

Primary Elements A.2

Brand Marks

- Academic Crest
- Word Mark
- Marketing Icon
- Marketing Brand Mark
- Graduate Schools/Centers/Institutes/Student Societies
- Faculties
- Departments
- Student Culture Mark
- NUST Brand Architecture
- **Brand Mark Fumbles**

Style Components

- Primary Colours
- Faculty Colours
- Typography
- Corporate & Marketing
- Electronic Default
- Layout Grid
- Super Graphic
- Photographic Themes

A.2

Brand Mark Fumbles

Please ensure that the marks are applied correctly as stipulated in this document thus far. Here's a few **common errors that need to be avoided.**

Keep the geometric layout proportions as indicated throughout this section.

Do not reduce the size of the icon or Word Mark, do not stretch, squash or separate.



Do not alter or change the colour of the Brand Mark, or position it on a colour other than what is specified.



Do not position the Brand Mark on a visual background that will obscure the visibility thereof.



Do not move the components of the Brand Mark to alternative positions, or change the typography to another font

No font substitution



Do not use the colour version of the Brand Mark for black and white output.

