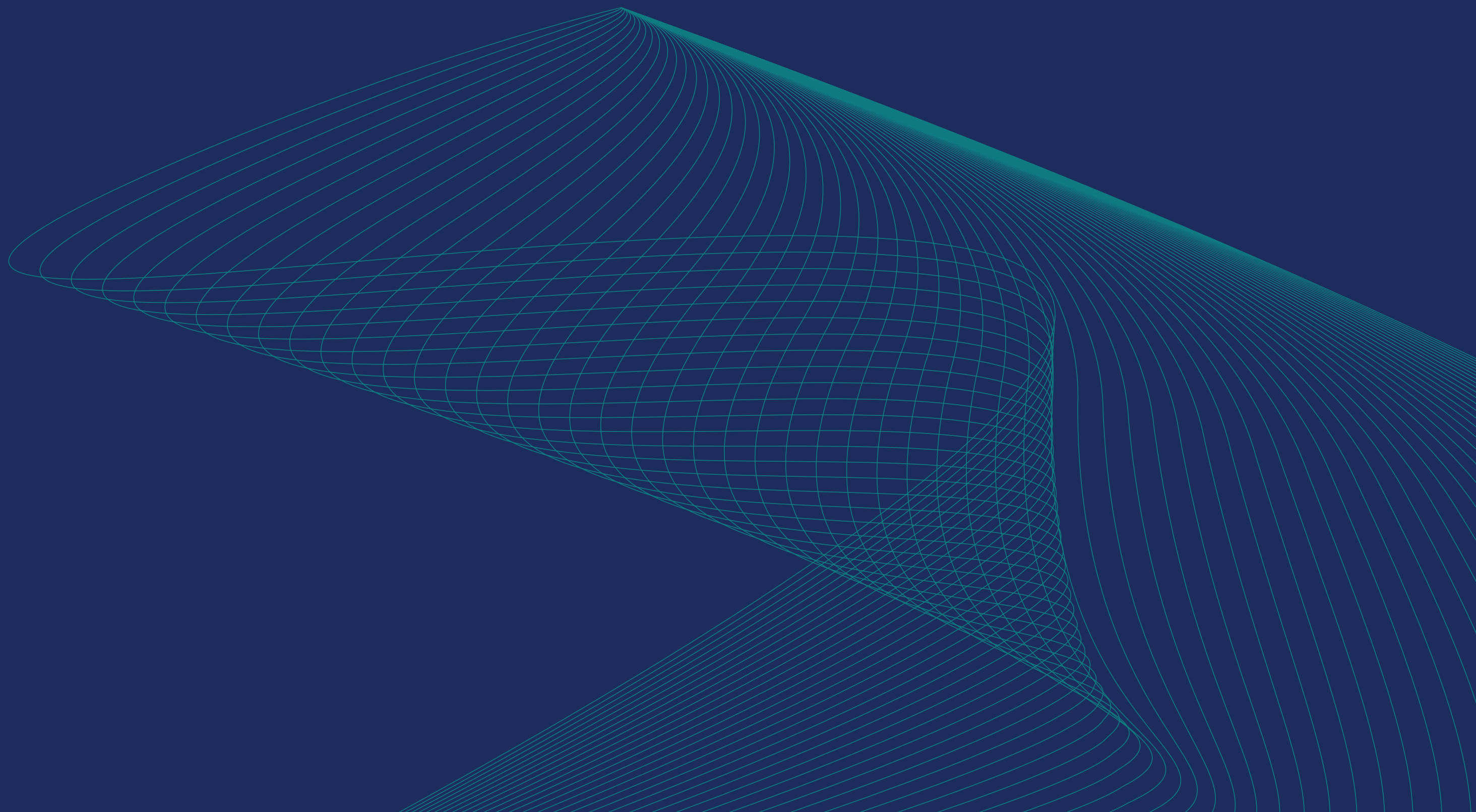


# Brand Identity and House Style Usage Guidelines



Primary Elements

Marketing Brand Mark

The marketing Brand Mark comprising the Marketing Brand Icon and the Wordmark is the most frequently used mark for general marketing communication.

The primary colour variations are shown on this page.

