نوافذ تجارية
آفاق واسعة

Broad Horizons
The guideline presents the University of Technology and Applied Sciences's visual identity and its strategy to be adhered to on all relevant media produced by the University. It explains the basics of using the logo, colours, font, and other design elements, to ensure a consistent and robust visual appearance, as well as serves as a design guideline while supporting the visual identity requirements with distinction and vibrancy.

يدع هذا الدليل هوية الجامعة البصرية واستراتيجيتها، للالتزام به في الوسائط جميعها ذات الصلة، التي تنتجها الجامعة، ويوضح أسس استخدام الشعار، والألوان، والخط وعناصر التصميم الأخرى؛ لضمان صورة بصرية متناسقة ومعبرة، كما يدعم الدليل الإرشادي متطلبات التصميم للهوية البصرية بتميز وحيوية.
Content

Photography Style

Visual Identity Strategy

Applications

Visual Identity Style

4{uA due8

\(s\{43ud7\%<\{u7@ \{P=\{id \}
\(\{Qh%\{d4\}\{d\}\{X\}\{d\}\{d\}\{3ad\}\{d\}\{eQ\}\d

04

4\{uA due8

\(s\{43ud7\%<\{u7@ \{P=\{id \}
\(\{Qh%\{d4\}\{d\}\{X\}\{d\}\{d\}\{3ad\}\{d\}\{eQ\}\d

05

目的


Purpose

Message

Personality

Voice

Visual Identity Story

Logo

Visual Identity Orientation

Visual Identity Values

Colours Indication

Primary Logo

Primary Logo for University’s Branches I

Primary Logo for University’s Branches II

Secondary Logo

Secondary Logo for University’s Branches

Clear Space

Minimum Size

Logo Usage on Backgrounds

Logo Placement on Photos

Incorrect Use

Stamp

Letter Head

Envelops

ID Cards

Business Card

Website

Presentation Template

Email Signature

Graphics

Buildings

Cars

Folder

Books

Notepad

2X Wsw

Gifts

LOGO

Primary Logo

Primary Logo for University’s Branches I

Primary Logo for University’s Branches II

Secondary Logo

Secondary Logo for University’s Branches

Clear Space

Minimum Size

Logo Usage on Backgrounds

Logo Placement on Photos

Incorrect Use

Stamp

Letter Head

Envelops

ID Cards

Business Card

Website

Presentation Template

Email Signature

Graphics

Buildings

Cars

Folder

Books

Notepad

2X Wsw

Gifts

Visual Identity Primary Colours

Visual Identity Secondary Colours

Typeface

Icon Set

Graphical Elements

Pattern Design

Logo Usage in Photos

Visual Identity Style

Visual Identity Primary Colours

Visual Identity Secondary Colours

Typeface

Icon Set

Graphical Elements

Pattern Design

Logo Usage in Photos

4A d\{urdu\%\|48

mX 0q

md83

m\{A=\<

mu@

\(4A d\{urdA\}

3Q =d

\(4A d\{urds\}=u

\(4A d\{urdj\}=d

kud\}

01

02

03

04

05

mX 0q

md83

m\{A=\<

mu@

\(4A d\{urdA\}

3Q =d

\(4A d\{urds\}=u

\(4A d\{urdj\}=d

kud\}

\(88\{Qh%\{d4\}\{d\}\{M\}=Y \{d\}\{88\}=Q \{d\}\{88\}=d

\(zul\{d3Q =d

\(Qh%\{d4\}\{d\}\{M\}=Y\{d\}\{zul\}=d3Q =d

\(j\{jidS4\}=Y \{d\}\{y\}=i/%\d

\(Y\ e\-dyeP3Q =dgo\-8\b

3uA dyeP3Q =dR D\{h\}

H\-dgo\-8\b

\(88\{4A d\{urd\}udk\}

\{u\{d\{4A d\{urd\}udk\}

J\-d

lu\}\{\}

\(j\{A d\{mP\}

\{imdji\}\{A\}=d

3uA d\{X\}=3Q =dgo\-8
In the development of communications for the UTAS visual Identity, each application should align with the identity and be consistent with the strategy. Our visual identity is a space we all share.
Purpose

The visual identity is not just an icon and colours, it is the spirit of the University that reflects its goals, vision and mission for the present and future. It is the way to present the University to the entire world.

