



# UNIVERSITY OF ARABIC CALLIGRAPHY BRAND GUIDELINES

## UAC Branding Guidelines

### Abstract

The UAC brand guidelines ensure a consistent and recognizable brand identity. They outline the logo, colors, typography, and messaging. Adhering to these guidelines strengthens the UAC's reputation and fosters unity.

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## Table of Contents

Introduction.....	2
Meaning Behind the UAC Logo Symbol 1 .....	3
Meaning Behind the UAC Logo Symbol 2 .....	4
Meaning Behind the UAC Logo Symbol 3 .....	5
Meaning Behind the UAC Logo Symbol 4 .....	6
Meaning Behind the UAC Logo Symbol 5 .....	7
Meaning Behind the UAC Logo Symbol 6 .....	8
Meaning Behind the UAC Logo Symbol 7 .....	9
Color Palette Primary Color.....	10
Color Palette.....	10
#131f46 Color Variations.....	10
View this color palette of tints, shades, tones, and hues.....	10
HEX: #131f46.....	10
RGB: 19, 31, 70.....	10
HSL: 226, 57.3%, 17.5%.....	10
CMYK: 73, 56, 0, 73 .....	10
Color Palette Secondary Color .....	11
Typography.....	12
Typography.....	13
Signature Color.....	14
Imagery .....	<b>Error! Bookmark not defined.</b>
Imagery .....	16

- **Mission:** To conserve and advance the art of Arabic calligraphy via education, practice, and invention.
- **Vision:** To be a global leader in Arabic calligraphy education, promoting creative quality and

## Introduction

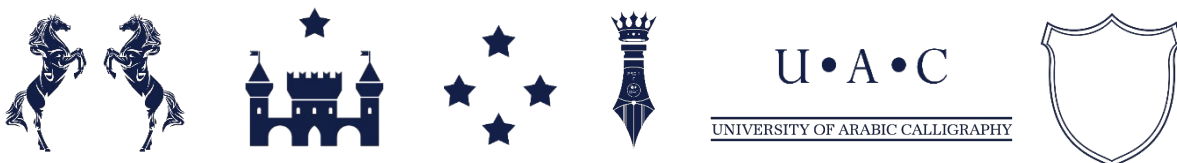


**The University of Arabic Calligraphy (UAC)** is dedicated to the preservation, education, and advancement of Arabic calligraphy, one of the most distinguished and historic forms of artistic expression in the Arab world. As an institution devoted to nurturing both traditional and contemporary practices, UAC serves as a global hub for calligraphy enthusiasts, scholars, and artists. Our brand identity reflects our core values: a deep respect for the heritage of Arabic script, a commitment to educational excellence, and a vision to inspire creativity and innovation.

**These brand guidelines** are designed to ensure consistent representation of UAC's identity across all platforms and communications. By maintaining uniformity in our visual and verbal language, we not only reinforce our brand's integrity but also honor the rich cultural legacy that Arabic calligraphy represents. The guidelines provide clear directions on the use of our logo, typography, color palette, imagery, and tone of voice, enabling us to build a cohesive and recognizable brand that aligns with our academic mission and artistic vision.

**Through these standards,** we aim to uphold the highest level of authenticity and excellence in our interactions with students, faculty, partners, and the global community, thereby fostering a deeper appreciation for the timeless art of Arabic calligraphy.

