



كلية أبوظبي للإدارة
ABU DHABI SCHOOL OF MANAGEMENT

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LOGO GUIDELINES

ADSM Logo

Our School's logo exists in both a vertical and a horizontal format. While the vertical format is preferred and considered as the Primary Logo, use of either formats is permitted, and should be determined according to their suitability for the layout.

The use of the rounded square (with adsm letters) graphic in isolation should be carefully considered and implemented, and must be restricted to supporting promotional materials. It is not recommended that the rounded square graphic be used as the default identifier in place of the complete logo.

There is one full-color option of our logo for each of the vertical and horizontal formats. There are also options available for two color and single color for reproduction on both black and white backgrounds.

For general use, the Primary and Secondary Logo formats, illustrated on pages 2 and 3 of this document should be used in accordance with the associated guidelines. Use of other formats provided in this document is intended for printing and other specific purposes.

Vertical Format



Horizontal Format



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Primary Logo - Vertical

Our logo was developed to be modern and future-proof, updating our public persona and realising the design with new techniques. It is a distinctive mark and brand that seeks to present Our School as a forward-thinking, professional organisation.



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Secondary Logo – Horizontal



This format of the logo should mainly be used in situations where space and the layout alignment is from Left to Right.

(e.g. roll-up banners, vertical digital banners, co-branding.)

This format of the logo should mainly be used in situations where space and the layout alignment is from Right to Left.

(e.g. roll-up banners, vertical digital banners, co-branding.)

The image shows a secondary logo format with a right-to-left layout. On the right is a dark green rounded square containing the white lowercase text 'adsm'. To the left of this square, the school's name is written in Arabic 'كلية أبوظبي للإدارة' and English 'ABU DHABI SCHOOL OF MANAGEMENT' in a dark green, sans-serif font.

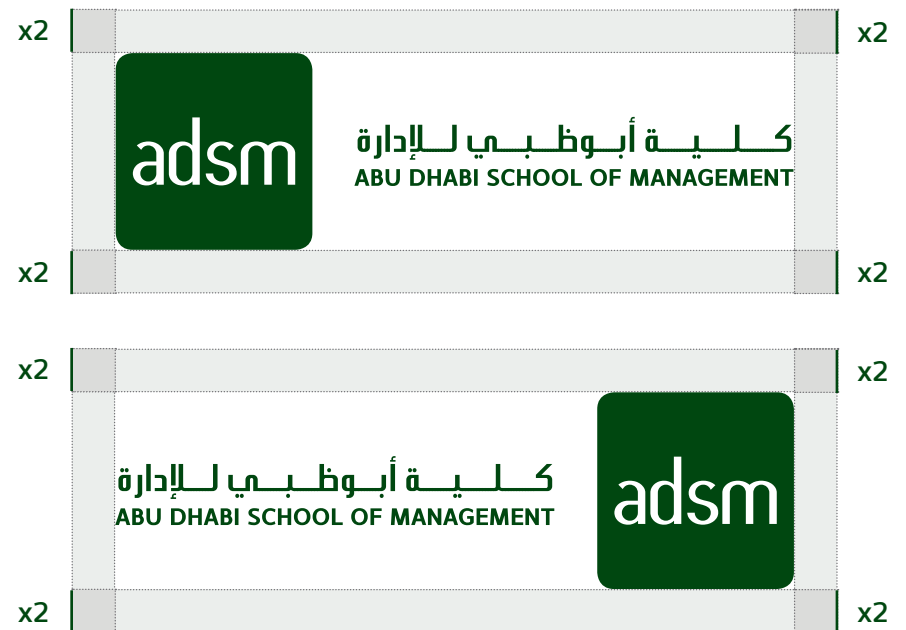


Clear Space

Vertical Format



Horizontal Format



Minimum Size

To preserve identity, it is essential that a minimum size is maintain when resizing the logo in either the vertical or horizontal format. Ensure that the size selected suits the layout and that the identity is reproduced clearly. The minimum size for the logo's vertical format is 23mm high. The minimum size for the logo's horizontal format is 15mm high.

Vertical Format



Horizontal Format



Reverse(Negative) Version

Vertical Format



Horizontal Format



Grayscale Version

Vertical Format



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Horizontal Format



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Prohibited Applications

1



Always leave a breathing space for the logo, and try to use it on white or neutral backgrounds.

