 79%</div><div>CIE L*a*b* : 65.08, -26.57, -25.18</div><div>OFFICIAL</div></div> | <div><div>PANTONE 294 C</div><div></div><div>Hex : #253E85</div><div>RGB : 62, 133, 37</div><div>CMY : 76, 48, 85</div><div>CMYK : 53, 0, 72, 48</div><div>HSL : 104.4° , 56.5, 33.3</div><div>HSV (or HSB) : 104.4° , 72.2, 52.2</div><div>Websafe : 339933</div></div>                                                                                     |                                                                                                                                                                                                                                                                                                                                                                |
| <div><div>PANTONE P15-12 C</div><div></div><div>Hex : #CFA868</div><div>Rgb : rgb(207,168,104)</div><div>Hsl : 37° , 52% , 61%</div><div>RgbaColor : rgba(207,168,104,1.00)</div><div>lab XyzColor : 42.233, 42.27, 19.03</div><div>HsvaColor : hsva(37.28,49.76%,81.18%,1)</div><div>HsvColor : 37° , 50% , 81%</div><div>CIE L*a*b* : 71.06, 6.3, 38.28</div><div>OFFICIAL</div></div>      |                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                |

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# COLLEGE COLOUR PALETTE

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <div><div>RGB</div><div>كلية الطب</div></div> <div><div>HEX TRIPLET</div><div>1E8DE0</div></div> <div><div>RGB Decimal</div><div>30, 141, 224</div></div> <div><div>RGB Percent</div><div>11.8, 55.3, 87.8</div></div> <div><div>CMYK</div><div>87, 37, 0, 12</div></div> <div><div>HSL</div><div>205.7°, 76.4, 49.8</div></div> <div><div>HSV (or HSB)</div><div>205.7°, 86.6, 87.8</div></div> <div><div>Web Safe</div><div>3399cc</div></div>                | <div><div>RGB</div><div>كلية العلوم الطبية</div></div> <div><div>HEX TRIPLET</div><div>FF5900</div></div> <div><div>RGB Decimal</div><div>255, 89, 0</div></div> <div><div>RGB Percent</div><div>100, 34.9, 0</div></div> <div><div>CMYK</div><div>0, 65, 100, 0</div></div> <div><div>HSL</div><div>20.9°, 100, 50</div></div> <div><div>HSV (or HSB)</div><div>20.9°, 100, 100</div></div> <div><div>Web Safe</div><div>#6600</div></div>     |                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <div><div>RGB</div><div>كلية الهندسة وعلوم الحاسب</div></div> <div><div>HEX TRIPLET</div><div>6031A3</div></div> <div><div>RGB Decimal</div><div>96, 49, 163</div></div> <div><div>RGB Percent</div><div>37.6, 19.2, 63.9</div></div> <div><div>CMYK</div><div>41, 70, 0, 36</div></div> <div><div>HSL</div><div>264.7°, 53.8, 41.6</div></div> <div><div>HSV (or HSB)</div><div>264.7°, 69.9, 63.9</div></div> <div><div>Web Safe</div><div>663399</div></div> | <div><div>RGB</div><div>كلية الصيدلة</div></div> <div><div>HEX TRIPLET</div><div>9ABE26</div></div> <div><div>RGB Decimal</div><div>154, 190, 38</div></div> <div><div>RGB Percent</div><div>60.4, 74.5, 14.9</div></div> <div><div>CMYK</div><div>19, 0, 80, 25</div></div> <div><div>HSL</div><div>74.2°, 66.7, 44.7</div></div> <div><div>HSV (or HSB)</div><div>74.2°, 80, 74.5</div></div> <div><div>Web Safe</div><div>99cc33</div></div> | <div><div>RGB</div><div>كلية إدارة الأعمال</div></div> <div><div>HEX TRIPLET</div><div>CFA868</div></div> <div><div>RGB Decimal</div><div>207, 168, 104</div></div> <div><div>RGB Percent</div><div>81.2, 65.9, 40.8</div></div> <div><div>CMYK</div><div>0, 19, 50, 19</div></div> <div><div>HSL</div><div>37.3°, 51.8, 61</div></div> <div><div>HSV (or HSB)</div><div>37.3°, 49.8, 81.2</div></div> <div><div>Web Safe</div><div>cc9966</div></div> |

### ● كلية الصيدلة | الأخضر العلاجي

يرمز للنماء، المستحضرات الدوائية والنباتات الطبية، وتجدد الأمل والحياة. يعكس دور الصيدلي في استخلاص العلاج وتطوير العلوم الحيوية.