الهوية البصرية ليست مجرد أيقونة وألوان، إنها روح الجامعة التي تعكس أهدافها، وآفاقها، وتعليماتها للحاضر والمستقبل معًا. الهوية هي الطريقة الخاصة في تقديم الجامعة للعالم.
Message

Creating a harmonious visual effect that mirrors the university’s orientation, gives it its unique persona that is present in all visual applications, and renders it as a source of inspiration and creativity.
Personality

- مُلهِمة (Inspirational)
- طموحة (Ambitious)
Voice

وحدة
Unity

تمكين
Empowerment
Visual Identity Story

For the PERSON who seeks, thinks, learns and searches for excellence. UTAS path is founded to give endless opportunities, enabling to sail in imagination; discover the potential, build capabilities, and achieve ambitions.

استراتيجية الهوية البصرية

找出技术与应用科学大学的路径，为寻求，思考，学习并寻求卓越的人。UTAS路径是建立的，以提供无数的机会，使他能够航行在想象中；发现潜力，构建能力，并实现抱负。
جامعة التقنية والعلوم التطبيقية
University of Technology and Applied Sciences
The orientation of the visual identity design has adopted the concept of unity from which the idea of establishing the University to be a unified entity for technical and applied education has emerged. This can be seen in the harmonious union of the two parts of the logo.
Equipping the next generation in the field of technical and applied education, and fostering excellence that makes them locally and globally competitive. The sharpness of the logo and its height on the right side symbolise this aspiration.
Staying ahead of the needs of the market by building the skills of the future, which the university instils in order to build up the capabilities. This appears in the simplicity, fluidity and flexibility of the logo.

 المواكبة العصر لتلبية احتياجات سوق العمل، من خلال المهارات المستقبلية العديدة التي تعزّزها الجامعة، لاكتشاف وصقل القدرات، ويظهر ذلك جليًا في بساطة وانسيابية الشعار بديناميكية ومرنة.
The diversity of majors and geography that opens up prospects and increases the opportunities to achieve aspirations and prepares to meet challenges, as it is echoed in the reflection of colours and their different shades.
Colours Indication

**Blue**
Confidence and Leadership

**Orange**
Passion and Creativity

الأزرق
ثقة وريادة

البرتقالي
شغف وإبداع
UTAS logo is the core of our visual identity. As the most visible representative of our University, it serves as a signature, an identifier, and an expression of our vision.
دليل استخدام الهوية - جامعة التقنية والعلوم التطبيقية
University of Technology and Applied Sciences, Brand Guidelines
الشعار
Logo

الشعار الأساسي
Primary Logo

الشعار باللون الأسود
Black Colour Logo

الشعار باللون الأبيض على الخلفية السوداء
White colour on a black background

الشعار باللون الرصاصي
Gray Scale Logo

هذه النسخة المحاذية للشعار هي الشعار الأساسي للهوية. يجب استخدام الشعار الأساسي للتطبيقات ما لم ينص خلاف ذلك.

This aligned version of the logo is the primary logo unit. It should be used for most logo applications unless otherwise specified.
This version of the logo should only be used for branches as it is shown, without any changes in the proportions. When the name of the branch is long, the length of the dividing line between the logo and the name can be the same as the total logo with icon, as shown in the example of Rustaq College of Education.

When holding a joint event between different branches of the University, the Primary Logo should be used without the name of the branch, and mention the branches through the content.
This version of the logo should only be used for branches as it is shown, without any changes in the proportions. When the name of the branch is long, the length of the dividing line between the logo and the name can be the same as the total logo with icon, as shown in the example of Rustaq College of Education.

