

# Birzeit University

## Brand Guidelines and Rules



The Birzeit University Brand: Promoting Academic Excellence and Intellectual Integrity in Palestine



DESIGNED BY  
TRIANGLE INC.

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## Introduction

Dear Colleagues,

In this document, you will find basic tools and information related to Birzeit University's brand and how to properly use it in any communications. These guidelines were prepared collaboratively, with input from diverse faculty and staff. The Public Relations Office produced this document after seeing the need to create more consistency with how the university is presented to the public.

It is the role of each of us to follow these guidelines in order to present Birzeit University in the best light possible and to preserve its historic legacy. Since its founding more than 80 years ago, Birzeit University has contributed to academic advancement in Palestine, and has played a unique role in providing Palestine with graduates who actively contribute to Palestinian society and to the construction of the Palestinian nation-state, despite overwhelming obstacles.

As we move into the future, we have a collective responsibility to represent Birzeit University positively and professionally since our presentation of the university also reflects on Palestine. We have taken great care to create this document so that we can show the best of Birzeit University, and of Palestine, to the world.

As we implement the process to unify the look and style of all our communications, we appreciate your cooperation in adhering to these guidelines. Please contact the Public Relations Office should you have any questions about anything in these guidelines and we will gladly assist you.

Sincerely,  
*Public Relations Office Team*



## Birzeit University Mission, Vision and Values

*We are including the mission and values of Birzeit University as a reminder of all that the university stands for and the importance of presenting this in published communications.*

### **Mission**

Birzeit University is an independent, not-for-profit institution of higher education overseen by an autonomous Board of Trustees. The university seeks to maintain excellence in teaching and learning, to advance knowledge through research, and to contribute to community service. It believes firmly in freedom of thought and expression, democratic practices, intellectual pluralism and civilized discourse. The university endeavors to produce leaders who hold themselves to high standards of personal integrity, and are committed to critical and innovative thinking and lifelong learning. The university strives to contribute to human civilization issuing from Arab-Islamic heritage.

### **Vision**

Birzeit University endeavors to remain the foremost Palestinian university, recognized for distinction in education, research and community service, and the institution of choice for the most promising students and academics in Palestine. The university seeks to maintain its preeminent role as a higher learning institution graduating leaders in all walks of life. The university strives to become one of the best Arab universities in the medium term and a world-class university in the longer term.



## Birzeit University Mission, Vision and Values

### Values

**Excellence:** Birzeit University seeks to achieve the best in everything it does: education, research, leadership of opinion, artistic expression and community service.

**A university atmosphere based on mutual respect, academic freedom and freedom of expression:** Birzeit University seeks to treat all individuals, and for members of its community to treat each other, with respect, dignity, fairness, understanding and transparency. It seeks to celebrate differences in perspectives, beliefs, traditions and experiences - all in an atmosphere of academic freedom and freedom of expression.

**Diversity of student body:** Birzeit University seeks to have a student body that is representative socially, economically and geographically of the whole of Palestine, and to marshal the resources needed to admit qualified students, irrespective of economic status or physical challenge.

**Civic, social and humanitarian responsibility:** Birzeit University is committed to using its creative intellectual energies to address responsibly local and regional issues, thereby contributing to the development of society, environment and heritage. The university is also committed to instilling its students with the spirit of voluntarism, service and professionalism.

**Integrity:** Birzeit University values personal responsibility, integrity, impartiality, fairness, accountability and honesty, and seeks to uphold them in practice.

**Concern for the environment:** Birzeit University seeks to disseminate and promote environmental awareness and respect for nature and to ensure that this is reflected in all of its practices.

**Professional Ethics:** Birzeit University seeks to hold all members of the university community - faculty, students and workers - to the highest standards of professional ethics, and strives to instill ethical sensitivity in its students.

**Lifelong learning:** Birzeit University seeks to enable its graduates to love and celebrate life, through a lifelong quest for knowledge, understanding and professional development.

## General Guidelines and Rules

The policies laid out in this book provide information and guidelines for the university community about how to use the Birzeit University brand, including names and logos of faculties, institutes and centers. They aim to protect the university name and enhance its reputation.

**The Birzeit University brand** includes, but is not exclusive to any logo, name, sign, stamp, background, design, symbol, colors, fonts, or any of these used collectively that indicates or relates to Birzeit University, the online portal “Ritaj” or any of Birzeit University’s institutions or centers.