### ● كلية العلوم الطبية | البرتقالي

لون مفعم بالحيوية، الطاقة، والدقة التقنية والمخبرية. يمثل العلوم الطبية المساندة والتطبيقية (كالتقنية المخبرية، الأشعة، والعلاج الطبيعي) التي تتطلب سرعة استجابة وحركة عالية.

### ● كلية الطب | السماوي الطبي

يرتبط السماوي بالنقاء، النزاهة الطبية، والطمأنينة التي يحتاجها المريض، والصفاء الذهني الذي يتطلبه العمل الطبي الشاق وسلامة الإنسان.

### ● كلية إدارة الأعمال | البني الذهبي

يعبر البني الذهبي عن الاستقرار المالي، العراقة، والقيمة الاقتصادية المستدامة. يجمع بين متانة البني كرمز للأرض والركائز القوية، ولمعان الذهبي الذي يوصي بالتفوق، الريادة، والقيادة الاستراتيجية في عالم الأعمال.

### ● كلية الهندسة وعلوم الحاسب | موف

يرمز اللون البنفسجي عالمياً للابتكار، الخيال العلمي، والتفكير المعقد. يعكس قدرة المهندس وبرمجي الحاسب على حل المشكلات ودمج المنطق بالابتكار والتحول الرقمي المستقبلي.

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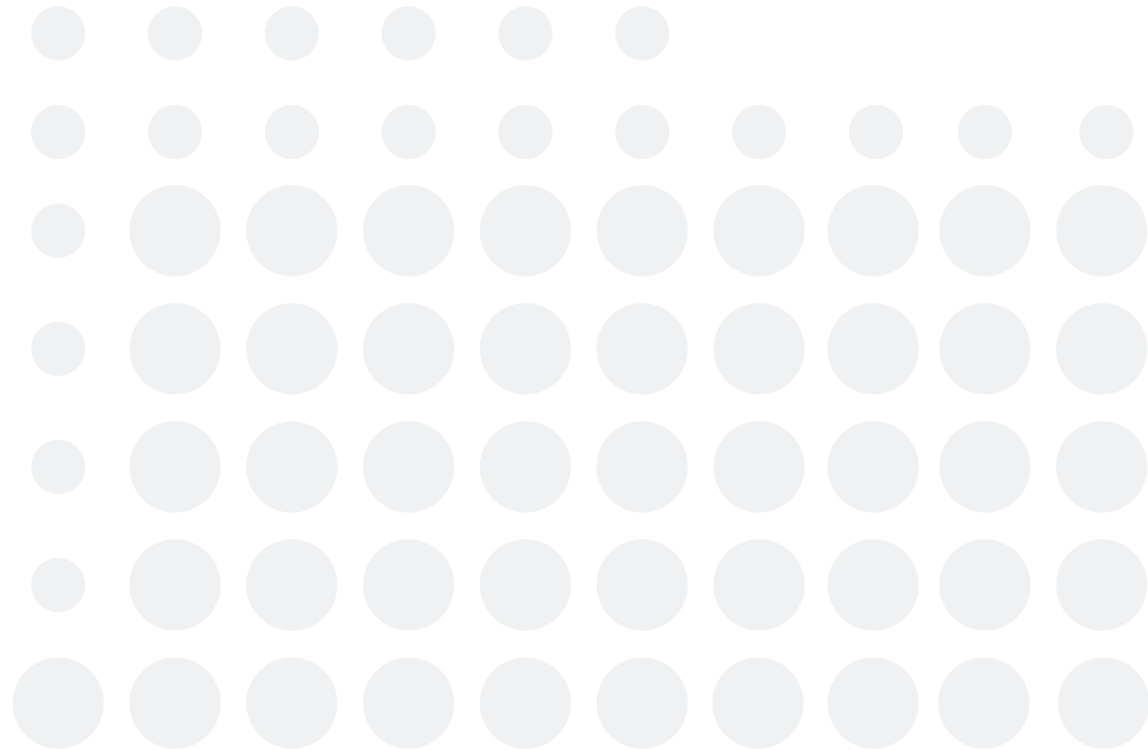
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# PATTERNS



The pattern is used in brand advertising and packaging. It gives a feel the brand wants to deliver to its audience usually by patterns, colors, and lines.

