Welcome letter

First impressions — even subconscious ones — are often indelible. They powerfully shape the decisions of the very individuals and institutions.

Our various communication materials— invitations, brochures, publications, posters, gift items — are sent out daily into the world, where they are seen and read by thousands. Some of these recipients will be friends of the university, and know it well. Others will be forming that all-important first impression.

These communications — no matter how ordinary and straightforward the content — reflect something fundamental: the identity of our institution. Appropriateness of tone, clarity of style, and overall professionalism are all of paramount importance. Each communication either strengthens or weakens LAU’S public image and visual identity.

In close partnership with LAU’s internal and external constituencies, the Marketing and Communications Department (MarCom) conducted an extensive research aimed at identifying a vivid, well-defined profile — a brand — that captures the university’s unique qualities and strengths, and can serve as the imprimatur for campus communications in the years to come.

To create a coordinated and consistent appearance for all communications (internal and external), the university partnered with Mind the Gap, a professional branding agency, to develop a set of guidelines. These guidelines clearly lay out the LAU style for use across our entire range of communications — from print and online publications to office stationery and event invitations including web design.

Since effective branding requires consistency of tone and design, this style guide might impose certain visual constraints. Like rules of grammar and usage in a good verbal style guide, however, these constraints should not limit or inhibit the range, vigor, or variety of our communications.

The working team at Department of Marketing and Communications is ready to help with any questions related to the university’s visual identity or the guidelines set out in this manual. Please do not hesitate to contact us.

MarCom team
# Table of contents

**Introduction**  
Using this manual  
Access to artwork  
Conceptual framework  

## BRAND ARCHITECTURE

- Unit Identifiers: offices and departments  
- Brand extensions: schools  
- Sub-brands  
- Independent brands  

## THE MASTERBRAND

- The seal  
- The logo  
- Colors — main color scheme  
- Colors — President’s Office  
- Colors — general, undergraduate- and graduate-specific  

## LOGO USE GUIDELINES

- Clear space requirements and minimum size  
- Use on a white background  
- Use on LAU-colors backgrounds  
- Use on other color backgrounds  
- Use in black and white  
- Use on photographic backgrounds  
- Use on English and Arabic applications  
- Use with different sponsorship scenarios  
- DON'Ts  
- Other guidelines for logo use  

## TYPOGRAPHY

- Compatible typefaces  
- Latin Fonts  
- Arabic fonts  

## APPLICATIONS

- Letterhead  
- Post-printed letter  
- Envelopes  
- Business card – English  
- Business card – Arabic  
- Email signature  
- Forms  
- ID card
<table>
<thead>
<tr>
<th>Section</th>
<th>Official use</th>
<th>Use</th>
<th>Clear space requirement</th>
<th>School applications</th>
<th>Composition</th>
<th>Use</th>
<th>Applications</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>TAGLINE</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>47</td>
</tr>
<tr>
<td>BELONGING MARK</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>50</td>
</tr>
<tr>
<td>SCHOOL SHIELDS</td>
<td>Official use</td>
<td></td>
<td>Clear space requirement</td>
<td>School applications</td>
<td></td>
<td></td>
<td></td>
<td>59</td>
</tr>
<tr>
<td>ENDORSEMENT BRANDS</td>
<td>Official use</td>
<td>Composition</td>
<td>Use</td>
<td>Applications</td>
<td></td>
<td></td>
<td></td>
<td>65</td>
</tr>
<tr>
<td>SUB-BRANDS</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>69</td>
</tr>
</tbody>
</table>
Introduction
This Lebanese American University (LAU) Visual Style Guide outlines the visual identity standards and guidelines for the design and presentation of all LAU publications (print and electronic), websites, stationery, signage, and other applications, as determined by LAU’s Branding Initiative.

Using this manual
This document supplies guidelines for the use of LAU’s visual identity elements to ensure consistency in communicating LAU’s image. It provides the user with an understanding of the conceptual framework of LAU’s visual identity, and the components and instructions necessary for its practical application over a number of items and fields.

Access to artwork
To help you develop effective visual and communication materials properly conforming to LAU brand standards, access to brand identity components has been made simple. Design elements, artwork, templates and up-to-date related information are all conveniently located in the Marketing and Communications section of the LAU website: http://marcom.lau.edu.lb/guidelines/

When in doubt, ask.

The standards in this brand manual were carefully developed to address most foreseeable brand application situations. That said, brand-application situations not covered by this manual are sure to arise from time to time. In such cases, it is highly recommended not to improvise solutions but rather to contact the Marketing and Communication Department for guidance.

You may reach us by phone at 01 786456 | ext 1917 / 2870 or by email at marcom@lau.edu.lb.
The LAU brand identity is conceived around a clear conceptual framework comprising a concise brand concept, **DISCOVERY**, and a set of university vivid descriptors that the brand encompasses and manifests:

**LAU**

- **is a university on the move.**
  As an institution, it is in a continuous state of growth and development.
  The brand reflects pro-activity, progress, growth and continuous development.

- **is a rooted institution that is proud of its heritage.**
  It values its legacy while looking to the future with the will to seek new things, to explore.
  The brand carries the university’s pride in its history and local heritage.