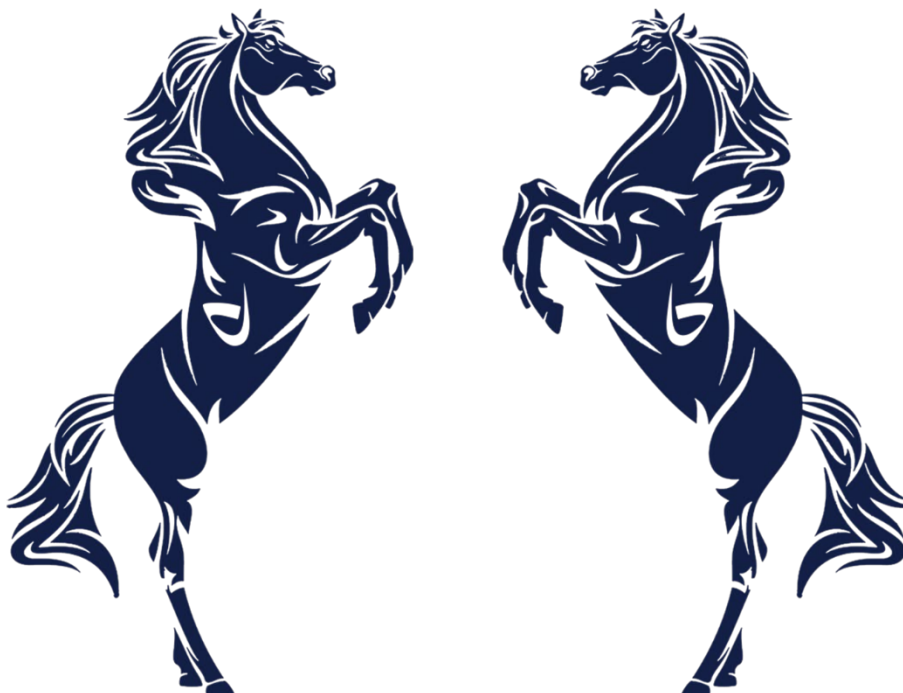
**The UAC logo** is composed of seven distinct symbols, each reflecting an aspect of the university's mission, values, and dedication to the art of Arabic calligraphy.



## Meaning Behind the UAC Logo Symbol 1

### HORSES

**The Two Horses:** Positioned prominently within the logo, the two horses stand on their hind legs, one facing the right and the other the left. These horses represent grace, strength, and nobility—qualities deeply intertwined with the art of Arabic calligraphy. The horses symbolize the dynamic and balanced approach UAC takes in both preserving the rich traditions of calligraphy and fostering innovation in the field. Just as horses have been historically associated with wisdom and endurance, they also reflect the university's commitment to guiding students on a path of artistic mastery and cultural appreciation.



The placement of the two horses on either side suggests balance and harmony, foundational principles in the creation and appreciation of calligraphy. This symbol serves as a visual reminder of UAC's dedication to upholding these principles in its educational philosophy and practices.

## Meaning Behind the UAC Logo Symbol 2

### Castle Gates

**The Two Gates:** The logo also features two gates from ancient castles, each adorned with a star. These gates symbolize the university's role as a protector and preserver of traditional knowledge. They represent UAC's commitment to safeguarding the rich heritage of Arabic calligraphy and ensuring its transmission to future generations.

**The star** on each gate signifies guidance and excellence, highlighting the university's dedication to illuminating the path of learning and artistic growth. Together, the gates and stars reflect UAC's mission to uphold the legacy of Arabic calligraphy while welcoming new ideas and creative expressions into this timeless art form.

