

BRANDING GUIDELINES
NUST ALUMNI ASSOCIATION

NUST ALUMNI ASSOCIATION IDENTITY GUIDE:

The NUST Alumni Association Identity Guide is designed to maintain consistency in all communication channels for the Alumni Association to maintain highest quality of communication and marketing allowing NAA to build brand recognition among alumni, faculty, staff, students and the public.

REVIEW PROCESS:

Any material that is distributed to the public audience must be reviewed and approved by NUST Alumni Association Staff before publishing. For example: website content, social media content, event invites promotional material, newsletters etc.

The content that is to be published on social media shall be prepared a week before and reviewed by the NAA.

LOGO:

NAA logo will be used in all digital environments. All photographs, images and videos must have the logo.



NUST Alumni Association

Beyond Education

The height of and width of logo is 4048 and 6166 pixels respectively. The diagonal is 7376 pixels.

OFFICIAL COLORS:

In our tradition, gray color signifies students whereas orange signifies the alumni.



RGB: 66 66 66

CMYK: 67 60 59 45

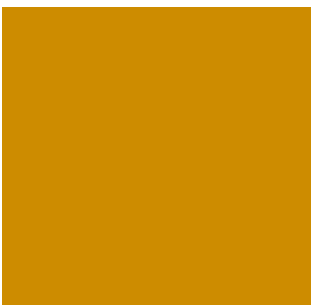
HEX: 424242



RGB: 192 192 190

CMYK: 25 19 21 0

HEX: c0c0be



RGB: 205 139 0

CMYK: 19 47 100 2

HEX: cd8b00



RGB: 238 190 90

CMYK:7 25 76 0

HEX: eebe5a

COLORS PALLETTE:

Color palette shown below shall be used for creating website and social media images.

The width of boxes represent color ratio.



LOGO PLACEMENT

Placing any element too close to the logo demishes its importance. The logo should be a set distance from text, photos and other deisgn elements. The minumum boundry is height of the logo type.

Back ground color of logo can be white or transparent.

TYPEFACE

Calista MT (245 pt) and Calibri (200 pt) is the typeface used in NAA logo.

TYPOGRAPHY

Font usage for website and promotional material will be Calibri - font size 12:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

0123456789

For official documentation:

Font: 'Arial'

Size: 12 for normal text and 14 for headings

NAMING CONVENTION

Use “NAA” to address NUST Alumni Association secretariat and “NUST” or “NUST University” when naming National University of Sciences and Technology on social media accounts.

TAGGING

Twitter hash tag “#NUSTAlumni” must be included in all tweets.

For NUST Alumni Homecoming event “#NUSTCalling” is the official hash tag.

INCORRECT USAGE

The following examples are not to be done with the logo:

- Do not use any other typeface to spell alumni association
- Do not combine NAA logo with any other university's alumni association
- Do not blur the logo
- Do not apply effects on logo
- Logo cannot be used on a pattern back ground
- The logo cannot be used by other student groups or departments without prior permission
- Do not place the logo too close with other graphical elements

LOGO USAGE EXAMPLES

Our logo can be used on:

- Header of official documents
- E-mails from NAA Official Account
- Images shared on social media

- Photographs of NAA official events
- Sponsorship proposals
- Official envelopes
- Official videos
- Other items like:
 - Caps
 - T-shirts
 - Key chains
 - Mugs
 - Shields