The background is almost exclusively blue, while the black and white versions should only be used where colour is a limitation, e.g., photocopies and must be incorporated at the design stage to avoid reflecting the Brand Mark as faded or greyed out.

Brand Mark on White



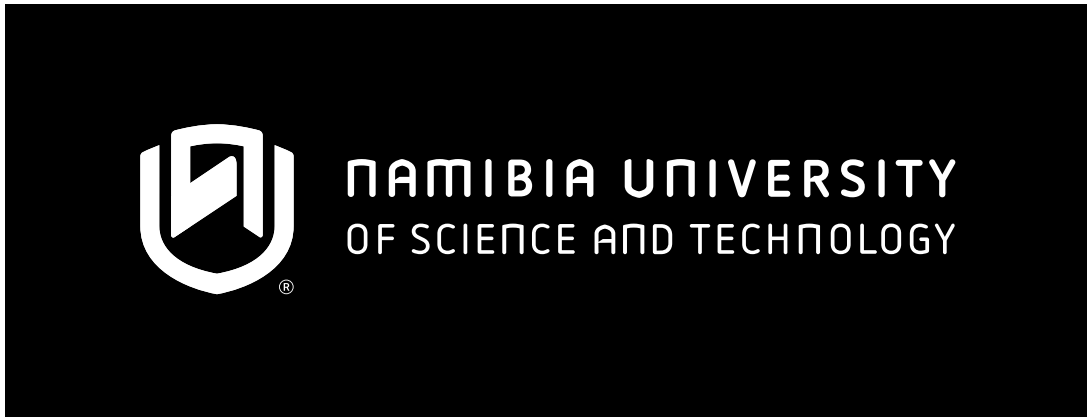
Brand Mark on Colour



Mono Colour Brand Mark



Knocked-Out Mono Colour Brand Mark



Primary Elements

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 Wordmark, 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, create your own Brand Mark or change the typography to another font  
No font substitution



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



Primary Elements

Primary Colours

Primary colours are reserved for all (primary) market-facing communication to unify the visual communication.

Primary 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 preferred in 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 needs to be managed in reproduction.

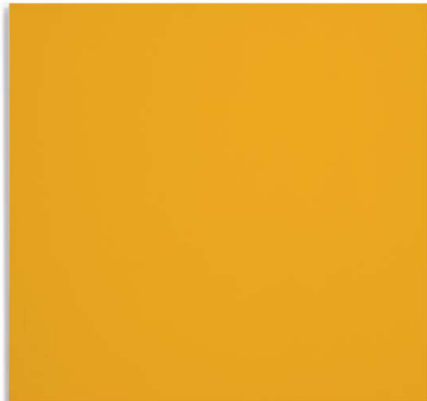



Digital Colour

Digital colour will vary the most since most monitors and devices vary in terms of colour display settings.

The colours have been matched to the closest combination.

HEX Code (Web Colours)

Hex codes are a hexadecimal format for identifying colours. This is a system used in HTML, CSS and SVG. Each hex code refers to a very specific colour.