- **is committed to excellence.**
  It aims at providing superior education to its students and attracting distinguished faculty.
  The brand positions the university as the leading institution that it is.

- **puts the student at the center.**
  It promises the education of the whole person and the formation of future leaders.
  The brand portrays the LAU experience as a challenge, an exploration, a transformative journey.

- **is a community.**
  It is a close-knit family with a sense of belonging to the Lebanese society.
  The brand has a strong presence within all the university’s compartments.
Brand architecture

The brand architecture is the structure for strategically managing how LAU and its various schools, divisions and units represent themselves visually in the community and marketplace.

Some units developed and implemented their own identity before there were established guidelines for the university. While these marks and logos might have been relevant to their audience at that time, their current use tends to dilute the overall brand of LAU.

A brand architecture and hierarchy has therefore been developed. The structure proposed includes the Master Brand, Unit Identifiers, Endorsement Brands, Sub-Brands and the independent brands.

The masterbrand

The core brand is the consistent expression of the university’s brand promise and institutional personality based on the use of its logo, seal, word mark and tagline. It is the main impression we would like to leave in the hearts and minds of our audience. It must maintain a consistent voice, tone, and visual identity.

Unit identifiers

Office and departments

Unit identifiers are used for the offices, departments, and work groups that serve and support the core mission and primary target audience of LAU.

Brand extensions

A brand extension is used to highlight a specific entity that adds value to the Core Brand. These major, high-profile entities are integral components of the LAU brand and directly support LAU’s mission and vision.

Sub-brands

Sub-brands have distinct personalities and missions but are prominently linked to the core brand for strategic reasons. They require differentiation because they provide significantly distinctive services. These individual units of the core brand usually have their own missions, may have a separate set of messages and logos and may serve a different audience segment.

Endorsed brands

Endorsed brands are individual units within the university that have an independent status and visual identity and may serve different audience groups outside the university. Their endorsement by the university is visually translated by the use of an endorsement token together with their identities.

Independent brands

These brands represent a complete departure from the core brand, establishing independent identities that clearly articulate their distinct relationship to LAU. Their products, services and target audiences are different from those of the core brand, and they usually operate autonomously.

Independent brands require differentiation because they represent partnerships with other entities, cannot effectively fulfill their mission under the core brand, would weaken the position of the core brand, or would confuse audiences if they were aligned directly with the core brand.
Brand architecture

Masterbrand

1

UNIT IDENTIFIERS

BRAND EXTENSIONS

SUB-BRANDS

ENDORSED BRANDS

INDEPENDENT BRANDS

Schools

Alumni Associations
Athletics
LAU Libraries

Institutes/centers
Student’s associations and clubs

University Medical Center
UMC related associations

LAU
School of Arts and Sciences

LAU Alumni Association

CIEP

UMC

INSTITUTE FOR
WOMEN’S STUDIES
IN THE ARAB WORLD

School of Business

Cisco Institute

LAU Athletics

LAU Libraries

LAU School of Pharmacy

LAU

LAU Libraries

IMTR

LAU School of Nursing

EXTREME SPORT

LAU Alice Ramez Chagoury School of Nursing

Offgrid

LAU Alice Ramez Chagoury School of Nursing

CPLA

LAU School of Medicine

LAU Institute for Bioenergy and Sustainability

LAU School of Architecture and Design

SAID

LAU Teacher Training Institute

LAU Outreach and Civic Engagement

LAU Terrestrial Training Institute

Endorsement token

3

LAU INSTITUTES

LAU PROGRAMS

LAU ASSOCIATIONS

LAU CENTERS

LAU INITIATIVES

LAU WORKSHOPS

LAU CLUBS
THE MASTERBRAND
The seal
The seal is a loaded visual device, holding the institution’s brand concept ‘Discovery’, history, heritage and cultural identity.

It holds the Phoenician ship as its central element, the full name in both languages, the foundation year and the motto.

Using the LAU seal

The university seal is strictly reserved for official use such as diplomas, certificates of graduation, awards, scholarly papers, etc... In addition, the seal may be used at the president’s discretion.

The seal should only be used as an ink stamp or an embossing stamp and should never be pre-printed. It’s stamping size should always be a 4.2 cm in diameter.

The seal may also be used in situations calling for a permanent identifying mark for the university, such as architectural elements, medallions or medals. Its size may then grow bigger.
The logo

Lebanese American University
The logo is the primary branding element of LAU. It is composed of an emblem (The Phoenician ship within an arched frame), the ‘LAU’ initialism and the ‘Lebanese American University’ wordmark in both English and Arabic.

**LAU emblem**

The LAU logo holds a simplified version of the Phoenician ship of the seal. The ship is framed in a classical dome or vault shape.

**LAU initialism**

The LAU initialism is put forward to reflect LAU’s primary appellation. It is set in the Small Caps version of the Miller Display typeface.

**LAU wordmark**

The wordmark is the unique typographic element that displays the full name of the Lebanese American University split across two lines of type. A sans serif Latin typeface and a classical Arabic ‘Naskh’ calligraphy are used. The Arabic is a custom calligraphy by renowned calligrapher Mokhtar el-Baba. The Latin ‘Lebanese American University’ wordmark is set in Interstate Regular.

