جامعة الأخوين

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AL AKHAWAYN UNIVERSITY

Graphic Charter

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Our Brand Strategy

Brand Strategy

As a higher education institution, Al Akhawayn University in Ifrane (AUI) provides individuals seeking to develop their personal and academic competencies with the skills necessary to further their future plans and contribute to the communities they form around themselves. As a brand, "AUI" is much more than the simple combination of a logo, a name, and a visual identity: our brand encapsulates the totality of the associations and the experiences that unite our stakeholders, including the University's strategic priorities, mission, and values. Our brand strategy presents a scrupulously crafted framework that communicates a consistent, comprehensive, and integrated representation of our institution and its constituents.

Over the past two decades, Al Akhawayn University has developed its strong and unique character through its numerous actions and its many stakeholders. As emphasized in our motto—"Excellence and Identity"—the purpose of this "Brand Strategy" is to elucidate the latter component in the most authentic way: by remembering who we are and who we've been, we hope to shape where we're heading. At AUI, we recognize the difficulties of standardization, the creation of an all-encompassing set of rules. In recognition of this—or perhaps in response to it—please consider this document as a set of guidelines carefully created in order to ensure consistency across all communication while still leaving ample room for individual creativity and evolution.

Policies & Procedures

BRAND IDENTITY

DEV/ 102.2 Brand Identity
Purpose:
The purpose of this policy and procedure is to outline the acceptable uses of the University brand identity as defined in AUI Graphic Charter for various graphic design uses by all internal and external stakeholders.

Policy: DEV/ 102.2
It is the policy of the University that the development and application of the University brand standards is determined by the Department of Development and Communications.

The University brand identity includes name (in 4 languages), logo, seal, colors, branded documents and items. The University brand identity is not limited to the institutional identity but comprises sub-brands for schools, programs, divisions, departments, and centers.

(...)

All schools, programs, divisions, departments, and centers must comply with the graphic charter guidelines for their own sub-brand identity for all internal and external communication.

Development and Communication department approval is required for any branded communication emanating from Al Akhawayn University in Ifrane, including materials not produced by the Development and Communication department.

Related AUI Policies or Legal Requirements
- AUI Graphic Charter:
- OMPIC intellectual property laws:
  http://62.251.167.25/en/respect-droit/legal-mechanisms

Procedure: DEV/ 1002.2
All internal units are given a yearly memo to use the university brand identity as defined by the Graphic Charter. This memo should be signed by the unit head, division head and the Development and Communication Department Director. This memo, is only valid for staff members and faculty.

For students to get approval for public dissemination and commercial usage of a branded item or publication of the University brand and sub-brand identity, they should request an authorization through the service desk. This authorization is valid for all internal and external printed and electronic materials representing Al Akhawayn University on any of its units and student clubs.

Questions regarding use of the University logos in publications or displays should be addressed to the Development and Communication Department on communication@aui.ma .

Application
Internal stakeholders (students, faculty, staff)

Non Compliance Clause
Failure to comply with the brand identity policies and procedures can result in:
- giving 24 hour to the non-complier to modify, remove or delete the product/item associated with the university brand identity.
- taking legal actions following the OMPIC intellectual property laws:
  http://62.251.167.25/en/respect-droit/legal-mechanisms

Logo

Our Logo

Al Akhawayn University in Ifrane's (AUI) logotype (or simply logo) is steeped in Morocco's rich history. In an attempt to represent the different groups that constitute our nation, Arabic, Tifinagh, and Latin scripts are all visible in the logo. Though the logo has had several iterations, it is imperative that employees only ever use the most up to date version so as to best represent the establishment.

As such, it is very important that designers not develop their own logos—in order to espouse a single, coherent identity; all schools, departments, offices, and University-affiliates must use the approved University logo. Should any entities contained within the University wish to create an emblem for their body, they should discuss the matter with the Office of Development and Communication.

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AL AKHAWAYN

UNIVERSITY

PRIMARY USAGE

The primary and preferred color for our logo is Green Pea *(Pantone 357 C)*. It is intended to be the most classic representation of our university brand, as well as the default version of the logo when placed on top of light backgrounds.

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AL AKHAWAYN UNIVERSITY

PRIMARY USAGE

It is also acceptable to use the color in White over the official Green Pea *(Pantone 357 C)* or over dark background..