	Gold	Red	Blue	Metallic Gold																																
Spot	<div><div>Pantone® 7409</div></div>	<div><div>Pantone® 1795</div></div>	<div><div>Pantone® 281</div></div>	<div><div>Pantone® 8003</div></div>																																
Process	<table><tr><td>Cyan</td><td>0%</td></tr><tr><td>Magenta</td><td>35%</td></tr><tr><td>Yellow</td><td>100%</td></tr><tr><td>Black</td><td>0%</td></tr></table>	Cyan	0%	Magenta	35%	Yellow	100%	Black	0%	<table><tr><td>Cyan</td><td>10%</td></tr><tr><td>Magenta</td><td>100%</td></tr><tr><td>Yellow</td><td>100%</td></tr><tr><td>Black</td><td>0%</td></tr></table>	Cyan	10%	Magenta	100%	Yellow	100%	Black	0%	<table><tr><td>Cyan</td><td>100%</td></tr><tr><td>Magenta</td><td>90%</td></tr><tr><td>Yellow</td><td>30%</td></tr><tr><td>Black</td><td>30%</td></tr></table>	Cyan	100%	Magenta	90%	Yellow	30%	Black	30%	<table><tr><td>Cyan</td><td>40%</td></tr><tr><td>Magenta</td><td>40%</td></tr><tr><td>Yellow</td><td>60%</td></tr><tr><td>Black</td><td>10%</td></tr></table>	Cyan	40%	Magenta	40%	Yellow	60%	Black	10%
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Black	10%																																			
Digital	<table><tr><td>Red</td><td>252</td></tr><tr><td>Green</td><td>175</td></tr><tr><td>Blue</td><td>23</td></tr></table>	Red	252	Green	175	Blue	23	<table><tr><td>Red</td><td>218</td></tr><tr><td>Green</td><td>33</td></tr><tr><td>Blue</td><td>40</td></tr></table>	Red	218	Green	33	Blue	40	<table><tr><td>Red</td><td>27</td></tr><tr><td>Green</td><td>44</td></tr><tr><td>Blue</td><td>93</td></tr></table>	Red	27	Green	44	Blue	93	<table><tr><td>Red</td><td>139</td></tr><tr><td>Green</td><td>127</td></tr><tr><td>Blue</td><td>113</td></tr></table>	Red	139	Green	127	Blue	113								
Red	252																																			
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Green	44																																			
Blue	93																																			
Red	139																																			
Green	127																																			
Blue	113																																			
HEX Code	#f6b11f	#d9272d	#1d2758	#8b7f71																																

Primary Elements

Typography

The corporate alphanumeric 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](http://www.myfonts.com)

The wordmark 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.

Ropa Soft  
*Ropa Soft*  
Ropa Soft  
*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 flavour.

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

Primary alphanumeric typeface - Ropa Soft Pro

AaBbCc

Ropa Soft Regular

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

Ropa Soft Italic

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

Ropa Soft Bold

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



# Market Communication

Advertisements

## Outdoor

The most testing of all applications will be outdoor, where impact is premium and attention is scarce.

structure as posters where the Brand Mark at the top left is the main form of introduction.

Billboards only have headlines and images and therefore take on the same

Billboard



## Promotional & Display

### Display – Co-Branded Hanging Banner

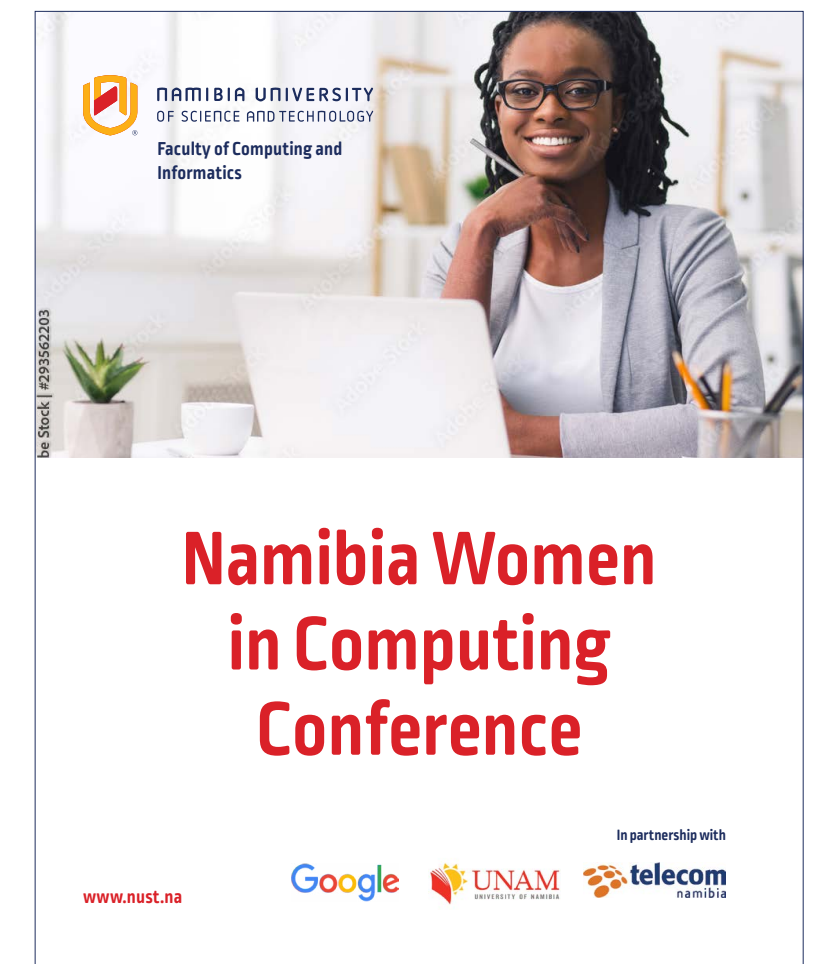
The NUST CI is applied in instances where the institution partners with other brands, as illustrated on this page.

