



AMERICAN UNIVERSITY OF IRAQ  
SULAIMANI

# VISUAL IDENTITY GUIDE

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## I. Introduction

American University of Iraq, Sulaimani (AUIS) competes with academic institutions regionally and internationally. The ability for AUIS to attract academically gifted students beyond the Kurdistan Region of Iraq requires it to position itself uniquely. The totality of its logo, visuals and words will enable it to establish and maintain a clear, unified brand identity, both within the University community and beyond.

The goal of our identity system is to create a widely recognized, positive image of the University. The most important principles in achieving this are: consistency, frequency and repetition over time. Therefore, despite various personal preferences, it is critical that the University adopts a consistent use of the University's nameplate, colors and other identity elements, and that the University limits the number and type of variations in use.

### MISSION

It is the objective of the University to produce graduates of responsible character with the necessary knowledge and skills for professional and national leadership. Students will be prepared for successful careers in a modern, pluralistic society and in a global environment. The educational programs of the University will be designed to develop strength in critical thinking, the ability to communicate well, a strong work ethic, good citizenship and personal integrity. Broad-based education, rooted in the American liberal arts tradition, as well as skill development will be achieved at the University through teaching excellence, quality scholarship, and caring student services.

### CORE VALUES

The core values of the University are freedom and responsibility, democracy, free expression and inquiry, equal opportunity, individual rights, tolerance, and honorable personal and professional behavior. These values apply equally to all members of the University community, including students, faculty and staff members, administrators, persons invited to participate at the University, and members of the Board of Trustees and advisory bodies. The University is, by design, an institution that is non-governmental, non-partisan, nonsectarian, independent, not-for profit, and guided by the highest ethical standards. It is committed to integrity and the rule of law in all of its dealings with public officials and private interests. Academic freedom is a principle guaranteed in teaching, learning, and research in a manner identical to that found at regionally accredited colleges and universities in the United States. The University does not discriminate on the basis of gender, age, race, ethnicity, religion, occupation, politics, economic standing, or any other common human demographic factor in its admission of students or administration of the University or its policies.

### POSITIONING STATEMENT

Our positioning statement informs how we think about the University and helps shape our communications.

As an institution, American University of Iraq, Sulaimani is an independent non-profit university that provides an American style liberal arts education. AUIS provides a diverse student body with an accessible, engaging, transforming student experience that prepares them to be successful in their professional and personal lives by inspiring them to go out into the world and make a difference.

## II. University Identity System

The consistent use of American University of Iraq, Sulaimani plays a critical part in the university's identity. By using the official name of the university, we build greater recognition not only throughout the region, but worldwide. The recommended designations for the university are:

Formal and first reference – American University of Iraq, Sulaimani

Second reference – AUIS

When used in copy, the complete name American University of Iraq, Sulaimani should be used on first reference. Thereafter, "AUIS" may be used.

When referencing the university, consider the audience of the publication. Internal audiences are familiar with the acronym "AUIS" so it may be used more frequently. For external audiences that may be less familiar with the acronym, use "AUIS" sparingly. The formal name of the university must be on all legal documents as well as university publications.

## NAMEPLATE

The official American University of Iraq, Sulaimani nameplate has two components: the logo and the University's name. The University nameplate is the root of the University's visual identity. Using it in a consistent manner is essential for visual coherence and maintaining the strength of the University brand.

The name American University of Iraq, Sulaimani is the most important branded element. By placing the most emphasis on the University name, we reinforce the brand everywhere it appears worldwide. In addition, the University's brand helps build equity in all departments, offices and centers/institutes that are associated with it.

The AUIS nameplate always appears first. When "locked up" with the names of offices/ departments/ centers, the nameplate takes the top position.

Three versions of the nameplate have been designed for different purposes:

The primary and official nameplate – the stacked version - is to be used in all University publications, printed and digital.

A secondary nameplate was designed for use when a sub-brand is included or when size/ layout will not accommodate the stacked version.

Finally, for those cases when the full name of the University will not fit, an abbreviated nameplate can be used.



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## COLORS

The University has two official colors, blue and gold.

The secondary and tertiary colors broaden the palette of approved blues and golds. These colors may be used to provide variety and visual interest without leaving the recognized palette. In addition, there is a selection of brighter colors for use in admissions and student life.

