



الجامعة الأهلية
AHLIA UNIVERSITY
BAHRAIN

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Your
global
future
begins
here

INTRODUCTION

Welcome to the Ahlia University Bahrain brand book.

We have created this document as a guide for anyone who is designing, writing, commissioning or producing Ahlia branded communications.

Within this document you will find a breakdown of the thought process behind our new brand identity.

It is crucial to the growth of our university that these guidelines are followed at all times in order to portray us in the best possible manner.

The new brand has been formally adopted from 1 January, 2015. From that date all communications whether internal or external will be required to use the new logo, fonts and colours.

THE OBJECTIVES OF **OUR NEW IDENTITY**

The purpose behind the rebrand of Ahlia University was intended to portray our commitment to internationalisation and to further cement our place as the kingdom's leading private institution.

With the importance of new technology in communications, we recognized that new branding was required that would work both in traditional print and with digital technology.

OUR **VISION**

Our vision is to be an internationally recognised education institution known for our commitment to bettering and preparing our students for the future. We aim to become a top 500 university by the year 2030.

Logo
Basics

THE UNIVERSITY LOGOS



Stacked Logo

This version is used in a few instances in which the final size is too small or too large, such as in small digital applications and large outdoor flag applications.



Expanded Logo

This version is used for outside audiences where the full name adds additional information. It is also used when the communications would benefit from a more formal approach.



Motif with Strap Line

This version is used for business communications where space is limited. (i.e. T-shirts, cap & printed items.)

LOGO WITH STRAPLINE



LOGO SUB BRANDS



LOGO PRIMARY USE



Full Color Logo



Monochrome Logo



Greyscale Logo
100% Black with 50% Black Tone
for Greyscale & Coloured Solid



Monochrome White Logo
for Black Solid

Ideally, the logo should be reproduced in Pantone 186 C (RED). It can also be reproduced in Grey or reversed out to white from a dark background.

LOGO MINIMUM SIZE



To maintain full legibility, never reproduce the logo at heights smaller than 0.5 inches tall for print and 30 pixels tall for digital. There is no maximum size limit, but use discretion when sizing the logo. It should never be the most dominant element on the page.

LOGO CLEAR SPACE



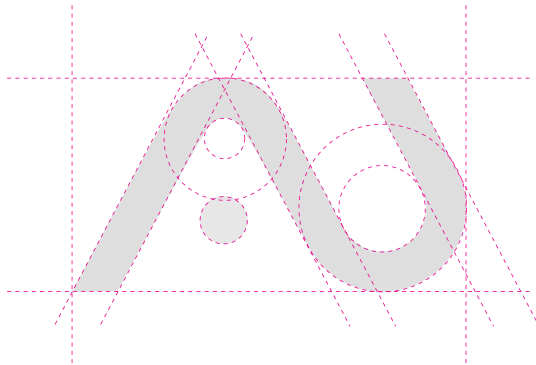
Allow the logo room to breathe and maintain an appropriate amount of clear space around the logo. Width of the 20% of whole logo width indicates a measuring tool to help maintain clearance.

Width of the 11% of whole logo width indicates a measuring tool to help maintain clearance for expanded logo.

LOGO SYMMETRY



The AU logo includes the logomark combined with the logotype. Through consistent use, we can create a distinctive visual identity that is easily recognized and that can be protected from impostors or unauthorized uses.



The development of the logo was all based around the idea of the circles and the idea of 62° angled reflected Lines.

LOGO USAGE



INCORRECT USAGE

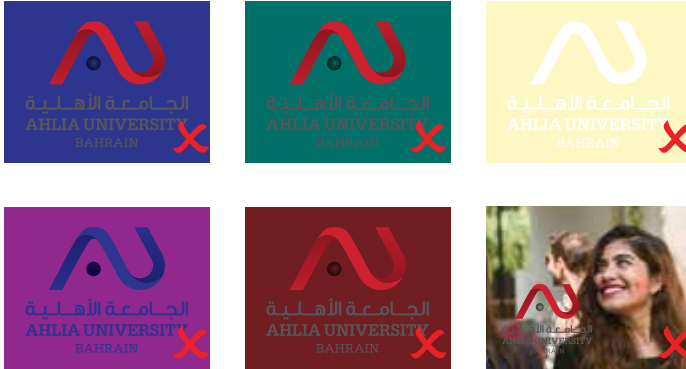


The logo can only be depicted in the colours shown under "University Logos". Changing the colour of any element in the logo is not permitted.



The AU logo must be enlarged or reduced proportionally. Do not scale the logo horizontally or vertically.

LOGO USAGE



In the absence of contrast between the AU logo and background, the logo loses its impact and clarity. Hence, it is imperative to use the right colour version of the logo and to place it against a clear background.



Another common mistake is boxing up the logo. The logo should be placed in a bar extending from one end of the design to the other end.

