



جامعة الملك عبدالله
للعلوم والتقنية
King Abdullah University of
Science and Technology

KAUST Brand

Style Guide





KAUST Brand Story

King Abdullah University of Science and Technology (KAUST) is a world-class, graduate-level research University that will inspire a new age of scientific achievement in the Kingdom of Saudi Arabia and beyond.

As a role model for accelerating scientific discovery and technological development, KAUST is an open environment that allows scientists, engineers and scholars to focus on what matters most: their work. Distinguished by an extraordinary endowment and exceptional spirit of collaboration, this independent, merit-based institution enables top researchers from around the world—and across all cultures—to work together to solve challenging issues facing science and society. KAUST supports these diverse talents both on campus and at other leading universities, creating a powerful, global research and education network.

Located on the shores of the Red Sea, this university is the gateway for the worldwide exchange of ideas that will stimulate scientific advancements to benefit the economic and social development of the kingdom, the region and the world. Most importantly, it is a unique place where passionate individuals can transcend the boundaries of their fields to transform their own lives—and the lives of humankind.

Logo Story

The KAUST logo contains a distinctive symbol that projects the fundamental pillars of the University.

*Kindly note: There are several layouts of the logo that can be used depending if its digital or print, so please make sure to use the right one.



**Example above: KAUST Digital Logo (left aligned)*

Unity Seeds

The four Unity Seeds with their optimistic colors represent the four area of research areas: food, water, energy and the environment.

Clarity Lens

The Clarity lens is a focusing element symbolizing the University's open environment where people can think clearly, study freely and examine the world's most complex issues through the clear light of reason.

Logotype

The full version of the logo includes the University name, using the brand's proprietary font in Arabic and English.

The Colors

The five colors of the symbol suggest the brand's attributes and lend a strong sense of passion.

Logo Versions

There are **several layouts** of the logo that can be used **depending if its digital or print**, so **please make sure to use the right one**.

Digital use only

Notice how the text/typography for the left and right aligned digital version is always in-line with the seeds (symbol).

Left Aligned



Right Aligned



Print use only

The text/typography of the print version is adjusted to float halfway beneath the seeds (symbol), and the seeds and text is right aligned.



Logo Exceptions

There are a few other ways to use the logo but must be used with caution.

For Digital & Print

Horizontal Orientation



Horizontal Alignment

Use above sparingly.

Always make sure that the logo's clear space on either side of the text/typography is respected and readability is good.

Seeds Only



The only instance it is appropriate to use the seeds alone is when the name of the University is fully spelled out in the main message (either in English or Arabic).

When writing the name of the University out, please keep to the KAUST Primary written typefaces (see typefaces slide).

Typefaces

For written material

Primary English Typeface

Raleway Aligned

Our font in the creatives pack is adjusted and aligned, please don't use the one Google Fonts provide.

Primary Arabic Typeface

Neo Sans Arabic

Secondary Typeface

for Arabic & English

Arial

Raleway Aligned

Blindtext lorem ipsum dolor sit amet.

Neo Sans Arabic

نص أعمى مكتوب هنا بالجزر

Arial

سَمِير إنجازات الله آية مُلحِق اتَّفِق عصر للعلوم بيئة هِدَايَة ضجيج

Blindtext lorem ipsum dolor sit amet.

For the logo only

English

Rotis™ Sans Serif

Rotis™ Serif

Blindtext lorem ipsum dolor sit amet.

Arabic

Boutros Farah

AXtBoutrosFArah

سَمِير إنجازات الله آية مُلحِق اتَّفِق عصر للعلوم بيئة هِدَايَة

Logo Color

Full color logo

Use the full color logo whenever possible.



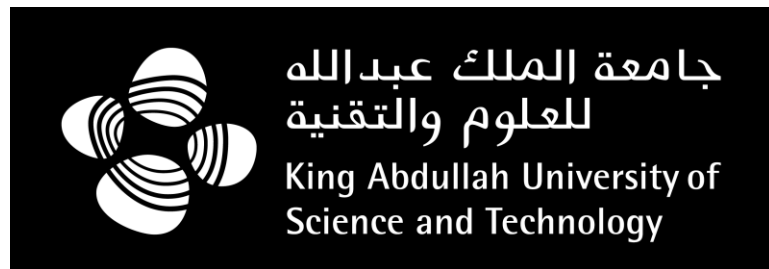
Knockout/reverse text logo

Use the full color with white text version on a dark background that provides poor visibility for gray text.



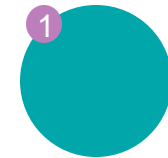
White logo

Use the white version for applications where the background provides inadequate visibility for the full color such as dark images or images that have colors similar to the full color logo.

