



جامعة الملك فهد للبترول والمعادن
King Fahd University of Petroleum & Minerals



KFUPM

Identity Guideline

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Main Logo

The main KFUPM logo is used on all media from web to print, e.g. websites social media, brochures, advertisements, etc.

The full KFUPM lockup consists of the symbol and wordmark, the symbol consists of the unique tower and octagon, while the wordmark should also be used with the logo. The wordmark is used to the right of the symbol which is preferable, but can be used to the left of the symbol when needed.

Both symbol and wordmark can be used separately especially in places where space is limited.

⚠ The logo is only used in KFUPM Green (check colors: pg. 9), black or white. IT SHOULD NEVER BE USED IN ANY OTHER COLOR OR GRADIENT.

KFUPM FULL LOCKUP (PREFERRED)

SYMBOL



جامعة الملك فهد للبترول والمعادن
King Fahd University of Petroleum & Minerals

WORDMARK

KFUPM FULL LOCKUP SECOND VARIATION

جامعة الملك فهد للبترول والمعادن
King Fahd University of Petroleum & Minerals



KFUPM SYMBOL & WORDMARK SEPARATE USE



جامعة الملك فهد للبترول والمعادن
King Fahd University of Petroleum & Minerals

Secondary logo (ACRONYM)

For purposes of brevity in certain applications, an acronym is used in lieu of the full name.

While KFUPM Green is the preferred color choice, the acronym can be used in any color of the primary color palette (p. 9).

**KFUPM ACRONYM IN
KFUPM GREEN (PREFERRED)**

KFUPM

KFUPM

KFUPM

KFUPM

University seal (Limited use)

KFUPM Seal is one of the strongest emblems of King Fahd University of Petroleum & Minerals. It shows authority and legitimacy to any communication where it is used. The Seal has a formal and official quality to it, and should only be used for those purposes.

The seal features the University's water tower in the center, a Qur'anic verse curved immediately on top, the Holy Qur'an at its bottom, and the founding year of the University on the lower right in Hijri and lower left in Gregorian. The name in Arabic is curved on top while the name in English does the same at the bottom. These elements are bound by an octagonal border with a thick line.



Minimal sizes

In printed media, when the symbol is used separately, the minimal height is 20mm. While it can be reduced to 14mm when used with the wordmark.

The minimal width for the wordmark when used separately is 30mm.

The minimal width for the acronym is 10mm.

PRINT

20mm



14mm



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King Fahd University of Petroleum & Minerals

KFUPM

10mm

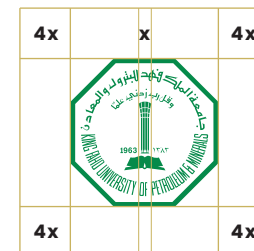


30mm

جامعة الملك فهد للبترول والمعادن
King Fahd University of Petroleum & Minerals

Clear space

The main KFUPM logo clear space is measured by the width of the tower (x), the clear space should be 4x all around. The KFUPM acronym clear space is measured by the width of the vertical lines of the letters (x), the clear space is 2x all around.



Colleges and Departments

All colleges and departments must use the KFUPM symbol in their logo.

Colleges must use the name of the University, and their name in their logos.

Academic departments under said colleges must use the college name and their name in their logo.

Non-academic departments must use their name in arabic and english.

⚠ All logos must stick to the following lockup: KFUPM symbol on the left, naming on the right.

⚠ Text must abide by the official fonts used:

EN - first line: Rotis Sans Serif Std, Bold.

EN - second line: Rotis Sans Serif Std, Extra bold.

AR: Hacen Tunisia, regular.

KFUPM COLLEGES



KING FAHD UNIVERSITY OF PETROLEUM & MINERALS

**College of Engineering Sciences
& Applied Engineering**

KFUPM ACADEMIC DEPARTMENTS



COLLEGE OF ENGINEERING SCIENCES & APPLIED ENGINEERING

**Civil & Environmental Engineering
Department**

KFUPM NON-ACADEMIC DEPARTMENTS



**مركز تقنية المعلومات والاتصالات
Information & Communications
Technology Center (ICTC)**

Incorrect usage

1. **Don't** stretch the logo.
2. **Don't** use the logo on a busy background or faces.
3. **Don't** add shadow or affects to the logo.
4. **Don't** change the lockup
5. **Don't** use different fonts for the acronym, or the logo.
6. **Don't** use the green logo on dark backgrounds, use the logo in its reversed version (white) to ensure legibility.

