

ATMATA Brand Book & Guideline

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Brand Book Manuals & Guides

This manual also provides in Adobe Acrobat 8.0 PDF file for viewing on Macintosh or Windows platforms. We recommend downloading the file and viewing it on your desktop. All entries on the contents page are linked to their respective pages. The complete file or its individual pages can also be printed on A4 - A3 paper, preferably using a color printer.

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01

About Us

1.1 About ATMATA

SECTION 01

1.1 About ATMATA

The ATMATA initiative is a measure of the outcomes of learning in university education, one of the initiatives that Najran University aims to implement in order to contribute to the achievement of the national transformation program 2020 and the vision of the Kingdom of Saudi Arabia 2030 by achieving the strategic objective (curriculum development, education and evaluation) Across a range of stages. The first phase consists of two main axes: building the technical designs needed to build the measuring system and the establishment of a suitable infrastructure for the system in order to achieve the general objectives of the initiative namely:

- Dissemination of the culture of measuring learning outcomes within the framework of academic programs in Saudi universities.
- Developing modern mechanisms to evaluate learning outcomes that fit the needs of academic programs in Saudi universities
- Developing a computer system to measure the learning outcomes of academic programs in Saudi universities
- Develop an intelligent system to propose possible improvement plans based on measuring learning outcomes

The importance of the initiative as it focuses on the heart of the educational process is the continuous improvement and improvement and to bridge the gap between the academic programs and the labor market by measuring the achievement of learning outcomes and labor market needs and finding strengths and weaknesses and providing information on the progress of the educational process that enable senior management (at different levels) Academic programs, colleges and universities, the Ministry of Education)) from making strategic decisions to improve the educational process.

02

Brand Basics

SECTION 02

- 2.1 Logo Elements
- 2.2 Clear Space & Size
- 2.3 Logo Placement
- 2.4 Acceptable Backgrounds
- 2.5 Some Incorrect Usage (Don'ts)
- 2.6 Logo Versions
- 2.7 Logo Types
- 2.8 Brand Icons

2.1 Logo Elements

The ATMATA corporate logo is playing role as representative of our initiative, our people, and our brand to the world. The logo is a valuable corporate asset that must be used in the proper and approved way. Our corporate logo is building block of our corporate identity that ensure our strong existence and represents our company, our people, and our brand to the world. The logo is a valuable corporate asset that must be used in the proper and approved way of designing.

A: The most common symbol is the open book, indicating that knowledge is freely shared with you. If a university has one of these logos, it can also represent the age of the institution.

B: Circle symbol, indicating to the educational community, and cultural dialogue.

C: Initiative Arabic brand name.

D: Initiative English brand name.

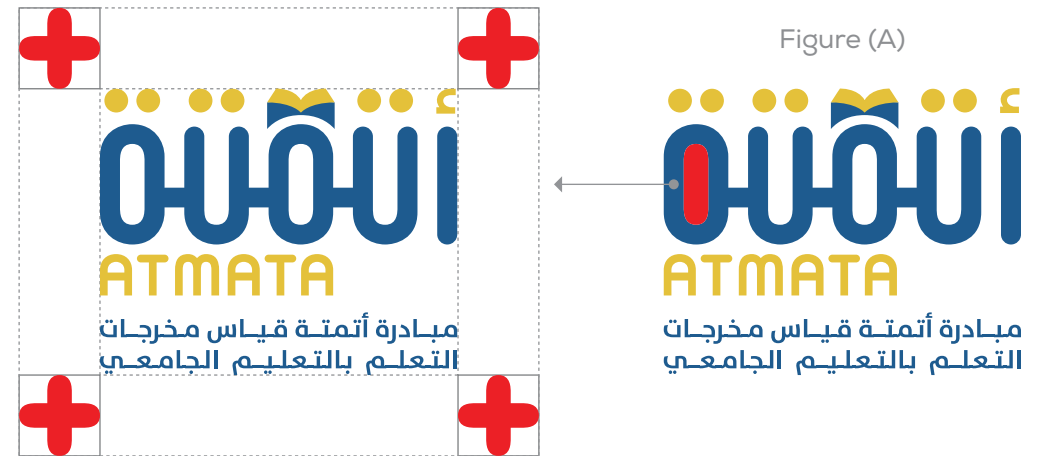
E: Logotype.



2.2 Clear Space & Size

To Fit in with Clear Space

To ensure the legibility we let the logo breathe by giving it some clear space. The minimum clear space that must be equal to the height of the central red element of the Symbol as in Figure (A).



Minimum Size of Logo

The ATMATA logo represents its visual strength in various sizes, the minimum size as in Figure (B).

Maximum Size of Logo

There is no maximum size for ATMATA logo usage. However, But when using the ATMATA logo at very large sizes (over 3 feet wide) you will need to adjust the size and position of the logo's symbols should be reduced and repositioned closer to the ATMATA logo so it is legible but unobtrusive.