## Inappropriate Uses of the Birzeit University Brand

The Birzeit University brand **CANNOT** be

- Changed in any way
- Used in or with any commercial brand or logo or for service/product promotion, unless pre-approval has been attained.
- Used in a way that discriminates against individuals or groups because of age, religion, ethnicity, race, disability, belief, gender or any other way that is against the university's policy of non-discrimination.
- Used in any advertisement or promotion for or featuring guns or weapons, alcohol or products containing it, cigarettes/tobacco and related products, drugs, sexual content, food products/drinks and their packages (except those consumed at official University occasions), unacceptable risks, or any other products that are opposed to the university's mission and image.
- Used in any art or design, except for those connected to official Birzeit University business.



## Commitment to Protecting the Birzeit University Brand

- Birzeit University owns its name and brand, and both these and related items including Ritaj, are fully registered in Palestine.
- Any unauthorized usage of the Birzeit University brand is a crime subject to penalty based on the applicable laws in Palestine.
- Any person who uses the Birzeit University brand without permission or violates the rules outlined above is subject to legal prosecution.
- These rules are effective immediately.

**While the university administration is committed to protecting the Birzeit University brand, please note that respecting and promoting the brand requires the commitment of us all.**

Thus, the policies in this guidebook apply to all of Birzeit University's staff, employees, faculty members, academic and administrative departments/units, students, temporary committees (i.e. for celebrations or events), alumni networks, student organizations and their unofficial groups.

Service and product providers should respect the agreements that they sign with Birzeit University or its agent regarding the use of the university brand.

## Policy for Approvals

- To guarantee the protection of the Birzeit University brand, the university's administration will oversee and approve every use of the brand.
- Only the Public Relations Office may issue approvals for use of the Birzeit University brand.
- Every time you want to use the Birzeit University brand, you **must** get approval.
- If you get approval once, it **does not** mean that you may use the brand again.
- Any modification in the brand, no matter how small, requires obtaining approval.
- Internal use of the brand by current faculty members and employees for stationary and business cards **does not** require approval as long as it respects these guidelines.
- No fee is required if the brand is used for non-commercial uses.
- The university has the right to charge fees for commercial uses of the brand that will be based upon an agreement signed by the Public Relations Office.
- The university has the right to **not** approve or permit the use of the brand including for reasons not mentioned in these guidelines.

## The Birzeit University Logo

### *Be remembered*

Our logo is the public face of Birzeit University. It represents the Birzeit University brand in all internal and external communications. When our logo is used and presented in a consistent way, it's more likely to leave an impression and Birzeit University is more likely to be remembered.

Any single piece of communication must properly and sufficiently use the logo to represent the Birzeit University brand. These guidelines show you how to use the Birzeit University logo to unite materials so that we can build and strengthen the Birzeit University brand.



## The Birzeit University Logo

### The Primary Logo

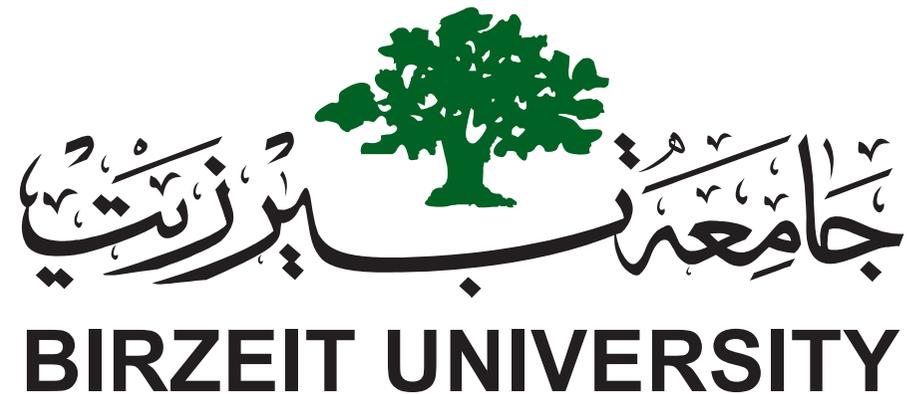
This is the official logo that should be used in documents or communications on or about Birzeit University. Examples include letterhead, business cards, printed materials, electronic correspondence/emails, ads, videos, websites, and other communications items.

Guidelines for how to use this primary logo have been created to maintain consistency and are described in detail on the coming pages.

No faculty, department, institute, center, unit or organization at Birzeit University may create a new logo without approval from the Public Relations Department.

