

THE
UNIVERSITY *of*
RWANDA

SUMMARIZED BRAND GUIDELINES

Who is this booklet for?

Anyone at University who communicates on the university's behalf should find this booklet a helpful and inspiring resource.

Department leaders can use this guide as a platform to focus their initiatives. Lead communicators can use it to provide examples for the creation of new, impactful stories.

Writers can use it to draw inspiration when they create stories about the achievements of their individual departments. Designers can mine the rich veins of typography, color palettes, photography and design elements to give life to their creations.

What will this booklet help UR do?

We all want to tell a compelling, forward-thinking story about University of Rwanda experience. While there are many different internal and external audiences, the tools in this book should

inspire each of us to take part in the UR story, and to collectively and individually benefit from being part of it.

How should this book be used?

To clarify: UR's unique qualities, advantages and capabilities

To ensure: key themes are present in all communications

To encourage: internal and external advocates for University of Rwanda.

Guidance for UR colleges, schools and departments:

- Demonstrate through communications how your college, school or department is reimagining the world.
- Demonstrate how you challenge conventional thinking to shape the future. Be bold and unapologetic.
- Consider the key themes that best connect with your key audiences. Support your messages with facts rather than leading with facts





Our Logo

The UR logo represents us at the very highest level and is vitally important to our brand. It acts as a signature, an identifier and a stamp of quality. It is, and should always be, the most consistent component in all our communications.

In order to maintain this consistency, a few simple guidelines should be followed.

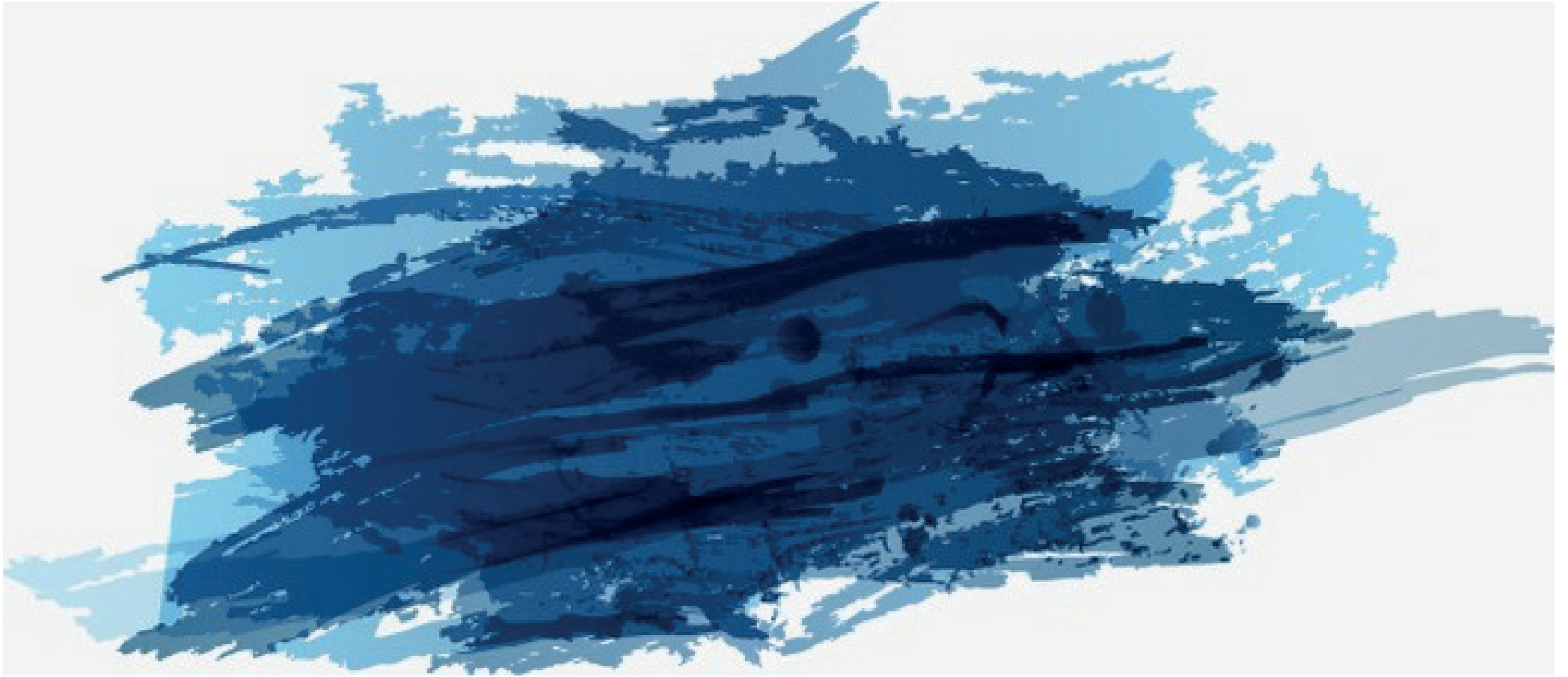
NOTE

The UR logo should never be recreated or typeset. Only official logo files should be used in communications. Official logo files can be downloaded from www.ur.ac.rw.

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UR Colors

Beyond our logo, color is the most recognizable aspect of our brand identity. Colors were selected that reflect our bold, diverse community and given names that reflect their inspiration. Using color appropriately is one of the easiest ways to make sure our materials reflect a cohesive UR image or visual story.

NOTE

When using color builds, always use the color values listed here. They were adjusted for the best reproduction in print and digital contents.