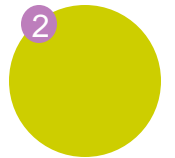


**Examples above: KAUST Digital Logos (left aligned)*

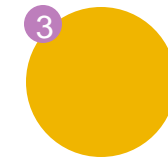
KAUST Logo Colors



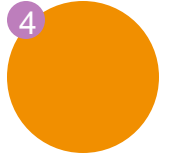
R0 G166 B170
HEX# 00A6AA



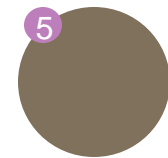
R205 G206 B0
HEX# CDCE00



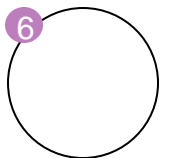
R240 G181 B0
HEX# F0B500



R241 G143 B0
HEX# F18F00



R128 G113 B93
HEX# 80715D



R255 G255 B255
HEX# FFFFFFFF

Digital Color Palettes

Color Families

		Purples	Blues	Turquoises	Greens	Yellows	Oranges	Grays
Color Shades	Saturated	R156 G111 B174 HEX# 9C6FAE	R82 G132 B196 HEX# 5284C4	R0 G166 B170 HEX# 00A6AA	R205 G206 B0 HEX# CDCE00	R240 G181 B0 HEX# F0B500	R241 G143 B0 HEX# F18F00	
	Saturated Shades	R109 G36 B99 HEX# 6D2463	R0 G59 B117 HEX# 003B75	R0 G76 B89 HEX# 004C59	R89 G84 B3 HEX# 595403	R100 G60 B0 HEX# 643C00	R128 G73 B0 HEX# 804900	
	Neutral	R204 G190 B184 HEX# CCBEB8	R161 G176 B209 HEX# A1B0D1	R173 G182 B168 HEX# ADB6A8	R198 G189 B128 HEX# C6BD80	R237 G218 B171 HEX# EDDAAB	R244 G204 B140 HEX# F4CC8C	R181 G171 B161 HEX# B5ABA1
	Neutral Shade	R141 G126 B116 HEX# 8D7E74	R115 G121 B124 HEX# 73797C	R104 G144 B106 HEX# 68726A	R122 G121 B102 HEX# 7A7966	R155 G144 B123 HEX# 9B907B	R189 G128 B100 HEX# BD8064	R128 G113 B93 HEX# 80715D

Saturated shades

This color palette uses rich, bright colors that are reminders of the lively colors used in the logo. Use them to add energy. The shaded colors are the same bright colors that might be seen in the shade of a tree or building.

Neutral shades

This color palette uses soft, faded colors that are strong reminders of the land around Thuwal. Use them to add serenity or to evoke the environment around the university. The shaded colors are the same muted colors that might be seen in the shade of a tree or building.

Print Color Palettes

		Color Families						
		Purples	Blues	Turquoises	Greens	Yellows	Oranges	Grays
Color Shades	SATURATED	Pantone® 2583 C C48 M70 Y0 K0	Pantone® 2727 C C75 M40 Y0 K0	Pantone® 3275 C C94 M0 Y47 K0	Pantone® 390 C C24 M0 Y98 K8	Pantone® 124 C C0 M27 Y100 K0	Pantone® 152 C C0 M62 Y100 K0	Pantone® Warm Gray 7C C14 M19 Y21 K38
		Pantone® 2583 U C38 M52 Y1 K0	Pantone® 2727 U C62 M38 Y0 K0	Pantone® 3275 U C87 M1 Y46 K1	Pantone® 390 U C32 M6 Y96 K15	Pantone® 7405 U C2 M25 Y96 K5	Pantone® 144 U C0 M50 Y79 K0	Pantone® Warm Gray 7U C42 M38 Y36 K1
		Pantone® 519 C C64 M88 Y10 K39	Pantone® 654 C C100 M73 Y10 K48	Pantone® 3165 C C100 M12 Y28 K59	Pantone® 5815 C C32 M31 Y96 K79	Pantone® 1545 C C20 M76 Y100 K78	Pantone® 168 C C13 M80 Y100 K60	Pantone® Warm Gray 11C C23 M32 Y31 K64
	NEUTRAL	Pantone® 525 U C60 M70 Y26 K7	Pantone® 295 U C85 M60 Y21 K16	Pantone® 3155 U C89 M28 Y28 K25	Pantone® 5815 U C54 M46 Y76 K19	Pantone® 4625 U C48 M62 Y71 K15	Pantone® 175 U C44 M65 Y64 K11	Pantone® Warm Gray 11U C55 M50 Y49 K5
		Pantone® 436 C C14 M23 Y10 K0	Pantone® 535 C C43 M26 Y3 K8	Pantone® 5635 C C29 M8 Y25 K24	Pantone® 5845 C C14 M9 Y51 K25	Pantone® 7502 C C0 M8 Y33 K10	Pantone® 7509 C C2 M25 Y50 K5	
		Pantone® 435 U C25 M26 Y19 K0	Pantone® 536 U C33 M22 Y4 K0	Pantone® 5645 U C38 M20 Y31 K0	Pantone® 5855 U C25 M18 Y48 K1	Pantone® 7401 U C11 M15 Y30 K0	Pantone® 7508 U C8 M28 Y46 K1	
Pantone® 410 C C19 M31 Y26 K56	Pantone® 431 C C45 M27 Y17 K51	Pantone® 445 C C50 M28 Y24 K65	Pantone® 417 C C28 M18 Y28 K54	Pantone® 7531 C C16 M28 Y36 K49	Pantone® 7525 C C11 M51 Y59 K34			
Pantone® 411 U C58 M54 Y51 K7	Pantone® 432 U C67 M54 Y45 K7	Pantone® 447 U C68 M58 Y56 K11	Pantone® 418 U C57 M47 Y49 5	Pantone® 7532 U C57 M54 Y59 K9	Pantone® 7526 U C35 M66 Y65 K11			