2



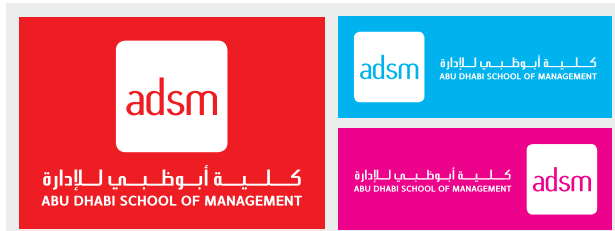
If using a photo or a color other than white for the background is unavoidable, then use the negative format of the logo.

3



Do not distort, condense, stretch or crop the logo in any of its formats.

4



Do not place the logo on the wrong colors.

5



Do not use the logo on backgrounds that are too light or cluttered.

6



Do not add a drop shadow or outlined stroke. An exception to this rule is on TV or digital applications when a drop shadow effect can be applied.

7



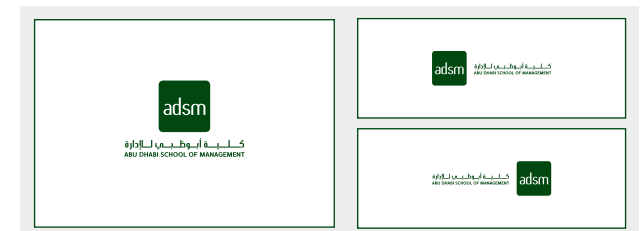
Do not use any colors or typography other than those specified within this guidelines document.

8



Do not separate the square from the Wordmark or use the Wordmark separately.

9




Do not resize the logo below the minimum size detailed on page 5 of this document, to preserve identity.


Brand Colors

Primary Color

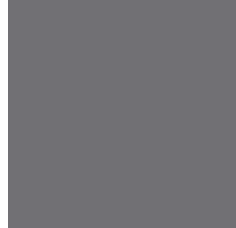
	Pantone	PANTONE 350C
	CMYK	79 : 0 : 100 : 75
	RGB	29 : 57 : 23
	Hex #	1d3917


Secondary Colors


	Pantone	PANTONE 350C (50%)
	CMYK	40 : 0 : 50 : 38
	RGB	121 : 144 : 108
	Hex #	79906c


	Pantone	PANTONE 350C (30%)
	CMYK	24 : 0 : 30 : 22
	RGB	172 : 186 : 161
	Hex #	acbaa1

Programs Colors

	MBA Program	
	Pantone	PANTONE 424 C
	CMYK	0 : 2 : 0 : 68
	RGB	103 : 102 : 103
	Hex #	676667

	MS QBE Program	
	Pantone	PANTONE 1955 C
	CMYK	26 : 98 : 94 : 23
	RGB	126 : 16 : 36
	Hex #	7e1024

	MS LOD Program	
	Pantone	PANTONE 7562 C
	CMYK	20 : 30 : 70 : 15
	RGB	175 : 157 : 91
	Hex #	af9d5b

	MS BA Program	
	Pantone	PANTONE 533 C
	CMYK	100 : 85 : 43 : 41
	RGB	37 : 38 : 67
	Hex #	252643

Typography Arabic

The supporting Arabic typeface is the GE SS family. The typeface used for numbers in all Arabic text for print is NewJune. When producing digital online applications or PowerPoint presentations use Arial as these are freely available on all computers.

Attention must be given to the quality of typesetting. Ensure there is sufficient leading, and kerning is checked. Never expand or condense the typeface.

Print Typeface

GE SS Light

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 ء ة
(:;.)+/?@&£ 1234567890

GE SS Medium

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 ء ة
(:;.)+/?@&£ 1234567890

GE SS Bold

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 ء ة
(:;.)+/?@&£ 1234567890

Digital Typeface

Arial Regular

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 ء ة
(:;.)+/?@&£ 1234567890

Arial Bold

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 ء ة
(:;.)+/?@&£ 1234567890

Due to copyright and licensing restrictions, the Abu Dhabi School of Management is unable to distribute any of the typefaces listed.

Typography English

The supporting English typeface is the NewJune font family. When producing digital online applications or PowerPoint presentations use Calibri as these are freely available on all computers.

Attention must be given to the quality of typesetting. Ensure there is sufficient leading, and kerning is checked. Never expand or condense the typeface.

Print Typeface

NewJune Light

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 £&@?!/+(.,:;)

NewJune Book

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 £&@?!/+(.,:;)

NewJune Medium

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 £&@?!/+(.,:;)

NewJune Bold

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 £&@?!/+(.,:;)

Digital Typeface

Calibri Regular

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 £&@?!/+(.,:;)

Calibri Bold

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 £&@?!/+(.,:;)

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