Image selection is critical – a picture is worth a thousand words.

Co-Branded Hanging Banner\_ Landscape



Co-Branded Hanging Banner\_ Portrait



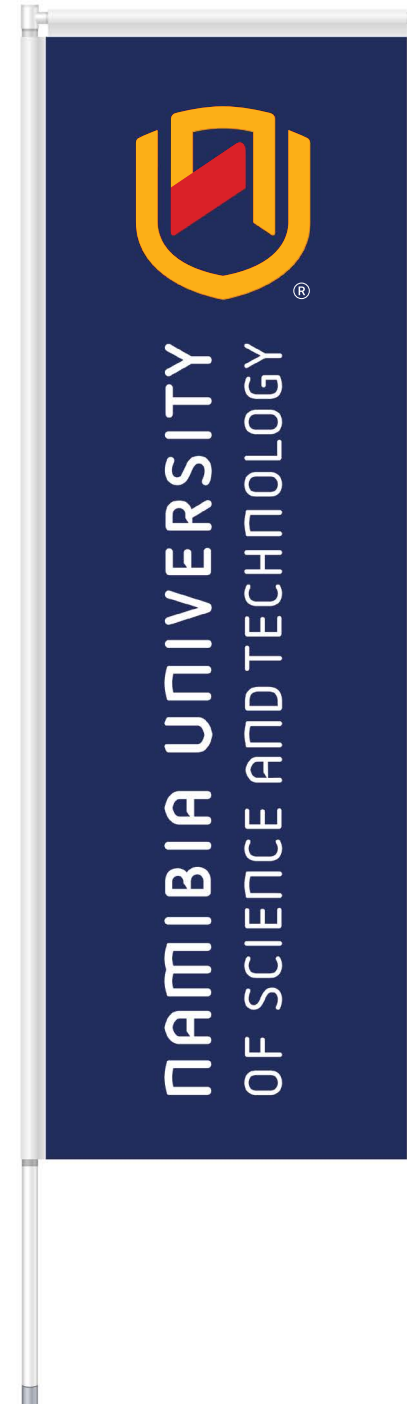
## Promotional & Display

### Merchandise

## Display – Flag Banners

Flag banners are for external use and add colour and presence to an environment that marks an event. Traditionally, they would be simple telescopic banners.

The banners on this page are applied as fabric, vinyl or canvas flags on a more permanent structure.





Environment

B.4

- Signage**
- Methodology
  - Primary Entrance
  - Campus Map
  - Informative
  - Parking
  - **Freestanding Destination and Directional**
  - Wall/Building/Fence Mount Destination
  - Internal Wall Mount Destination and Directional