* The sizes shown are incorrect just to clarify

* Show (2.6 Logo Version) page (12)

2.3 Logo Placement

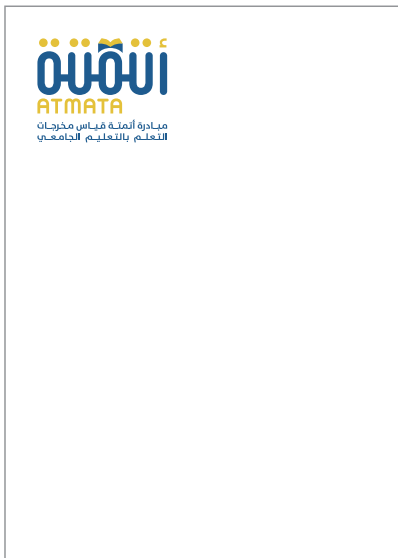
Clear Spacing for the Logo Placement

Try to make sure that the ATMATA logo should appear in the upper left-hand corner, in full color, on a white background. The proper placement in this location for communication purpose helps to build ATMATA logo-awareness. How do you measure the proper clear space?

To find minimum clear space that must be equal to the height of the central red element of the Symbol as in Figure (C). and as illustrated in the demo below. If the logo placement is not applied in the top left corner, an alternate placement can be applied in the lower right corner. Please make sure that it has clear spaces to breath.

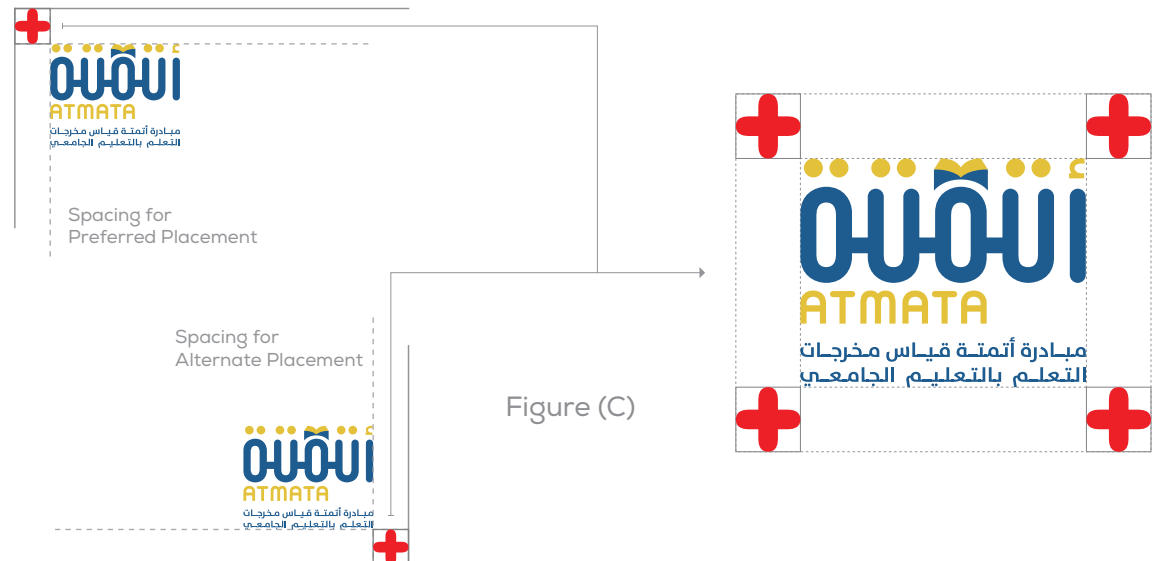
Preferred

Placement Demo



Alternate

Placement Demo



2.4 Acceptable Backgrounds

Perfect Background to Choose (Correct Backgrounds)

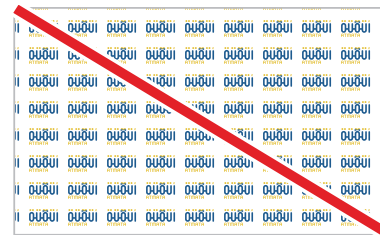
ATMATA logo the most effective background color is white; on which to reproduce the color logo as it gives a clean contrast for the logo's color and elements. If the color reproduction is not available, the logo should be reproduced in solid black. It can used also on dark blue background or very light background.



Incorrect Backgrounds



Don't put the logo on a patterned background



Don't use the logo to make pattern or background



Don't put the logo on a busy background

2.5 Some Incorrect Usage (Don'ts)

It is extremely important for brand success that the logo be displayed correctly. This includes always using the correct typefaces and the correct relative positioning and size of all elements. The examples on this and the following pages illustrate unacceptable displays.