If you have any questions about the logo of the university, contact [pr@birzeit.edu](mailto:pr@birzeit.edu).

**The approved versions of the logo can be found at [www.birzeit.edu/brand](http://www.birzeit.edu/brand).**



## The Birzeit University Logo

### The Primary Logo

#### Clear Space Requirements

The x-height of the Birzeit University logo is based upon the distance between the top of the olive tree and the bottom of the English text. No design element, type or photos should come any closer to the logo than  $\frac{1}{4}x$ . Of course, the actual distance of x and, thus the required clear space, will change based on how large or small the logo is scaled.

#### Logo Proportion

The tree and the writing should always be kept in proportion to each other to maintain the unique design of the logo. To maintain the correct proportion always use the approved versions of the logo and use only the vector files of the logo when printing. Do not recreate a smaller or larger version of the logo. If you need to resize the logo, always make sure the height and width are scaled together so the proportions remain the same. In many computer programs, you may keep the proportions of the logo the same by selecting the “shift” key while dragging the corner of the logo to make it larger or smaller.

#### Logo Size

The Birzeit University logo should never be smaller than 4cm wide in any printed material including business cards and should not be less than 100 pixels wide on a computer screen.



## The Birzeit University Logo

### Primary Logo Color Options

The official color codes of the Birzeit University logo are black (C91 M79 Y62 K97) and green (C80 M0 Y100 K56) and should be used whenever possible.

When these colors cannot be used, the logo may only appear in black or white, regardless of the color of the background.



## The Birzeit University Logo

### Placement of the Logo

Placement of the logo will be determined by whether the communication document is in English or in Arabic.

For Arabic publications, the logo shall be placed on the upper, right-hand side  $\frac{1}{4}$  to  $\frac{3}{4}$ " to the edge of the page.

For English publications, the logo shall be placed on the upper, left-hand side, also  $\frac{1}{4}$  to  $\frac{3}{4}$ " from the edge of the page.

To avoid cropping or mis-representation of the logo, the logo should not be put at the edge of a page.

The logo must appear on the first page of any piece of internal or external communication.

Certain types of media or publications may require that the location of the logo be moved. Please contact the Public Relations Office for permission to move the placement of the logo.

For letterhead and stationary placement, see page 22.



## The Birzeit University Logo

### Incorrect Placement of the Logo

The logo should not be in the far corner of the letterhead and cannot be used in any of the ways shown on this page.



## The Birzeit University Logo

### Incorrect Usage of the Logo

Here are further examples of inappropriate use.

#### DO NOT

- 1 . Combine or block the logo with any photo or symbols
- 2 . Add shadows
- 3 . Stretch or expand the logo so it is out of proportion
- 4 . Compress or shrink the logo so it is out of proportion
- 5 . Change any of the elements of the logo for example the font, wording or image
- 6 . Change the colors
- 7 . Use the official logo colors of black (C91 M79 Y62 A97) and green (C80 M0 Y100 K56) as a background for the color version of the logo
- 8 . Underline or outline the logo
- 9 . Add the logo with type or any other logo to make a new logo

1.  1.   
BIRZEIT UNIVERSITY
2.  2.   
BIRZEIT UNIVERSITY
3.  3.   
BIRZEIT UNIVERSITY
5.  5.   
BIRZEIT UNIVERSITY
6.  6.   
BIRZEIT UNIVERSITY
8.  8.   
BIRZEIT UNIVERSITY

### Logos for Institutes and Centers

Currently, the institutes and centers of Birzeit University all have unique logos, some of which have incorporated the official University logo. All publications by institutes and centers must have their logo on any official documents.

If the university logo is not in the existing logo, it must be added as a separate image on the document. The Birzeit University Museum, the Institute of Law and the Ibrahim Abu Lughod Institute of International Studies all have incorporated the approved format of the university logo and thus, do not have to add it separately. All other institutes must add the university logo when creating documents.

