

Primary Elements

A.2

- Brand Marks
 - Academic Crest
 - Word Mark
 - Marketing Icon
 - Marketing Brand Mark
 - Graduate Schools
 - Faculties
 - Departments
 - Student Culture Mark
 - NUST Brand Architecture
 - Brand Mark fumbles

Style Components

- Colour
 - Corporate & Marketing
 - Electronic default
- Layout Grid
- Super Graphic
- Photographic Themes

A.2

Colour

Standard corporate colours are as per below. These colours are derived from the national colour spectrum. The additional metallic selection is for academic use only.

Spot Colour

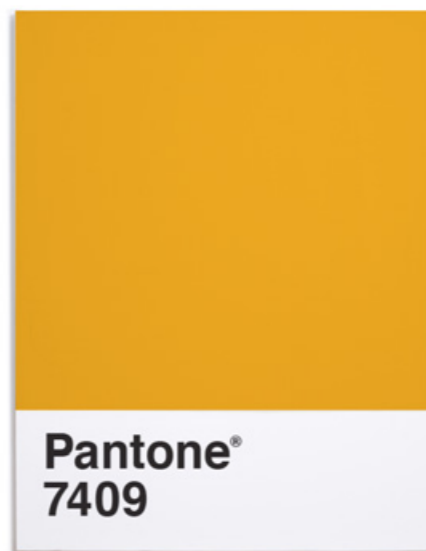
The Pantone colour guide becomes the universal colour guide with which to manage and control the colour output. This is the preferred manner of print reproduction where full colour only limitations are not mandatory.

Process Colour

The process colours have been matched as close as possible to the Pantone colours. The use of process colours still need to be managed in reproduction.

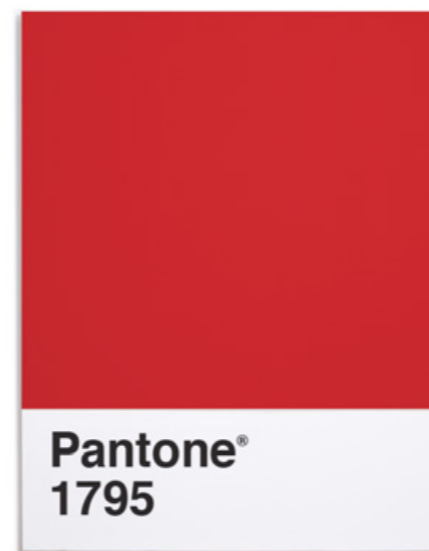
Digital Colour

Digital colour will vary the most due to the fact that all monitors and devices will vary in terms of the colour display settings. The colours have been matched to the closest combination.



| | |
|---------|------|
| Cyan | 0% |
| Magenta | 35% |
| Yellow | 100% |
| Black | 0% |

| | |
|-------|-----|
| Red | 252 |
| Green | 175 |
| Blue | 23 |



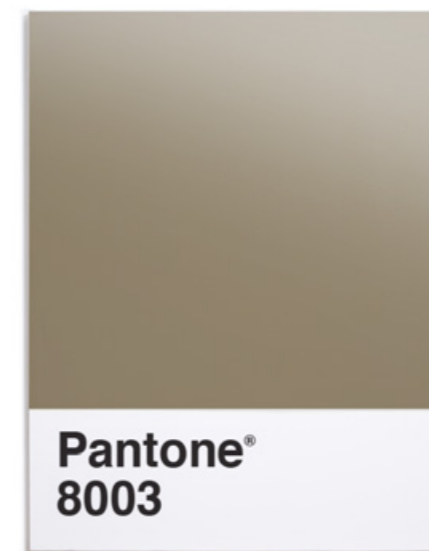
| | |
|---------|------|
| Cyan | 10% |
| Magenta | 100% |
| Yellow | 100% |
| Black | 0% |

| | |
|-------|-----|
| Red | 218 |
| Green | 33 |
| Blue | 40 |



| | |
|---------|------|
| Cyan | 100% |
| Magenta | 90% |
| Yellow | 30% |
| Black | 30% |

| | |
|-------|----|
| Red | 27 |
| Green | 44 |
| Blue | 93 |



| | |
|---------|-----|
| Cyan | 40% |
| Magenta | 40% |
| Yellow | 60% |
| Black | 10% |

| | |
|-------|-----|
| Red | 139 |
| Green | 127 |
| Blue | 113 |

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Style Components

- Colour
- **Typography**
 - Corporate & Marketing
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Typography

The corporate alpha numeric typeface for all market facing communication is **Ropa Soft Pro**, and is also available as a web font.



Please note - Suppliers are advised to acquire their own font license agreements from: www.myfonts.com

The word mark has a modern, simple and technological characteristic. The selected corporate font for market facing communication has similar characteristics. The choice of font thus becomes an extension of the personality of the Brand Mark.

The electronic default for internal communication and administration is Calibri - freely available as a standard font for Microsoft applications.

Ropa Soft
Ropa Soft
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Ropa Soft
Ropa Soft
Ropa Soft

Ropa Soft Pro is Ropa Sans Pro's charming sister. While Ropa Sans is cool and somewhat technical, almost like brushed steel, the new Ropa Soft Pro family brings a warm and friendly feel, closer to smoked wood, through its rounded corners.

The medium weights of Ropa Sans Pro serve well in body text, while the thinner and bolder styles make an excellent choice for headlines. Fonts from the Ropa Soft and Sans families can be used together to create a richer mix, and the humanistic italics round up the typographic system with additional quirky flavor.

Designer: **Botio Nikoltchev**
 Publisher: **Lettersoup**

Primary alphanumeric typeface - Ropa Soft Pro

AaBbCc

Ropa Soft Regular

abcdefghijklmnopqrstvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!@£\$%^&*()_+}{][?

Ropa Soft Italic

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&()_+}{][?*

Ropa Soft Bold

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&*()_+}{][?

Secondary electronic default typeface for internal use - Calibri

AaBb

Calibri

abcdefghijklmnopqrstvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890!@£\$%^&*()_+}{][?

Calibri Italic

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&()_+}{][?*

Calibri Bold

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£\$%^&*()_+}{][?