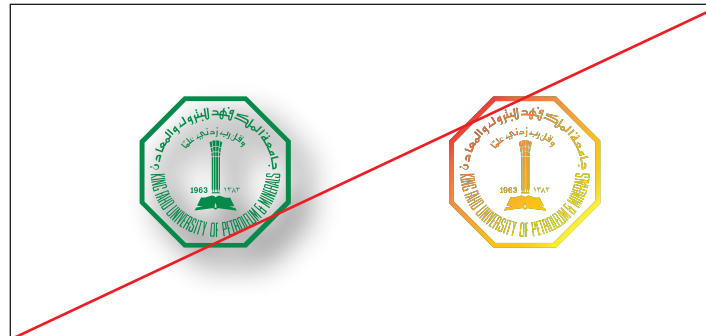
1.



2.



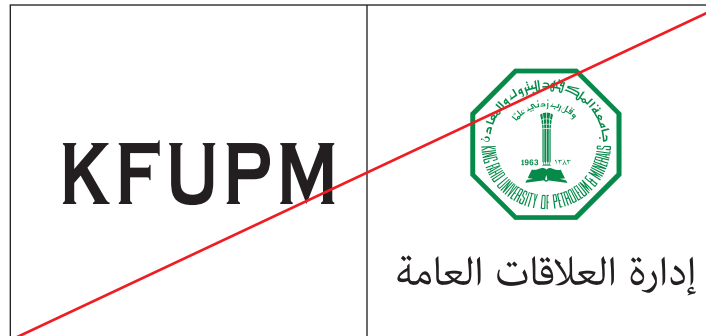
3.



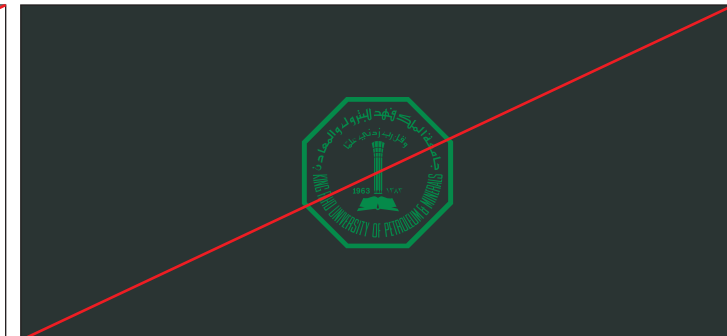
4.



5.



6.



Our Tagline

“Dream Big and Accomplish” (EN) or “نحلم ونحقق” (AR) is the official tagline, it can be used in most communications through different social media platforms, or printable materials.

Dream Big and Accomplish

نحلم ونحقق

Dream Big and Accomplish

نحلم ونحقق

KFUPM Primary color palette

The primary color palette offers 2 **main colors** (Green and Gold), in two shades, a **secondary color** (Petrol), and two **neutral colors** (Light Gray and Dark Gray).

KFUPM Green

Pantone 348 C
RGB: 0, 133, 64
CMYK: 93, 0, 98, 17
HEX: #008540

KFUPM Forest

Pantone 7484 C
RGB: 0, 87, 63
CMYK: 92, 8, 75, 58
HEX: #00573F

KFUPM Gold

Pantone 458 C
RGB: 218, 201, 97
CMYK: 10, 9, 71, 2
HEX: #DAC961

KFUPM Stone

Pantone 111 C
RGB: 170, 138, 0
CMYK: 0, 17, 100, 33
HEX: #AA8A00

KFUPM Petrol

Pantone 3035 C
RGB: 0, 62, 83
CMYK: 100, 19, 10, 72
HEX: #003E51

KFUPM Light Gray

Pantone Cool Gray 1 C
RGB: 217, 218, 228
CMYK: 10, 7, 5, 0
HEX: #D9DAE4

KFUPM Dark Gray

Pantone 447 C
RGB: 55, 57, 56
CMYK: 70, 57, 63, 65
HEX: #373938

Colleges colors

Each KFUPM college has a unique identifying color.

These colors can be used in publications highlighting the different colleges and academic offering. They are also used in colleges pennants, graduation robes, etc.