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# Tone of FONT

There are things to consider when choosing the right font, for instance does the font offer a variety of styles and weights or is it just literally light, regular and bold?

Also, we need to think about the print aspects when choosing a font to make sure it will be readable; this includes the colour, size and style. Most importantly, we need to make sure that the tone of a font is right for the brand. In this logo, the fonts have a simple and neat cut that emphasizes luxury. English and Arabic fonts are similar in the tone.



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# Hello, I'm: Avenir

font for: title & Body text

## Almaarefa University

Light

UM recognizes that a competent and The dedicated faculty is the core of a high school quality educational programme. To this end, UM facilitates the development of its faculty by providing an environment that nurtures the individual efforts and professional growth.

font for: Body text Avenir - Light

## Almaarefa University

Medium

UM recognizes that a competent and The dedicated faculty is the core of a high school quality educational programme. To this end, UM facilitates the development of its faculty by providing an environment that nurtures the individual efforts and professional growth.

font for: Body text Avenir - Medium

font for: title text. Avenir - Heavy

## Almaarefa University

Light

UM recognizes that a competent and The dedicated faculty is the core of a high school quality educational programme. To this end, UM facilitates the development of its faculty by providing an environment that nurtures the individual efforts and professional growth.

font for: title text. Avenir - Bold

## Almaarefa University

Light

UM recognizes that a competent and The dedicated faculty is the core of a high school quality educational programme. To this end, UM facilitates the development of its faculty by providing an environment that nurtures the individual efforts and professional growth.

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# هلايك، أنا

## DIN Next LT Arabic

font for: title & Body text

إن الله  
جميل  
يحب الجمال

المعرفة  
كنز لا يفنى

### Light

ز ر ذ خ ج ح ث ت ب ا  
ف غ ع ظ ط ض ص ش س  
ي و ه ن م ل ك ق  
١٢٣٤٥٦٧٨٩٠ !@#%&\*^&\*)

### Regular

ز ر ذ خ ج ح ث ت ب ا  
ف غ ع ظ ط ض ص ش س  
ي و ه ن م ل ك ق  
١٢٣٤٥٦٧٨٩٠ !@#%&\*^&\*)

### Bold

ز ر ذ خ ج ح ث ت ب ا  
ف غ ع ظ ط ض ص ش س  
ي و ه ن م ل ك ق  
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هلا بك، أنا

Droid Arabic Kufi

font for: title

إِنَّ اللَّهَ جَمِيلٌ يُحِبُّ الْجَمَالَ

Regular

الْمَغْرِفَةُ كَنْزٌ عَظِيمٌ

Bold

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Bags  
Email Signature

# TYPE HIERARCHY

Noor Arabic - Regular

## LEADING

For legible body text that's comfortable to read, a general rule is that your leading value should be greater than the font size; from 1.25 to 1.5 times

## TRACKING

The space between letters in a block of text. In CSS this is defined with the letter-spacing property

## WIDOWS & ORPHANS

A single word at the end of a column is a widow and if it's at the top of a new column it's an orphan. They look bad and can be hard to read.

بالمعرفة نرتقي

H1

بالمعرفة نرتقي

H2

بالمعرفة نرتقي

H3

بالمعرفة نرتقي

H4

بالمعرفة نرتقي

BODY COPY

بالمعرفة نرتقي

CAPTION

بالمعرفة نرتقي

CC

## BRAND IDENTITY

Logo Components  
Logo Variants  
Incorrect Usage  
Minimum Size  
Logo Clearspace  
Golden ratio  
Official Logo  
Colour Variations

## IDENTITY ELEMENTS

Pattern  
Typography System  
Primary English Typeface  
Primary Arabic Typeface  
Type Hierarchy

### Brand Icons

## BRAND APPLICATIONS

Employee ID  
Stationery  
Notebook  
Folder Paper  
Certificates  
Bags  
Email Signature

# BRAND ICONS



Iconography is a form of writing which uses rep - resentational, pictorial drawings, similarly to cuneiform and, to some extent, hieroglyphic writing.