When holding a joint event between different branches of the University, the Primary Logo should be used without the name of the branch, and mention the branches through the content.

Example: Ibri Branch

Example: Rustaq College of Education
The Secondary Logo usage is limited when the space does not fit the Primary one. Its use should be very limited. For logo usage and approval, please contact the Identity team.

identity@utas.edu.om

الشعار الثانوي
Secondary Logo

جامعة التقنية والعلوم التطبيقية
University of Technology and Applied Sciences

الشعار الثانوي بالألوان المحايدة
Secondary Logo in Neutral Colours
The Secondary Logo usage is limited when the space does not fit the Primary one. Its use should be very limited. For logo usage and approval, please contact the Identity team.

identity@utas.edu.om
The white area defined by $2X^*$ should be clear without interruption while the area identified in gray is the recommended free space for more brand clarity.

$X$ for the Capital Letter from the University Name
To ensure our brand mark is always visible, a minimum display size is determined for both print and digital applications. Always use the master artworks provided and do not try to re-create any part of the brandmark.

For Print: Primary Logo Height must not be less than 1 cm with a minimum logo width of 2.3 cm. While the Secondary Logo Height must not be less than 0.6 cm H with a minimum logo width of 4.33 cm.

For Web & Video: Primary Logo must not be less than 150 pixels.

For the print: the primary logo height should not be less than 1 cm with a minimum logo width of 2.3 cm. While the secondary logo height should not be less than 0.6 cm H with a minimum logo width of 4.33 cm. For web and video, the primary logo should not be less than 150 pixels.
The full-colour logo should be used only on white, or gray colored backgrounds of no more than 30% of black hue. Avoid using full-colour logo on photos unless the logo is positioned on a bright or white area of the image. Using Black colour version of the logo must be done only on white or very bright background. The white logo versions can be used on all primary colours of the brand. Avoid using full-colour logos on them.
Logo can be adjusted to white to be used on one of the primary or secondary colours.
Placement of Logo on Photos

In Crowded background Photos, the logo has to be positioned on a white tag to ensure the visibility of the logo. The height of the tag has to be of 1.5/10 of the shorter side of the image.
لا يمكن تغيير موقع اسم الجامعة.
Do not alter the position of the logo.

لا يمكن تغيير ألوان الشعار.
Do not change logo colours.

لا يمكن تغيير نسبة حجم الاسم بالنسبة إلى الأيقونة.
Do not resize any individual element of the logo.

لا يمكن تغيير نسبة الطول إلى العرض.
Do not distort Proportion.

لا يمكن تغيير نوع الخط المستخدم.
Do not change the typeface.

لا يمكن تحديد الشعار.
Do not use stroke.

لا يمكن عمل ظل للشعار.
Do not apply shadow.

لا يمكن ملئ الشعار بأي نمط.
Do not use pattern in the logo.
The visual style is how we convey UTAS identity so that its mission is integrated through various channels to make it known and more clear through the visual applications of images and design.
### Visual Identity Primary Colours

<table>
<thead>
<tr>
<th>Pantone 7687 C</th>
</tr>
</thead>
<tbody>
<tr>
<td>C 11</td>
</tr>
<tr>
<td>M 97</td>
</tr>
<tr>
<td>Y 2</td>
</tr>
<tr>
<td>K 4</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Pantone 7578 C</th>
</tr>
</thead>
<tbody>
<tr>
<td>C 6</td>
</tr>
<tr>
<td>M 73</td>
</tr>
<tr>
<td>Y 100</td>
</tr>
<tr>
<td>K 0</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Pantone 7455 C</th>
</tr>
</thead>
<tbody>
<tr>
<td>C 87</td>
</tr>
<tr>
<td>M 73</td>
</tr>
<tr>
<td>Y 0</td>
</tr>
<tr>
<td>K 0</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Pantone 715 C</th>
</tr>
</thead>
<tbody>
<tr>
<td>C 0</td>
</tr>
<tr>
<td>M 56</td>
</tr>
<tr>
<td>Y 99</td>
</tr>
<tr>
<td>K 0</td>
</tr>
</tbody>
</table>