Saturated shades

This color palette uses rich, bright colors that are reminders of the lively colors used in the logo. Use them to add energy. The shaded colors are the same bright colors that might be seen in the shade of a tree or building.

Neutral shades

This color palette uses soft, faded colors that are strong reminders of the land around Thuwal. Use them to add serenity or to evoke the environment around the University. The shaded colors are the same muted colors that might be seen in the shade of a tree or building.

Clear Space

Clear space is the minimum distance maintained around the logo to ensure its integrity. Ensuring that our signature is easily visible is an important component of communicating our identity. Clear space certifies that our logo is identifiable.

X-height

X-height refers to the height of the capital letters used in the logo.

Clear space

Clear space is the minimum “breathing room” maintained around our logos and wordmarks. It should be kept free of graphics, text and other marks.

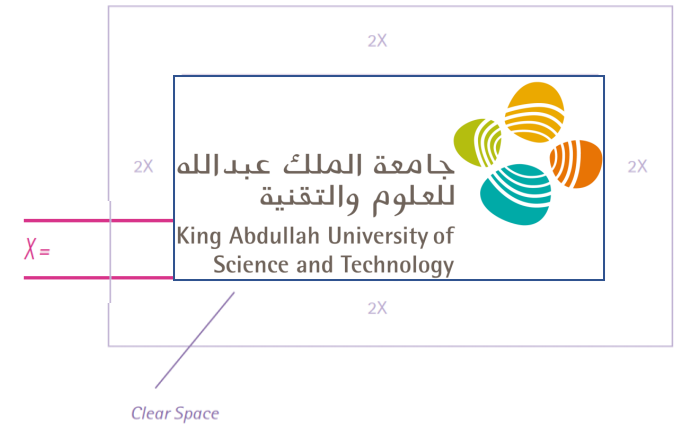
It also defines the minimum distance from logos and wordmarks to the edge of a printed piece.

**Example above: KAUST Digital Logo (left aligned)*

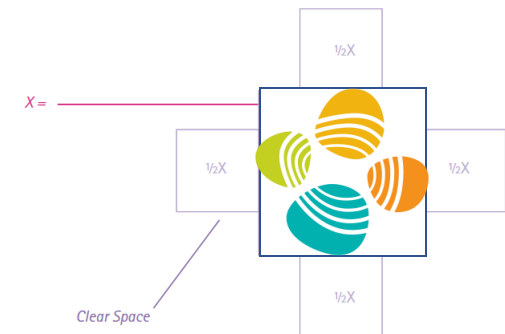
Digital Logo



Print Logo



Seeds only



Logo do's and don'ts



Full color logo with white text on a black background



Full color logo with white text on a dark background



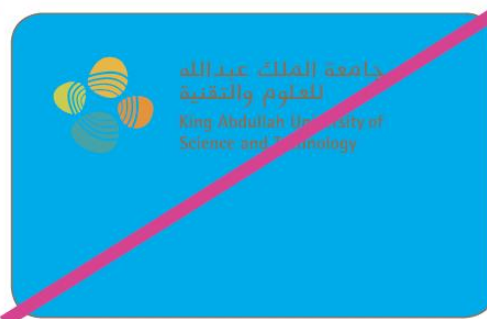
Full color logo with white text on a dark image



Add dark transparent color in background if logo needs to be placed on top of complex background images



Do not place the logo on a background that matches the logo color palette



Do not use color combinations that generate poor contrast



Do not overlap the logo onto poor contrast areas of the image



Do not place the logo on images that are too busy to provide good visibility