**Freestanding Destination and Directional – Campus**

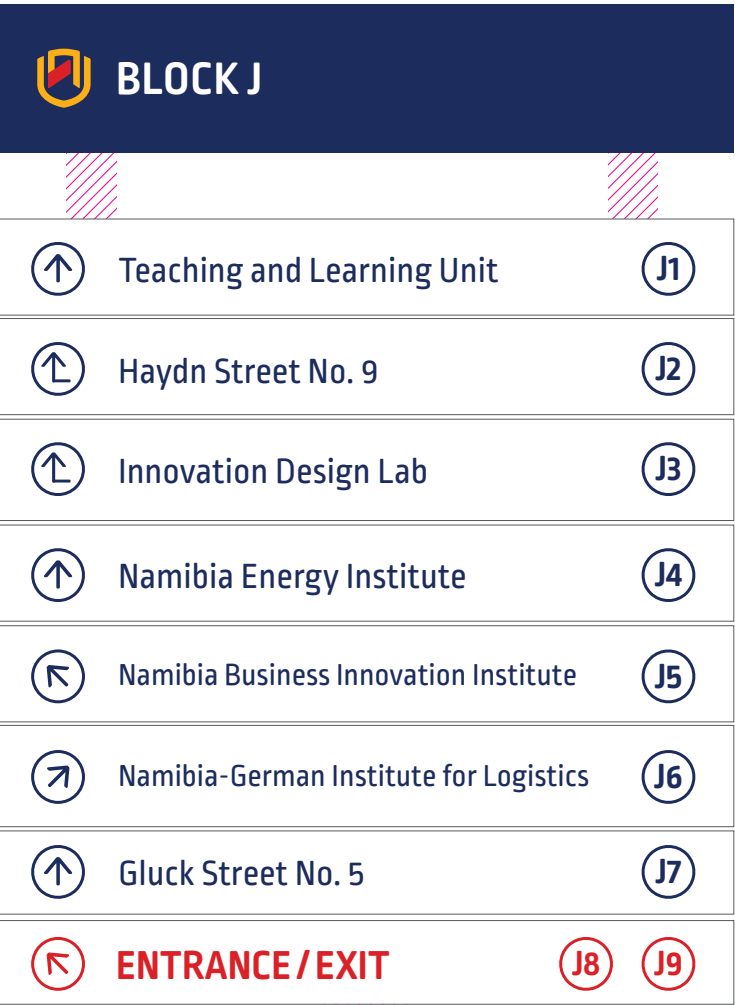
Destination and directional signage are subject to existing campus structures.

Specifications are to be determined by the production house.

Freestanding Directional signage



Directional signage



# Virtual Background & Title Banner

Similar to electronic presentation templates, the standard size of the virtual background and title banner is 16:9 (1920 x 1080 pixels). Clarity and simplicity are essential. Thus all text is clear and large. Note that this application uses Calibri as the dynamic text default.



Virtual Background – Zoom, MS Teams or YouTube



Title Banner with Partners – Zoom, MS Teams or YouTube



# Social Media Live Cast Graphics

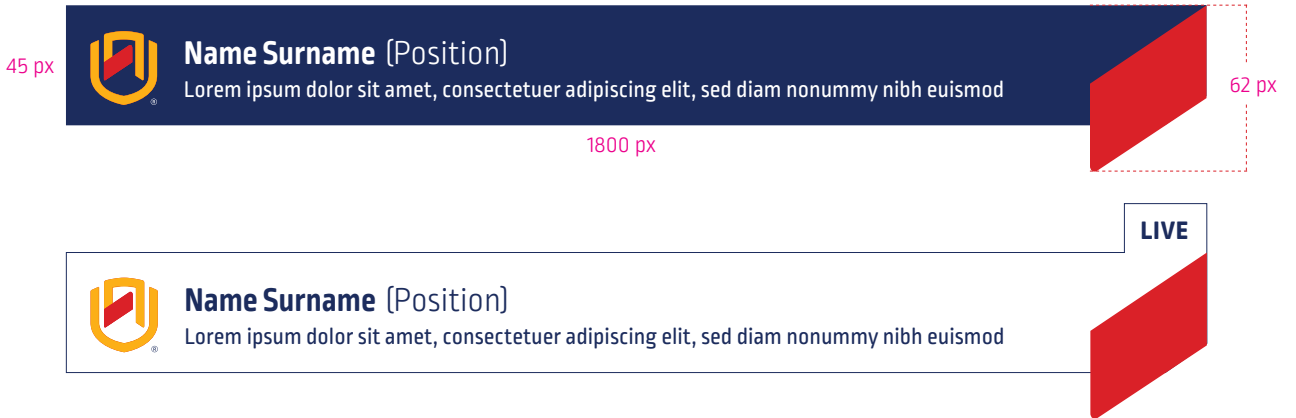
This page illustrates graphics that generally sit in the “lower third” portion of the screen and contain essential information such as a speaker’s name, location, and other relevant information, as well as space that the university may use for ads (squeeze backs) during a live cast.