CMYK: 100%, 0%, 0%, 50%

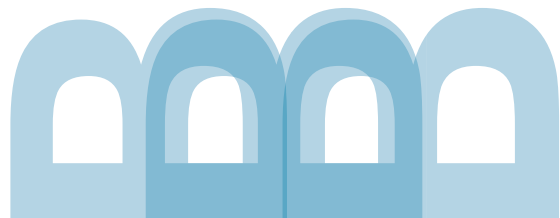
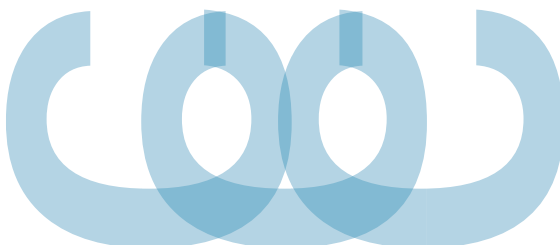
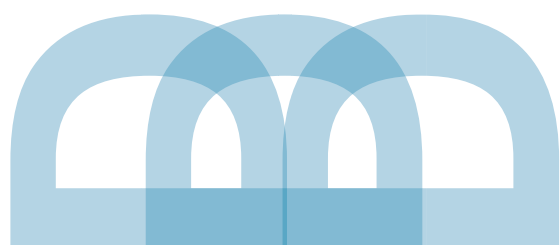
RGB: 0%, 98%, 139%

Value/ Pantone: #00628b

Our typographic palette

When used thoughtfully, typography becomes a powerful brand tool that can add visual meaning to what is communicated. UR's typography communicates clearly and cleanly, and is flexible in a wide range of situations.

Flexibility comes from using one type family that contains all necessary styles. Our university typeface, ZurichBT Font family. The ZurichBT Font family was selected because it is warm, open and legible at all sizes.



Bold BT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

BT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

BT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
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BT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
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bold bt

a b c d e f g h i j k l m n o p q r s t u v w x y z
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bt

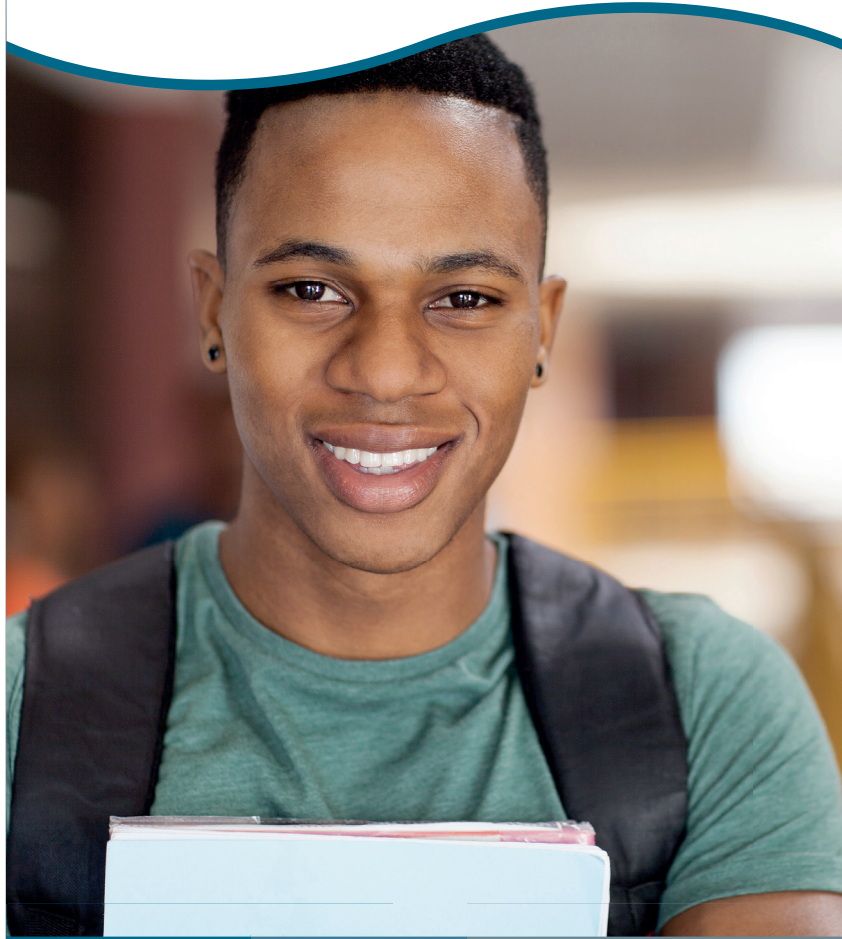
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bt

a b c d e f g h i j k l m n o p q r s t u v w x y z
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bt

a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0



The culture of excellence
Address & social networks

Bringing our work to life

UR's visual look and feel is a collection of elements that create a cohesive package. Our colors, typography, photography, graphic elements and voice all combine to create a strong, unique image for UR. We tailor these elements for each piece we create and, by using these tools consistently; each piece we design will combine to create a larger whole. The photographs used in the following samples are for demonstration only and may not feature approved images for UR.

U R l o g o i n d i f f e r e n t f o r m o f u s a g e





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RWANDA

COLLEGE OF SCIENCE
AND TECHNOLOGY

OFFICE OF PRINCIPAL









THE
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Roundneck Tee Shirts





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Spare Wheel Cover







**UNIVERSITY of
RWANDA**

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ACADEMIC OFFICER



For more details about the use of this guidelines,
kindly contact the office of PR & communications