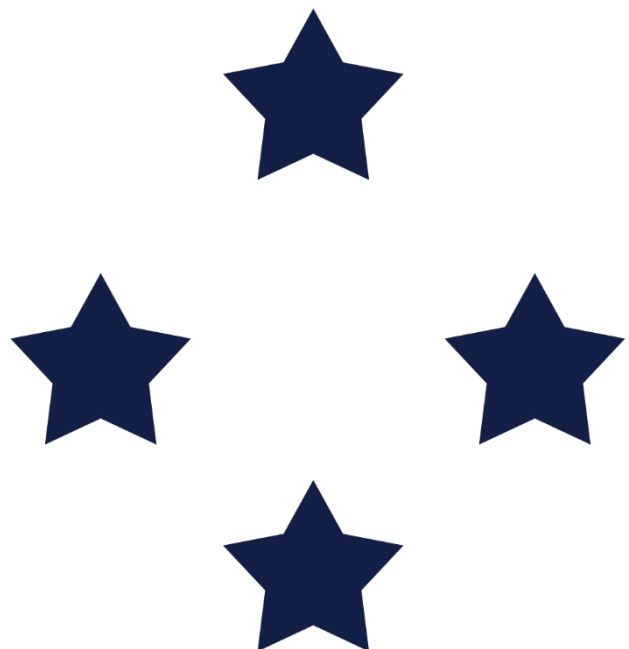


## Meaning Behind the UAC Logo Symbol 3

### The Eight Stars

**The Eight Stars:** The logo incorporates a total of eight stars, with four positioned on each side. These stars symbolize the university's aspiration for both academic and artistic excellence. They reflect UAC's dedication to fostering an environment where students and faculty strive for the highest standards in their study and practice of Arabic calligraphy.

**The stars** serve as a beacon, guiding the university community toward a future where traditional artistry meets contemporary innovation. They underscore UAC's commitment to being a leading institution in the world of Arabic calligraphy, where excellence is not just an aim but a continuous journey.



## Meaning Behind the UAC Logo Symbol 4

### Calligraphy Pen and Crown

**Calligraphy Pen and Crown:** The logo depicts the tip of a metal calligraphy pen with a crown. This emblem denotes proficiency and authority in the art of calligraphy, underscoring the university's distinguished position in the discipline. The pen, a calligrapher's primary tool, represents creativity, talent, and dedication to the profession, whereas the crown represents greatness and glory.

**The calligraphy pen and crown** together emphasize UAC's role as a calligraphy education leader, as well as its commitment to developing proficient calligraphers who adhere to the greatest artistic standards. This emblem also represents the university's commitment to developing knowledge, encouraging artistic creativity, and upholding its prestigious position in the global calligraphy community.



## Meaning Behind the UAC Logo Symbol 5

### Abbreviations (UAC)

**Abbreviations (UAC):** The initials "UAC" are prominently included in the logo, providing a modern and simple representation of the University of Arabic Calligraphy. This abbreviation conveys the university's identity in a clear and memorable manner, balancing tradition with contemporary appeal.

**Font Name:** Oxford

U • A • C

The use of "**UAC**" in the logo emphasizes the university's forward-thinking perspective, which embraces modernity while being profoundly entrenched in the timeless art of Arabic calligraphy. This feature makes the university's name easily recognized and accessible to a global audience, establishing its position as a leading institution in the field of calligraphy.



## Meaning Behind the UAC Logo Symbol 6

### University's Full Name

**The university's full name**, "University of Arabic Calligraphy," is incorporated into the logo design. This element strengthens the university's identity and mission by giving clarity and developing a strong, cohesive brand presence.

**Font Name:** Antiqua-Caps

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UNIVERSITY OF ARABIC CALLIGRAPHY

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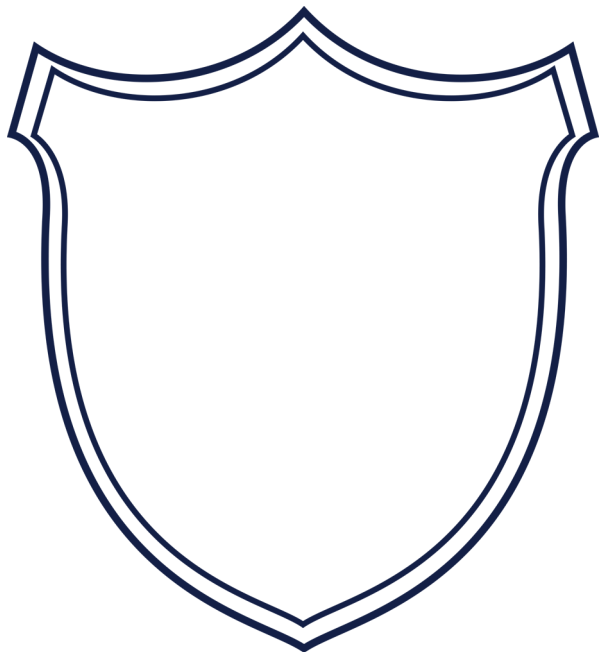
**By integrating the whole name**, the logo not only demonstrates the institution's commitment to the art of Arabic calligraphy, but it also ensures that its goal and values are clearly communicated. This design choice enhances the link between the university's visual identity and its dedication to preserving and enhancing the rich tradition of Arabic calligraphy.

