



جامعة العين
AL AIN UNIVERSITY

BRAND GUIDE

AUGUST 2019

BRANDMARK

PRIMARY & APPROVED STAGING

Primary



Approved Staging



BRANDMARK

SECONDARY USE

Second use

AL AIN UNIVERSITY



جامعة العين

BRANDMARK

SAFE SPACE & MINIMUM SIZE



جامعة العين
AL AIN UNIVERSITY

Print
20mm



جامعة العين
AL AIN UNIVERSITY

Digital
120 px

BRANDMARK

SPACE DIMENSION



BRANDMARK

INCORRECT USAGE

DO NOT
shift the brandmark
elements.



DO NOT
place the brandmark in
a line of text.



DO NOT
place on complex
backgrounds.



DO NOT
alter the fonts.



DO NOT
skew, stretch or distort.



DO NOT
add outline to the
elements.



DO NOT
alter the brand colors.



DO NOT
add effects to the
brandmark.



DO NOT
change proportion of
the elements.



BRANDMARK

ICON & WORDMARK COLOUR BREAKDOWN



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Icon



Pantone 186 C
C: 0 M: 100 Y: 81 K: 4
R: 227 G: 24 B: 55
H: 350° S: 89% B: 89%
HEX: #E31837



Pantone 3405 C
C: 100 M: 0 Y: 100 K: 0
R: 4 G: 165 B: 79
H: 146° S: 97% B: 64%
HEX: #04A54F



C: 0 M: 0 Y: 0 K: 100
R: 0 G: 0 B: 0
HEX: #000000

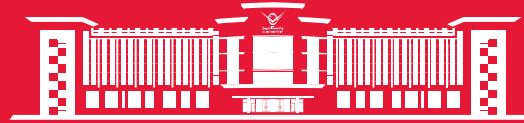
Wordmark



C: 0 M: 0 Y: 0 K: 100
R: 0 G: 0 B: 0
HEX: #000000



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2019

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