



The American
University in Cairo

Branding Guidelines

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Introduction

Our story is simple and clear: AUC is Egypt's global University. We welcome the world to Egypt, and we are an engine of progress in Cairo, Egypt and beyond.

Our two locations — a 260-acre, state-of-the-art campus in New Cairo and a thoughtfully renovated Tahrir Square campus in the heart of Cairo — serve as global crossroads. AUC is a meeting point for East and West, a hub of new ideas and applied research, a public square where the world's cultures can come together to debate critical issues and work toward viable solutions.

Our international faculty bring the world's best thinking to life. Their research and scholarship lead to practical solutions to civic, environmental and technological problems in the city, the region and the world. Our students come to AUC hungry to learn, eager to grow and motivated to succeed. Here, they find the inspiration and the skills to become leaders — intellectual and cultural, financial and political — in organizations and communities across the globe.

When we tell our story, our voice is warm and welcoming, our tone is confident and assured, and our sensibility is rooted in the culture of Cairo: creative, collaborative, mindful of tradition, eager to discover a way forward.

We are Egypt's global University. We take that charge seriously. We accept that responsibility joyfully. We are proud to represent the best of the United States and the best of Egypt — living proof of a brighter future.

Visual Identity Policies

These communication policies outline the rules and regulations that govern the representation of the University to all internal and external audiences. These policies extend to all forms of communication and apply across all channels and communication vehicles in which the University is being represented as an institution. The purpose of these policies is to ensure that all communication that takes place on behalf of the University is done in a manner that is consistent with the University's quality standards, branding and visual identity manual, editorial style guide and strategic positioning.

The Office of Marketing Communication and Public Affairs is responsible for ensuring compliance with these policies.

Use of University Nameplate

The University nameplate is defined as the star icon followed by The American University in Cairo and all of its derivatives. The University is the owner of the nameplate and all of the registered marks that are associated with its identity. All materials produced on behalf of the University should clearly show its nameplate in a manner consistent with its branding manual. The AUC nameplate or logo must not be used on any personal materials, including personal webpages, Facebook pages, other social media pages and as the personal avatar of any individual. To view the official nameplates, [click here](#).

All requests to use the nameplate, logo, seal or photographs of the University in any advertising or marketing materials, press releases, movies or television programs must be directed to the Office of Marketing Communication and Public Affairs.

The use of the trademarked AUC nameplate, logo, identity or photographs in any form of media by any entity outside of the University is not permitted without express written permission from the Office of Marketing Communication and Public Affairs.

For the full communications policy, [click here](#).

Two-Line AUC Logo in English



Primary wordmark color in blue



Wordmark in white for dark background



Wordmark in black limited to black and white ads and photocopy

AUC Logo in English and Arabic



One-Line AUC Logo in Arabic



English one-line logo; very limited usage

One-Line AUC Logo in Arabic



AUC Logo: Star



AUC Logo: Seal



1919 seal, limited usage

AUC Logo

The AUC logo features intersecting pentagons as a key component of its design. The historic pentagons represent a remarkable point in AUC's history when President Christopher Thoron and illustrator Naim Fahmi introduced AUC's first emblem, which contained the pentagons that shaped our first logo in 1970.

When AUC celebrated its 100th anniversary, a centennial logo was created to be used on all celebration print and digital material. The design featured the intersecting pentagons in the heart of the number 100, signifying motion that goes beyond the first century of our history. These thoughts of motion reflect the very reason why Thoron and Fahmi first chose the pentagons.