## Meaning Behind the UAC Logo Symbol 7

### Shield Shape

**Shield Shape:** The emblem is surrounded by a shield, which represents protection, tradition, and the university's unwavering devotion to the preservation of Arabic calligraphy. The shield symbolizes the university's duty as a protector of the art form, preserving its past while defending its principles and practices.

**The shield** design represents stability and durability, representing the enduring character of Arabic calligraphy and the university's commitment to preserving its cultural value. It demonstrates UAC's commitment to preserving and promoting this timeless art form for future generations.



# Color Palette

## Primary Color

Color Name: Deep Navy Blue "Dark Eclipse"

### Color: #131f46

In RGB color space, hex #131f46 is composed of 15.8% red, 25.8% green and 58.3% blue. Whereas in a CMYK color space, it is composed of 36.2 cyan, 27.7 magenta, 0 yellow and 36.1 black. This color has coordinates in the color space HSL (Hue, Saturation, Lightness) - 226°, 57.3%, 17.5%. This color has a hue angle of 226° degrees, a saturation of 57.3% and a lightness of 17.5%.

## Primary Color



**HEX:** #131f46  
**RGB:** 19, 31, 70  
**HSL:** 226, 57.3%, 17.5%  
**CMYK:** 73, 56, 0, 73

Preview #131f46

#### Color Preview with background:

Lorem ipsum is simply dummy text in the printing and typesetting industry.

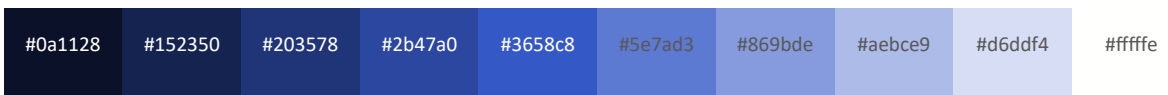
#### Color Preview with white background:

Lorem ipsum is simply dummy text in the printing and typesetting industry.

## #131f46 Color Variations

View this color palette of tints, shades, tones, and hues.

### Monochromatic Color



# Color Palette

## Secondary Color

Color Name: Deep Navy Blue "Searching Blue"

### Secondary Color



**HEX:** #6a7b9a

**RGB:** 106, 123, 154

**HSL:** 219, 19.2%, 51%

**CMYK:** 64, 48, 24, 2

**Preview:** #6a7b9a

Apply this color for secondary backgrounds, borders, or as a subtle contrast to the primary color. It can also be used for secondary text and elements that need to stand out but not overpower the primary color.