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AL AKHAWAYN UNIVERSITY

SECONDARY USAGE

If need be, the logo can be in Thunder or Green Pea *(Pantone 357 C)* over a black and white background.

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AL AKHAWAYN
UNIVERSITY

IMPROPER USAGE

Here are some examples of improper usage of the university logotype.

Please never place the logotype in a box.

Please do not use colors other than the ones specified in this document.

Please never distort the logotype.

With the exception of certain branding items, please do not place lines, rulers, borders, or any other similar shape in close proximity to the logotype.

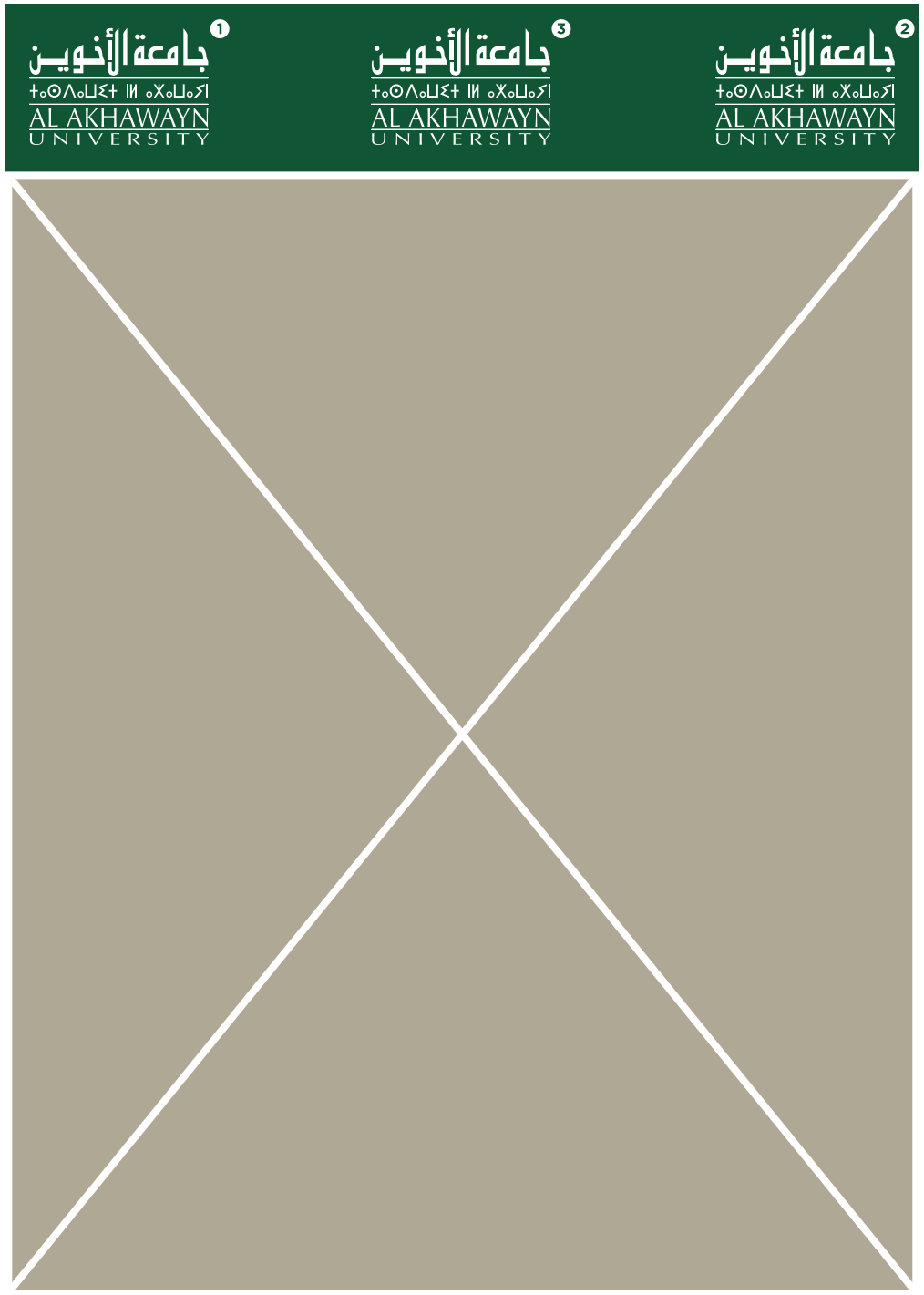
Please do not rearrange the placement of the text within the logotype.