	Pantone 348 C	Pantone 2735 U	Pantone 7693 C	Pantone 1235 C	Pantone 7582 C	Pantone 7427 C	Pantone 7543 C	Pantone 1655 C
R	0	105	0	255	103	152	151	252
G	133	87	73	185	72	27	165	77
B	64	184	122	42	56	50	185	15
C	93	83	100	0	29	0	40	0
M	0	84	55	25	60	100	24	77
Y	98	0	0	94	71	68	15	100
K	17	0	37	0	52	35	3	0
	#008540	#6957B8	#00497A	#FFB92A	#674838	#981B32	#97A5B9	#FC4D0F

Graduate and Interdiscip. Studies

General Studies

Business School

Chemicals and Materials

Design and Built Environment

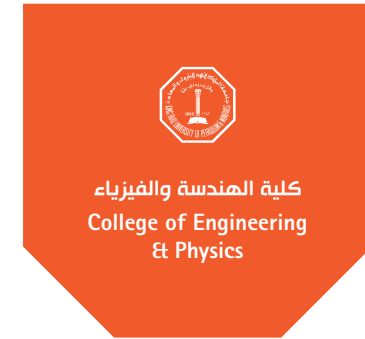
Petroleum Engr. and Geosciences

Computing and Mathematics

Engineering and Physics

Colleges Pennants

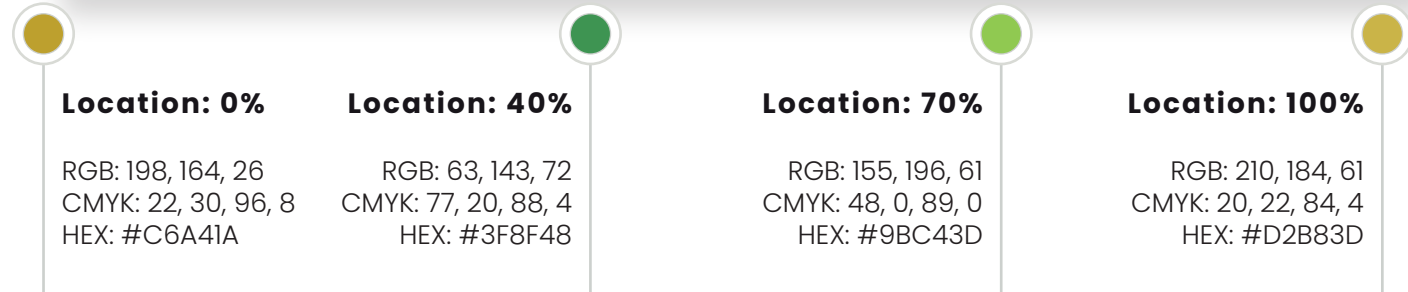
Colleges pennants are inspired by the octagon shape, and are used in the graduation ceremony to be carried by graduates, presented in front of the colleges seatings, or hung on the stage.



Gradient

The gradient is used in most social media posts and publications, as a faint line at the bottom. It should not be more than 25px in height, or 3mm.

Only for videos, it should be 35px.

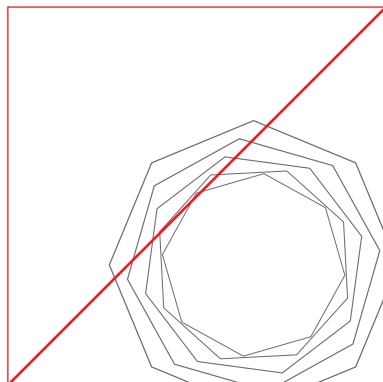


Visual elements

The visual elements are inspired by the octagon, whether it's cropped corners of the octagon or the entire shaped.

Visual elements should be used with moderation and only when they add value or clarity to the design.

⚠ Do not rotate or repeat the octagon as a visual embellishment



Iconography

Icons are important visual elements in communication pieces, and they should be used to organize information.

They have to be filled in any of the KFUPM colors that best suits the design.

For social media, the icon style should be circular.

Style examples



Social media icons



English typography

It is important to set a clear hierarchy to the text through the use of different weights, sizes and colors.

⚠ Do not use more than one typeface in a design.

Poppins

**TITLE
BOLD** _____

**King Fahd University
of Petroleum & Minerals**

**TEXT
LIGHT** _____

King Fahd University of Petroleum & Minerals (KFUPM) was officially established by Royal Decree on 5 Jumada 1, 1383 (23 September, 1963).

Arial

Used only in the special cases where Poppins might not be available. (Ex. Emails)

**TITLE
BLACK** _____

**King Fahd University
of Petroleum & Minerals**

**TEXT
REGULAR** _____

King Fahd University of Petroleum & Minerals (KFUPM) was officially established by Royal Decree on 5 Jumada 1, 1383 (23 September, 1963).