The colour palette contains the four primary colours of the logo in its full colour mode. For print: use pantone colours otherwise, use CMYK.
Visual Identity Secondary Colours

Pantone 583 U

C 39 R 169
M 18 G 179
Y 94 B 66
K 0

Pantone 7703 U

C 72 R 60
M 22 G 159
Y 16 B 192
K 0

Pantone 7406 U

C 5 R 241
M 29 G 183
Y 98 B 33
K 0

Pantone Medium Purple U

C 73 R 101
M 87 G 67
Y 13 B 137
K 2

Secondary colours consist of four colours.
The typeface (DIN Next LT Arabic) should be used in all applications and has four different weights.

- **Bold**
  - DIN Next LT Arabic
  - Aa Bb Cc Dd Ee Ff Jj 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
  - KGC?5314#
  - ztokgc [WS0 12345678905 7 ]

- **Medium**
  - DIN Next LT Arabic
  - Aa Bb Cc Dd Ee Ff Jj 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
  - KGC?5314#
  - ztokgc [WSO 12345678905 6 ]

- **Regular**
  - DIN Next LT Arabic
  - Aa Bb Cc Dd Ee Ff Jj 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
  - KGC?5314#
  - ztokgc [WSO 12345678905 5 ]

- **Light**
  - DIN Next LT Arabic
  - Aa Bb Cc Dd Ee Ff Jj 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
  - KGC?5314#
  - ztokgc [WSO 12345678905 4 ]
Icons

UI Colours

Primary Colours

100% 70%

Icon usage on different Background

Icon Construction

Right-angled Triangle with round corners
The height of the triangle is 40% from the imaginary shape which needs to be filled with stroke icon.

Icon Set

Group of Icons
Visual Identity Style

Graphic Elements

Logo Outline

Round Rectangle

Stroke

Traingle

Motion

Unity - U
Any primary or secondary colour can be used to fill any shape. All primary and secondary colours can be used randomly.
The pattern can be used in any colour from brand colour pallete, or 15% opacity white in any primary or secondary colours as shown.
3uA d}X 3Q =dg0-8
Logo Usage in Photos
Photography is one of our most widely used and influential assets. Whether pulling from the UTAS photo library, commissioning a photoshoot, or finding stock imagery, high-quality photos are critical to create authentic UTAS communication.

التصوير الفوتوغرافي هو أحد الأدوات الأكثر استخدامًا وتأثيرًا. يجب الإلتزام باستخدام صور عالية الجودة، أيًا كان الهدف منها أو مصدرها.
Emotion-based imagery possesses an intimate quality. Focused deeply on the person or people, emotion-based imagery should be direct and powerful. It should create a connection to the subject matter and be strong enough to stand alone. These should feel authentic and appealing, and natural light should be used in all shots, focusing on momentary emotions.

يجب أن تكون الصور المعبرة عن المشاعر مركزة بعمق على فرد أو مجموعة، بحيث تكون مباشرة وقوية، وتتمتع بإتصال مباشر وواضح بالموضوع وأن تكون معبرة بما يكفي لِإيصال الفكرة بذاتها. كما يجب أن تكون الصور أصلية ومؤثرة، ويتم التقاطها باستخدام الضوء الطبيعي الخارجي، مع التركيز على المشاعر اللحظية وقت التقاطها.
دليل استخدام الهوية - جامعة التقنية والعلوم التطبيقية