Please neither tilt, nor rotate the logotype.

PLACEMENT

There are only three acceptable placements for the university logotype:

1. For documents and designs in English or French;
2. For documents and designs in Arabic;
3. For any document or design, regardless of language.



SIZE

The use of the logo in different sizes is permissible, as long as the minimum width of 2 cm (60 pixels) is respected.

MARGINS

To ensure that there is enough space around the univeristy logotype, you may use the **letter A** as a measuring guide as illustrated here.

OUR MOTTO

The University's motto is "Excellence & Identity" and should appear on official University documents including, but not limited to, annual reports, posters, insertions, catalogues, student handbooks, and brochures.

The University motto does not need to appear in such personal documents as letters, envelopes, business cards, memorandums, or faxes.

Excellence and Identity

Sample Motto

OUR NAME

Along with its logo, the University's full name is its main brand mark. As such, please attempt to always use its full name as spelled here, whether the document is in English or French.

In case the university is being referred to multiple times, the acronym **AUI** can be used after the first reference of the university's full name.

In the first reference in a document, use:

Al **A**khawayn **U**niversity in **I**frane
Université Al Akhawayn à Ifrane

In subsequent references, use:

AUI

Do not use:

~~AlAkhawayn~~
~~AlAkhawayne~~
~~Université Al Akhawayne~~
~~UAI~~

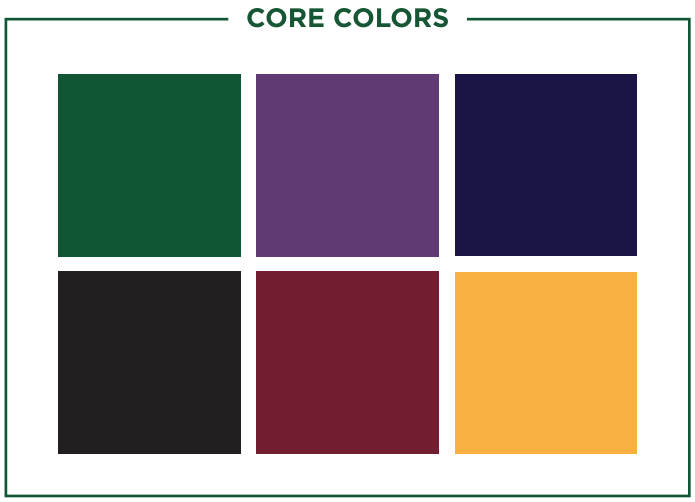
Colors

Our Colors

The Al Akhawayn University color palette is broken down into two groups: Core Colors, and an Extended Palette.

The Core Colors palette contains the official AUI green as well as the school colors, and the specific shade of black that is used in official designs.

The Extended Palette is composed of colors that fit harmoniously with the official AUI green, both as background and complementary colors to be used in designs.



Green Pea

Pantone 357 C
R 26 **G** 86 **B** 50
C 87 **M** 39 **Y** 88 **K** 39
HEX 1A5632

Thunder

R 29 **G** 29 **B** 27
C 0 **M** 0 **Y** 0 **K** 100
HEX 1D1D1B

White

R 255 **G** 255 **B** 255
C 0 **M** 0 **Y** 0 **K** 0
HEX FFFFFF

Bossanova

Pantone 7665 C
R 97 **G** 54 **B** 110
C 72 **M** 88 **Y** 25 **K** 12
HEX 61366E

This is the official color for the *School of Science and Engineering*. It is to be used in any designs and graphics related to the school and to any of its programs.

Valhalla

Pantone 275 C
R 32 **G** 23 **B** 71
C 100 **M** 100 **Y** 39 **K** 41
HEX 201747

This is the official color for the ***School of Humanities and Social Sciences***. It is to be used in any designs and graphics related to the school and to any of its programs.

