

IDENTITY GUIDELINES MANUAL

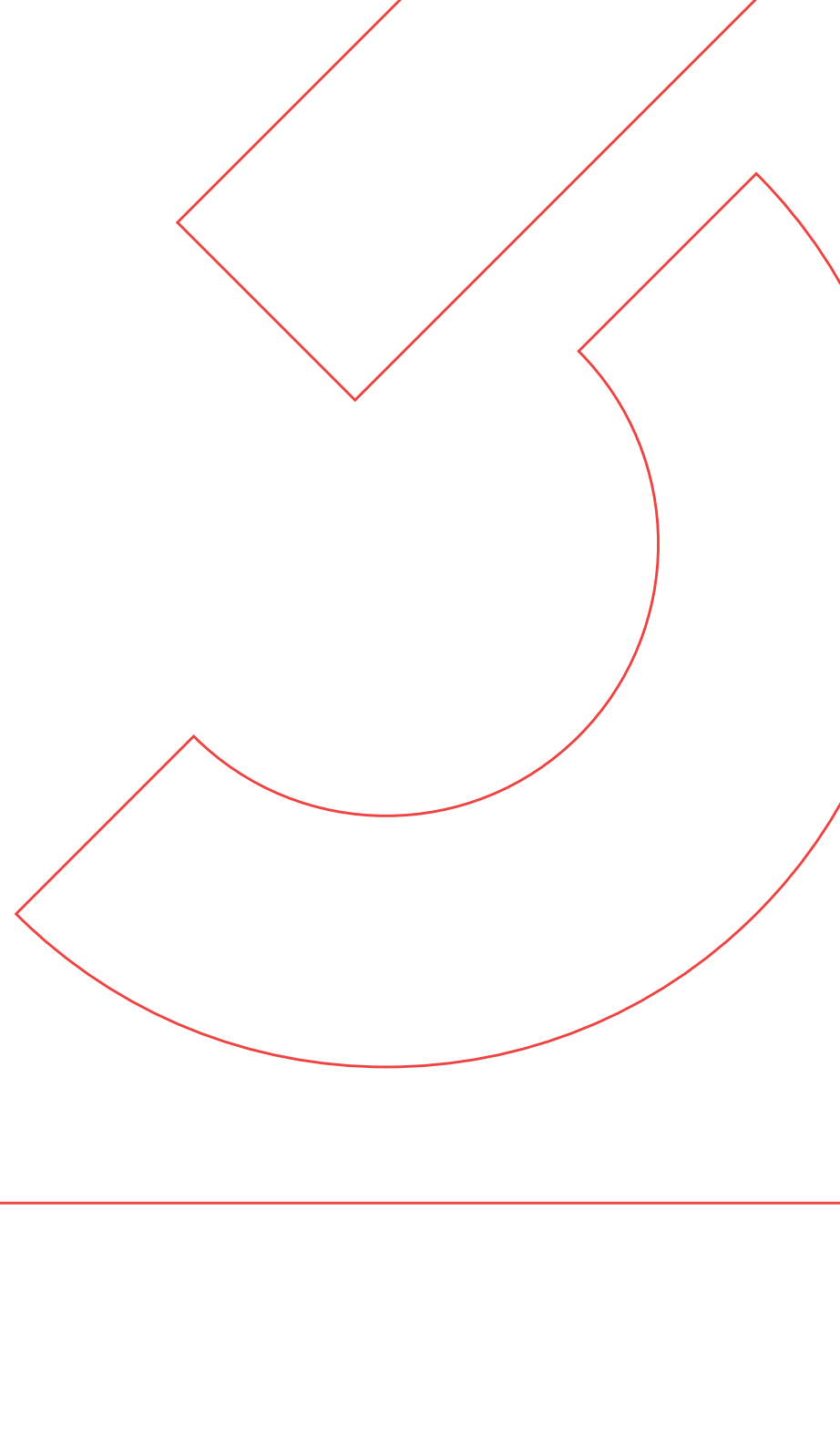


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WHO IS THIS MANUAL FOR?

Anyone at **AMS** who communicates on behalf of the faculty should find this manual a helpful and inspiring resource.

Especially designers can mine the rich veins of typography, color palettes, and design elements to give life to their creations.

We all want to tell a compelling, forward-thinking story about the faculty experience. While there are many different internal and external audiences, the tools in this manual should inspire each of us to take part in AMS story, and to collectively and individually benefit from being part of it.

How should this manual be used?

To Clarify

AMS's unique qualities, advantages and capabilities.

To Ensure

key themes are present in all communications.

To encourage

internal and external advocates for AMS.