- 01. Do not outline the logo
- 02. Do not change the color
- 03. Do not distort the logo
- 04. Do not add shadow to any part of the logo
- 05. Do not place logo in a holding shape
- 06. Do not rotate or angle the logo
- 07. Do not add words to the logo
- 08. Do not add gradient to the logo
- 09. Do not put the logo on complicated photos
- 10. Do not put the logo on a background with insufficient contrast
- 11. Do not add additional graphic elements to the logo
- 12. Do not crop any portion of the logo

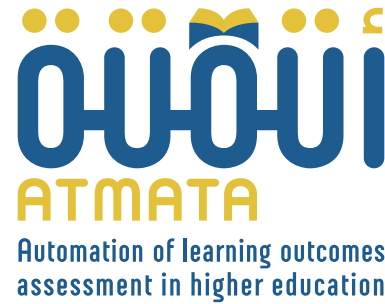


2.6 Logo Versions

Logo Versions

The correct methods of using the logo versions of signage, prints etc.

English version



Arabic version



Logo without logotype



Logo with extend AR, EN logotype



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Logo with fit AR, EN logotype



2.7 Logo Types

Logo Types

The correct methods of using the logo types of signage, prints etc.

Logo Types (Standard)



Full color



Blue background V.(1)



Yellow background V.(1)



Grayscale color



Black solid color

Logo Types (Narrow)



Yellow solid color



Blue solid color



Blue background V.(2)



Blue background V.(3)



Yellow background V.(2)

03

Typography

SECTION 03

- 3.1 English Corporate Typeface
- 3.2 Arabic Corporate Typeface

3.1 English Corporate Typeface

Proper Selection of Primary Font & in Detail

ATMATA has selected Nexa Font as our primary corporate English font; which allows us for representing our messages from the enthusiastic to the practical understanding. Using the careful use of typography reinforce our brand personality to valued customers.

Nexa Font

Nexa family includes 16 very unique font styles & weights. The font family is characterized by excellent legibility in both – web & print design areas, well-finished geometric designs, optimized kerning etc. Nexa is most suitable for headlines of all sizes, as well as for text blocks that come in both maximum and minimum variations. The font styles are applicable for any type of graphic design – web, print, motion graphics, etc. and other items like posters and logos.

BOLD —→ 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
 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

REGULAR —→ 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
 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

FIGURES —→ 0 1 2 3 4 5 6 7 8 9

SPECIAL CHARACTERS —→ ! " § \$ % & / () = ? ` ; :
 i " ¶ ç [] | { } ≠ ¿ ' « Σ € ® † Ω ¨ / ø π • ± '
 œ œ @ Δ ° º © f ð , å ¥ ≈ ç
 √ ~ μ ∞ ... - ≤ < > ≥ ~ > < ◇

3.2 Arabic Corporate Typeface

Proper Selection of Primary Font & in Detail

ATMATA has selected Swissra as our primary corporate Arabic font; which allows us for representing our messages from the enthusiastic to the practical understanding. Using the careful use of typography reinforce our brand personality to valued customers.

Swissra Font

Swissra is an Arabic typeface that was inspired from Swiss graphic design.

The motivation behind the typeface was to create a neutral and carefully crafted Arabic font family that can be used on many different applications. Swissra also aspires to tribute the experience of Swiss graphic design and pass it on to the Arabic graphic design scene.

BOLD	→	ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي ء
<hr/>		
REGULAR	→	ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ ف ق ك ل م ن ه و ي ء
<hr/>		
FIGURES	→	. ٢ ٣ ٤ ٥ ٦ ٧ ٨ ٩
<hr/>		
SPECIAL CHARACTERS	→	! “ \$ % & / () = ? ` ; : “ ٩ [] { } ‘ • ‘ @ , ~ - < > ٲ ٱ * . “ ” ~ ؛ — — # ”

04

Brand Colors

SECTION 04

- 4.1 Primary Colors
- 4.2 Colors Concept
- 4.3 Secondary Colors

4.1 Primary Colors

How to Use the Primary Color & it's Detail?

A palette of primary colors has been developed; which will give an extraordinary look of the ATMATA to represent the brand identity to our relevant media. Choose the core colors as the primary color in your layout. ATMATA chose (2) primary colors for the logo and identity: **(Blue - Yellow)**.