Crown of Thorns

Pantone 188 C
R 121 **G**36 **B** 47
C 32 **M** 92 **Y** 65 **K** 44
HEX 79242F

This is the official color for the ***School of Business Administration***. It is to be used in any designs and graphics related to the school and to any of its programs.

Saffron

Pantone 143 C
R 245 **G** 179 **B** 53
C 3 **M** 34 **Y** 85 **K** 0
HEX F5B335

This is the official color for all ***Graduate Programs***. It is to be used in any designs and graphics pertaining to any Graduate Program that the three schools are offering.

Corduroy

Pantone 5487 C
R 96 **G** 120 **B** 117
C 63 **M** 37 **Y** 46 **K** 22
HEX 607875

Tan

Pantone 7502 C
R 210 **G** 184 **B** 135
C 18 **M** 25 **Y** 51 **K** 4
HEX D2B887

Nomad

Pantone 7535 C
R 184 **G** 176 **B** 156
C 29 **M** 25 **Y** 38 **K** 7
HEX B8B09C

Deep Sea

Pantone 569 C
R 0 **G** 128 **B** 110
C 96 **M** 22 **Y** 63 **K** 8
HEX 00806E

USING THE COLORS

Both of these colors are **NEVER** to be used as background colors with the university logo.

Orange Roughy

Pantone 167 C
R 194 **G** 83 **B** 26
C 18 **M** 75 **Y** 99 **K** 7
HEX C2531A

Lipstick

Pantone 220 C
R 171 **G** 0 **B** 79
C 22 **M** 100 **Y** 36 **K** 18
HEX AB004F

USING THE COLORS

All the school colors may be used as background colors for the university logo, under the condition that the logo is in white.

USING THE COLORS

These additional colors can be used as background colors for the university logo, under the condition that the whole logo is in Green Pea or White.

Typography

OFFICIAL DOCUMENTS FONTS

Myriad Pro

Optima

PRINT & SOCIAL MEDIA FONTS

Gotham

Playfair Display

BEBAS NEUE

MERCHANDISE FONTS

EMILIO 20

ARABIC SCRIPT FONTS

AxtKufiLayout

Damascus

FONTS OVERVIEW

Four Latin script fonts and two Arabic script fonts have been chosen to best represent Al Akhawayn University through the many media channels it uses.
Designers can of course choose to use other fonts as they see fit, as long as they are used on non-official university documents, and in consultation with the Department of Development and Communication.

This font is to be used as one of the two fonts for official university documents, such as memos, press releases, forms, etc. **Myriad Pro** is to be used alone, or alongside **Optima**.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
012345679

MYRIAD PRO REGULAR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
012345679

MYRIAD PRO ITALIC

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
012345679

MYRIAD PRO BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
012345679

MYRIAD PRO BOLD ITALIC

This font is the official font used in the Al Akhawayn University logo, and is to be used in official documents as a body font alongside **Myriad Pro**.

Lo
re
m
ips

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
012345679

OPTIMA REGULAR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
012345679

OPTIMA ITALIC

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
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OPTIMA BOLD

Gotham is the official sans serif font for university literature material, whether print or digital, and is to be used as the main font on brochures, flyers and other such documents created for informational and promotional purposes.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
012345679

GOTHAM BOOK

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
012345679

GOTHAM ITALIC

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
012345679

GOTHAM BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
012345679

GOTHAM BOLD ITALIC

Playfair Display is to be used as the paired serif font to **Gotham**, complementing it in pull-in or block quotes, as well as titles when necessary.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
012345679

PLAYFAIR DISPLAY REGULAR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
012345679

PLAYFAIR DISPLAY ITALIC

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
012345679

PLAYFAIR DISPLAY BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
012345679

PLAYFAIR DISPLAY BOLD ITALIC

abcdefghijklmnopqrstuvwxyz
012345679

BEBAS NEUE REGULAR

Bebas Neue is to be used in combination with **Gotham** and **Playfair Display** as the main social media font.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789

PLAYFAIR DISPLAY REGULAR

Emilio 20 is the official AUI merchandise font.

AxtKufiLayout is to be paired with **Damascus** at all times, using the first font for titles and the second for body text.