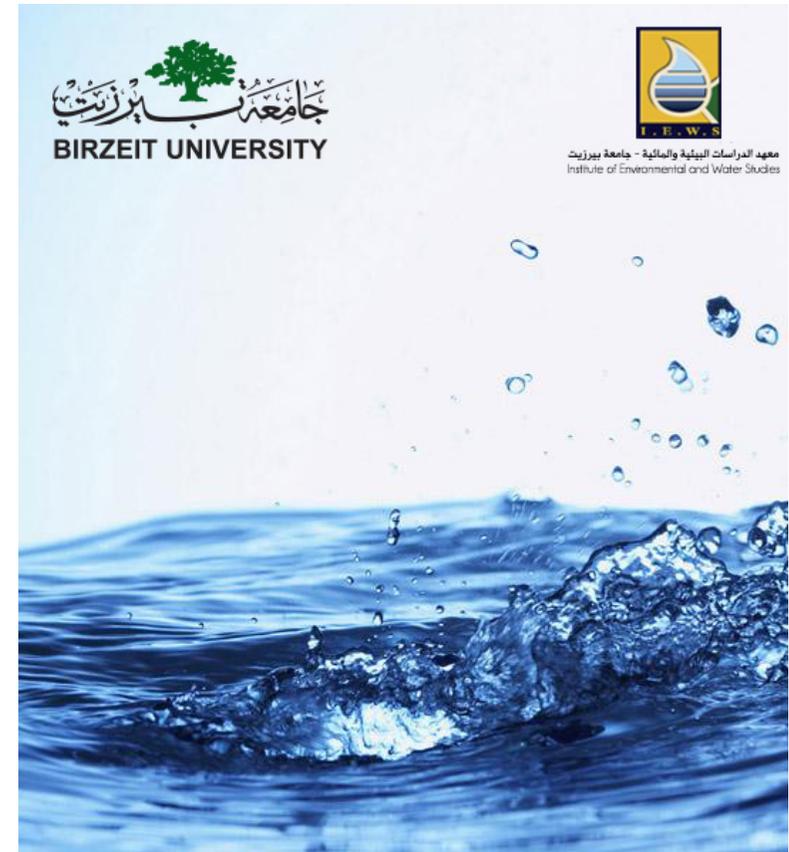
The placement of the Birzeit University logo with the institute logo shall be determined by the type of document, and whether it is in English or Arabic. For consistency, the placement of the main university logo will follow the guidelines found on page 13 of this book.

The logo for the institute shall be placed on the opposite side of the document. For example, if the document is in Arabic, the main university logo is to be on the upper right and the institute logo on the upper left. If the document is in English, then this will be reversed. All other guidelines on page 13 shall also be followed. See the example (right) of a document in English that uses the logo for the Institute of Environmental and Water Studies.

As much as possible, the two logos should be scaled so that they are around the same size and create a balanced look on the document, while still being easy to read. Please note that this will also depend on the specifics of the institute's logo.

If using an institute logo that does not include the name of the institute, the name of the institute should be written in both English and Arabic under the institute logo (also see example).

If a new center or institute is being established, its logo should also include the Birzeit University logo and must be approved by the Public Relations Office.



## Birzeit University Stamp

The official Birzeit University stamp is only to be used by the President's Office and main administrative offices (including Public Relations, Human Resources and Finance).

It must include the tree, the wording "Birzeit University" in Arabic and English and the year of founding.

There is no electronic version of the stamp and thus, it must be created by hand.



## Fonts

### Primary Font

Using consistent fonts for communications not only unifies the look and presentation of a wide variety of items, but gives materials character and expresses professionalism in what we say and how we present it to the public.

The main font for Birzeit University communication materials and the font that is found in our logo is Arial. The font Arial is very contemporary, versatile and user-friendly and can easily be used in a variety of reports, presentations, magazines and advertisements.

We suggest using an open variant of the Arial typeface called “FreeSans” developed in GNU FreeFont project, and first published in 2002. This can be easily downloaded online.

While specific font size may be determined by the type of document and what it is being used for, the standard font sizes for written materials, publications and reports are as follows:

The title, text and notes should all be regular font, while the first sub-title line will be italicized and the second sub-title will be bold.

Level One Title/Headings	Arial/FreeSans, 24
Level Two/Sub-title	<i>Arial/FreeSans, 18, Italics</i>
Level three/ Sub-Title	<b>Arial/FreeSans, 14, Bold</b>
Body Text	Arial/FreeSans, 12
Notes	Arial/FreeSans, 10

### Substitute Font

If some reason you cannot access Arial or FreeSans you may use Times New Roman as an alternative font. Times New Roman is also the standard font used for writing academic papers.

Times New Roman is classic, yet easy to read and polished font.

The same guidelines apply to using Times New Roman in documents as listed for Arial/FreeSans.