### Primary colors

Blue

PMS 295  
CMYK: 100/56/0/34  
RGB: 0/40/85  
HTML: 002855



Gold




PMS 117  
CMYK: 0/18/100/15  
RGB: 201/151/0  
HTML: C99700











Secondary Colors

	Pantone 460 c4 m5 y44 k0 r246 g231 b161 #f6e7a1
	Pantone 378 c34 m0 y100 k60 r70 g85 b16 #465510
	Pantone 613 c0 m4 y100 k30 r153 g150 b35 #999623
	Pantone black 4 c0 m22 y100 k89 r48 g34 b5 #302205
	Pantone 1817 c0 m90 y100 k66 r95 g23 b9 #5f1709
	Pantone 7710 c68 m13 y23 k0 r90 g171 b188 #5aabbc

Tertiary Colors

	Pantone 1805 c0 m91 y100 k23 r170 g39 b47 #aa272f
	Pantone 723 c0 m43 y97 k17 r186 g111 b46 #ba6f2e
	Pantone 128 c0 m11 y65 k0 r242 g214 b83 #f2d653
	Pantone 7519 c50 m60 y100 k48 r90 g65 b47 #5a412f
	Pantone 7406 c0 m18 y100 k0 r255 g207 b1 #ffc01
	Pantone 347 c100 m0 y86 k3 r0 g155 b72 #009b48
	Pantone 7448 c32 m42 y0 k55 r74 g54 b81 #4a3651

Admissions/Student Life Colors

	Unitrans Red PMS 200 CMYK: 3/100/70/12 HTML: BA0C2F
	Western Redbud PMS 233 CMYK: 12/100/0/0 HTML: C6007E
	California Poppy PMS 144 CMYK: 0/51/100/0 HTML: ED8B00
	Golden Lupine PMS 116 CMYK: 0/14/100/0 HTML: FFCD00
	Sunny Grass PMS 368 CMYK: 65/0/100/0 HTML: 78BE20
	Sky Blue PMS 306 CMYK: 75/0/5/0 HTML: 00B5E2
	Rec Pool Blue PMS 3135 CMYK: 100/0/20/0 HTML: 008EAA
	Wine Grape PMS 260 CMYK: 66/100/8/27 HTML: 642667

### UNIVERSITY SEAL

The University seal is used for only the most formal occasions, appearing on University diplomas, formal invitations and ceremonial documents deemed appropriate by the Office of the President.

The use of the seal is prohibited without written consent from the Office of University Communications or the Office of the President.

Graphic filters, such as drop shadows, bevels, 3-D effects, embosses or glows should not be applied to the seal. Any manipulation or alteration of the seal is strictly prohibited.

Contact the President's Office or University Communications for permission to use the seal and the seal files.



## TYPOGRAPHY

Consistent use of our identity fonts in a strong system based on informational hierarchy establishes a brand identity and allows written and visual content to always remain consistent. In general, AUIS prefers using a single font family for body copy, sub-headlines, and the majority of headlines. A second font may be introduced for points of emphasis, which generally means the largest headlines, and an accent font may be used to organize multiple categories of content in longer publications and presentations.

It can be easier to read the text in presentations (e.g. Microsoft PowerPoint) and online if you use a sans serif font. In print documents, 12 pt black serif text on a white background is best.

### **Sans-serif**

- Helvetica
- Futura

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**American University of Iraq, Sulaimani**

### **Serif**

- Times New Roman
- Garamond

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### **Accent**

- Zapfino

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### **For the web:**

- Verdana
- Arial

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American University of Iraq, Sulaimani

## IMAGE REGULATIONS

Only AUIS photos are allowed in University publications (print and digital) - i.e. clipart, stock image, non-AUIS photos are not allowed. Images uploaded on the website should be resized to the correct size and resolution.

### Stock Image/Clipart Policy

- All people photos must be of AUIS community – no stock image of people
- Clipart/cartoon like images are not acceptable in any AUIS publications (print or web)
- Outer space related photos and certain science photos are acceptable to use provided there is proper photo credit and no copyright issues are being violated
- Generic photos like charts, keyboards, piles of book are acceptable to use provided there is proper photo credit and no copyright issues are being violated
- All stock images must be bought and proper photo credit must be written. A copy of the high-resolution photo must be sent to the Office of Communications along with its proper credit so that it is accessible to the rest of the University.
- All photos bought must be royalty free and carefully vetted to ensure that there is no limit on photo usage/reprinting

### III. Online Standards

#### WEB STANDARDS

For many, the website is the first point of contact with the University. It is important to apply the same standards of consistency and brand presence here as elsewhere in our communications.