Pantone: 647 C

CMYK: 080c | 045m | 000y | 032k

RGB: 033 | 092 | 144

Web: #215C90

(1) Blue



75 Percent



50 Percent



25 Percent

Pantone: 129 C

CMYK: 000c | 013m | 085y | 012k

RGB: 229 | 194 | 059

Web: #E5C23B

(2) Yellow



75 Percent



50 Percent



25 Percent

4.2 Colors Concept

ATMATA Logo Color Concept

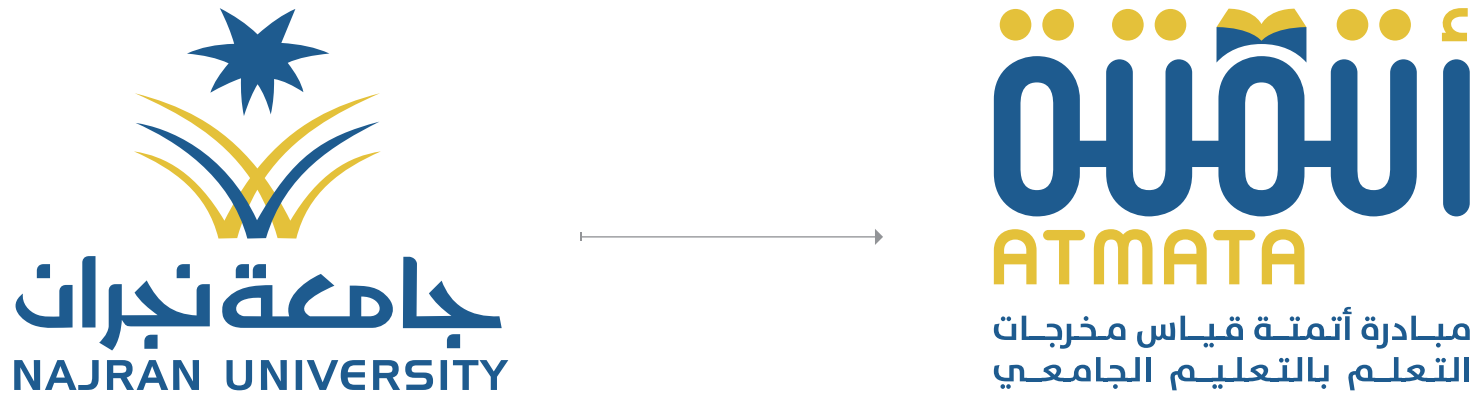
The colors of the ATMATA logo are taken from the logo of Najran University.

Blue:

The blue colour family works well in science & math based classrooms by lowering the heart rate & allowing concentration to kick in.

Yellow:

The yellow colour gentle energy are great for classrooms dealing with languages & other creative pursuits...fine art, culinary arts.



4.3 Secondary Colors

More Colors with More Detailed Analysis

A palette of secondary colors has been developed; which will give an extraordinary look of the ATMATA to represent the brand identity to our relevant media. The secondary colors are complementary to our official colors, but are not recognizable identifiers for ATMATA logo. Secondary colors would be used in less than 10 percent of the palette in one piece.



05

Corporate Identity

5.1 Corporate Identity Details
5.2 Contact Us

SECTION 05

5.1 Corporate Identity Details

Corporate identity management literally means managing your corporate identity. It is making sure that the corporate identity is applied correctly, consistently to each application, taking into account the costs. We often see many applications are being created under supervision of or in different divisions. Without corporate identity management this easily results in the corporate identity being applied in different manners. Therefore a central corporate identity management is a necessity. It is the only way for your organisation to build and maintain a strong brand.

Our design components our logo, colors, typography and graphics have been carefully crafted to bring The ATMATA brand to life. The schematic applications on the following pages from stationery to brochures, from advertising to way-finding demonstrate the effectiveness of these components in action.

5.1 Corporate Identity Details

Stationery Letterhead

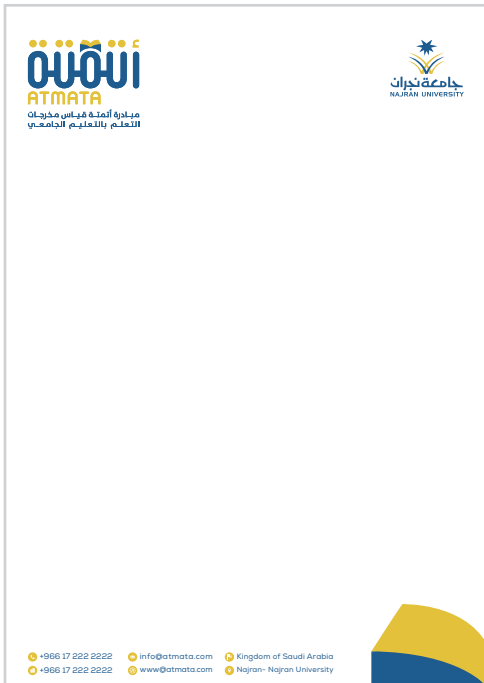
Letterheads examples are shown below. There are three distinct tiers of letterhead template.

Arabic logo with the Najran University logo (A).

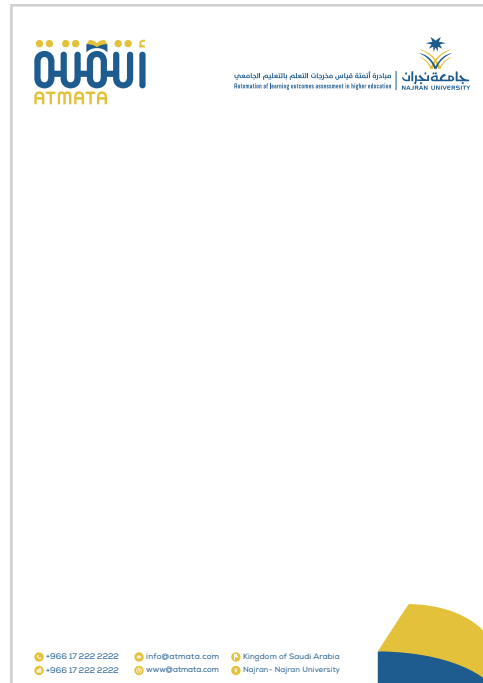
Arabic, English logo with the Najran University logo (B).