Level One Title/Headings	Times New Roman, 24
Level Two/Sub-title	<i>Times New Roman, 18, Italics</i>
Level three/ Sub-Title	<b>Times New Roman, 14, Bold</b>
Body Text	Times New Roman, 12
Notes	Times New Roman, 10

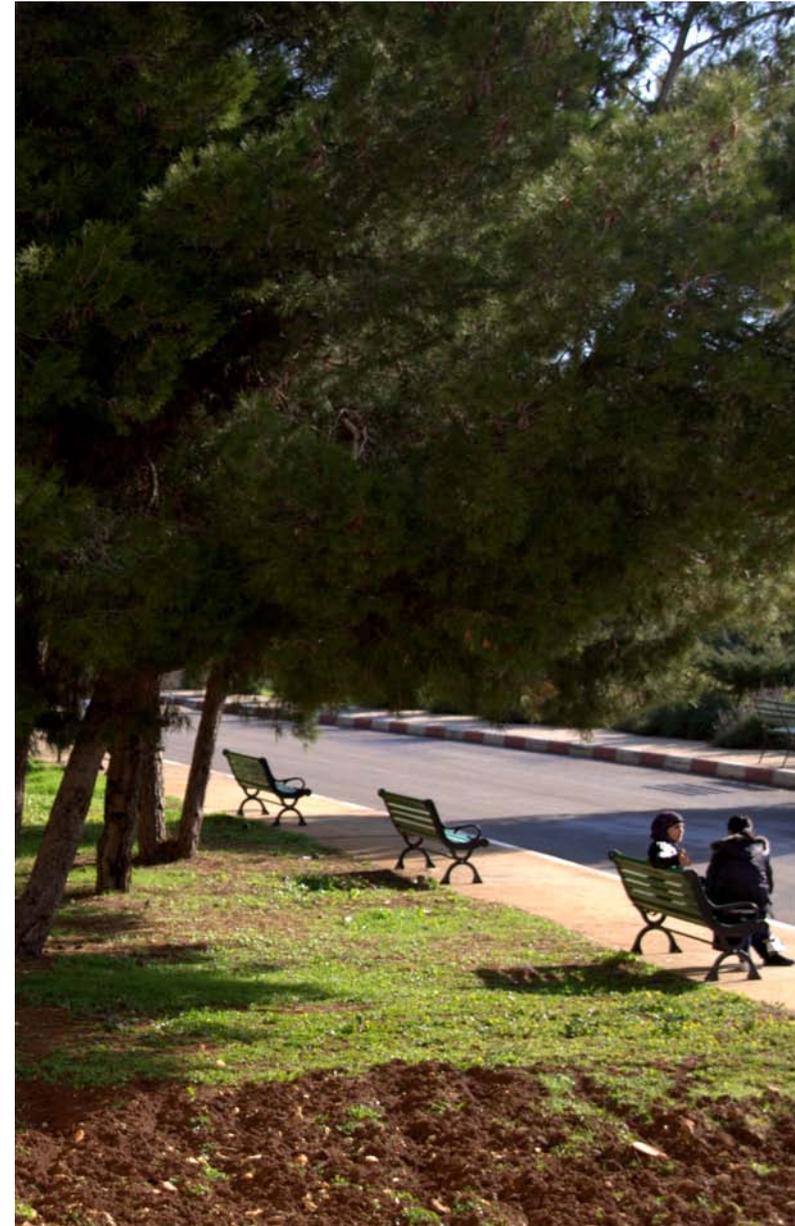
## Color

Color plays an important role in producing pride and unity.

Drawing inspiration from the greenery of the natural landscape, the green of the Birzeit University logo represents the connection of the Palestinian people to their land and specifically, the historic symbolism of the olive tree and the importance of agricultural production in Palestinian heritage.

This green not only unites Birzeit University students and faculty to each other, but also to the broader Palestinian community. Like the olive tree, Birzeit University is deeply rooted in the land and in the collective Palestinian experience.

The consistent use of colors can help make a brand more unified and better known. When used with consistency, colors can be as important as the logo to ensure that Birzeit University is recognized and remembered.



## Color

### Main Colors

The colors of green, black and white make up the main color palette for Birzeit University. These should be the most used colors when creating print materials connected to the university, more than other colors that are used.

There should be green in every piece of communication where color can be used, but it should not be used for long pieces of text.

### Secondary Colors

The secondary color palette consists of a variety of neutral colors that work well with the main colors without taking attention away from them. For any given document in color, a maximum of two secondary colors may be used with the primary colors. This is to keep the main colors dominant and so that they stand out more in the communications. If more than two secondary colors are used, it reduces the impact of the main colors.