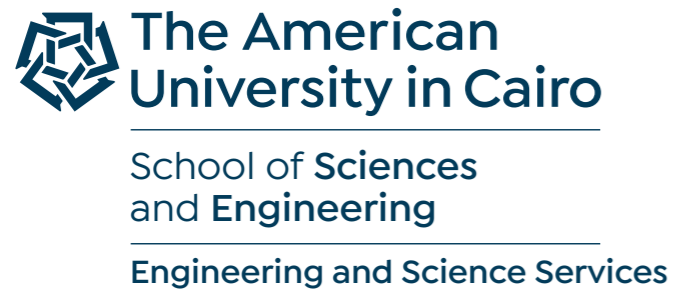
General Guidelines

- Modifications to the AUC logo are not permitted.
- The primary AUC logo is the blue two-line logo.
- Usage of the one-line logo is very limited to certain publications.
- The AUC logo may appear in its specified color or in black or white. Other colors may not be used.
- Rearranging the various elements of the AUC logo is not allowed.
- The alignment of any element of the AUC logo may not be changed.
- The AUC logo may not be tilted or rotated. It should be in the same direction as the text, horizontal.
- Usage of the 1919 seal is restricted.
- Using the AUC star alone is only permitted in very limited situations. If needed, share a draft version of the design using the star alone for the approval of the Office of Marketing Communication and Public Affairs prior to execution.

Wordmark for School Logos



Wordmark for Department and Center Logos



Wordmark for Office Logos



Wordmark: AUC Logo with Signatures

Logos are only permitted for schools and some nonacademic, revenue-generating centers. Any permissible logos must either be designed or approved by the Office of Marketing Communication and Public Affairs. Any logo modifications are done through the Office Marketing Communication and Public Affairs.

Wordmark Misuse and Color Misuse

Do not condense or stretch the wordmark, monogram or star

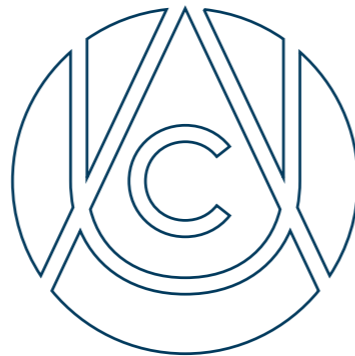
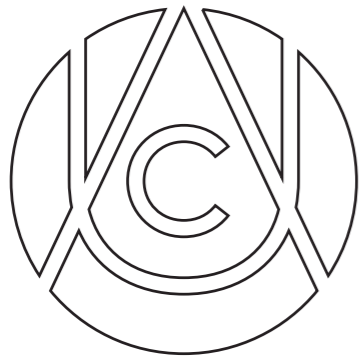


Do not alter the spacing between the wordmark and sub-brands



Do not use the wordmark in secondary or tertiary colors





Creative Monogram and Wordmark

The creative monogram is not a replacement for the logo. It is a decorative element that appears along with the AUC logo and not on its own.

The creative monogram is used in informal applications, such as apparel, folders, notebooks, student-focused communications, banners and event posters.

The creative monogram should not be used on anything that reflects the stature of the University, such as diplomas, presidential communications, podiums or architecture.

Wordmark Guidelines

The minimum clear space required around the wordmark is 50% of the star's height



 The American University in Cairo

 5.5 mm
Minimum Size

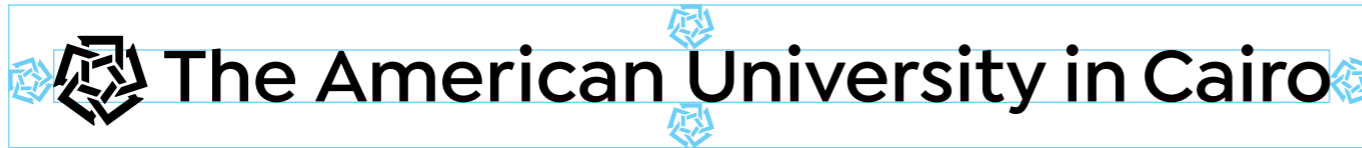
The minimum clear space required around the wordmark is 50% of the star's height