English logo with the Najran University logo (C).

Letterhead (A)



Letterhead (B)



Letterhead (C)



Letterhead Back



5.1 Corporate Identity Details

Stationery Business Card

Business cards examples are shown below. There are two distinct tiers of business cards template. In front logo without logotype, in back logo with extend AR, EN logotype (A). In front Arabic logo, in back English logo (B).

* Show (2.6 Logo Version) page (12)

Business Card (A)



Business Card (B)



5.1 Corporate Identity Details

Stationery Fax Sheet



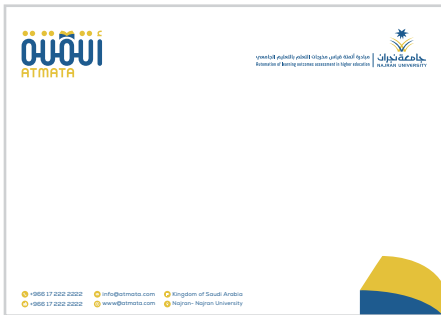
5.1 Corporate Identity Details

Stationery Envelope DL



5.1 Corporate Identity Details

Stationery Envelopes A5, A4



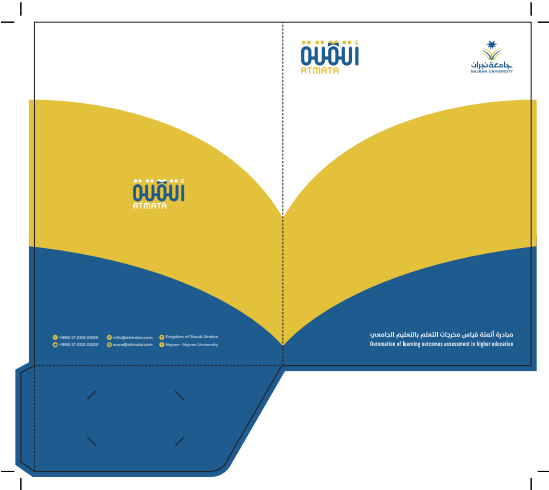
5.1 Corporate Identity Details

Stationery ID Card



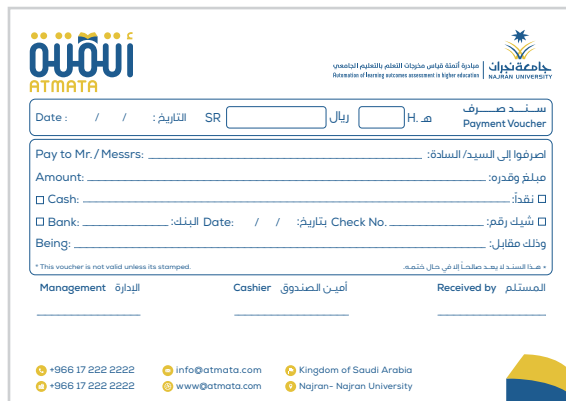
5.1 Corporate Identity Details

Stationery Folder



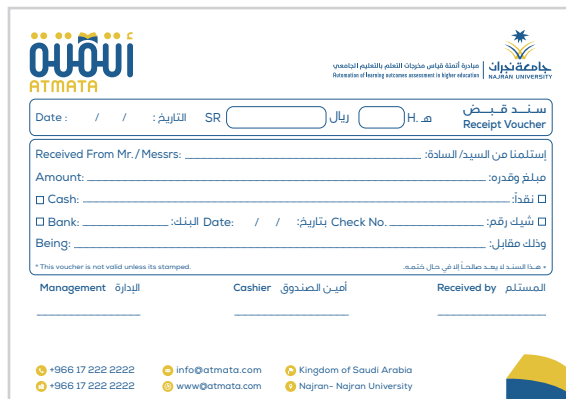
5.1 Corporate Identity Details

Stationery Payment Voucher



5.1 Corporate Identity Details

Stationery Receipt Voucher



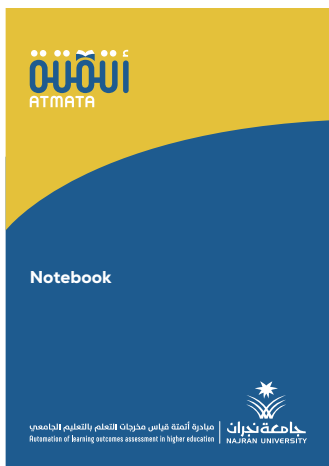
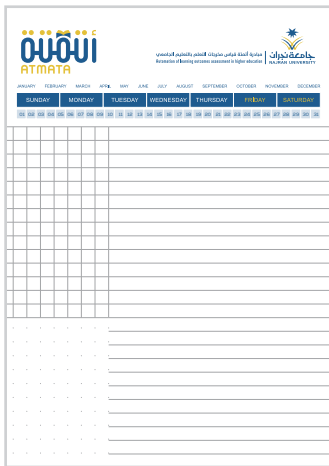
5.1 Corporate Identity Details