جامعة الأخوين بإفران

AxtKufiLayout Regular

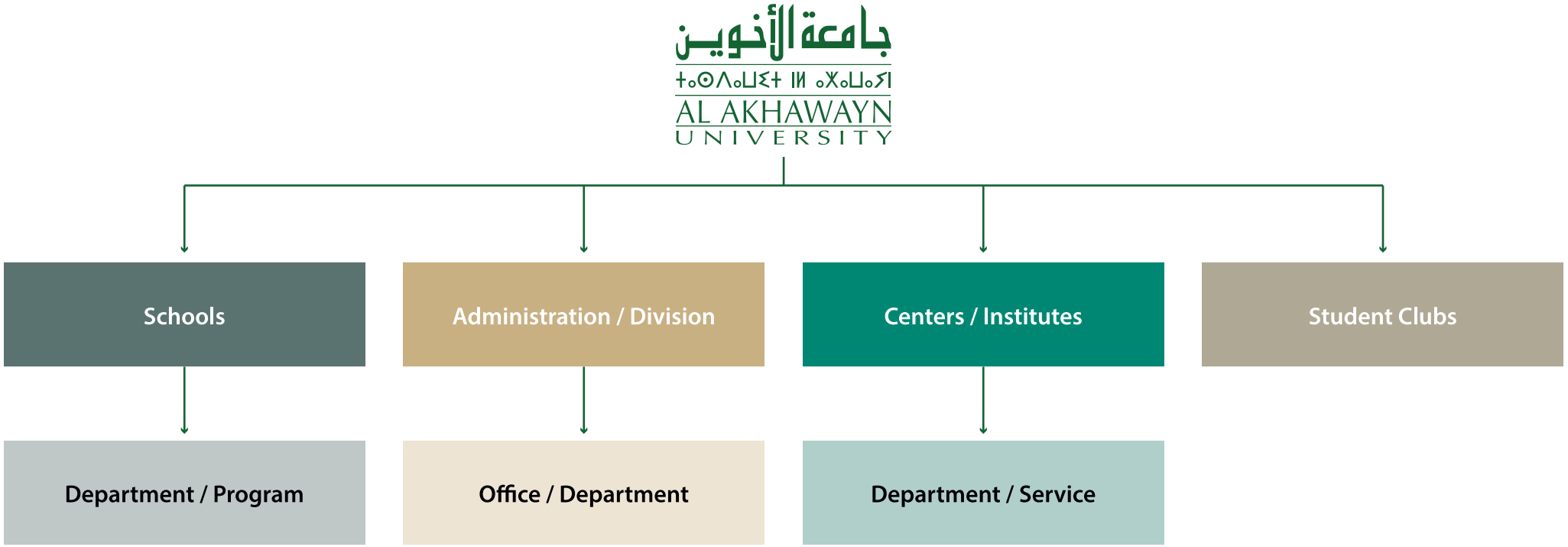
تعمل جامعة الأخوين في إفران على رفع ثقافة المواطنين والقادة المستقبليين للمغرب والعالم عبر منهاج دراسي إنجليزي حر ذي توجه عالمي مبني على نظام أمريكا الشمالية. ويعمل المجتمع الأكاديمي المكون من الطلاب وأعضاء هيئة التدريس والموظفين جنبا إلى جنب لتعزيز التفوق وترسيخ الهوية من خلال التعليم والتعلم اللذين يتماشيان مع تنمية المساواة والمسؤولية الاجتماعية.

وباعتباره موطنا ل 2،135 طالبا ينحدرون من مختلف بقاع العالم، فإن الحرم الجامعي الذي تبلغ مساحته 75 هكتاراً يتوفر على تجهيزات طلابية تتمثل في 7 مباني أكاديمية، ومكتبة، و21 سكنا طلابيا و4 قاعات طعام، ومحلات تجارية، ومراكز رياضية، بالإضافة إلى مختبرات خاصة بالأبحاث.

Damascus Regular

Hierarchy

Hierarchy



AUI branding makes use of a "parent brand" strategy, enabling all sub-brands to be easily recognized as fitting within the whole. No AUI unit—let they be a school, center, or club—should take it upon themselves to develop an individual logo that might compete with the official AUI logotype.

Lockups

Schools, departments, services and student clubs within or related to the University are encouraged to use lockups with the AUI logo when designing content.