**Usage:** Colors should be used in accordance with the brand's visual identity to ensure consistency and recognition.

# Typography

## Primary Typeface:

**Segoe UI**– Used for headlines and key text to convey professionalism and clarity.

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Segoe UI Regular

University of Arabic Calligraphy

@ABCDEFGHIJKLMN OPQRSTUVWXYZ

abcdefghijklmnopqrstu vwxyz

*Segoe UI Italic*

*University of Arabic Calligraphy*

*@ABCDEFGHIJKLMN OPQRSTUVWXYZ*

*abcdefghijklmnopqrstu vwxyz*

**Segoe UI Bold**

**University of Arabic Calligraphy**

**@ABCDEFGHIJKLMN OPQRSTUVWXYZ**

**abcdefghijklmnopqrstu vwxyz**

***Segoe UI Bold Italic***

***University of Arabic Calligraphy***

***@ABCDEFGHIJKLMN OPQRSTUVWXYZ***

***abcdefghijklmnopqrstu vwxyz***

# Typography

## Secondary Typeface:

**Open Sans**– Used for body text and supplementary information for readability and consistency.

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Open Sans Regular

University of Arabic Calligraphy

@ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmnopqrstu**vw**xyz

*Open Sans Italic*

*University of Arabic Calligraphy*

@ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
*abcdefghijklmnopqrstu**vw**xyz*

Open Sans bold

University of Arabic Calligraphy

@ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdefghijklmnopqrstu**vw**xyz

Open Sans bold Italic

University of Arabic Calligraphy

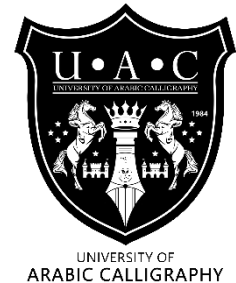
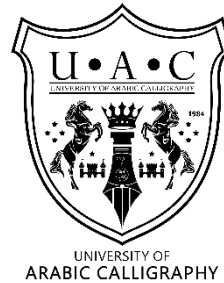
@ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
*abcdefghijklmnopqrstu**vw**xyz*

## Signature Color

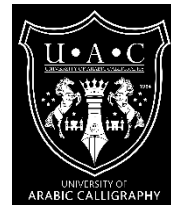
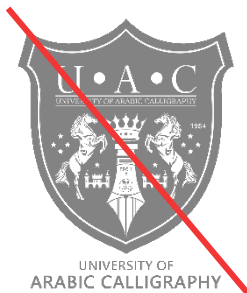
University of Arabic Calligraphy "UAC" channel signatures are only available in black and white.

When signing on a black or colored background, use an all-white signature reversed from the background color.

Never use the University of Arabic Calligraphy "UAC" channel signature over a visually busy or patterned background.



### All-black signature



### All-white signature

### Avoid mistakes

Resellers can only display their UAC-provided authorization in black or white.

UAC has reserved the use of a gray Apple logo, which may appear on some of UAC's channel assets.

Never show your channel signature in grey.

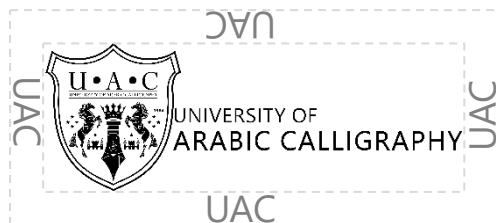
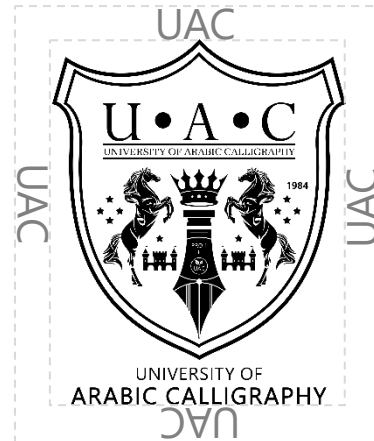
## Minimum Clear space and Minimum Size

### Minimum clear space

The minimum open area around the signature is the height of the "UAC" logo, taken from the top of the leaf to the bottom edge.

Allow even more space around your signature for maximum impact.

Do not allow pictures, fonts, or other graphic elements to enter the minimum clean space.



### Minimum size

The smallest signature size should only be used when layout space is really restricted. Use a bigger signature whenever possible. Make sure the UAC channel signature is smaller than your store or company logo.



## Imagery



# Thanks

University of Arabic Calligraphy

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By following these guidelines, you'll help to ensure that our brand remains consistent, recognizable, and effective. Thank you for your dedication.