CMYK and PMS (Pantone) for both the main and the secondary color codes are provided in the chart on this page to allow for exact matching, quickly and easily.

University Colors	Color	C	M	Y	K	Pantone
Main Colors	Green	80	0	100	56	357
	Black	91	79	62	97	-
	White	0	0	0	0	-
Secondary Colors	Dark Green	79	0	100	75	350
	Light Beige	6	9	23	0	468
	Dark Beige	9	15	57	0	609

## Color

### Colors of Faculties

Each faculty at Birzeit University has its own color combination. Generally, the colors of faculties will be used at graduation and for official publications, such as our brochure. The color, CMYK code and Pantone number for every faculty are listed below.

Faculty Name	Color	C	M	Y	K	Pantone
Faculty of Education	Light Blue	69	7	0	0	U 298
Faculty of Arts	Dark Blue	100	72	0	18	U 280
	White	0	0	0	0	
Faculty of Science	Yellow	0	24	94	0	U 123
	Orange	0	64	100	0	U 166
Faculty of Engineering	Orange	0	64	100	0	U 166
Faculty of Information Technology	Green	95	0	100	27	U 356
	Yellow	0	35	85	0	U 143
Faculty of Business and Economics Business Department	Burgundy	0	90	100	51	U 1815
	Beige	0	32	35	25	U 4725
Faculty of Law and Public Administration	Dark Purple	85	100	0	0	U 2597
	Light Purple	24	56	0	0	U 252
Faculty of Nursing and Allied Health Professions	Apricot	0	35	85	0	143
Pharmacy	Olive Green	48	0	100	53	U 575
Graduate Studies	Purple	0	100	13	17	U 220
	Blue	35	9	0	0	U 283
Institutes and Centers	Green	80	0	100	56	U 357
	Beige	9	15	58	0	U 156

## Stationary

All stationary (including letterhead, business cards, envelopes and email signatures) can be designed in-house as long as they meet the guidelines in this book.

Contact information for all stationary items shall be listed as follows with specific information to be changed depending on your personal information:

Birzeit University  
PO Box XXX, Birzeit  
West Bank, Palestine

Telephone and Fax  
Telephone: +970-2-XXX-XXXX,  
Fax: +970-2-XXX-XXXX (from Arab countries)  
Telephone: +972-2-XXX-XXXX,  
Fax: +972-2-XXX-XXXX (from other countries)

E-Mail Addresses  
XXXXX@birzeit.edu

Examples of approved stationary formats can be found on this and subsequent pages.

