



## Visual Identity

Alfaisal University has been established as having a competitive advantage of an Islamic and cultural heritage combined with the best global learning practices in higher education.

This unique message is what we want to communicate to our audience. We hope to accomplish this through our branding strategy. The aim of our branding strategy is to manage all the institutions communications and publications so they have the same look and feel and give a consistent message about what Alfaisal stands for. Our brand is far more than our name, logo or colors. Our brand is our ability to deliver our uniqueness, values, leadership and excellence consistently to our audience.

One way to achieve a broader awareness and comprehension of Alfaisal and to help distinguish this university from other institutions is through consistent use of our 'Visual Identity'. The appearance of our publications, correspondence, advertising, signs and the symbols we display help shape attitudes about the institution. A consistent presentation of our name so the university is identified quickly and easily is a key element in building a strong visual identity.

Our institution's identity is a valuable asset. Only when we are consistent in how we refer to Alfaisal University, the world will know us by the correct name. Therefore, by compiling with the Visual Identity Manual, you help project a clear, unifying image for the university as a whole.

## Preface

This Visual Identity Manual is designed to assist everyone who will use the Alfaisal University identity mark; all divisions, offices, faculty, staff, students, printers, and all other outside vendors.

The Office of Public Relations is charged with monitoring visual identity issues (including logo usage) and guiding all university units in proper implementation. Any questions of usage or style not addressed by this Visual Identity Manual are subject to review and approved by the Office of Public Relations.

## Basics of Name Use

Consistency is critical to proper identity promotion. When preparing printed materials it should be remembered that **Alfaisal University** is the official name of the institution. You may use **Alfaisal** as alternative