Contents

Introduction
Why a Visual Identity System ......................... 4
Visual Identity Policy .................................. 4

AUB Logo
AUB Logo .................................................. 6
General Guidelines ..................................... 7
Size and Surrounding Space .......................... 8
Requirements for Printed Materials .................. 8
Size and Surrounding Space ........................... 9
Requirements for Digital Use ......................... 10
Unacceptable Uses .................................... 10

AUB Seal
AUB Seal .................................................. 12

Wordmarks
Wordmarks: AUB Logo with Signatures .......... 14
General Guidelines ..................................... 15
Typographic Specifications .......................... 16
Horizontal Positioning ............................... 17
Vertical Positioning .................................. 18

Faculty Shields
Faculty Shields .......................................... 20

Color
Primary Color Palette .................................. 22
Complementary Color Palette ....................... 23

Typography
Primary Typeface for Printed Materials .......... 25
Substitute Typeface for Printed Materials ....... 28
Typeface for Web ....................................... 30
Primary Typeface for Athletic Uniforms ......... 31

Stationery
Stationery .................................................. 33
Stationery for Administrative Units .............. 34
Stationery for Academic Units ..................... 35

Applications
Applications ............................................... 37
AUB Logo on Publication Front Covers .......... 38
Wordmark on Publication Front Covers .......... 39
Logo Sizes for Standard Publications .......... 42

Trademarks
Trademark Use ......................................... 44
Why a Visual Identity System

For several generations, the American University of Beirut (AUB) has served the region as a leading institution of higher education. The University is committed to preserving its leadership role in an increasingly competitive environment, extending its presence and identity in Lebanon, the broader region and beyond. To that end, AUB is launching a new branding campaign. This will involve a new University logo along with a visual identity system that will bring greater consistency across multiple visual mediums including publications, stationery, the AUB website, athletic uniforms, and campus signage. The campaign will emphasize and reinforce the key values AUB upholds as an institution and will ensure a unified and consistent visual identity system that maintains these themes.

Visual Identity Policy

AUB uses the following symbols to represent itself to the public: the full name, “American University of Beirut” and acronym, “AUB”; the official logo consisting of the University seal, the acronym and other English and Arabic text; and the University seal alone. To ensure consistency, these symbols should be used according to the guidelines specified in this document.

In addition to following these guidelines, AUB personnel must contact the Office of Communications for accurate images of the logo and seal and for guidance on the proper way to display these images, as well as the accurate use of the official name and acronym. The Office of Communications can be reached at ext. 2650/1 or via email: communications@aub.edu.lb.

AUB personnel must also notify the Office of Communications before permitting any non-AUB party to display the official name and acronym, the official logo, or the seal in any manner, provide details regarding the nature of the third-party use, and obtain prior written approval.
AUB Logo

The AUB logo, as seen on the left, constitutes the main element of the University’s visual identity system.

There are two versions of the logo. The full version of the logo includes the name of the University spelled out in both English and Arabic at the bottom. The concise version consists of the seal, the tree and the acronym only.

The full version of the AUB logo must be used for official University stationery as well as on both the internal and external websites. Examples of stationery are included in the Stationery section of this manual.

The concise version of the logo may appear on mediums such as brochures, leaflets, banners, posters, and on merchandise items including shirts, uniforms, and promotional items. It is also available for digital use such as digital presentations.

The logo, either the full or the concise version, must be used on all official AUB communications in accordance with some basic guidelines explained on the following pages.
General Guidelines

- Modifications to the AUB logo are not permitted.
- Rearranging the various elements of the AUB logo is not allowed.
- The alignment of any element of the AUB logo must not be changed.
- The AUB logo must not be tilted or rotated.
- The AUB logo may appear in its specified color, in black, or in white. Other colors must not be used.
- The graphic part of the logo, the seal and the tree, may be used as design elements. The color restrictions mentioned above do not apply in such cases. The elements may appear in colors other than their original colors, black or white. As seen in the Stationery section, the back of the official business card is an example of such use.
Size and Surrounding Space Requirements for Printed Materials

Size Restrictions

The AUB logo should be produced at a reasonable size to maintain legibility.