 الجامعة الأمريكية بالقاهرة

 5.5 mm
Minimum Size

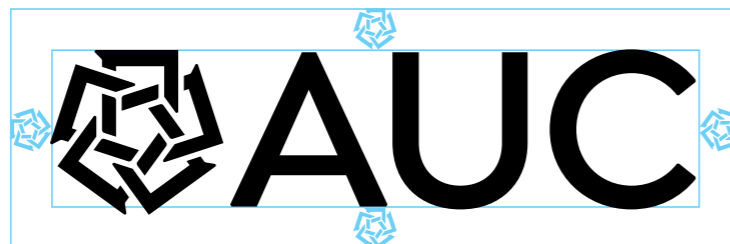
The minimum clear space required around the wordmark is 50% of the star's height



 The American University in Cairo

 5.5 mm
Minimum Size

The minimum clear space required around the star and monogram is 25% of the star's height



Because of its simplicity, the star and monogram can tolerate less clear space when it appears without the wordmark or sub-brands

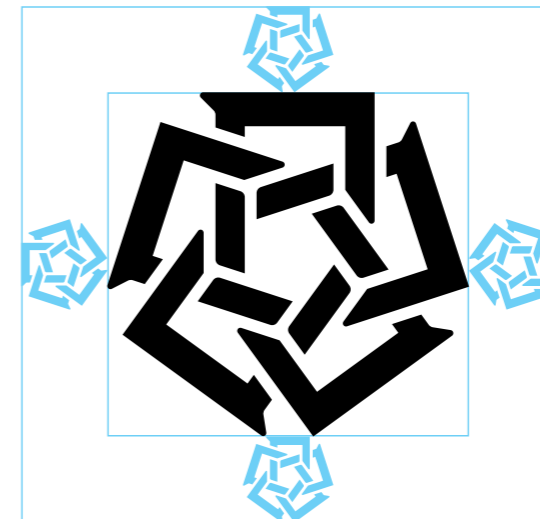
 AUC

 5.5 mm
Minimum Size

If the star and monogram is ever paired with a sub-brand, the spacing should be 50% of the star's height

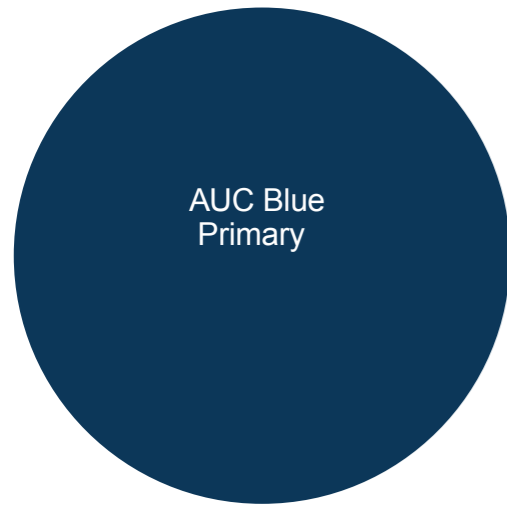
The minimum clear space required around the star is 25% of its height

Because of its simplicity, the star can tolerate less clear space when it appears without the wordmark or sub-brands



 7 mm
Minimum Size

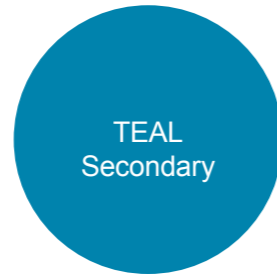
Primary and Secondary Colors



AUC Blue
Primary

302C - Pantone Solid Coated
*Pantone Process Coated
100 / 80 / 40 / 30 - CMYK
15 / 56 / 90 - RGB
#0f385a - HEXA

**AUC blue primary color doesn't have an exact Pantone Process match yet*



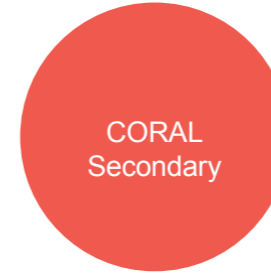
TEAL
Secondary

7468C - Pantone Solid Coated
235-2 - Pantone Process Coated
85 / 0 / 0 / 35 - CMYK
0 / 131 / 173 - RGB
#0083ad - HEXA