Arabic typography

It is important to set a clear hierarchy to the text through the use of different weights, sizes and colors.

For emails only: Calibri can be used.

حسن تونس

Hacen Tunisia

**TITLE
BD**

جامعة الملك فهد للبتترول والمعادن

**TEXT
LT**

تأسست جامعة الملك فهد للبتترول والمعادن رسمياً
بموجب مرسوم ملكي في 5 جمادى الأولى 1383
(23 سبتمبر 1963).

IBM Plex Sans Arabic

**Used in prints only
for long body text**

جامعة الملك فهد للبتترول والمعادن

**TEXT
REGULAR**

تأسست جامعة الملك فهد للبتترول والمعادن رسمياً
بموجب مرسوم ملكي في 5 جمادى الأولى 1383
(23 سبتمبر 1963).

Photography style

The photography should highlight our students, faculty, staff and our unique architecture. The style is airy, bright and candid.

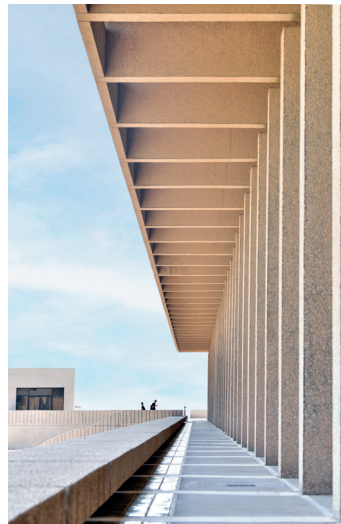
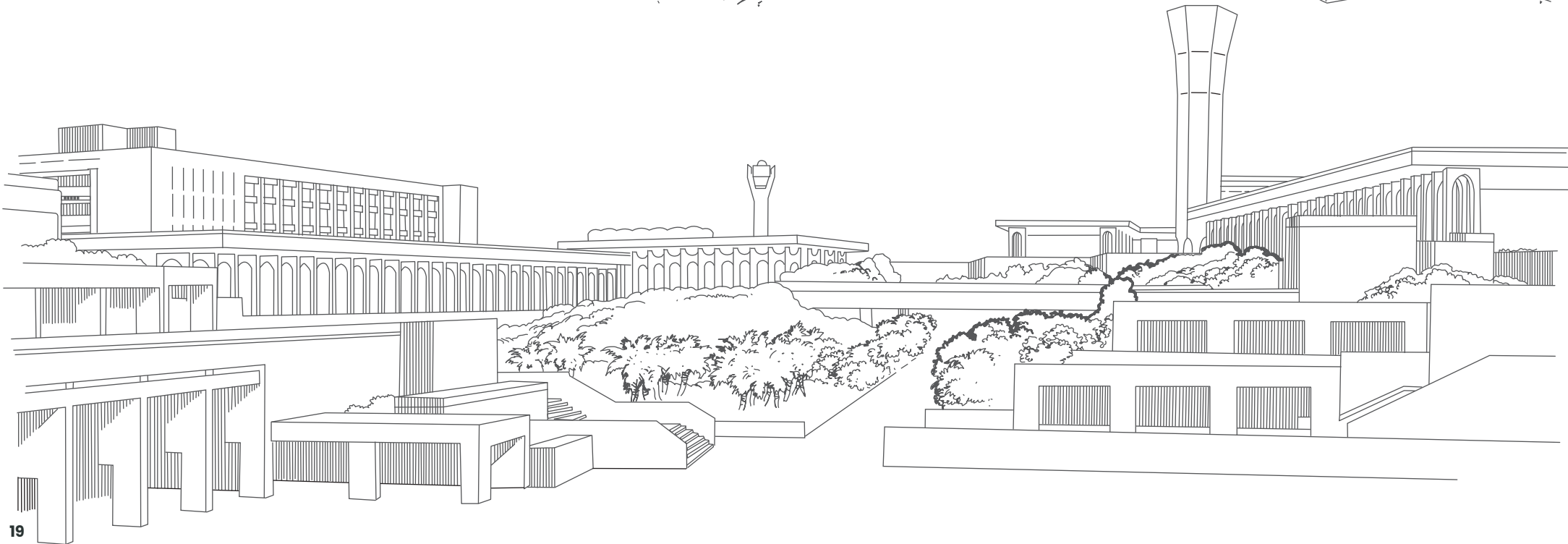
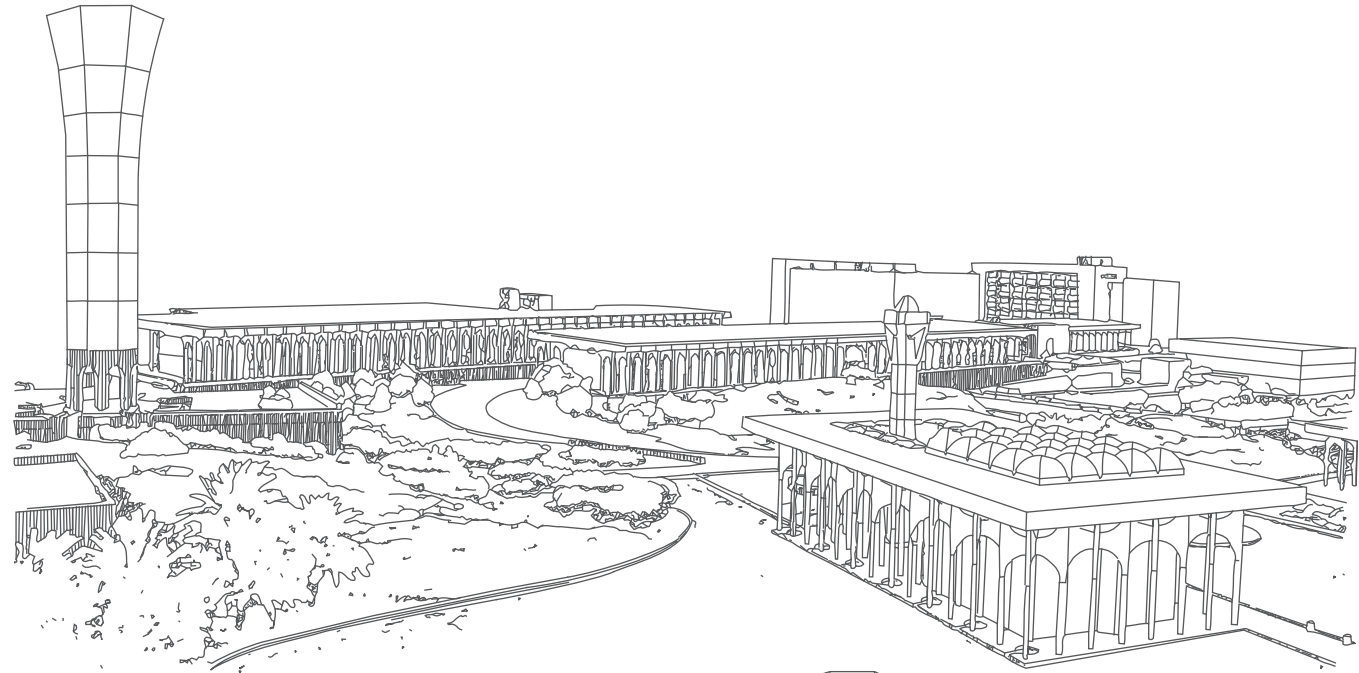