أسلوب التصوير
Environment-based imagery evokes a sense of destination. Each photograph provides context for the sense that UTAS is a place where things happen. It is about UTAS lifestyle and culture. We can focus on (student’s lifestyle on campus, gender, equality, and international students, different specialisations, and staff life in their classrooms, learning in various contexts, social life “which is external (outside the campus for example with the industry and society) and internal, which is inside the campus)."
Photography Style
Education-based imagery is a reminder that UTAS is an institution sponsored by research and committed to discovery. It is an absorbing entry point for our audience to understand the critical components of UTAS. Science-based imagery can include microscopic imagery or still-life, details of research, equipments, robotics, tools, and objects. We can focus more on labs, research, workshops, training, the new technology in education, creative arts (fine arts), and innovations.
It is important that the UTAS Logo appears strategically on all on-campus materials to indicate belonging to the university.
The diameter of the circle stamp should not exceed 4 cm.

The rectangular stamp is subject to very limited and special usage as needed.
The size of the letterhead is A4
The logo of the branch should be on the right side while the Vision 2040 logo should be on the left. The margin should not be less than 1.4 cm.
All envelops should be paper white colour and the flap should be in Blue Pantone 7455 C.
All the details at the back of each envelop should be in the identity typeface and not more than 10 pt.
تحوي بطاقة الموظف التي تنتمي باللون الأزرق على صورة الموظف، ومسماء الوظيفي، والفرع. كما تحوي بطاقة الطالب البرتقالية على صورة الطالب، واسمه، وتخصصه، ورقمه الجامعي.

The Staff ID card is in Blue colour and it contains a photo, full name, position and branch, While the Orange Student ID card contains a photo, full name, major and ID number.

يكون قياس البطاقة 8 سم في 5.5 سم.

The dimension of the card is 8cm by 5.5cm
Business Card has the main University logo, full name of the staff, position, the main information for contact and in the back QR code for faster access to main staff information.
The website is designed according to international standards, and its user-friendly.
The email signature is designed to be used in one or two languages, with the university logo on the right of the signature and the Oman Vision 2040 logo on the left.
Title Text

Title Text
Lorem ipsum dolor sit amet, consectetur Lorem ipsum dolor sit amet, consectetur

Title Text
Lorem ipsum dolor sit amet, consectetur Lorem ipsum dolor sit amet, consectetur
Graphics
Logo Application on Buildings

The full coloured logo should be used only in white or light gray colour.

The logo should be in black when used in different light colours such as yellow and light brown.

يمكن استخدام الشعار بالالوان الأساسية في المباني البيضاء.

يجب استخدام الشعار باللون الأسود في المباني ذات الالوان المختلفة مثل الأصفر والبني الفاتح.
The height of the logo should not exceed 20 cm, and it must be positioned as shown, while maintaining a clear space around it.

When the colour of the vehicle is white, the primary coloured logo version must be used, but when the vehicle is in any other light colours, the black logo version of the logo must be used, and when the color of the vehicle is dark, the white version of the logo must be used.
Printing Applications

ACADEMIC REGULATIONS
مفكرة
In Outfits, the icon can be used as it shown in its full primary colours. Graphical elements can be used to add more touch of identity to the outfit.
Gifts
For inquiries and information related to visual identity and its usage, please contact the visual identity team: identity@utas.edu.om

The Team has full authority to request a modification or delete any post that does not adhere to the correct use of the Visual Identity, as stated in the guideline.

For inquiries and information related to visual identity and its usage, please contact the visual identity team: identity@utas.edu.om

The Team has full authority to request a modification or delete any post that does not adhere to the correct use of the Visual Identity, as stated in the guideline.

للاستفسارات والمعلومات المتعلقة عن الهوية البصرية، يرجى التواصل مع فريق الهوية البصرية:

identity@utas.edu.om

للدقيق كامل الصلاحية في طلب تعديل أو حذف أي منشور لا يلتزم بالاستخدام الصحيح للهوية البصرية، حسب ما ورد في الدليل الإرشادي.