LIGHT BLUE
Secondary

7458C - Pantone Solid Coated
240-6 - Pantone Process Coated
50 / 0 / 5 / 5 - CMYK
108 / 196 / 223 - RGB
#6cc4df - HEXA



CORAL
Secondary

7417C - Pantone Solid Coated
90-2 - Pantone Process Coated
0 / 80 / 70 / 0 - CMYK
241 / 91 / 78 - RGB
#f15b4e - HEXA



YELLOW ORANGE
Secondary

135C - Pantone Solid Coated
18-4 - Pantone Process Coated
0 / 25 / 80 / 0 - CMYK
254 / 195 / 78 - RGB
#fec34e - HEXA



TURQUOISE
Secondary

7467C - Pantone Solid Coated
246-2 - Pantone Process Coated
100 / 0 / 30 / 0 - CMYK
0 / 171 / 189 - RGB
#00abbd - HEXA



BRIGHT OLIVE
Secondary

376C - Pantone Solid Coated
290-1 - Pantone Process Coated
60 / 0 / 100 / 0 - CMYK
141 / 191 / 68 - RGB
#72bf44 - HEXA



BRIGHT PURPLE
Secondary

2405C - Pantone Solid Coated
156-1 - Pantone Process Coated
35 / 100 / 0 / 0 - CMYK
171 / 33 / 142 - RGB
#ab218e - HEXA



CHOCOLATE
Secondary

7517C - Pantone Solid Coated
317-4 - Pantone Process Coated
40 / 80 / 100 / 10 - CMYK
152 / 77 / 45 - RGB
#984d2d - HEXA



RED
Secondary

199C - Pantone Solid Coated
97-1 - Pantone Process Coated
0 / 100 / 70 / 0 - CMYK
237 / 24 / 70 - RGB
#ed1846 - HEXA



LIGHT OLIVE
Secondary

577C - Pantone Solid Coated
290-5 - Pantone Process Coated
30 / 0 / 50 / 0 - CMYK
183 / 218 / 155 - RGB
#b7da9b - HEXA



LATTE BEIGE
Secondary

7502C - Pantone Solid Coated
20-7 - Pantone Process Coated
0 / 10 / 35 / 10 - CMYK
232 / 207 / 160 - RGB
#e8cfa0 - HEXA

AUC Colors

The Nile, nature and the sun
Dark, deep blue is AUC's primary blue and should appear prominently on University print and online materials. We recommend the secondary colors be paired with AUC blue. Secondary colors may be paired together within a series or internal environment.

Primary typeface for wordmark and sub-brands
Sans serif font

Isidora Sans SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789 !@%&?

Isidora Sans Thin
Isidora Sans Thin Italic
Isidora Sans Light
Isidora Sans Light Italic
Isidora Sans Regular
Isidora Sans Regular Italic
Isidora Sans Medium
Isidora Sans Medium Italic
Isidora Sans SemiBold
Isidora Sans SemiBold Italic
Isidora Sans Bold
Isidora Sans Bold Italic
Isidora Sans Black
Isidora Sans Black Italic

Secondary typefaces for print

When a print project calls for a slab-serif or script font, the following are recommended:

Weekly Free SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789 !@%&?

Founded in 1919, AUC is a leading English-language, American-accredited institution of higher education and center of intellectual, social and cultural life of the Arab world.

Rollerscript Smooth

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789 !@%&?

Founded in 1919, AUC is a leading English-language, American-accredited institution of higher education and center of intellectual, social and cultural life of the Arab world.

Secondary typefaces for print
Sans serif font

Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789 !@%&?

Roboto Thin
Roboto Thin Italic
Roboto Light
Roboto Light Italic
Roboto Regular
Roboto Regular Italic
Roboto Medium
Roboto Medium Italic
Roboto Bold
Roboto Bold Italic
Roboto Black
Roboto Black Italic

Tangerine Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789 !@%&?