## Letterhead Design



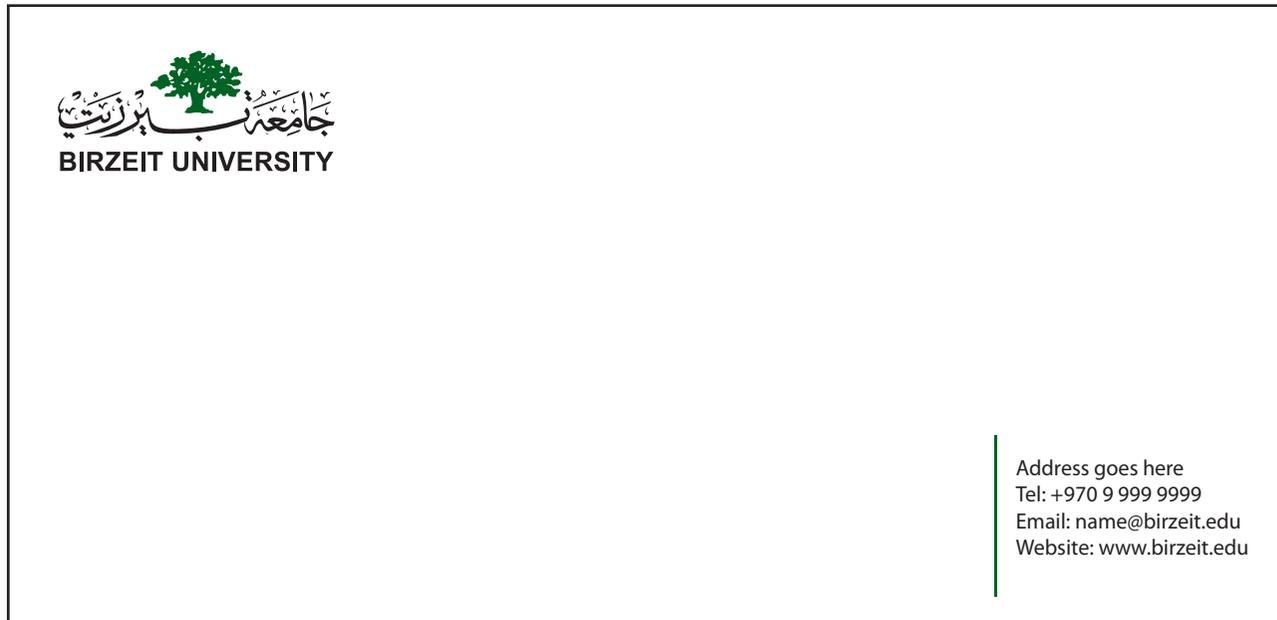
## Stationary

### Business Card Design



## Stationary

### Envelope Design



## Stationary

### Email Signature

**Name Here**

Position Here

Dept. Name  
Address goes here  
Tel: +970 9 999 9999  
Mob: +970 999 999999  
Email: name@birzeit.edu



### PowerPoint Template



Title Goes Here



Title Goes Here



## Photography

*A picture is worth a thousand words*

Pictures allow people to see Birzeit University and all that it stands for quickly and easily. In a glance, the viewer can get a feel for the Birzeit University experience.

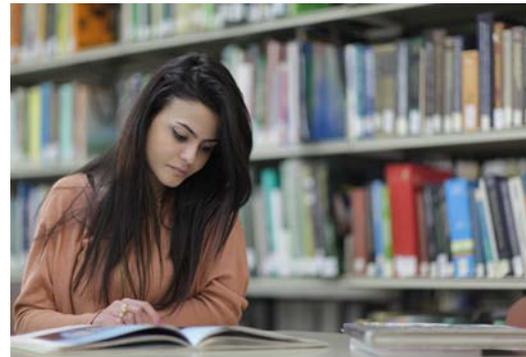
Every time we use an image we should think about the message it is sending and how it reflects our community. Pictures should be chosen as carefully as words to ensure the consistency of our public image.



## Photography

### Acceptable Photographs

- Pictures must reflect the university's values and spirit, such as academic excellence, diversity, and liberalism. Photos should display learning, life on campus, campus architecture, and they should be inspirational for perspective students and staff and informative to people who are not members of the Birzeit University community.
- Photos should be of high resolution and all photographs that will be printed should be 300 dpi at the actual size that they will be published. Increasing the scale of a photo makes the resolution worse and should be avoided.
- Photos should have a modern, fresh look. As much as possible, they should show activity, be full of life, engaging and interesting to look at.
- Use color photographs as much as possible. Color photos should be bright and with proper contrast.
- Professional photography should be used whenever possible.
- All the photos that are found in official Birzeit University documents are the property of the university and using them requires official approval.
- Many tips and resources for taking good photographs exist online.



## Photography

### Photographs to Avoid:

- Photography less than 300 dpi at the size it will be published should not be used.
- Images that are very boring, too complicated, contain low or bad lighting, or are blurry or out of focus should not be used.
- Clip art should be avoided.



## Video

Digital videos should be used for web and internal use as much as possible. The Birzeit University logo and website should always appear at the **beginning** of any official Birzeit University film or video clip.

There are two options for incorporating the logo:

1. The logo and university website address can be included with the first image of the video. Its exact location will depend on the image in the film, but should always be centered and not at the top or bottom of the frame.
2. A plain black or white frame can be inserted at the beginning, before the film starts, that includes the official Birzeit University logo and website address in the center of the frame.

For assistance on how to direct, edit, or format University videos, contact the Birzeit University Public Relations Office.

1



1



1



2



## Social Media

With social media sites becoming an increasingly popular way to communicate and share information, it is important that Birzeit University be presented in a positive and professional way on sites such as Facebook, Twitter and YouTube.

The names used with social media accounts should be “Birzeit University” or “Birzeit Uni” instead of initials like “BU” or “BZU” so that the university can be easily differentiated and identified from other schools or institutions that may have the same initials.



