



## Campus Identity & Publications

### Stationary

#### Letterhead

##### Format

A4(210mm x 297mm)

##### Paper

Conqueror Ice White 100g

##### Typeface

English

(*Verdana*)

Arabic

(*AdvertisingLight Regular*)

(*AdvertisingMedium Regular*)

Letterhead is printed in Dark Blue PMS(2766c) and Metallic Silver PMS(425c)

Do not use any of the following alternative abbreviations:

- AU
- A.U.
- AFU
- A.F.U.
- King Faisal University
- KFU
- K.F.U.
- AlFaisal ( with capital F)

Every University publication reflects upon the quality of the institution. It is critical that all AlFaisal publications present the same "family" appearance. An appropriate version of the University logo should appear on every University publication.

All printed materials designed to market or promote the University to outside constituencies (view books, departmental brochures, newsletters, etc.) must be reviewed by the Office of Public Relations to insure consistency of appearance.

The text of the letterhead should be in 10 or 11 points **Arial Regular**, aligned left without paragraph indents.

Acceptable alternative fonts are:

-Verdana

-Myriad