## BRAND IDENTITY

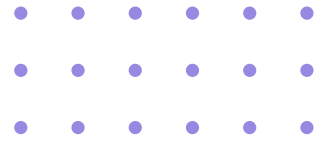
Logo Components  
Logo Variants  
Incorrect Usage  
Minimum Size  
Logo Clearspace  
Golden ratio  
Official Logo  
Colour Variations

## IDENTITY ELEMENTS

Pattern  
Typography System  
Primary English Typeface  
Primary Arabic Typeface  
Type Hierarchy  
Brand Icons

## BRAND APPLICATIONS

Employee ID  
Stationery  
Notebook  
Folder Paper  
Certificates  
Bags  
Email Signature



Branding, Corporate Identity,  
Prints Guidelines.

# 3. BRAND APPLICATIONS

- 03.1 badge
- 03.2 Stationary
- 03.3 Notebook
- 03.4 Folder Paper
- 03.5 Certificates
- 03.6 Bags
- 03.7 Email Signature

## BRAND IDENTITY

Logo Components  
Logo Variants  
Incorrect Usage  
Minimum Size  
Logo Clearspace  
Golden ratio  
Official Logo  
Colour Variations

## IDENTITY ELEMENTS

Pattern  
Typography System  
Primary English Typeface  
Primary Arabic Typeface  
Type Hierarchy  
Brand Icons

## BRAND APPLICATIONS

### Employee ID

Stationery  
Notebook  
Folder Paper  
Certificates  
Bags  
Email Signature

### Employee No. // ID

Employee No. // ID- English  
BC // 5.5.cm-9.5.cm

0006600363



• تعتبر هذه البطاقة وثيقة رسمية لوظفي جامعة المعرفة ويمنع إستخدامها  
لغير صاحبها. وفي حال فقدان البطاقة نأمل الاتصال على إدارة للوارد  
البشرية هاتف: 0112222222.

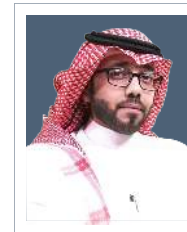
• كما أن الجامعة غير مسؤولة عن أي أضرار أو فقدان لهذه البطاقة.

- This is an official document of Almaarifa University employees, and it is prohibited to be used by anyone other than its owner. In the event of loss of the card, we hope to contact the University's H.R Department T. 0112222222.
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920011909  
[www.um.edu.sa](http://www.um.edu.sa)

جامعة المعرفة  
ALMAAREFA UNIVERSITY

### بطاقة عمل



نايف بن راشد الحربي

Naif Rashed AlHarbi

مصمم جرافيك أول

Senior Graphic designer

Employee No.: #2026

Exp Date: Dec, 2025

## BRAND IDENTITY

Logo Components  
Logo Variants  
Incorrect Usage  
Minimum Size  
Logo Clearspace  
Golden ratio  
Official Logo  
Colour Variations

## IDENTITY ELEMENTS

Pattern  
Typography System  
Primary English Typeface  
Primary Arabic Typeface  
Type Hierarchy  
Brand Icons

## BRAND APPLICATIONS

Employee ID  
▶ **Stationery**  
Notebook  
Folder Paper  
Certificates  
Bags  
Email Signature

### Envelope // A5, A4, A3

Envelope // A4 - English  
BC // 22.9.cm-32.4.cm



## BRAND IDENTITY

Logo Components  
Logo Variants  
Incorrect Usage  
Minimum Size  
Logo Clearspace  
Golden ratio  
Official Logo  
Colour Variations

## IDENTITY ELEMENTS

Pattern  
Typography System  
Primary English Typeface  
Primary Arabic Typeface  
Type Hierarchy  
Brand Icons

## BRAND APPLICATIONS

Employee ID  
Stationery  
Notebook  
Folder Paper  
Certificates  
Bags  
Email Signature

### letterhead // A4

letterhead // A4 - English  
BC // 21.9.cm-29.1.cm

The letterhead template is designed for A4 paper with a width of 21.9 cm and a height of 29.1 cm. It features a header section with the Almaarefa University logo and name in Arabic (جامعة المعرفة) and English (ALMAAREFA UNIVERSITY). Below the header, there are three columns of placeholder text (Lorem ipsum) for the main body of the letter. The footer section includes contact information in Arabic and English, and the university's official seal.