**Using the LAU logo**

The LAU logo should appear on all the university stationery items and other printed materials published by the university, except for school-specific applications where school logos are used.

All guidelines in this document apply to both print and electronic applications.
Colors

Main color scheme

Dark Green: University primary color

Dark green is the LAU primary color. It should appear on all LAU’s released material (printed and screen), unless otherwise specified.

**Dark Green**
Pantone ® 336 U
Pantone ® 336 C

<table>
<thead>
<tr>
<th>CMYK</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>C 100</td>
<td>R 0</td>
</tr>
<tr>
<td>M 9</td>
<td>G 103</td>
</tr>
<tr>
<td>Y 58</td>
<td>B 81</td>
</tr>
</tbody>
</table>

Tints of the primary color can be used on the different applications.

10% 20% 30% 40% 50% 60% 70% 80% 90%

Antracite: Stationery text color

Anthracite is used as the text color on the LAU stationery items and forms.

**Anthracite**
Pantone ® 432 U
Pantone ® 432 C

<table>
<thead>
<tr>
<th>CMYK</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>C 11</td>
<td>R 58</td>
</tr>
<tr>
<td>M 3</td>
<td>G 62</td>
</tr>
<tr>
<td>Y 0</td>
<td>B 63</td>
</tr>
</tbody>
</table>

LAU Visual Identity Style Guide  14
Gold: Presidential Office color

Gold is used as the main color, instead of the Dark Green, for Presidential Office stationery only. It should only be printed using metallic Pantone® 871, which cannot be reproduced in CMYK.

Gold Pantone® 871 U
Pantone® 871 C

Antracite: text color

Anthracite is used as the text color on the Presidential Office stationery.

Antracite Pantone® 432 U
Pantone® 432 C

<table>
<thead>
<tr>
<th>CMYK</th>
<th>RGB</th>
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</thead>
<tbody>
<tr>
<td>C 11</td>
<td>R 58</td>
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<tr>
<td>M 3</td>
<td>G 62</td>
</tr>
<tr>
<td>Y 0</td>
<td>B 63</td>
</tr>
</tbody>
</table>
Copper: Board of Trustees color

Copper is used as the main color, instead of the Dark Green, for Board of Trustees stationery only. It should only be printed using metallic Pantone® 876, which cannot be reproduced in CMYK.

Antracite: text color

Antracite is used as the text color on the Board of Trustees stationery.

<table>
<thead>
<tr>
<th>CMYK</th>
<th>RGB</th>
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</thead>
<tbody>
<tr>
<td>C 11</td>
<td>R 58</td>
</tr>
<tr>
<td>M 3</td>
<td>G 62</td>
</tr>
<tr>
<td>Y 0</td>
<td>B 63</td>
</tr>
<tr>
<td>K 74</td>
<td></td>
</tr>
</tbody>
</table>
Colors

General, undergraduate and graduate specific colors

Lime: General secondary color
Lime is used as a secondary color on LAU’s general released material (printed and screen), except for stationery items and forms. It should always be used in conjunction with the LAU primary Dark Green color.

**CMYK**
- C: 25
- M: 0
- Y: 100
- K: 8

**RGB**
- R: 182
- G: 191
- B: 0

Turquoise: Undergraduate specific color
Turquoise is used as a secondary color on LAU’s undergraduate-specific released material (printed and screen). It should always be used in conjunction with the LAU primary Dark Green color.

**CMYK**
- C: 100
- M: 5
- Y: 20
- K: 22

**RGB**
- R: 0
- G: 124
- B: 146

Raspberry: Graduate specific color
Raspberry is used as a secondary color on LAU’s graduate-specific released material (printed and screen). It should always be used in conjunction with the LAU primary Dark Green color.

**CMYK**
- C: 8
- M: 100
- Y: 47
- K: 39

**RGB**
- R: 141
- G: 27
- B: 61
LOGO USE GUIDELINES
Clear space requirements

The logo should always be surrounded by a blank space that allows it to breath and remain clear.

This blank space must be equivalent to the height of the ‘L’ letter of the initialism, whatever the size of the logo.

No other graphic element used in the document may intrude on the clear space.

These requirements apply to both Latin and Arabic applications.

Size Restrictions

Print: To ensure legibility and recognition on printed materials, the university’s logo may not appear smaller than the sizes shown below. Rare exceptions may be made, but clearance must be sought by contacting Marcom.

Web: For all web applications, the university’s primary logos may not appear smaller than the sizes illustrated below.

In cases where the university logo appears as a link on another website, or as a secondary logo on a website affiliated with the university, please ensure that the logo is easily legible and recognizable.

Other: Whenever the university logo appears alongside logos of other organizations, please ensure the university’s logo is equal in size and visibility to other logos.

These restrictions apply to both Latin and Arabic applications.
For all stationery items and forms, the LAU logo is only to be used on a white background.
On solid LAU-colors, the LAU logo is only to be used in white.
Use on other color backgrounds

**Dark color backgrounds**

The LAU logo is only to be used in white on dark backgrounds.