For printed materials, the full AUB logo must never be smaller than 20 mm wide. The minimum width of the concise version is 16 mm.

Surrounding Space Requirements

The space requirements are intended to ensure the visibility of the AUB logo.

The unit of measure is a square equal to the cap height from the baseline. The highlighted area around the logo illustrates the clear space that must be maintained between the logo and any other element including the edge of a page.

The wordmark is an exception to the space requirements. See the Wordmark section for more details.

There may be built-in space limitations in some materials such as small size stickers. In such cases, the space requirements may be reasonably altered. The modified space should be appropriate for the use of the printed material.
As digital graphics tend to lose details, it is important to maintain the AUB logo at a reasonable size, especially with its fine prints and intricate Arabic script.

For digital use, the AUB logo must never be smaller than 118 pixels wide with a 17-pixels wide border of clear space around it.
To preserve consistency in the University’s visual identity, it is essential that the AUB logo and other trademarks be presented correctly and visibly. This necessitates always using the correct color, positioning, and size of all elements against the background with enough contrast.

This page provides some examples of unacceptable displays.
AUB Seal

This official university seal is primarily for ceremonial use only. Examples of such usage include flags and plaques. It may also be used as an ornamental element on official university documents, such as contracts, deeds, and diplomas. The AUB seal should not be used in place of the AUB logo.

- Modifications to the AUB seal are not permitted.
- Rearranging the various elements of the AUB seal is not allowed.
- The alignment of any element of the AUB seal must not be changed.
- When it is used as a trademark, not as a design element:
  - the AUB seal must appear as a whole
  - the AUB seal must not be tilted or rotated
  - the AUB seal may appear in its specified color, in black, or in white. Other colors must not be used.
- Used as an ornamental element, the AUB seal may appear in colors other than the ones mentioned above. The cover and the inside dividers of this manual are such examples.
- The ornamental use of the AUB seal does not substitute the need for a university trademark.
To ensure consistency in AUB’s visual identity, the use of all unit-level logos will be replaced with the new AUB logo. Individual University units, such as faculties, departments or centers, requiring a unique visual identity can use the wordmark system where the unit’s name is associated with either the full version or the concise version of the AUB logo.

The signature may be aligned to the AUB logo horizontally or vertically. Horizontal wordmarks must always use the full version of the AUB logo. Vertical wordmarks are available with both the full version and the concise version of the logo.

Horizontal wordmarks with the full version of the logo is the system used on official University stationery. Other types of communications such as brochures, booklets, banners, posters, merchandise may use the concise logo as part of the vertical wordmark as well as wordmarks with the full version logo.

University units or subunits requiring wordmarks should contact the Office of Communications.
General Guidelines

- The official name of the unit and the subunit, if any, must be correctly spelled out in full in the wordmark.
- Subunit wordmarks should also include the names of their umbrella units.
- Units must not include any acronyms.
- Subunits may add their acronyms at the end.
- Wordmarks may appear either in black or in white.
- Wordmarks must follow the typographic and the positioning specifications indicated in this manual.
Typographic Specifications

The specifications below are for the reference size of 3.2 cm logo width. This is the logo size used in an A4 letterhead.

**Unit level:** Meta bold 10.4 pt. type on 11.6 pt. leading with 0 tracking; 0.8 mm space after

**Subunit level:** Meta normal 8.8 pt. type on 10.2 pt. leading with 10 tracking; Meta thin vertical stroke for a divider between the subunit name and its acronym
Horizontal Positioning

The unit of measure, X-module, is a square equal to the height of the seal in the logo. It should be used to establish the distance of the wordmark from the logo and its width.

- The wordmark should be placed $1/3X$ right to the AUB logo in the maximum $5X$ width.
- The top of the cap height in the unit level should be aligned to the top of the crossbar “A.”
- The top of the cap height in the subunit level should be aligned to that of “American University of Beirut”; the bottom of the second line to the center of the dots in Arabic.
- In rare cases, the unit name may need to go over to a second line. In such instances, the second line should be aligned to the top of the crossbar “A” as seen in the left bottom. The position of the first line will be determined automatically according to the leading.
The wordmark should be placed 1/5X below the AUB logo and vertically aligned to the point where the line drawn from the bottom of the lower counter “B” and the left bracket of “A” meet. The maximum width of the workmark is as indicated in the left diagram.