Illustration style

There are a few line art illustrations that highlight KFUPM's unique architecture. The illustrations should be used in moderation and only when they add value to the design.



Building signage

The building signage consists of the following elements:

- Building number on the right, arabic numerals only.
- Two lines of text on the left:
 - **First line:** Building name in Arabic
 - **Second line:** Building name in English

مبنى الإدارة 21
Administration Building

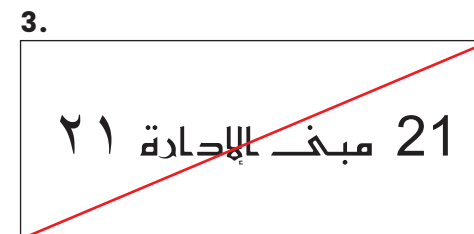
مبنى الإدارة 21
Administration Building

- Arabic name (Hasan Hiba)
- English name (Helvetica in Condensed Bold)

- Building number (Arabic numerals only, Helvetica in Bold)

Incorrect usage:

1. **Don't** use different font weights.
2. **Don't** condense, stretch or squeeze the english text.
3. **Don't** add or remove any elements.
4. **Don't** use different arrangements.



This guideline has been produced by the Public Relations and Communications department at King Fahd University of Petroleum & Minerals (KFUPM), November 2022, and may be revised and updated in future editions.

FOR ADDITIONAL INFORMATION PLEASE CONTACT:

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