



## Alfaisal University Logo Standards



Visual Logo

Alfaisal's Visual logo is considered the basic representation of the University and therefore must be applied on all related internal and external documentation.

The aim of Alfaisal was to develop a logo that visually communicates three major aspects: Modernity, Technology and Continuous Education, encapsulated with an Islamic spirit.

Accordingly, the major focus in designing the logo was based on presenting a digital futuristic feel expressed through

- the choice of a display font carrying sharp edges
- the slight deconstruction of some of the letter edges of the word Alfaisal both in Arabic and English

In addition three circles were added to the logo to indicate continual learning. The words: Knowledge, Faith and Performance were added inside each circle in order to give Alfaisal logo the Islamic spirit and uniqueness recognizing the values and principles for which the late King Faisal stood fast intending to carry his legacy as quoted " The education of our youth rests on three foundations: Faith, Knowledge, and Performance.

## Used Fonts

English  
(*Flotsam Smart*)  
Arabic  
(*FS\_Salem Regular*)



Type Logo

Alfaisal's type logo will be used in applications for further reinforcement of our institution's identity as a university. However it must not be used as part of the visual logo.

The type logo was designed to further express the digital futuristic feel present in the Visual Logo

In terms of the color scheme, two colors were used including dark blue and metallic silver.

-**Dark Blue** was used to represent educational stability, and competence

-**Metallic Silver** used to represent strength, solidity, value and persistence.