![Examples of dark color backgrounds]

**Light color backgrounds**

The LAU logo is only to be used in Dark Green on light backgrounds.

![Examples of light color backgrounds]
Use in black and white

**Logo in black**

The logo is to be used in black on white backgrounds and on grey backgrounds of a value inferior or equal to 40% black.

**Logo in white**

The logo is to be used in white on black backgrounds and on grey backgrounds of a value superior to 39% black.
Use on photographic backgrounds

The LAU logo is only to be used in green or white on photographic backgrounds.

Dark photographic backgrounds

The LAU logo is only to be used in white on dark photographic backgrounds.

Light photographic backgrounds

The LAU logo is only to be used in green on light photographic backgrounds.

Using the logo on a relatively non-uniform or high contrast sections of a photographic background needs to be avoided.
Use on English and Arabic applications

English applications

The main university logo should always be positioned in the top left hand corner on English applications.

Arabic applications

The main university logo should always be positioned in the top right hand corner on Arabic applications.
**Use with different sponsorship scenarios**

**LAU as organizer**

When LAU is the organizer of an event, the LAU logo should be positioned on one of the corners of the document and should visually look more important than the rest of the sponsors.

```
This event is organized by

LAU

With the support of
```

**LAU as co-organizer**

When LAU is the co-organizer of an event, the LAU logo should be positioned together with the other organizer on one of the corners of the document and both should visually look more important than the rest of the sponsors.

```
This event is co-organized by

LAU

With the support of
```

**LAU as small sponsor**

When LAU is a small sponsor of an event, the LAU logo should be positioned together with the rest of the sponsors and should visually look as important than the rest of the small sponsors, keeping in mind the size restrictions page 19.

```
With the support of
```
DON’Ts

- Do not change the color of the logo
- Do not use the logo in transparency
- Do not re-position the elements of the logo
- Do not flip the ship in the emblem
- Do not modify the fonts of the logo
- Do not modify the proportions of the elements of the logo
- Do not space-out the letters of the logo
- Do not use the logo at an angle
DON'Ts

- Do not distort the logo.
- Do not add a stroke around the logo.
- Do not use the logo to mask an image.
- Do not frame the logo.
- Do not create a version of the logo with a reversed reading direction for Arabic.
- Do not create a version of the logo with a translated LAU initialism for Arabic.
- Do not use the wrong version of the logo.
• The main university logo should always be positioned in the top left hand corner on English applications and in the top right hand corner on Arabic applications and bleed off the top where possible. Full colors, single color and reverse out logos are available. Original artwork should be used in all instances; no attempts to recreate the logo should be made.

• The university colors palette should be used as a reference for all material. No other colors (apart from tints of the main colors palette) should be used.

• The logo should be placed prominently on the front of all materials promoting the university. All the letters of the word “LAU” should be in the same color, and the logo should be clean and readable.

• The logo should not be typeset or reproduced in any format other than a TIFF, EPS, or other file type provided by Marcom.

• The logo must not be altered and must always be used horizontally.

• In print publications the logo must have a clear space surrounding or framing it in order to preserve its character and balance. This clear space establishes the importance of the logo relative to other elements on the page.

• In all cases the prominence of the logo should be a main consideration in the design.

• The logo should never appear so small that the text on the logo is unreadable. The logo may be scaled up, but never to a size where the text becomes pixilated or unreadable.

• The logos of non-LAU partner institutions, for example funding or research partners, may be included on covers with the LAU logo, as long as the safety area is maintained.

• If logos of non-LAU partner institutions are included on covers with the LAU logo, then the LAU logo must be higher and larger than the entity signature that follows (name of division, college, department, office, program, or co-branded institution.) No other design elements or type should encroach upon the logo space by a minimum of .325” (inch) margin from the edge of the document.

• The logo and its symbols should not be altered in any way. Stretching and rotating the logo are strictly prohibited, as are modifying the logo by adding drop-shadows, tracing, outlining or any other alternation to the wordmark or heraldic shield.

• No other text should be added to or combined with the logo.
TYPOGRAPHY
The university brand includes the use of specific typefaces. Apart from the typefaces used in the logo, specific families of fonts are used within LAU’s visual identity.

For all stationery and university released material, the families of fonts that must be used are News 705 BT (Serif) and Franklin Gothic EF (Sans Serif) for Latin, and aXt Manal and aXt Salwa for Arabic.

System fonts are chosen for web-based applications, being much more difficult to control due to limitations in end-user configurations. The same goes for typing letters or filling in forms.

The preferred typeface for web-applications and LAU end-users are Times New Roman (Serif) and Arial (Sans Serif) for Latin, and Simplified Arabic for Arabic.

News 705 BT

News 705 is the Bitstream Inc. version of Corona, a serif typeface designed by Chauncey H. Griffith and first released by Mergenthaler Linotype in 1941.

It is classified as Egyptian (or slab serif), and is one of five typefaces in Griffith’s ‘Legibility Group’.

News 705 BT Regular

Lebanese American University is committed to academic excellence, student-centeredness, the advancement of scholarship, the education of the whole person, and the formation of students as future leaders in a diverse world.