The distance between the unit name and the subunit name follows the guidelines provided in the horizontal positioning. See the previous section for more details.
### Faculty Shields in Color

<table>
<thead>
<tr>
<th>Faculty of Agricultural and Food Sciences</th>
<th>Faculty of Arts and Sciences</th>
<th>Faculty of Engineering and Architecture</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="Faculty of Agricultural and Food Sciences" /></td>
<td><img src="image2" alt="Faculty of Arts and Sciences" /></td>
<td><img src="image3" alt="Faculty of Engineering and Architecture" /></td>
</tr>
<tr>
<td><img src="image4" alt="Faculty of Health Sciences" /></td>
<td><img src="image5" alt="Suliman S. Olayan School of Business" /></td>
<td><img src="image6" alt="Faculty of Medicine" /></td>
</tr>
</tbody>
</table>

### Black and White Versions

<table>
<thead>
<tr>
<th>Faculty of Agricultural and Food Sciences</th>
<th>Faculty of Arts and Sciences</th>
<th>Faculty of Engineering and Architecture</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image7" alt="Black and White Faculty of Agricultural and Food Sciences" /></td>
<td><img src="image8" alt="Black and White Faculty of Arts and Sciences" /></td>
<td><img src="image9" alt="Black and White Faculty of Engineering and Architecture" /></td>
</tr>
<tr>
<td><img src="image10" alt="Black and White Faculty of Health Sciences" /></td>
<td><img src="image11" alt="Black and White Suliman S. Olayan School of Business" /></td>
<td><img src="image12" alt="Black and White Faculty of Medicine" /></td>
</tr>
</tbody>
</table>

---

**Faculty Shields**

The faculty shields, like the AUB seal, are for ceremonial use only. Examples of such usage are the faculty flags and degree certificates. Stationery, invitation cards and other types of faculty publications such as brochures, posters, working papers, and journals are to use the wordmark instead of the faculty shields.

- The faculty shields must be used in their entirety without any modifications.
- Rearranging the various elements of the faculty shields is not allowed.
- The alignment of any element of the faculty shields must not be changed.
- The faculty shields must not be tilted or rotated.
- The faculty shields may appear in color, black, or in white. Any other colors must not be used.
Primary Color Palette

<table>
<thead>
<tr>
<th>Pantone</th>
<th>1795</th>
<th>3415</th>
<th>Black</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMYK</td>
<td>C=0 M=94 Y=100 K=0</td>
<td>C=100 M=0 Y=77 K=22</td>
<td>C=0 M=0 Y=0 K=100</td>
</tr>
<tr>
<td>RGB</td>
<td>EE3524</td>
<td>008A5E</td>
<td>000000</td>
</tr>
<tr>
<td></td>
<td>R=238 G=53 B=36</td>
<td>R=0 G=138 B=94</td>
<td>R=0 G=0 B=0</td>
</tr>
</tbody>
</table>

The primary colors for the AUB visual identity system are Pantone® 1795, Pantone® 3415, and black. Equivalent color formulas for four-color printing and digital media are provided in the Primary Color Palette table.

These colors will be used as the key colors in academic and administrative publications; Pantone® 1795 for administrative units and Pantone® 3415 for academic units. See the Stationery section for examples.
Complementary Color Palette

The complementary color palette includes a set of colors recommended to accompany the primary colors.

General use of the complementary color palette with the primary colors helps maintain the AUB visual identity coherent. However, this does not exclude the use of other colors.

<table>
<thead>
<tr>
<th>Metallic</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone</td>
<td>485</td>
</tr>
</tbody>
</table>

### Bright Colors

<table>
<thead>
<tr>
<th>Bright Colors</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone</td>
<td>2623</td>
</tr>
<tr>
<td>CMYK</td>
<td>C=59 M=100 Y=0 K=32</td>
</tr>
<tr>
<td>RGB</td>
<td>f4cd30</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Bright Colors</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone</td>
<td>434</td>
</tr>
<tr>
<td>CMYK</td>
<td>C=7 M=9 Y=10 K=0</td>
</tr>
<tr>
<td>RGB</td>
<td>9ea0a2</td>
</tr>
</tbody>
</table>