Founded in 1919, AUC is a leading English-language, American-accredited institution of higher education and center of intellectual, social and cultural life of the Arab world.

Market Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789 !@%&?

Founded in 1919, AUC is a leading English-language, American-accredited institution of higher education and center of intellectual, social and cultural life of the Arab world.

Secondary typefaces for print
Serif font

FreightText Pro Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789 !@%&?

FreightText Pro Light
FreightText Pro Light Italic
FreightText Pro Book
FreightText Pro Book Italic
FreightText Pro Medium
FreightText Pro Medium Italic
FreightText Pro Semibold
FreightText Pro Semibold Italic
FreightText Pro Bold
FreightText Pro Bold Italic
FreightText Pro Black
FreightText Pro Black Italic

Secondary typefaces for the web
Serif font

Georgia Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789 !@%&?

Georgia Regular
Georgia Regular Italic
Georgia Bold
Georgia Bold Italic

AUC English Font Guidelines

- ■ Isidora Sans is our University's primary typeface, used in the wordmark, sub-brand logos and print material text.
- ■ Other typefaces commonly used in print include serif, sans serif and slab-serif fonts, such as Roboto Regular and FreightText Pro.
- ■ For ceremonial print material, the preferred typeface is Tangerine Regular.
- ■ Use Georgia Regular typeface for web content.
- ■ Avoid using type with drop shadows for print.
- ■ Avoid outlining type.

تأسست الجامعة الأمريكية بالقاهرة عام 1919 ، وهي مؤسسة تعليمية أمريكية رائدة توفر تعليماً متميزاً باللغة الإنجليزية، وهي مركز الحياة الثقافية والاجتماعية والفكرية في العالم العربي. تعتبر الجامعة ملتقى لثقافات العالم ومنتدى للنقاش ومد أواصر التفاهم بين مختلف الثقافات وذلك لتنوع ثقافات الطلاب، والآباء، وأعضاء هيئة التدريس، والعاملين، وأعضاء مجلس الأوصياء، والخريجين، وداعميها الكرام والذين ينتمون لأكثر من 60 دولة حول العالم.
٩٨٧٦٥٤٣٢١

Mizan Medium

تأسست الجامعة الأمريكية بالقاهرة عام 1919 ، وهي مؤسسة تعليمية أمريكية رائدة توفر تعليماً متميزاً باللغة الإنجليزية، وهي مركز الحياة الثقافية والاجتماعية والفكرية في العالم العربي. تعتبر الجامعة ملتقى لثقافات العالم ومنتدى للنقاش ومد أواصر التفاهم بين مختلف الثقافات وذلك لتنوع ثقافات الطلاب، والآباء، وأعضاء هيئة التدريس، والعاملين، وأعضاء مجلس الأوصياء، والخريجين، وداعميها الكرام والذين ينتمون لأكثر من 60 دولة حول العالم.
٩٨٧٦٥٤٣٢١

Free Farsi

تأسست الجامعة الأمريكية بالقاهرة عام 1919 ، وهي مؤسسة تعليمية أمريكية رائدة توفر تعليماً متميزاً باللغة الإنجليزية، وهي مركز الحياة الثقافية والاجتماعية والفكرية في العالم العربي. تعتبر الجامعة ملتقى لثقافات العالم ومنتدى للنقاش ومد أواصر التفاهم بين مختلف الثقافات وذلك لتنوع ثقافات الطلاب، والآباء، وأعضاء هيئة التدريس، والعاملين، وأعضاء مجلس الأوصياء، والخريجين، وداعميها الكرام والذين ينتمون لأكثر من 60 دولة حول العالم.
٩٨٧٦٥٤٣٢١