**Header Section:**

- Logo and Name: جامعة المعرفة / ALMAAREFA UNIVERSITY
- Placeholder for Address: العنوان
- Placeholder for Phone: الهاتف
- Placeholder for Email: البريد الإلكتروني

**Main Body Section:**

- Section 1: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duiis dolore te feugait nulla facilisi.
- Section 2: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum.
- Section 3: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad.
- Section 4: Ut wisi enim ad minim veniam
- Section 5: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duiis dolore te feugait nulla facilisi.
- Section 6: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum.

**Footer Section:**

- Signature: Creative Art Director
- Seal: Almaarefa University Seal
- Contact Information: Kingdom of Saudi Arabia | P.O. Box 71666, Riyadh (Diriyah) 11597 | C.R. 1010211576 | 1010211576 | 920011909 | 920011909 | 920011909 | 920011909

## BRAND IDENTITY

Logo Components  
Logo Variants  
Incorrect Usage  
Minimum Size  
Logo Clearspace  
Golden ratio  
Official Logo  
Colour Variations

## IDENTITY ELEMENTS

Pattern  
Typography System  
Primary English Typeface  
Primary Arabic Typeface  
Type Hierarchy  
Brand Icons

## BRAND APPLICATIONS

Employee ID

### Stationery

Notebook  
Folder Paper  
Certificates  
Bags  
Email Signature

## Business Card // CR

Business Card // CR - English  
BC // 5.cmX9.cm



Kingdom of Saudi Arabia  
P.O. Box 71666, Riyadh (Diriyah) 11597  
Tel. +966112532828 | 920011909

## BRAND IDENTITY

Logo Components  
Logo Variants  
Incorrect Usage  
Minimum Size  
Logo Clearspace  
Golden ratio  
Official Logo  
Colour Variations

## IDENTITY ELEMENTS

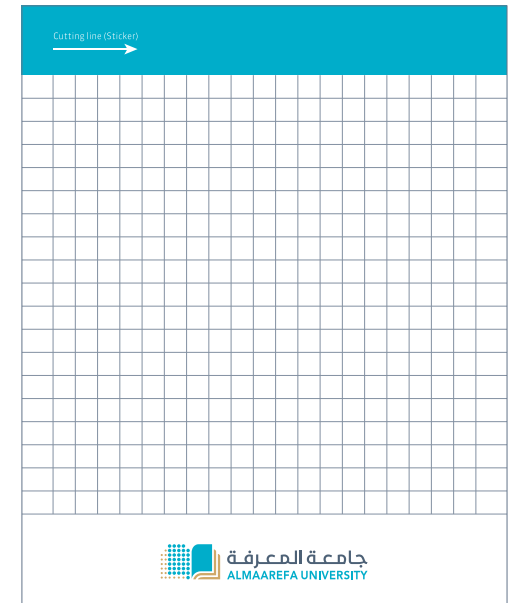
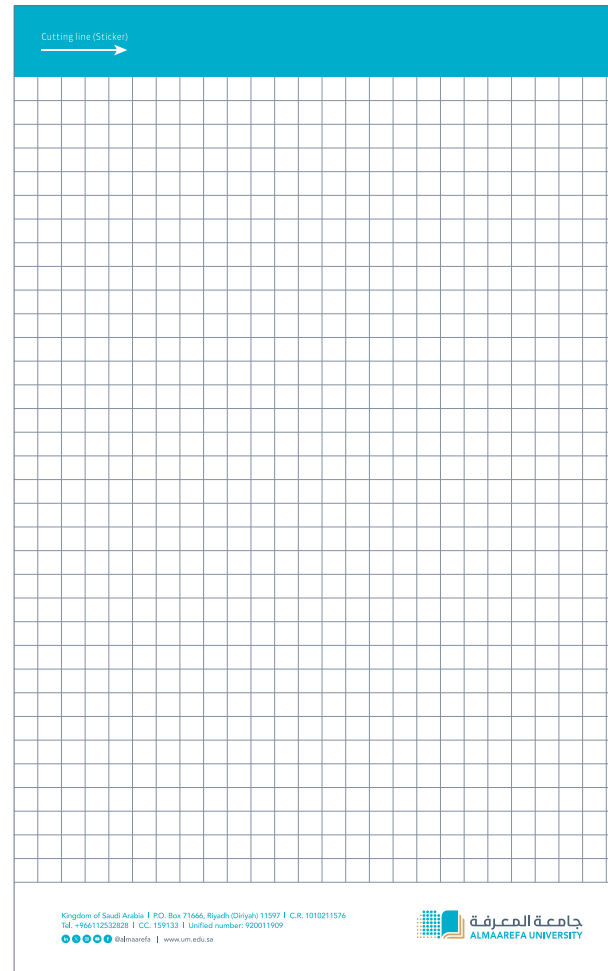
Pattern  
Typography System  
Primary English Typeface  
Primary Arabic Typeface  
Type Hierarchy  
Brand Icons