## Social Media

### Facebook page

- Make sure to use a high resolution Birzeit University logo as the profile picture.
- The timeline picture should show student life on campus and reflect the learning environment.
- Page name: Birzeit University
- Page URL: <http://www.facebook.com/BirzeitUniversity>
- Page Type: Education

### Twitter page

- Make sure to use a high resolution Birzeit University logo as the profile picture.
- Background should be an image that reflects life on campus or a building. Avoid busy or blurry images.
- Page Name: Birzeit University
- BIO: a description about the university within the 160-character limit that reflects the University's mission.
- Twitter URL: <https://twitter.com/BirzeitUniv>

### Youtube Channel

- Make sure to use a high resolution Birzeit University logo on the channel's main page.
- Channel Name: Birzeit University
- BIO: a description about the university within the 160-character limit that reflects the University's mission in Arabic and English.
- The videos posted on the channel should have Arabic and English titles and a brief description.
- All the videos posted on the channel should comply with the video guidelines in page 29.



## Web

The university's website is often the first thing that visitors see, therefore, it is extremely important that it provides a positive impression.

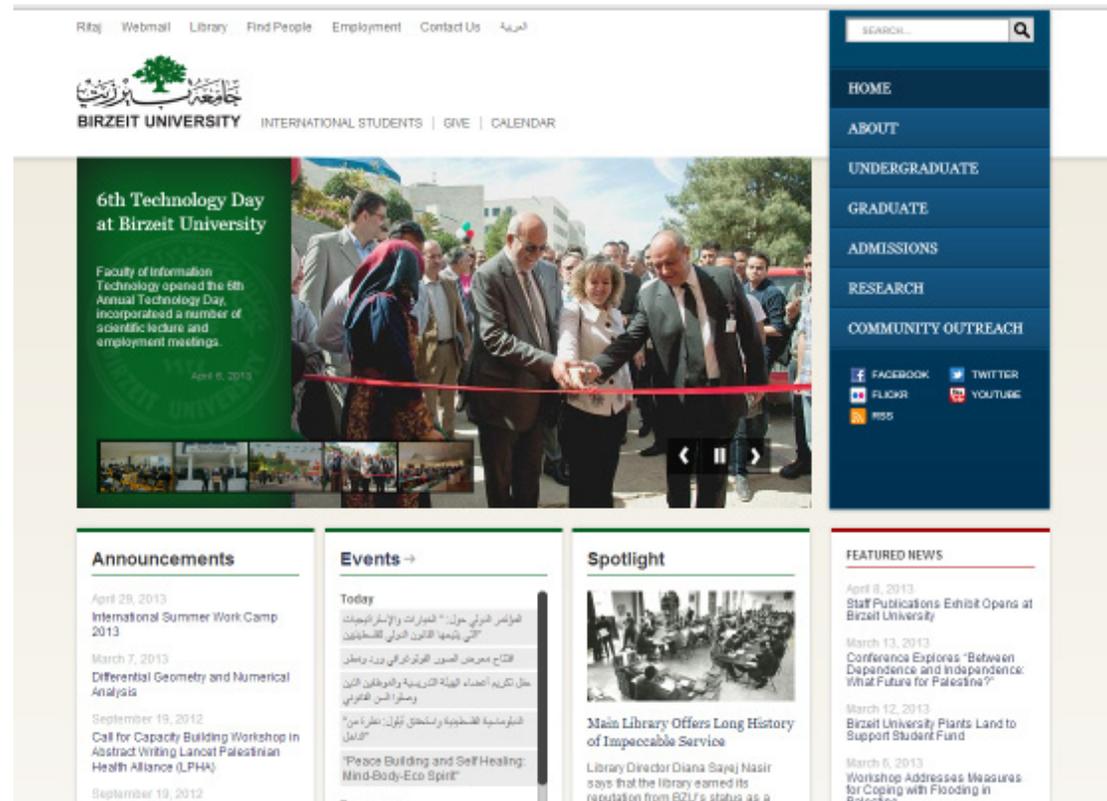
The design should be simple and user-friendly.

The official languages for the website are English and Arabic.

All Birzeit University websites should display the official Birzeit University logo and the color theme should match the official color scheme as described in the "Color" section.

The logo should link to the homepage: [www.birzeit.edu](http://www.birzeit.edu)

As long as they adhere to the above guidelines, websites for Birzeit University institutes and centers can be designed as individually.



## Closing

Birzeit University has always been a shining example of the best that Palestine has to offer, not only nationally, but regionally and globally. With this publication, and a new unified voice, we believe that more people will see the best reflected in everything we say, do and publish.

Collectively, we can strengthen the image of Birzeit University and the impact of our work.

For additional information about anything found in the guide, please contact the Birzeit University Public Relations office.

**Be bold. Be brilliant. Be *Birzeit University*.**