PLAIN

In order to create a new lockup, it is important to note that:
- the name of the school/department/service/club must be centered with the dividing line, capitalized, in **Gotham Light**;
- the spacing on either side of the dividing line must be as wide as **two A's.**

WITH BACKGROUND

When using a background with the lockup, the spacing around the lockup should be as much as **two A's** on all sides of the lockup.

TREATMENT

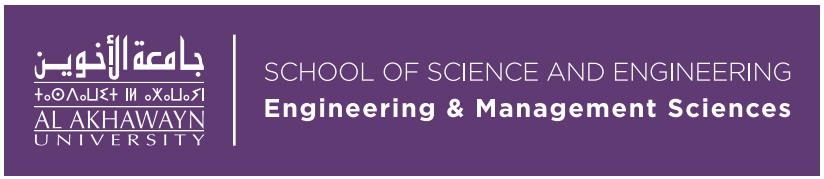
For school lockups, the name of the school must be justified if split in two lines.
If a background color is used, it must correspond to the school's color, and the elements of the lockup must be in white.

TREATMENT

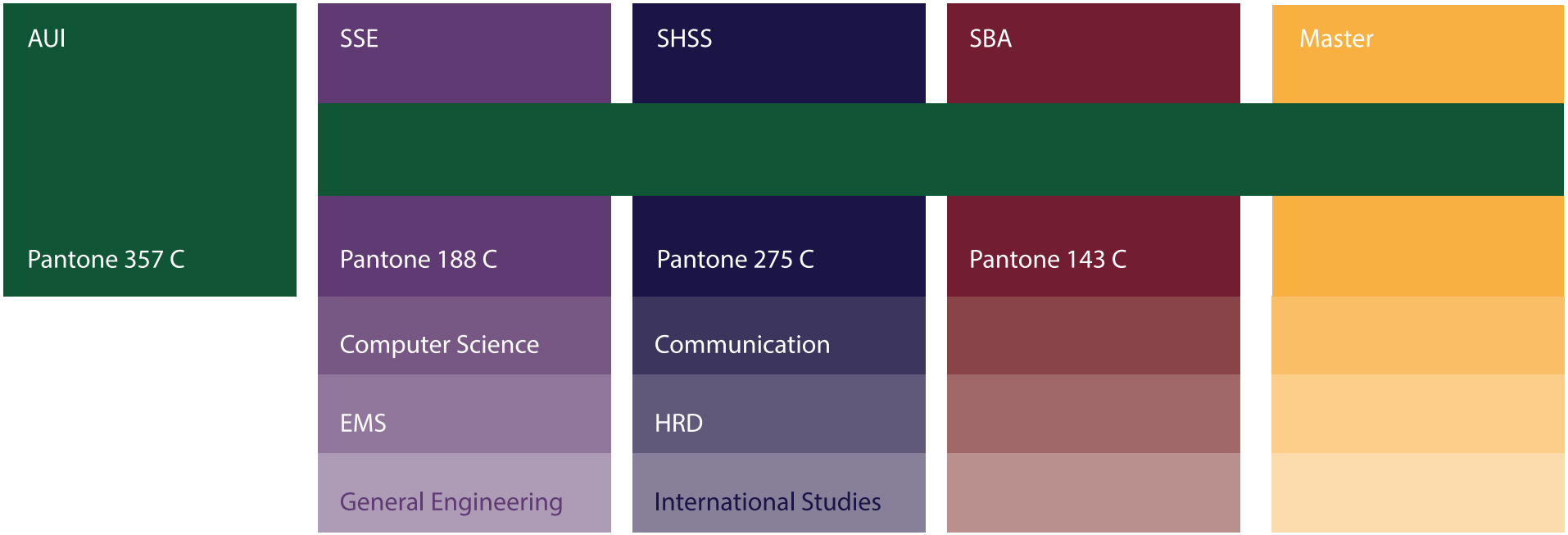
For program lockups, the name of the school must remain capitalized in **Gotham Light**, and the name of the program in **Gotham Bold**. Both sentences are in the same font size.
The height of the **letter A** is the amount of space to be left between the school and program names.

In case the program name does not work with the width of the justified school name, it is possible to write everything in a single line.