Stationery Stamp



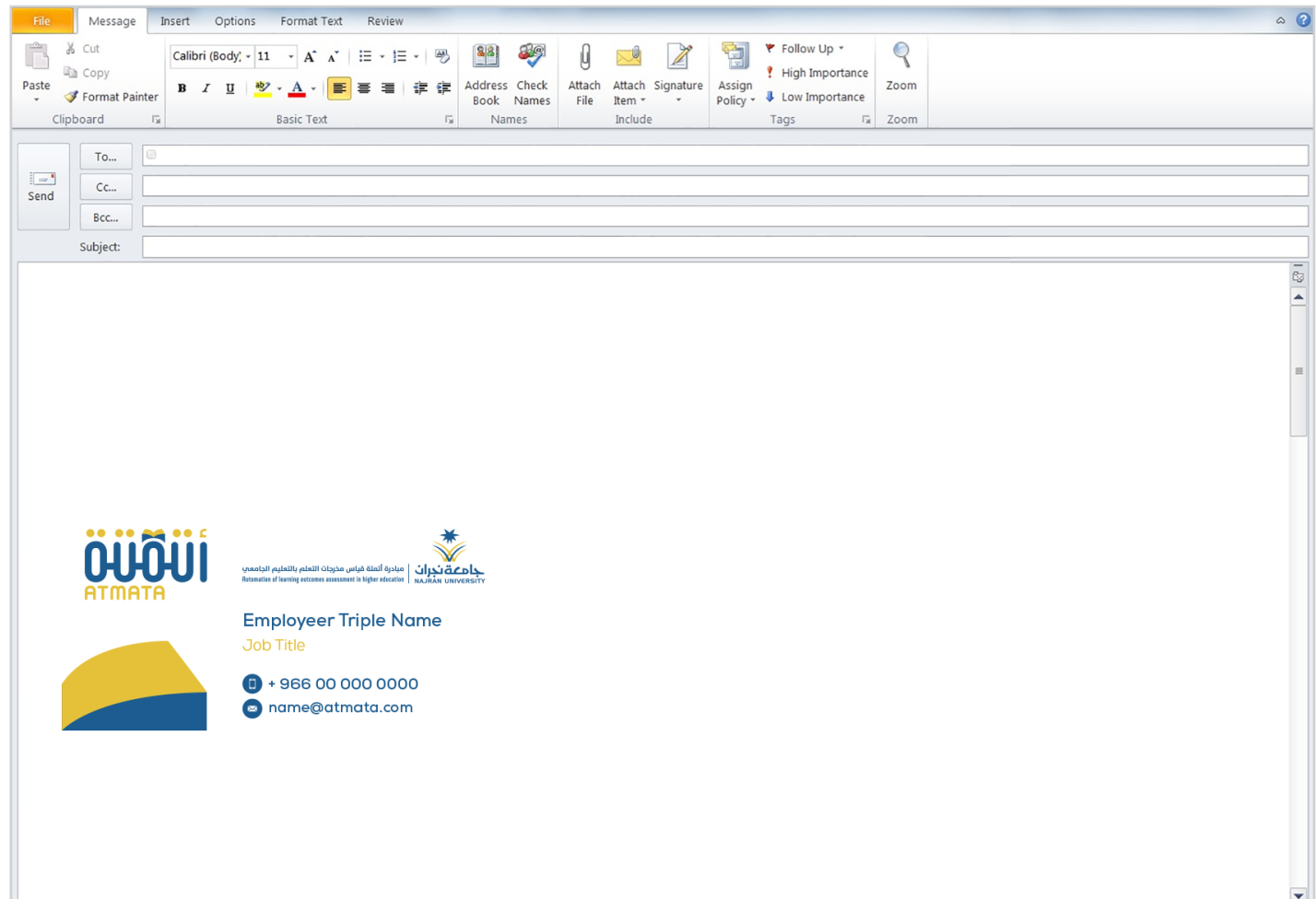
5.1 Corporate Identity Details

Stationery Notebook




5.1 Corporate Identity Details

Stationery Email Signature




5.1 Corporate Identity Details

Stationery Roll Up

مبادرة أتمتة قياس مخرجات التعلم بالتعليم الجامعي
Automation of learning outcomes assessment in higher education

تعد مبادرة أتمتة قياس مخرجات تعلم التعليم الجامعي إحدى المبادرات التي نسعى جامعة نجران في تنفيذها من أجل السهم في تحقيق برنامج التحول الوطني ٢٠٢٠م ورؤية المملكة العربية السعودية ٢٠٣٠م وذلك من خلال تحقيق الهدف الاستراتيجي (تطوير المناهج وأساليب التعليم والتقويم) عبر إيجاد منظومة ذكية لقياس مخرجات التعلم عبر مجموعة من المراحل.