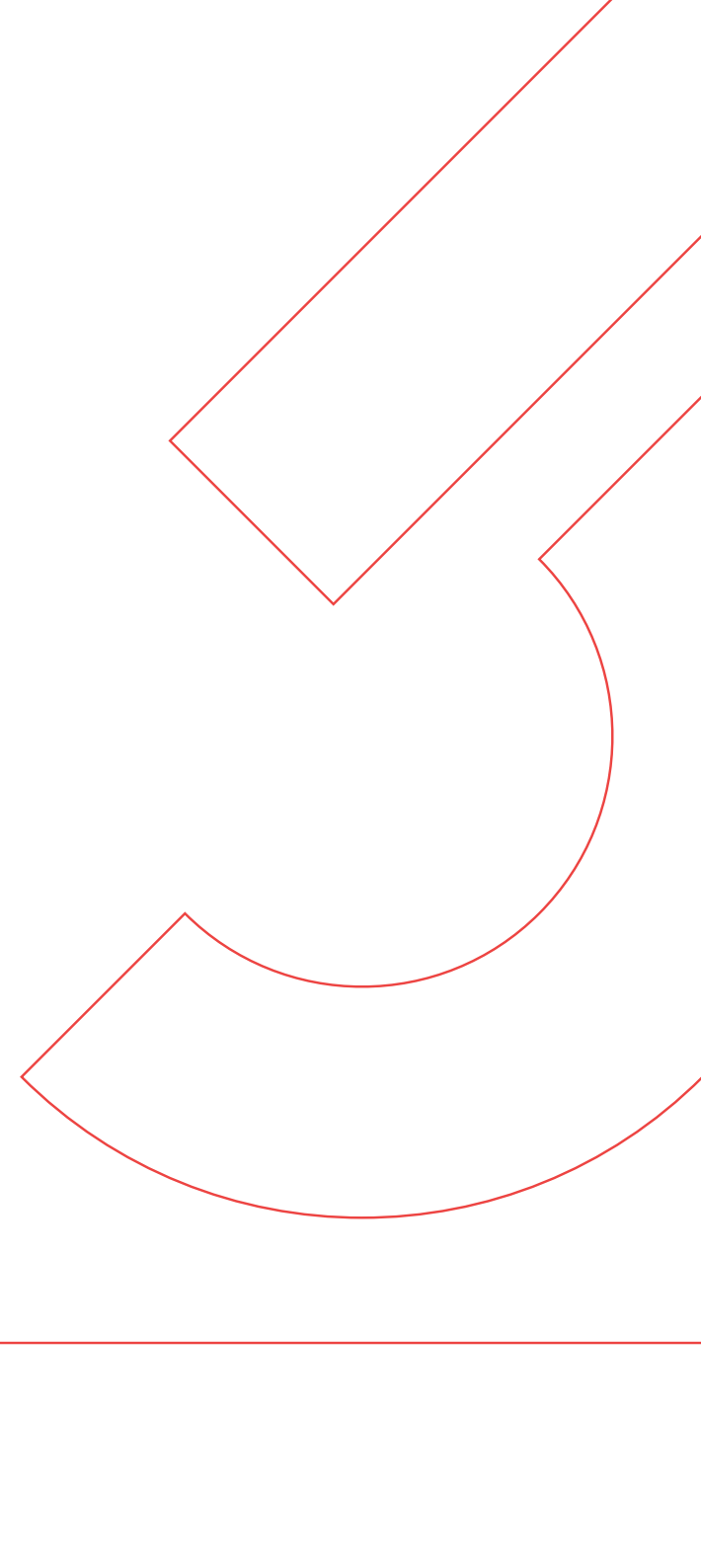
ABOUT AMS

Our Vison

Our vision is to be at the forefront of colleges committed to achieving international quality standards in education and providing the needs of scientific research and society.

Our Massege

We aim to contribute, as one of the colleges of LIMU , in preparing its graduates by implementing educational programs for the preliminary and basic stages, to contribute in producing future graduates and doctors who have the appropriate knowledge, skills and professional behaviors that enable them to practice the profession, face various problems and meet the needs of society.



MASTER LOGO



AMS's logo represents its core tools which is a microscope, central and pivotal tool in the field, it acts as a signature, an identifier and a stamp of quality. It is, and should always be, the most consistent component in the communication in the majority of AMS branding, Prints, Marketing and advertising.

In order to maintain this consistency, a few simple guidelines should be followed.

LOGO VARIATIONS

There are four primary usage options for AMS logo, in both vertical or horizontal display, without the name and as a stamp.



FACULTY OF APPLIED MEDICAL SCIENCES
كلية العلوم الطبية التطبيقية



FACULTY OF APPLIED MEDICAL SCIENCES
كلية العلوم الطبية التطبيقية



LOGO VARIATIONS

Here are few examples
of practices to avoid.



Dont stretch, condense
or change the ratio of the logo.



Dont rotate
the logo



Dont change the primary colors
of the logo, except with colors in
the colors palette.



Faculty of Applied Medical Sciences
كلية العلوم التطبيقية

Dont alter or change the
identity typeface.