Frutiger Arabic Bold

تأسست الجامعة الأمريكية بالقاهرة عام 1919 ، وهي مؤسسة تعليمية أمريكية رائدة توفر تعليماً متميزاً باللغة الإنجليزية، وهي مركز الحياة الثقافية والاجتماعية والفكرية في العالم العربي. تعتبر الجامعة ملتقى لثقافات العالم ومنتدى للنقاش ومد أواصر التفاهم بين مختلف الثقافات وذلك لتنوع ثقافات الطلاب، والآباء، وأعضاء هيئة التدريس، والعاملين، وأعضاء مجلس الأوصياء، والخريجين، وداعميها الكرام والذين ينتمون لأكثر من 60 دولة حول العالم.
٩٨٧٦٥٤٣٢١

Yaziji macOS

AUC Arabic Font Guidelines

- Frutiger Arabic Bold is our University's primary Arabic typeface, used in the wordmark and print material text.
- Other Arabic typefaces commonly used include Mizan Medium and Yaziji macOS.
- Avoid using type with drop shadows for print.
- Avoid outlining type.

Imagery

Icons

Used together with the AUC logo, the set of icons on the following pages will help reinforce a memorable and recognizable brand.

The recommended icon style is simple, minimal, bold line art with round caps and joins and no flourishes or curlicues.

Please refer to the following set of icons for style guidance.

Additional icons can be purchased for unlimited use through [The Noun Project](#). An annual membership to NounPro or NounPro for Education allows members access to royalty-free licenses and unlimited downloads.

Photographic Style

Candid, intimate, informal and natural

AUC's photographic style should be candid and natural in feel to reinforce its personality as an American campus. Key to this style are the below guidelines:

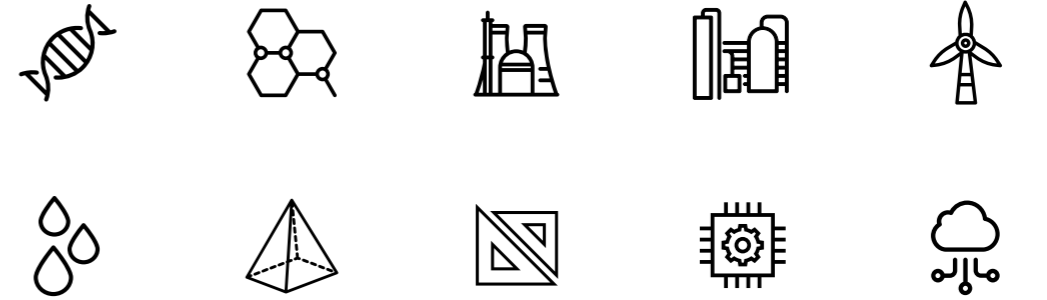
- > Use of natural light with a hand-held camera, whenever possible, to attain a documentary, "fly-on-the-wall" feel. If flash is required, do not use direct flash or use a diffuser for soft, subtle fill light.
- > Photograph subjects in action or interacting with others. If a posed image is required, avoid formal and stiff poses. Keep the scene natural, approachable and spontaneous in feel.
- > Use environmental details to aid in storytelling: Locate peripheral objects in each scene to establish the relation of that image to AUC. Images should easily read as being "of or from AUC."
- > Above all, seek out candid, intimate, informal moments to help support AUC's personality.