## BRAND APPLICATIONS

Employee ID  
Stationery  
▶ **Notebook**  
Folder Paper  
Certificates  
Bags  
Email Signature

### CalNote // CR

CalNote // CR - English  
BC // 20.5.cmX13.cm



## Almaarefa University Brand Manual

### BRAND IDENTITY

Logo Components  
Logo Variants  
Incorrect Usage  
Minimum Size  
Logo Clearspace  
Golden ratio  
Official Logo  
Colour Variations

### IDENTITY ELEMENTS

Pattern  
Typography System  
Primary English Typeface  
Primary Arabic Typeface  
Type Hierarchy  
Brand Icons

### BRAND APPLICATIONS

Employee ID  
Stationery  
Notebook  
▶ **Folder Paper**  
Certificates  
Bags  
Email Signature

### Business Card // CR

Business Card // CR - English  
BC // 5.cmX9.cm



## BRAND IDENTITY

Logo Components  
Logo Variants  
Incorrect Usage  
Minimum Size  
Logo Clearspace  
Golden ratio  
Official Logo  
Colour Variations

## IDENTITY ELEMENTS

Pattern  
Typography System  
Primary English Typeface  
Primary Arabic Typeface  
Type Hierarchy  
Brand Icons

## BRAND APPLICATIONS

Employee ID  
Stationery  
Notebook  
Folder Paper  
► **Certificates**  
Bags  
Email Signature

### Certificates. // A4

Graduation Certificates. // A4 - suggested -  
BC // 21.9.cm-29.1.cm



## BRAND IDENTITY

Logo Components  
Logo Variants  
Incorrect Usage  
Minimum Size  
Logo Clearspace  
Golden ratio  
Official Logo  
Colour Variations

## IDENTITY ELEMENTS

Pattern  
Typography System  
Primary English Typeface  
Primary Arabic Typeface  
Type Hierarchy  
Brand Icons

## BRAND APPLICATIONS

Employee ID  
Stationery  
Notebook  
Folder Paper  
► **Certificates**  
Bags  
Email Signature

## Certificates. // A4

Certificates. // A4 - Option "A"  
BC // 21.9.cm-29.1.cm



## BRAND IDENTITY

Logo Components  
Logo Variants  
Incorrect Usage  
Minimum Size  
Logo Clearspace  
Golden ratio  
Official Logo  
Colour Variations

## IDENTITY ELEMENTS

Pattern  
Typography System  
Primary English Typeface  
Primary Arabic Typeface  
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Brand Icons

## BRAND APPLICATIONS

Employee ID  
Stationery  
Notebook  
Folder Paper  
Certificates

► **Bags**  
Email Signature

### Bag // #3

Bag // bag-32x15x42\_cm\_3



## Almaarefa University Brand Manual

### BRAND IDENTITY

Logo Components  
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Logo Clearspace  
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### BRAND APPLICATIONS

Employee ID  
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Certificates  
Bags

► **Email Signature**

جامعة المعرفة  
ALMAAREFA UNIVERSITY

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ALMAAREFA UNIVERSITY

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ALMAAREFA UNIVERSITY

جامعة المعرفة  
ALMAAREFA UNIVERSITY

Almaarefa  
University  
Advancing Knowledge

Almaarefa  
University  
Advancing Knowledge

Almaarefa  
University  
Advancing Knowledge

بالمعرفة  
نرتقي  
Advancing Knowledge

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نرتقي  
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نرتقي  
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نرتقي  
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جامعة المعرفة  
ALMAAREFA UNIVERSITY

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نرتقي  
Advancing Knowledge

بالمعرفة  
نرتقي  
Advancing Knowledge

بالمعرفة  
نرتقي  
Advancing Knowledge



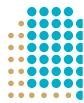
جامعة المعرفة  
ALMAAREFA UNIVERSITY



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ALMAAREFA UNIVERSITY



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Advancing Knowledge