News 705 BT Italic

Lebanese American University is committed to academic excellence, student-centeredness, the advancement of scholarship, the education of the whole person, and the formation of students as future leaders in a diverse world.

News 705 BT Bold

Lebanese American University is committed to academic excellence, student-centeredness, the advancement of scholarship, the education of the whole person, and the formation of students as future leaders in a diverse world.

News 705 BT Bold Italic

Lebanese American University is committed to academic excellence, student-centeredness, the advancement of scholarship, the education of the whole person, and the formation of students as future leaders in a diverse world.
ITC Franklin Gothic EF

Franklin Gothic is a sans-serif typeface designed by Morris Fuller Benton (1872–1948) in 1902. It was originally released as a typeface with a single weight and only two variations in width; the multi-weight family was later drawn by Victor Caruso for the International Typeface Corporation (ITC) in 1980. It is classified as American Gothic.

The family, released by Elsner + Flake, includes an extended range of weights (book, medium, demi, heavy), width (condensed, and extra condensed) and a set of italics.

Lebanese American University is committed to academic excellence, student-centeredness, the advancement of scholarship, the education of the whole person, and the formation of students as future leaders in a diverse world.
**Times New Roman**

Times New Roman is a serif typeface commissioned by the British newspaper, The Times, in 1931, designed by Stanley Morison and Victor Lardent at the English branch of Monotype. It was drawn in accordance with Morison’s “Training in Book Typography.”

**Times New Roman Regular**

Lebanese American University is committed to academic excellence, student-centeredness, the advancement of scholarship, the education of the whole person, and the formation of students as future leaders in a diverse world.

**Times New Roman Italic**

Lebanese American University is committed to academic excellence, student-centeredness, the advancement of scholarship, the education of the whole person, and the formation of students as future leaders in a diverse world.

**Times New Roman Bold**

Lebanese American University is committed to academic excellence, student-centeredness, the advancement of scholarship, the education of the whole person, and the formation of students as future leaders in a diverse world.

**Times New Roman Bold Italic**

Lebanese American University is committed to academic excellence, student-centeredness, the advancement of scholarship, the education of the whole person, and the formation of students as future leaders in a diverse world.

**Arial**

Arial was designed in 1982 by Robin Nicholas and Patricia Saunders for Monotype Typography. It is a sans serif typeface, nearly identical to Linotype Helvetica in both proportion and weight, though its design is in fact a variation of Monotype Grotesque.

**Arial Regular**

Lebanese American University is committed to academic excellence, student-centeredness, the advancement of scholarship, the education of the whole person, and the formation of students as future leaders in a diverse world.

**Arial Italic**

Lebanese American University is committed to academic excellence, student-centeredness, the advancement of scholarship, the education of the whole person, and the formation of students as future leaders in a diverse world.

**Arial Bold**

Lebanese American University is committed to academic excellence, student-centeredness, the advancement of scholarship, the education of the whole person, and the formation of students as future leaders in a diverse world.

**Arial Bold Italic**

Lebanese American University is committed to academic excellence, student-centeredness, the advancement of scholarship, the education of the whole person, and the formation of students as future leaders in a diverse world.
**AXt Manal**

This font was chosen as the Arabic counterpart of Franklin Gothic EF for its high legibility, especially at small sizes.

**AXt Manal Regular**

إن الجامعة اللبنانية الأميركية متعهدة بالامتياز الدراسي، تركيزًا على طلّابها، بتطوير العلم، بإتمام الشخص بكل صفاته وتكامل تلاميذها، قادة المستقبل في عالم متنوع.

**AXt Manal Bold**

إن الجامعة اللبنانية الأميركية متعهدة بالامتياز الدراسي، تركيزًا على طلّابها، بتطوير العلم، بإتمام الشخص بكل صفاته وتكامل تلاميذها، قادة المستقبل في عالم متنوع.

**AXt Salwa**

This font was chosen as the Arabic counterpart of News 705 BT for its roundness and resemblance to News 705 BT italics.

**AXt Salwa Light**

إن الجامعة اللبنانية الأميركية متعهدة بالامتياز الدراسي، تركيزًا على طلّابها، بتطوير العلم، بإتمام الشخص بكل صفاته وتكامل تلاميذها، قادة المستقبل في عالم متنوع.

**AXt Salwa Bold**

إن الجامعة اللبنانية الأميركية متعهدة بالامتياز الدراسي، تركيزًا على طلّابها، بتطوير العلم، بإتمام الشخص بكل صفاته وتكامل تلاميذها، قادة المستقبل في عالم متنوع.

**Simplified Arabic**

This font was chosen as the Arabic counterpart of Times New Roman and Arial.