Icons
Sense of Place and Campus Life



Icons
Departments and Courses of Study

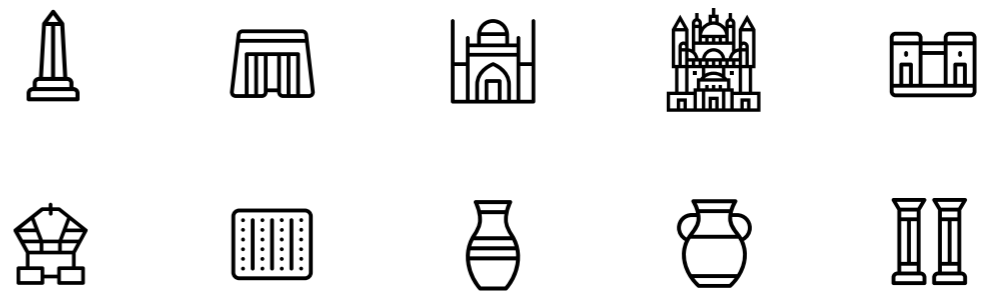
Science, technology



Business, marketing

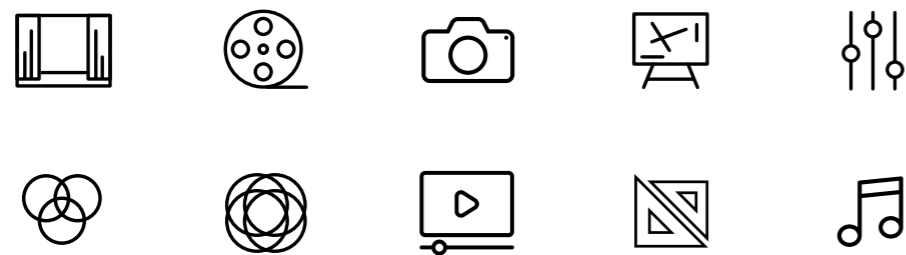


Egyptology, Islamic art and architecture, history

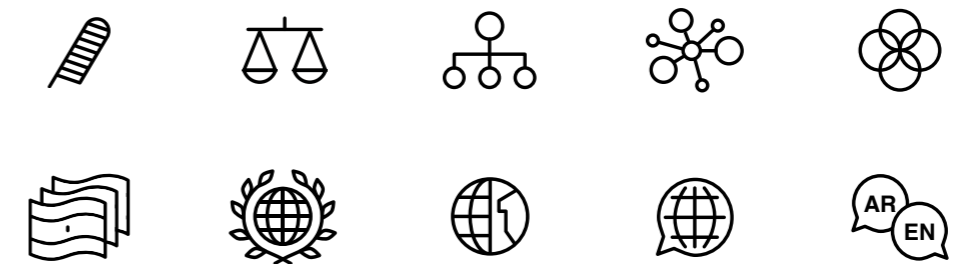


Icons
Departments and Courses of Study

Arts, theater, film, design, music, music technology



Law, justice, public policy, government, language, political science, Middle East studies, international relations



Philosophy, history, psychology, literature, communication





Photography Style

Consider End Use of Photos

Consider the specific composition needs for each photo subject. Often, the same photograph or scene is used across a variety of platforms: horizontal and vertical print spreads, vertical or square mobile applications, thin horizontal web banners and more.

Orientation

When photographing a scene, take photos that are oriented both horizontally (landscape) and vertically (portrait). Photograph the scene from a variety of angles and sightlines around the subject. If taking closer detail shots, remember to zoom out or pull back to photograph the same setup from a wider vantage point. This will allow for more flexibility with editing and resizing when working on layouts. Shooting a wider scene will provide more options than shooting closer. However, please avoid using fish-eye lenses.

Composition

AUC's campuses have many points of architectural interest. These architectural details make for strong graphic applications that support AUC's unique cultural perspective. Photograph images with clean, graphic lines, and keep an eye out for large areas of uniform, low-contrast negative space (walls, uniform patches of landscaping, etc.), as full-bleed photos will often be used with type placed over the image. Place the subject both on the right and left of the frame or above and below the center of the frame. These types of photos work well for images that sit underneath text. Also, when certain architectural elements are the focus, photograph the scene both with and without students. Images showing students provide a good sense of place for recruitment and other student-targeted applications.



Use of Images and Photography

The University prohibits the use of stock images of people or facilities to represent its campus or students. All images used that depict students, faculty, campus life or facilities must be authentic pictures taken on campus with actual members of the AUC community. The Office of Marketing Communication and Public Affairs is responsible for creating and updating policies related to the use of photography, clip art and other imagery in print or online. The above photos are examples showing AUC's photography style.

For inquiries or assets, please contact publications@aucegypt.edu.
If you would like to request a branding orientation session, please fill in your request through the following link:
[Communication 101 Workshop](#).