Complementary Color Palette

6. Color. 23
Typography

Primary Typeface for Printed Materials | Substitute Typeface for Printed Materials | Typeface for Web | Primary Typeface for Athletic Uniforms
Meta Samples

Condensed Normal

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789

Condensed Normal Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789

Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789

Normal

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789

Normal Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789

Primary Typeface for Printed Materials

English

Meta is the principle typeface used in AUB wordmarks, stationery and various forms of communications. It is a highly legible and space-saving font. The 54 variations of Meta that AUB adopted offer a range of weights and widths, from hairline thin to ultra bold black, in order to meet different demands deriving from different media. A few samples are shown in this manual.
Meta Samples (continued)

Small Cap Normal

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789

Small Cap Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789

Serif Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789

Serif Book Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789

Serif Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789

Serif Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789

Primary Typeface for Printed Materials
AXtManal

Regular

Arabic

TheMixArab

Regular

Arabic

TheMixArab

Bold

Arabic

Arabic

AXtManal is the principle typeface for Arabic text in official University documents such as contracts, diplomas and official letterheads. It is a clear, well structured Arabic typeface and works well with other foreign fonts.

For other types of communications such as brochures, booklets, and posters, TheMixArab is the primary typeface.
Calibri

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789

Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789

Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789

Palatino

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789

Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789

Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789

Substitute Typeface for Printed Materials

English
Calibri is the primary substitute font used in the absence of the FF Meta san sarif. Its clean shapes and letter fit make it a comfortably read typeface. The substitute font for the serif typeface is Palatino. Both substitute fonts are widely included in word processing systems.
GESS Two is the substitute typeface for TheMixArab.
Verdana

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789

Arial Samples

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 123456789

Typeface for Web

Verdana is the primary font used for the AUB web. Designed for digital use, Verdana is a good fit for a wide range of media and can be read clearly on a computer screen.

Verdana is included in most word processing systems. However, if not available, Arial is recommended as the substitute font for web-use.
Primary Typeface for Athletic Uniforms

The Serif is the principle typeface for athletic applications such as official team uniforms. This bold pronounced typeface ensures its visibility in highly active environments.
Stationery

The stationery represents the visual identity of the University in various communications. The following stationery standards are to be used by all units within the University.

The stationery is color-coded. The primary color green, Pantone® 3415, is used in the stationery for academic units whereas the primary color red, Pantone® 1795, is used for administrative units.

Contact the Purchasing Department to order stationery.

Purchasing Department/Mr. Bahij Hakim
Ext. 2210
Email be01@aub.edu.lb
Applications

The AUB logo and the wordmark must appear on the front of all printed communications in order to ensure proper visibility and effectively highlight the University’s visual identity.

It is highly recommended that the positioning of the logo is determined at the very beginning of the production process so that the logo and its surrounding space are taken into consideration throughout the design phase.

Logo and wordmark usage guidelines are provided in the following pages. A square equal to the cap height is used to illustrate the minimum distance between the logo and any surrounding elements.
AUB Logo on Front Covers

The preferred positioning of the logo on front covers and its surrounding space are illustrated in the left diagram.

It is advisable that the logo positioning is determined first in order to avoid any modifications to the design at later stages.

- For banners, it is preferred that the logo is placed on top in order to ensure its visibility.
- The surrounding space may be reasonably adjusted if space is limited.
- If the AUB logo is used with other logos, it should always appear first. Margins may be adjusted in order to accommodate other logos if the space is limited.
- With the concise logo, the name of the University must be spelled out in full on the front cover. FF Meta bold and TheMixArab bold should be used in an appropriate size for English and Arabic respectively to ensure visibility.
Preferred Wordmark Positionings

Wordmark on Front Covers

Similar to the AUB logo, the wordmark plays an important role in the visual identity system and must appear on the front covers.

It is advisable that the wordmark positioning is determined first in order to avoid any modifications to the design at later stages.

- The preferred position of the wordmark for English publications is in the upper or lower left corner as shown on this page. In Arabic publications, the wordmark should appear in the upper or lower right corners.

- For banners, it is preferred that the wordmark is placed on top in order to ensure its visibility.