حول جامعة نجران

تقع الجامعة على امتداد الشرفي لمدينة نجران على مساحة وقدرها (٨) مليون متر مربع، وهي بذلك تعد أكبر المساحات، وتستخدم مجعاً للطلاب يحتوي على (٤) كلية، ومجعاً للطلقات يحتوي على (٤) كلية، بطاقة استيعابية قدرها (٤٥) ألف طالب وطالبة، كما تـوي مبنى للإدارة والعمادات المساندة ومستشفى جامعي ومدينة طبية.

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Najran - Najran University






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حول جامعة نجران

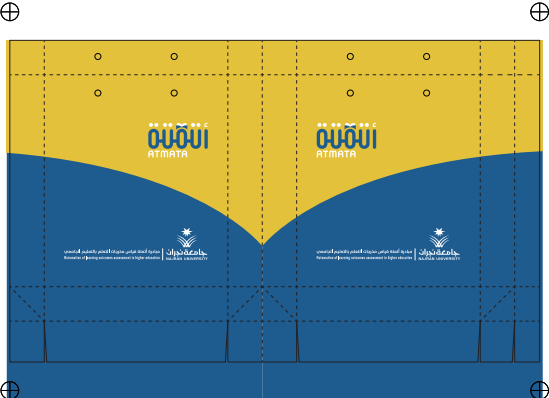
تقع الجامعة على امتداد الشرفي لمدينة نجران على مساحة وقدرها (٨) مليون متر مربع، وهي بذلك تعد أكبر المساحات، وتستخدم مجعاً للطلاب يحتوي على (٤) كلية، ومجعاً للطلقات يحتوي على (٤) كلية، بطاقة استيعابية قدرها (٤٥) ألف طالب وطالبة، كما تـوي مبنى للإدارة والعمادات المساندة ومستشفى جامعي ومدينة طبية.

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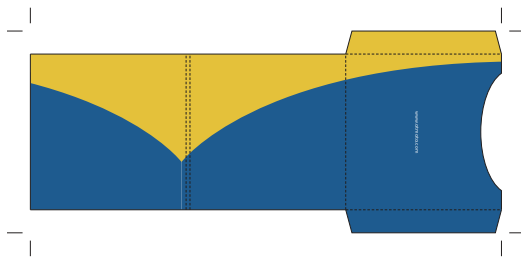
5.1 Corporate Identity Details