**Simplified Arabic Normal**

إن الجامعة اللبنانية الأميركية متعهدة بالامتياز الدراسي، تركيزًا على طلّابها، بتطوير العلم، بإتمام الشخص بكل صفاته وتكامل تلاميذها، قادة المستقبل في عالم متنوع.
APPLICATIONS
Logo
Color: Pantone® 336 U (General)
or Pantone® 871 U (President Office)
or Pantone® 876 U (Board of Trustees)

"Chartered"
Color: Pantone® 336 U (General)
or Pantone® 871 U (President Office)
or Pantone® 876 U (Board of Trustees)
Font: News 705 BT Italic
Case: Mixed case
Type size: 7.75 pt
Leading: 9.3 pt
Alignment: Right

Green Strip
Color: Pantone® 336 U (General)
or Pantone® 871 U (President Office)
or Pantone® 876 U (Board of Trustees)

Campus / Office
Color: White
Font: Franklin Gothic EF Medium
Case: All caps
Type size: 7.5 pt
Leading: 9 pt
Space after: 2 pt

Addresses
Color: Pantone® 432 U
Font: Franklin Gothic EF Book
Case: Mixed case
Type size: 7.5 pt
Leading: 9 pt
Dear Mr. Karl Bassil,

The Marketing and Communications Department at the Lebanese American University (LAU) is embarking on a research and marketing effort aimed at identifying a clear and well-defined profile – a brand - that can serve as the cornerstone for campus communications in the years to come.

A branding program is imperative right now to boost the university’s presence on the local, regional and international arenas, and this can only be done by approaching the task at hand with professionalism, confidence and the right tools to meet the challenges of the Third Millennium.

What is in fact being explored is the opportunity to modernize and standardize the visual image of the university with the goal of giving it a unique identity in today's competitive world.

In this respect, LAU is seeking the services of a professional agency that will help lead the university through this challenging process of identifying its image and carrying the branding initiative through all of its stages, while at the same time coordinating and collaborating through the Marketing and Communications department at LAU (MARCOM) with university members who are knowledgeable with the branding and image building process. The agency would also be responsible for developing a local and regional positioning that aligns with LAU brand values and reflects the LAU experience.

A comprehensive call for proposal is attached to this mail, detailing the whole project.

We thank you in advance for your interest and look forward hearing from you in this respect before January 25th, 2008.

All the best,

Peggy Hanna MPH, MBA
Marketing and Communications Department
Director

BEIRUT CAMPUS
Nicol Hall, room 527-528
T: 961 1 86 70 99
F: 961 1 86 70 98
peggy.hanna@lau.edu.lb
Applications

Envelopes

**Envelope A4**
Size: A4+

**Envelope A5**
Size: A5+

**Envelope US**
Size: 220 × 110 mm

**Logo**
Color: Pantone® 336 U (General)
or Pantone® 871 U (President Office)
or Pantone® 876 U (Board of Trustees)

**“Return Address”**
Color: Pantone® 336 U (General)
or Pantone® 871 U (President Office)
or Pantone® 876 U (Board of Trustees)
Font: Franklin Gothic EF Medium
Case: Title case
Type size: 7 pt
Leading: 8 pt
Space after: 3 pt

**“Lebanese American University”**
Color: Pantone® 336 U (General)
or Pantone® 871 U (President Office)
or Pantone® 876 U (Board of Trustees)
Font (Wordmark): Interstate Regular
Case: Title case
Type size: 7 pt
Leading: 8 pt

**Address**
Color: Pantone® 432 U
or Pantone® 871 U (President Office)
or Pantone® 876 U (Board of Trustees)
Font: Franklin Gothic EF Book
Case: Mixed case
Type size: 7 pt
Leading: 8 pt
Space after: 3 pt after “Department” level
**Business Card**

Size: 90 × 55 mm

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**Logo**

Color: Pantone® 336 U (General)
or Pantone® 871 U (President Office)
or Pantone® 876 U (Board of Trustees)

**“Chartered”**

Color: Pantone® 336 U (General)
or Pantone® 871 U (President Office)
or Pantone® 876 U (Board of Trustees)
Font: News 705 BT Italic
Case: Mixed case
Type size: 5.7 pt
Alignment: Right

**Green Strip**

Color: Pantone® 336 U (General)
or Pantone® 871 U (President Office)
or Pantone® 876 U (Board of Trustees)

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**Name Surname**

Color: Pantone® 432 U
Font: Franklin Gothic EF Medium
Case: Mixed case
Type size: 9 pt
Leading: 9 pt

**Degree (MD)**

Color: Pantone® 432 U
Font: Franklin Gothic EF MedConSC
Case: Small caps (Lower case)
Type size: 9 pt
Leading: 9 pt

**Position and School**

Color: Pantone® 432 U
Font: Franklin Gothic EF Book
Case: Mixed case
Type size: 9 pt
Leading: 9 pt
Space after: 4.11 pt

**E-mail**

Color: Pantone® 432 U
Font: Franklin Gothic EF Book Italic
Case: lower case
Type size: 8 pt
Leading: 9 pt

**URL**

Color: Pantone® 432 U
Font: Franklin Gothic EF Book
Case: lower case
Type size: 8 pt
Leading: 9 pt
Alignment: Right

**Campus / Office**

Color: White
Font: Franklin Gothic EF Medium
Case: All caps
Type size: 6 pt
Leading: 7 pt
Space after: 1 pt

**Addresses**

Color: Pantone® 432 U
Font: Franklin Gothic EF Book
Case: Mixed case
Type size: 6 pt
Leading: 7 pt
Business card
Size: 90 × 55 mm

