



GLOBAL  
STUDIES  
UNIVERSITY

جامعة  
الدراسات  
العالمية

Brand Guidelines - Logo  
Global Studies University

[www.gsu.ac.ae](http://www.gsu.ac.ae)

# Primary Logo

Our Primary Logo should always appear in blue or white to maintain maximum clarity across a diverse range of applications and environments. When there are colour production limitations, the black version should be used.

**For reproduction:** Always use the approved digital artworks that are available to you. Primary Logo artworks are supplied in various formats and standard colour profiles (PMS, CMYK, RGB).



Primary Logo: Academy Blue



Primary Logo: White, reversed out



Primary Logo: Process Black

# Space

## Clearly Consistent

Our logo should always be surrounded by a consistent amount of clear space to ensure visibility, clarity and impact. The clear space defined should not be less than the area of the **G of the GSU** logomark as shown on this page (X).

Please ensure that adequate space is given when placing the logo.



Primary Logo

# Minimum Sizes

Our logo versions and stand-alone logomark may be resized as necessary. However, you must follow these minimum size requirements to ensure legibility. A minimum width has been set for print and digital use.



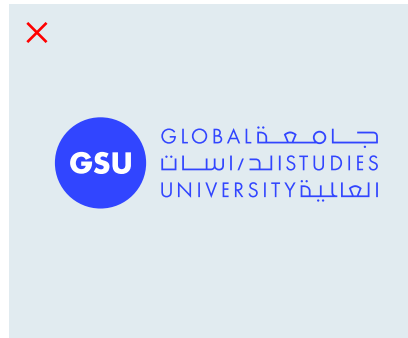
# Usage

## Dos and Don'ts

Unfortunately, the misuse of our logo can carry substantial implications for our brand's identity and reputation, be it accidental or intentionally.

Going against these guidelines can also undermine our brand image and weaken the clarity of our message.

To protect our brand integrity, it's crucial to be aware of some examples of logo misuse and avoid them.



Do not use unauthorised colours



Do not outline the logo



Do not rearrange logo elements



Do not alter the typography



Do not apply effects



Do not use gradients



Do not distort the logo



Do not use unauthorised orientation