Dont use any effects
on the logo

TYPOGRAPHY

Gunberg typeface «Headlines»

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0
! @ # \$ % ^ & * () _ +

Lato typeface «Paragraphs»

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0
! @ # \$ % ^ & * () _ +

ArabicModern typeface «Arabic usage»

أ ب ت ث ج ح خ د ذ ر ز س ش ص ض
ط ظ ع غ ف ق ك ل م ن ه و ي
1 2 3 4 5 6 7 8 9 0
! @ # \$ % ^ & * () _ +

Typeface Usage

a variety of typefaces styles and weights can be used for all Stationery, Marketing and Branding work, in both arabic and english language, to represent the right massege and feeling we want to deliver to our audience.



COLOR PALETTE

The color palette represented a calm and mature vibe which to be used in all of the formal stationery and main branding.

Lighter or darker shades of these colors can be used to increase the possible design options.



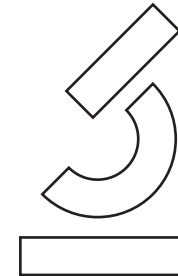
#E63838



#1C355D



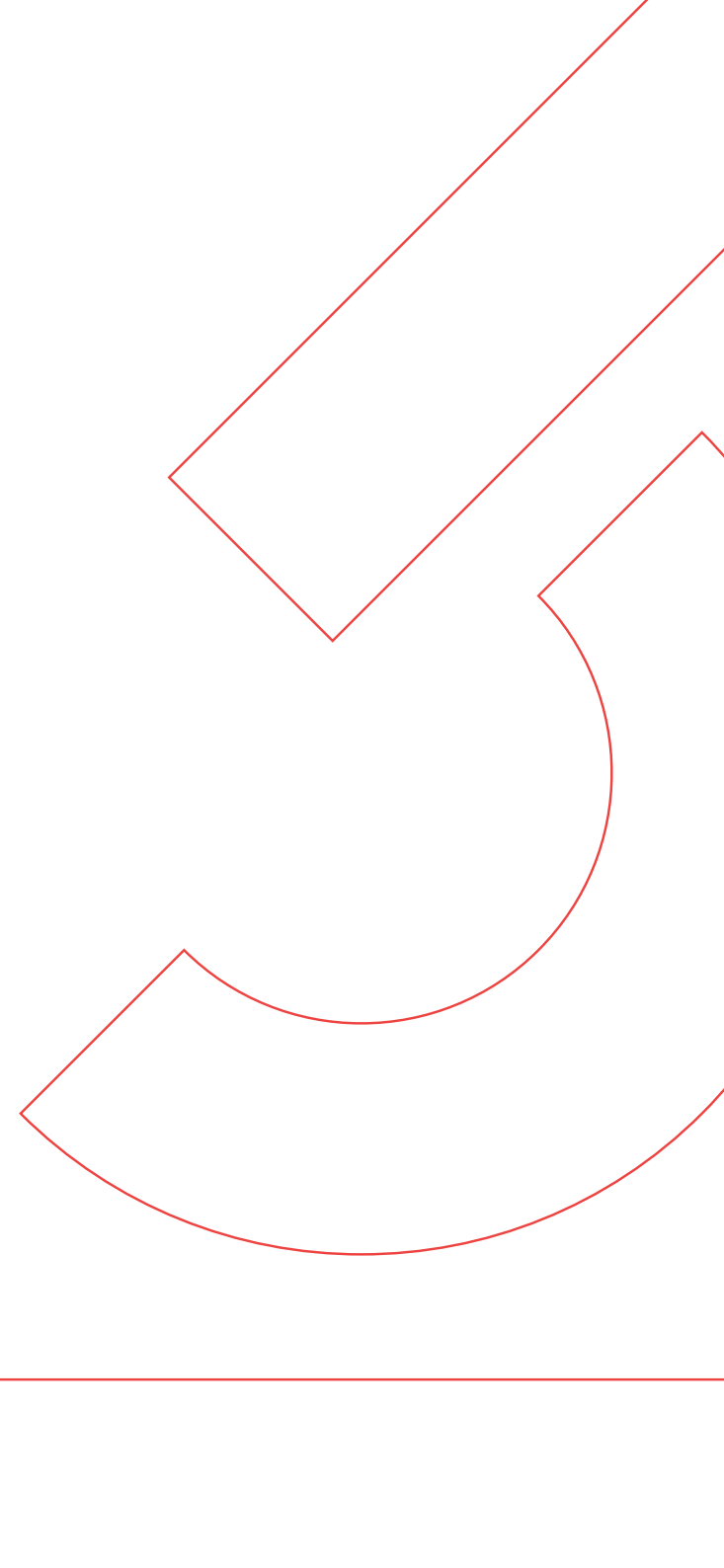
#1D1D1B



#FFFFFF

DESIGN STYLE

The design style is based on the use of logo as a basis for different designs by using it as a whole or using part of it, playing with colors or using outlines only to give an elegant and simple appearance.



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