Logo
Color: Pantone® 336 U (General)
or Pantone® 871 U (President Office)
or Pantone® 876 U (Board of Trustees)

“Chartered”
Color: Pantone® 336 U (General)
or Pantone® 871 U (President Office)
or Pantone® 876 U (Board of Trustees)
Font: Axt Salwa Light
Type size: 10 pt
Alignment: Left

Green Strip
Color: Pantone® 336 U (General)
or Pantone® 871 U (President Office)
or Pantone® 876 U (Board of Trustees)

Name Surname
Color: Pantone® 432 U
Font: Axt Manal Bold
Type size: 14.5 pt
Leading: 10.3 pt

Position and School
Color: Pantone® 432 U
Font: Axt Manal Bold
Type size: 12.5 pt
Leading: 9.5 pt
Space after: 4.11 pt

E-mail
Color: Pantone® 432 U
Font: Franklin Gothic EF Book Italic
Case: lower case
Type size: 8 pt
Leading: 9 pt

URL
Color: Pantone® 432 U
Font: Franklin Gothic EF Book
Case: lower case
Type size: 8 pt
Leading: 9 pt
Alignment: Left

Campus / Office
Color: White
Font: Axt Manal Bold
Type size: 10 pt
Leading: 8 pt
Space after: 1 pt

Addresses
Color: Pantone® 432 U
Font: Axt Manal Regular
Type size: 10 pt
Leading: 8 pt
Email signature
Size: 354 × 135 px

**Logo**
Color: Pantone® 336 U (General)  
or Pantone® 871 U (President Office)  
or Pantone® 876 U (Board of Trustees)

*Chartered*
Color: Pantone® 336 U (General)  
or Pantone® 871 U (President Office)  
or Pantone® 876 U (Board of Trustees)  
Font: News 705 BT Italic  
Case: Mixed case  
Type size: 5.7 pt  
Alignment: Right

**Green Strip**
Color: Pantone® 336 U (General)  
or Pantone® 871 U (President Office)  
or Pantone® 876 U (Board of Trustees)

**URL**
Color: Pantone® 432 U  
Font: Franklin Gothic EF Book  
Case: lower case  
Type size: 8 pt  
Leading: 9 pt  
Alignment: Right

**Campus / Office**
Color: White  
Font: Franklin Gothic EF Medium  
Case: All caps  
Type size: 6 pt  
Leading: 7 pt  
Space after: 1 pt

**Addresses**
Color: Pantone® 432 U  
Font: Franklin Gothic EF Book  
Case: Mixed case  
Type size: 6 pt  
Leading: 7 pt
Forms
Size: A4

Logo and addresses
Similar to letterhead

Main Title
Color: Pantone® 336 U
Font: Franklin Gothic EF Medium
Case: All caps
Type size: 16 pt
Leading: 17 pt
Alignment: Centered

Subtitles
Color: White
Font: Franklin Gothic EF Medium
Case: All caps
Type size: 10 pt
Leading: 16 pt
Space after: 10 pt

Applications

FINANCIAL AID APPLICATION FORM

PART TIME EMPLOYMENT REQUEST

ASSET DISPOSAL FORM
### ID Card

**Size:** 85 x 55 mm

**Green Area**
- **Color:** Pantone 336 C

**Logo**
- **Color:** White

**Position**
- **Student Color:** Pantone 390 C
- **Faculty/staff Color:** 40% Pantone 336 C
- **Font:** Franklin Gothic EF Medium
- **Case:** All caps
- **Type size:** 13 pt

**Colored Strips**
- **Colors:**
  - Strip 1: White
  - Strip 2: Pantone 336 C
  - Strip 3: 40% Pantone 336 C
  - Strip 4: Pantone 390 C
- **Size:** 85 x 4 mm

**Barcode**
- **Color:** Black (2nd run digital printing)
- **Size:** 6 x 30 mm

**Picture**
- **Colors:** CMYK

**Information Bloc**
- **Colors:** Black (2nd run digital printing)

**Scholar Year**
- **Font:** Franklin Gothic EF Medium
- **Type size:** 12 pt
- **Leading:** 12 pt
- **Space After:** 1 pt

**Name Surname**
- **Font:** Franklin Gothic EF Medium
- **Case:** Mixed case
- **Type size:** 12 pt
- **Leading:** 12 pt
- **Space After:** 2 pt

**ID nº**
- **Font:** Franklin Gothic EF Demi
- **Case:** All caps
- **Type size:** 9 pt
- **Leading:** 16 pt
THE TAGLINE
The tagline

Embark, explore, discover
Embark, explore, discover
**Embark, Explore, Discover**

The university tagline articulates the LAU journey as a process:
- Entering the university (Embark);
- An investigation, a search for oneself and a thirst for knowledge (Explore);
- The reward of education, growth, success and finding one’s place in the world (Discover).

Using the LAU tagline

The LAU tagline may appear on printed materials published by the schools.

There are 2 tagline scenarios. In the first scenario, the tagline should appear beneath the LAU logo, its baseline should be at a distance equal to the height of the letter “L” of the initialism. Its width should be equal to the width of the emblem and “LAU” initialism.