The University provides a free Content Management System (CMS) and a corresponding set of templates that determine where things are placed on the website. This ensures a consistent web presence across University sites. By using the CMS, all fonts and colors are already coded and decided.

#### Nameplate

The nameplate should appear in a prominent position on every web page. The best position is the top left corner.

The name of a school, department or any other entity must appear below, never above, the University nameplate.

#### Web typography

For body copy, the recommended faces for the web are Verdana and Arial. The browser should use Verdana first; if it is not available, use Arial. If none are available, use another sans serif font.

### SOCIAL NETWORKING SITES

Social networking sites offer a valuable way to engage students, alumni and the public in the life of the University; however, it is important that we ensure a united presence so that users have a clear understanding of who we are.

The University's Communications team oversees the central AUIS presence on several social networking sites and evaluates whether to launch a presence on new sites as they become available.

Keep in mind that all identity guidelines apply when it comes to social networking sites. We can offer guidance if you're unsure about how to properly use a logo or have other questions about branding issues in these venues.

### EMAIL SIGNATURES

Consistent email signatures deliver a visually coherent look across University departments and offices. Just as our business cards follow a standardized approach, email signatures should be consistent. Consider your email signature your digital business card, and include the appropriate information.

Email signatures should include:

- Your name
- Job title
- Department or office
- Name of the university
- Address
- Phone number
- Mobile number

Please note the following guidelines:

- Personal quotations or philosophical statements should not be included as part of your signature. Your signature is a direct representation of the university's viewpoint.
- Watermarked, colored or photographic backgrounds in emails are not permitted as they often make correspondence difficult to read and are not always compatible with other email programs.
- Preferred font and size: Arial 10 point.
- When applicable, professional designations or certifications may be placed directly after your name. When required, the confidentiality clause can be included at the bottom of the signature.
- Social media links should not be included as part of your email signature.
- Electronic signatures are a great way for the University to have a consistent brand image. While there are no official guidelines for signatures, it is suggested that you do not use an attached image as a signature, since email systems and users may inadvertently read those messages as spam.
- It is recommended that you use the full name: American University of Iraq, Sulaimani, rather than "AUIS," as well as provide a link back to [www.ais.edu.iq](http://www.ais.edu.iq)
- Finally, it's much easier to read Verdana and Arial fonts on the web. We suggest these sans serif options.



## IV. Print Standards

### LETTERHEAD, ENVELOPES AND BUSINESS CARDS

Each letter or business card is an opportunity to build recognition for American University of Iraq, Sulaimani around the world. When the stationery is consistently designed, it strengthens the University's visual identity and contributes positively to our institutional image as a whole.

Because these items are the most widely used communication tools to carry the institutional name and mark, the University uses one design for all official University letterhead and business cards.

Letterhead: All administrative units must use official American University of Iraq, Sulaimani. Names of any other entities—departments and organizations, must follow the standard letterhead guidelines.

Envelopes: All administrative units must use official American University of Iraq, Sulaimani envelopes.

Business cards: All administrative units and individuals must use official American University of Iraq, Sulaimani business cards for all communications.

### WRITER'S STYLE GUIDE

The creation and use of consistent forms of abbreviation, capitalization, italics and punctuation, along with a consistent treatment of words, terms, titles and names is part of creating and maintaining an overall sense of identity and professionalism.

Choose a style guide (Associated Press (AP) style recommended) and be consistent in using it.

## V. Resources

AUIS offers a wealth of resources for faculty, staff and students to help promote and protect the University's image.

### [OFFICIAL GRAPHICS](#)

#### **Downloadable University Graphics**

The graphics are available for download. Do not alter these graphics in any way.

#### **Graphic design services**

The communications office provides a full range of professional graphic services.

#### **Web Templates**

The University provides a free Content Management System (CMS) and a corresponding set of templates that determine where things are placed on CMS websites.

#### **Presentation Templates**

Power Point master templates are available that can be used for all of your University presentations.

[www.auis.edu.iq](http://www.auis.edu.iq)