BRAND ELEMENTS



AHLIA RED

PANTONE 186 C

C 11, M 100, Y 100, K 3
R 207, G 10, B 44



AHLIA GREY

PANTONE COOL GREY 11 C

C 0, M 0, Y 0, K 70
R 101, G 101, B 106

BRAND ELEMENTS - TRANSPARENT LOGO USAGE



TRANSPARENCY

%5 - PANTONE COOL GREY 11 C
WHITE SURFACE



LOGO TRANSPARENCY

%15 - PANTONE COOL GREY 11 C
Multiply

SOLID SURFACE



LOGO TRANSPARENCY

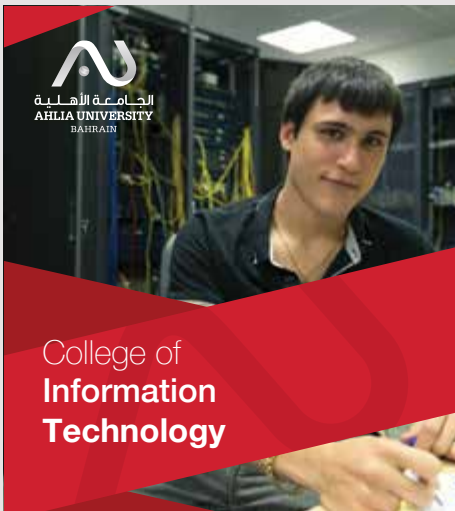
%15 - PANTONE COOL GREY 11 C
Multiply

SOLID SURFACE

ELEMENT APPLICATION



ELEMENT APPLICATION - COLLEGES



Typo
graphy

TYPOGRAPHY - PRINT

ENGLISH

SERIFA

Aa Bb Cc Dd

1 2 3 4 5 6 7 8 9 0

! @ # \$ % ^ & * ()

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Serifa Regular

Serifa Medium

Serifa Bold

Serifa Black

Galaxie Polaris

Aa Bb Cc Dd

0 9 8 7 6 5 4 3 2 1

! @ # \$ % ^ & * ()

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Galaxie Polaris Light

Galaxie Polaris Light Italic

Galaxie Polaris Medium

Galaxie Polaris Medium Italic

Galaxie Polaris Bold

Galaxie Polaris Bold Italic

Galaxie Polaris Heavy

TYPOGRAPHY - PRINT

ARABIC

GE Dinar One

GE Dinar One - Regular

GE Dinar One - Bold

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الجامعة الأهلية

أ آ 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
+ = -) (* ^ \$ # * ! . ٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١

أ آ 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
+ = -) (* ^ \$ # * ! . ٩ ٨ ٧ ٦ ٥ ٤ ٣ ٢ ١

TYPOGRAPHY - **ONLINE**

ENGLISH

ARIAL

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr

Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

! @ # \$ % ^ &* ()

TAHOMA

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr

Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

! @ # \$ % ^ &* ()

Times New Roman

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss

Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

! @ # \$ % ^ &* ()

Colour
palette

COLOUR PALETTE

PRIMARY COLOUR PALETTE



AHLIA RED
PANTONE 186 C
 C 11, M 100, Y 100, K 3
 R 207, G 10, B 44



AHLIA GREY
PANTONE COOL GREY 11 C
 C 0, M 0, Y 0, K 70
 R 101, G 101, B 106

SECONDARY COLOUR PALETTE



PANTONE 7416 C
 C 2, M 70, Y 70, K 0
 R 235, G 104, B 35



PANTONE 134 C
 C 0, M 17, Y 67, K 0
 R 255, G 210, B 108



PANTONE 374 C
 C 26, M 0, Y 70, K 0
 R 196, G 232, B 107



PANTONE 3242 C
 C 50, M 0, Y 22, K 0
 R 110, G 219, B 213



PANTONE 2717 C
 C 32, M 14, Y 0, K 0
 R 167, G 197, B 238

COLLEGE COLOUR PALETTE

COLLEGE OF
 ART, SCIENCE &
 EDUCATION



PANTONE Red 032 U
 C 0, M 83, Y 59, K 0
 R 253, G 79, B 87

COLLEGE OF
 BUSINESS & FINANCE



PANTONE 7700 U
 C 70, M 50, Y 32, K 7
 R 85, G 112, B 136

COLLEGE OF
 ENGINEERING



PANTONE 7717 U
 C 75, M 27, Y 45, K 4
 R 62, G 141, B 139

COLLEGE OF
 INFORMATION
 TECHNOLOGY



PANTONE 3015 U
 C 88, M 54, Y 22, K 3
 R 35, G 106, B 149

COLLEGE OF
 MEDICAL & HEALTH
 SCIENCES



Medium Purple U
 C 70, M 86, Y 13, K 1
 R 102, G 67, B 137

COLLEGE OF
 GRADUATE STUDIES
 AND RESEARCH



PANTONE 7709 U
 C 57, M 13, Y 23, K 0
 R 108, G 178, B 190

Pantone® is a registered trademark of Pantone, Inc. The colours shown on this page are not intended to visually match the pantone colour standards. Please refer to the current edition of the Pantone Colour Formula Guide.



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For more information please visit our website

www.ahlia.edu.bh

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