Squeeze back banner



Lower third banner



Lower third banner co-branded





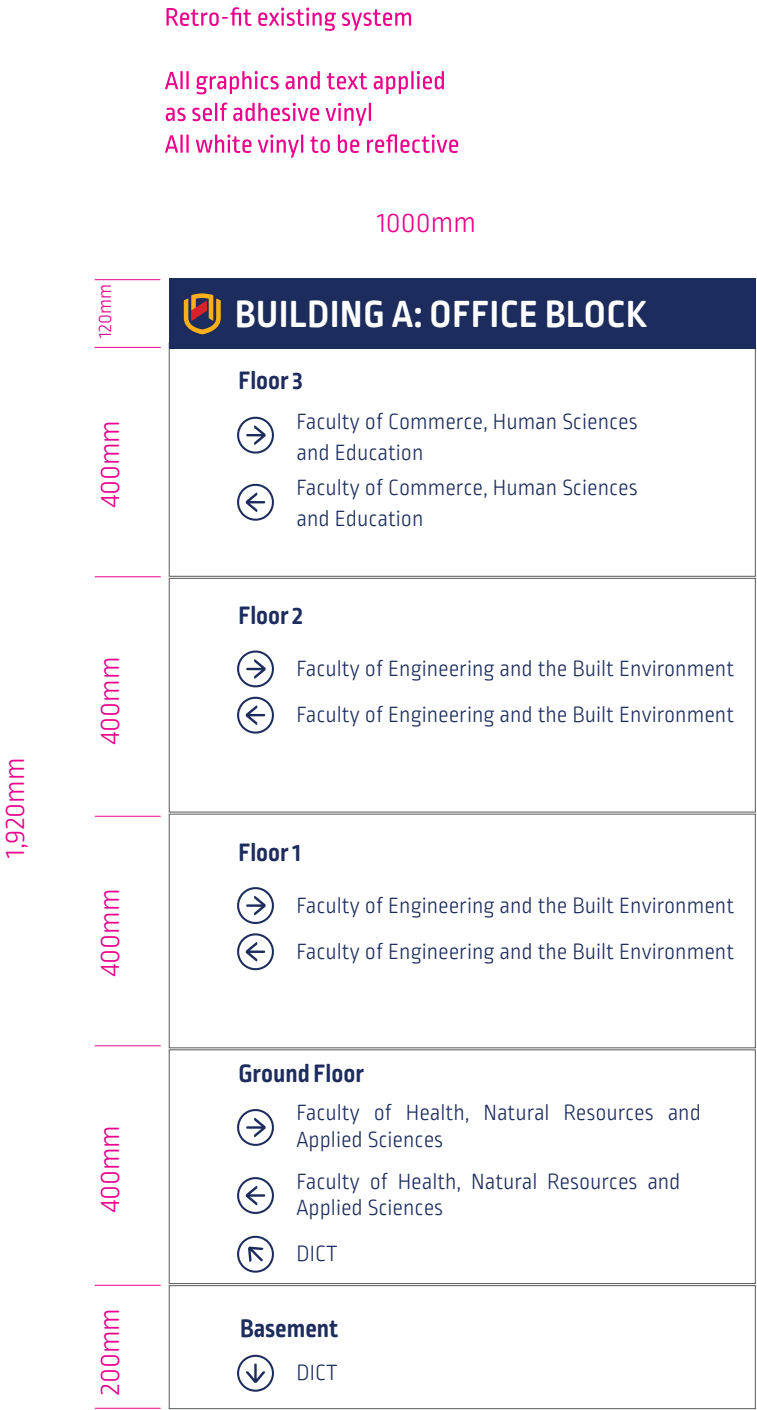
Environment

Signage

Internal Wall Mount Destination and Directional

Internal destination and directional signage is subject to existing structures and almost exclusively retrofitted on these.

The most crucial point to note is the consistent application of the Brand Mark and typography (style and colour).



Door signage



Laser-cut lettering mounted on the wall



Vinyl lettering on a board