Stationery Bag



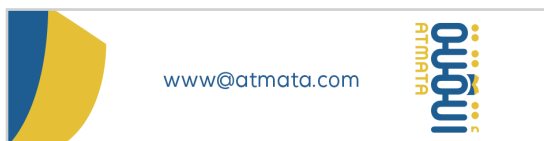
5.1 Corporate Identity Details

Stationery CD & CD Jacket



5.1 Corporate Identity Details

Stationery Flash Memory



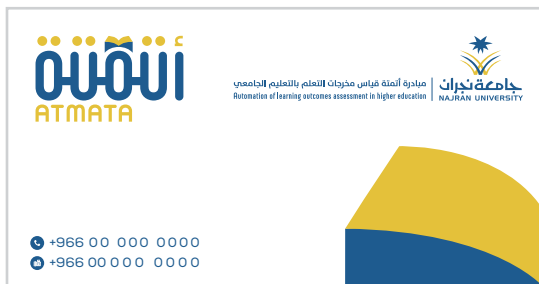
5.1 Corporate Identity Details

Stationery Mug



5.1 Corporate Identity Details

Stationery Signage



5.1 Corporate Identity Details

Stationery Zincor Front Acrylic Sign



5.1 Corporate Identity Details

Stationery Wall Sticker



5.1 Corporate Identity Details

Stationery Uniform



5.1 Corporate Identity Details

Stationery Cap



5.1 Corporate Identity Details

Stationery ID Strap



5.1 Corporate Identity Details

Stationery Car Sticker



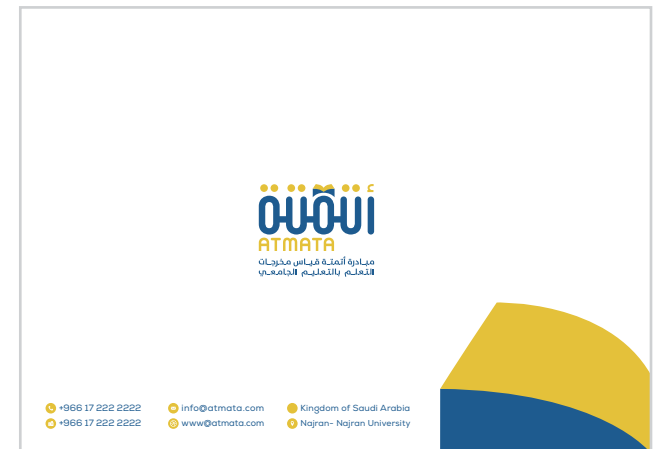
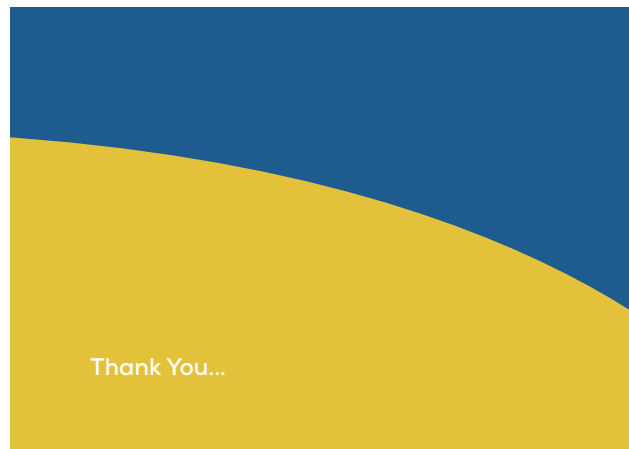
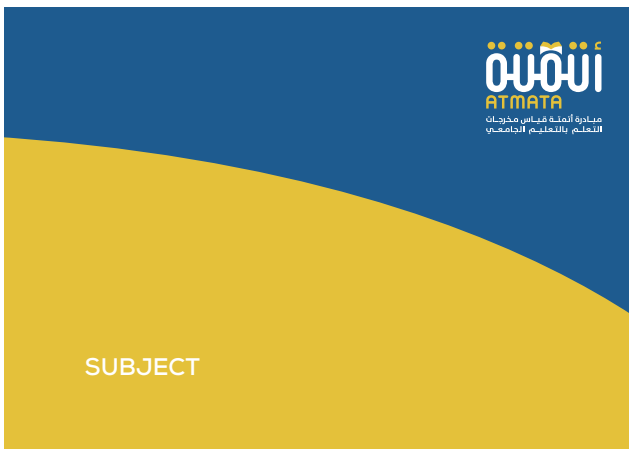
5.1 Corporate Identity Details

Stationery Van Sticker



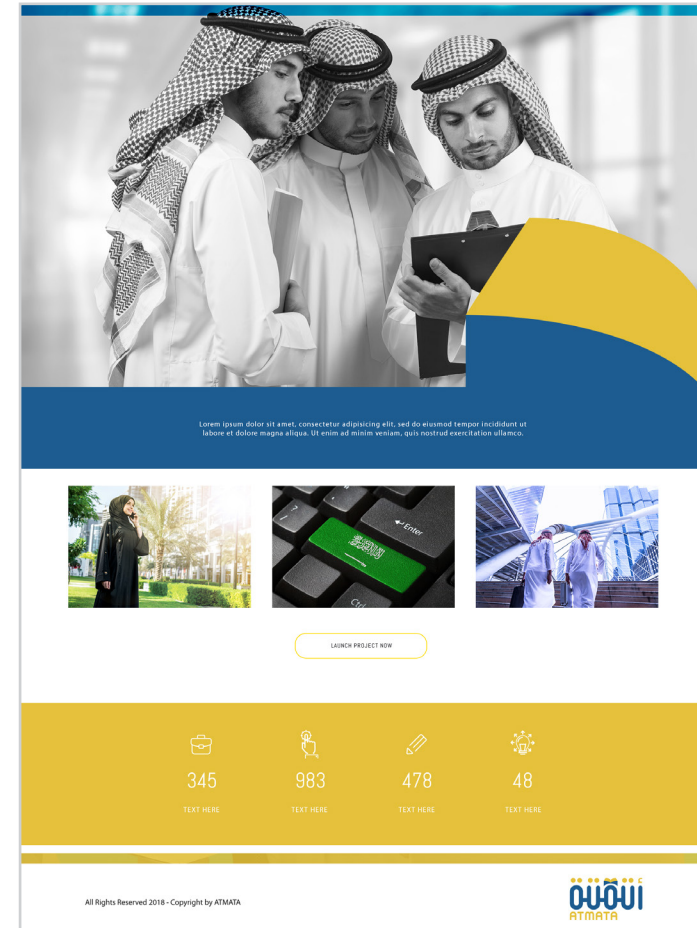
5.1 Corporate Identity Details

Stationery Presentation



5.1 Corporate Identity Details

Stationery Website



5.2 Contact Us

Contact Information

We have tried our level best to focus our brands portfolio of world class designs and expert group; through our corporate extended brand guideline. Here you'll get to know brand tools has additional resources and guidance on the entire ATMATA brand.

If you have any question, please feel free to contact with our special team.

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Thanks.

www.atmata.edu.sa