- The surrounding space may be reasonably adjusted if space is limited.

- If the wordmark is used with other logos, it should always appear first. Margins may be adjusted in order to accommodate other logos if the space is limited. The wordmark must not be crowded in such cases.

- With the concise logo, the name of the University must be spelled out in full on the front cover. FF Meta bold and TheMixArab bold should be used in an appropriate size for English and Arabic respectively to ensure visibility.
Preferred Wordmark Positionings (English)

Horizontal Wordmark

Vertical Wordmark with Full Logo

Vertical Wordmark with Concise Logo

Text Margin
It is recommended that any left-aligned text on the cover, including the title, be aligned to the logo as indicated on this page.
Preferred Wordmark Positionings (Arabic)

Horizontal Wordmark

Vertical Wordmark with Full Logo

Vertical Wordmark with Concise Logo

Text Margin
It is recommended that any right-aligned text on the cover, including the title, be aligned to the logo as indicated on this page.
Logo Sizes for Standard Publications

The following list provides the approved logo sizes for the most commonly produced publications. The sizes are specified in width. The heights should be determined proportionally. These guidelines should also be used to determine the logo size for materials in other sizes.

- A4 letterhead: 32 mm wide
- A4 brochure panel (210 x 99 mm): 32 mm wide
- A4 flyer: 34 mm wide
- A3 poster: 45 mm wide
- 12 x 18 cm card: 24 mm wide
- H200 x W85 / 100 / 120 cm banner: 185 mm wide
Trademark Use

“American University of Beirut” and “AUB,” the official logo and the seal all are trademarks of AUB (collectively, “AUB trademarks”). AUB has the exclusive legal right to use these trademarks for educational services and related activities. AUB’s trademark rights are affected by the manner in which these trademarks are used. For example, if AUB fails to use consistent versions of its trademarks or permits non-AUB entities or persons to use the trademarks for various services without any conditions governing that use, it could lose its rights in the AUB trademarks. This section explains certain practices essential to preserving AUB’s trademark rights.

Present a Consistent Version of the AUB Trademarks

A trademark is meant to help the public identify and distinguish one entity’s goods or services from those of another. As such, it must have a consistent appearance, or it ceases to perform that function. If a trademark owner changes the appearance of its trademark, it may lose its right to that trademark. Sometimes, even a very slight change constitutes a break in consistency and can lead to an abandonment of trademark rights. For these reasons, the guidelines in this document not only ensure aesthetic consistency and coherency, but they also protect AUB’s trademark rights.

Use the AUB Trademarks in Connection with Services

To ensure that the AUB trademarks are used in a manner that guarantees the continuity of trademark rights, they should appear on all materials distributed in connection with AUB’s educational services, publishing activities, and fund-raising activities. Examples include pamphlets, books, program brochures, seminar posters, registration forms, or other informational materials. AUB’s trademark rights are not supported by using the AUB trademarks on stationery, note cards or business cards, because these materials are used mainly for business purposes, rather than to offer services to the public.

Use “American University of Beirut” and “AUB” as Trademarks

“American University of Beirut” and “AUB” can function either as the business name for the University or as one of its trademarks. When you use either to refer to the University, it operates as a business name. When you use either in connection with the services that the University provides, it operates as a trademark provided it is used in a proper trademark manner. Using the phrase or acronym in a proper trademark manner, where appropriate, will strengthen the University’s rights to these trademarks.

Those Outside the University May Use the AUB Trademarks Only With Written Permission

No person or entity outside the University is permitted to use the AUB trademarks in any manner without a written license from AUB to do so. The University must ensure that such licensees comply with the guidelines specified in this manual and must review the use of the AUB trademarks before any material is made available to the public. Strict control over this process is necessary for several reasons:

- Granting another party permission to use AUB’s trademarks without overseeing such use can result in the abandonment of trademark rights
- Given that third party use of AUB trademarks is conditional upon AUB’s endorsement, AUB needs to protect these trademarks from being used in a manner that is incompatible with its mission.

To request permission for third party use of the AUB trademarks and to receive an official electronic version of the logo contact the Office of Communications via email at communications@aub.edu.lb. Please make sure to mention what the requested AUB trademarks would be used for.