



THE AMERICAN UNIVERSITY OF
KURDISTAN

LOGO BRANDING
Manual Guidelines



THE AMERICAN UNIVERSITY OF
KURDISTAN

LOGO USAGE GUIDE

The American University of Kurdistan is final and imperative. it is restricted to be used as part of other graphic elements or to be demolished or corrupted.

**PRIMARY COLOR (HORIZONTAL)
ON WHITE BACKGROUND**



**PRIMARY COLOR (HORIZONTAL MONOCHROME)
ON WHITE BACKGROUND**



**PRIMARY COLOR
ON NAVY BACKGROUND**



**PRIMARY COLOR
ON WHITE BACKGROUND**



**MONO COLOR
ON NAVY BACKGROUND**



**MONO COLOR
ON WHITE BACKGROUND**



COLOR SCHEME

Primary color of The American University of Kurdistan are: Dark Blue and Yellow, Since the color usage variants in materials, media and light sources it is necessary to follow The American University of Kurdistan color system guidelines.



CMYK	100/75/15/80	00/32/100/00	00/00/00/00	100/100/100/100
RGB	00/06/49	253/181/21	255/255/255	00/00/00
Web Safe RGB	#000631	#FDB515	#FFFFFF	#000000

TYPEFACE/
PRIMARY

CAMBRIA FAMILY FONT

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

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BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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ITALIC

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