When a background is used, the same rules apply from the school lockups:



Programs Colors



TREATMENT

The same rules apply for administration, center and student club lockups.

Should an administration or center department be mentioned, the administration/center name should be in caps, and the department name at the bottom in bold sentence case.

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AL AKHAWAYN UNIVERSITY

DEPARTMENT OF DEVELOPMENT
AND COMMUNICATION

جامعة الأخوين
ⵜⴰⵙⴷⴰⵡⵉⵜ ⵏ ⵓⵅⵡⵉⵏ
AL AKHAWAYN UNIVERSITY

DEPARTMENT OF DEVELOPMENT
AND COMMUNICATION
Career Services & Alumni Affairs

جامعة الأخوين
ⵜⴰⵙⴷⴰⵡⵉⵜ ⵏ ⵓⵅⵡⵉⵏ
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INSTITUTE OF ECONOMIC ANALYSIS
AND PROSPECTIVE STUDIES

Student club names are to be written in full caps.

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JAPANESE CIRCLE

Cobranding

SCHOOL + CENTER

If an event is hosted by only one school and one center, there are three options for presentation:

SCHOOL OF HUMANITIES
AND SOCIAL SCIENCES

جامعة الأخوين
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UNIVERSITY

INSTITUTE OF ECONOMIC ANALYSIS
AND PROSPECTIVE STUDIES

Alternatively, they can be stacked on top of each other as follows:

The logotype must be aligned with the top of the separating line.

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AL AKHAWAYN
UNIVERSITY

SCHOOL OF HUMANITIES
AND SOCIAL SCIENCES

A
A

INSTITUTE OF ECONOMIC ANALYSIS
AND PROSPECTIVE STUDIES

The height of the separating line must be the sameheight as the text.

Use **two letters As** as a measuring tool to leave enough space between the two names.

The separating line can be dropped if the design allows it.

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AL AKHAWAYN
UNIVERSITY

+

SCHOOL OF HUMANITIES
AND SOCIAL SCIENCES

INSTITUTE OF ECONOMIC ANALYSIS
AND PROSPECTIVE STUDIES

SCHOOL OF HUMANITIES
AND SOCIAL SCIENCES

جامعة الأخوين
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INSTITUTE OF ECONOMIC ANALYSIS
AND PROSPECTIVE STUDIES

جامعة الأخوين
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SCHOOL OF HUMANITIES
AND SOCIAL SCIENCES

INSTITUTE OF ECONOMIC ANALYSIS
AND PROSPECTIVE STUDIES

SCHOOL OF HUMANITIES
AND SOCIAL SCIENCES

INSTITUTE OF ECONOMIC ANALYSIS
AND PROSPECTIVE STUDIES

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MULTIPLE ENTITITES

If an event is hosted by more than two entities within the university, there are three options for presentation:

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SCHOOL OF HUMANITIES
AND SOCIAL SCIENCES

CENTER FOR LEARNING EXCELLENCE

WRITING CENTER

جامعة الأخوين
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AL AKHAWAYN UNIVERSITY

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

CENTER FOR LEARNING EXCELLENCE

WRITING CENTER

جامعة الأخوين
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AL AKHAWAYN UNIVERSITY

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

CENTER FOR LEARNING EXCELLENCE

WRITING CENTER

This is applicable in the case where all entities have an equal involvement in the event.
In case where a particular entity is the leading organizer, its name much be bolded.

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SCHOOL OF HUMANITIES
AND SOCIAL SCIENCES

CENTER FOR LEARNING EXCELLENCE

WRITING CENTER

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CENTER FOR LEARNING EXCELLENCE

WRITING CENTER

SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

CENTER FOR LEARNING EXCELLENCE

WRITING CENTER

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EXTERNAL ENTITITES

In the case where AUI has to be featured alongside an external entity, there are two presentation options.

If the external entity has a logo, the university logotype **must** be used.

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AL AKHAWAYN UNIVERSITY

External
Entity's Logo

AL AKHAWAYN
UNIVERSITY
IN IFRANE

External Entity

جامعة الأخوين

ⵜⴰⵙⴷⴰⵡⵉⵜ ⵏ ⵉⵅⴰⵡⴰⵢⵏ

AL AKHAWAYN UNIVERSITY

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Ifrane, Morocco

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