In the second scenario, the tagline should appear beneath the LAU logo, at a distance equal to the height of the letter “L” of the initialism. It should be left-aligned with the “LAU” initialism and the width of the word “Embark,” should be equal to the width of the initialism.

The tagline should be set in News 705 Italic Typeface and should always be in the color of the logo.
BELONGING MARK
Belonging mark

I LAU
The belonging mark is composed of the LAU emblem and initialism, preceeded by 'I'.

Using the belonging mark
The belonging mark should be used as a branding element on shirts, caps and bags, promotional items...
It may be accompanied by the wordmark but should never appear with the logo.

Branding example: Bag
Size: 220 × 300 mm
SCHOOL SHIELDS
The shields

LAU
School of Arts and Sciences
The shields

LAU School of Business
The shields

LAU School of Engineering
The shields
The shields
The LAU school shields are the primary derivatives of the logo. The top part of the shields is identical to the top part of the logo. The lower part of the shield is the variable that contains the school specific elements.

School shields’ lower part

The lower part of the shield may contain one or more symbol, selected within the visual language of shields. It may also contain patterns.

The words ‘school of’ are set in Interstate Regular, and the school name is set in Interstate Bold.

Using the LAU school shields

The LAU school shields should only appear on school specific stationery items (letterheads, business cards, envelopes) and on the cover of printed materials published by the schools.

The school shields’ color is the LAU primary dark green (Pantone® 336) on all stationery, and the specific related cap and gown color for all other printed materials published by the schools.
Clear space requirements

Similarit to the logo, The school shields should always be surrounded by a blank space that allows them to breath and remain clear.

This blank space must be equivalent to the height of the ‘L’ letter of the initialism, whatever the size of the logo.

No other graphic element used in the document may intrude on the clear space.
SCHOOL APPLICATIONS
**Logo**
Color: Pantone® 336 U

*Chartered*
Color: Pantone® 336 U
Font: News 705 BT Italic
Case: Mixed case
Type size: 7.75 pt
Leading: 9.3 pt
Alignment: Right

**Green Strip**
Color: Pantone® 336 U

**Campus / Office**
Color: White
Font: Franklin Gothic EF Medium
Case: All caps
Type size: 7.5 pt
Leading: 9 pt
Space after: 2 pt

**Addresses**
Color: Pantone® 432 U
Font: Franklin Gothic EF Book
Case: Mixed case
Type size: 7.5 pt
Leading: 9 pt
ENDORSEMENT BRANDS
The endorsement brands

LAU INSTITUTES
LAU PROGRAMS
LAU ASSOCIATIONS
LAU CENTERS
LAU INITIATIVES
LAU WORKSHOPS
LAU CLUBS
Endorsement brands endorse individual units within the university that have an independent status and visual identity.

They are composed of the LAU emblem and initialism, followed by the category to which the endorsed entity belongs. This can accommodate future entities.

The endorsement brands’ composition

The categories set in News Gothic Light All Caps, with a letter height equal to the letter height of the LAU initialism.

Using the LAU endorsement brands

The LAU endorsement brands should only appear on the endorsed brands’ specific stationery items (letterheads, business cards, envelopes) and printed materials.

The endorsement brands’ color borrows from the endorsed brands’ color scheme for better visual integration and cost-efficiency.
ENDORSEMENT BRANDS
APPLICATIONS
Endorsement brands applications

**Letterhead**

- **Size:** A4

**Endorsement**

- **Color:** Pantone® 336 U (General)

**“Chartered”**

- **Color:** Pantone® 336 U
- **Font:** News 705 BT Italic
- **Case:** Mixed case
- **Type size:** 7.75 pt
- **Leading:** 9.3 pt
- **Alignment:** Right

**Strip**

- **Color:** Endorsed brand main color

**Campus / Office**

- **Color:** White
- **Font:** Franklin Gothic EF Medium
- **Case:** All caps
- **Type size:** 7.5 pt
- **Leading:** 9 pt
- **Space after:** 2 pt

**Addresses**

- **Color:** Pantone® 432 U
- **Font:** Franklin Gothic EF Book
- **Case:** Mixed case
- **Type size:** 7.5 pt
- **Leading:** 9 pt
SPORTS TEAM BRANDS
The sports team brands

LAU CAPTAINS

LAU SAILORS
The sports team brands are composed of the differently treated LAU initialism, underneath which comes a green strip with the sport team’s name. This typographic device can come on top of an illustrated mascot.

The sports team name
The sport team name is inscribed in a green round-cornered frame. It is set in All Caps in an American Gothic Typeface.

The sports team initialism
The sport team initialism directly derives from the logo’s initialism, to which offset white and green frames have been added.

Using the sports team brands
The LAU sport teams brands should only appear on sports-specific items (Shirts, caps, bags, flags...) and related printed material.
White and dark green backgrounds

Dark Green is the LAU sports teams primary color.

The sports teams should have 2 versions of their sports wear; the main wear should be green, with the logo used with inverted colors, and the secondary one should be white, in case they face other teams whose dominant color is also green.

Primary sports wear:
- Background color: Green Pantone® nº 336
- Logo color: White

Secondary sports wear:
- Background color: White
- Logo color: Green Pantone® nº 336