

IIUM

Visual Identity System

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Introduction

| Why a new Visual Identity System?

Why a new Visual Identity System?

IIUM Visual Identity System

Research confirms that a clear and consistent identity helps build and maintain reputation. Regularly reinforced graphic symbols can convey and reinforce the strengths of an institution. A strong visual identity can enhance IIUM's ability to recruit outstanding faculty, students, and staff to engage alumni, and to attract external support.

To take better advantage of this potential, the university has developed a new Visual Identity System to effectively link our campuses, kulliyahs, other academic units, and administrative offices with the name International Islamic University Malaysia.

A clear and consistent identity helps build and maintain reputation. Regularly reinforced graphic symbols can convey and reinforce the strengths of an institution.

An institution's visual identity encompasses every element of corporate image that people emotionally perceive when they think of the institution. This can enhance IIUM's ability to recruit outstanding faculty, students, and staff to engage alumni; and to attract external support.

Hence, the prelude of the new Visual Identity System by the university to establish an effective control system for the use of our visual identity. Prompting a more unified and effective corporate image that links together the university's community.

The IIUM community is to uphold this cohesive new identity by protecting IIUM official name, logo, and all trademarks associated with it from exploitation, ensuring IIUM generates reasonable and lawful royalty income from commercial use, and also promoting IIUM consistently and maintaining its reputation, image, credibility and reputation through the proper and appropriate use of its visual identity.



Identity Guidelines

Logo and Tagline
Identity Colours
Identity Collateral



Logos and Tagline

Overview

The IIUM Logo, Logotype and Motto

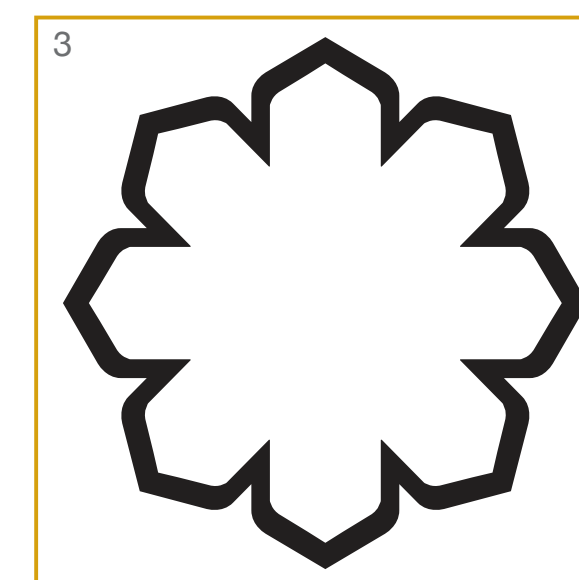
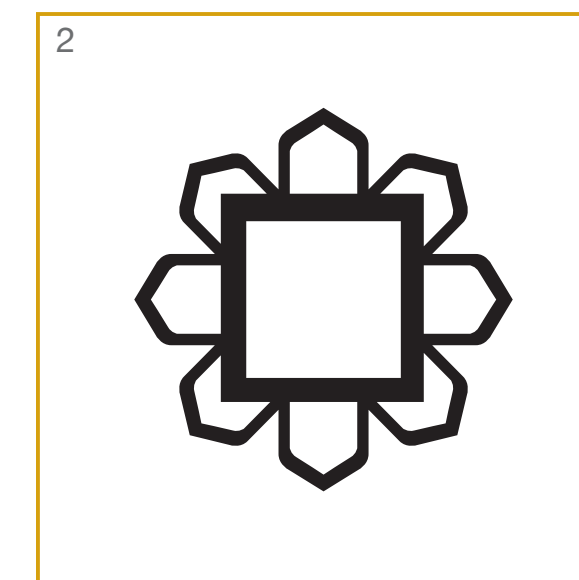
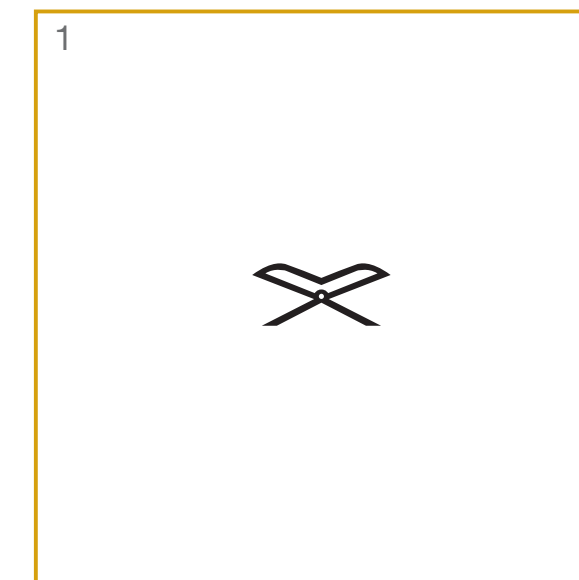
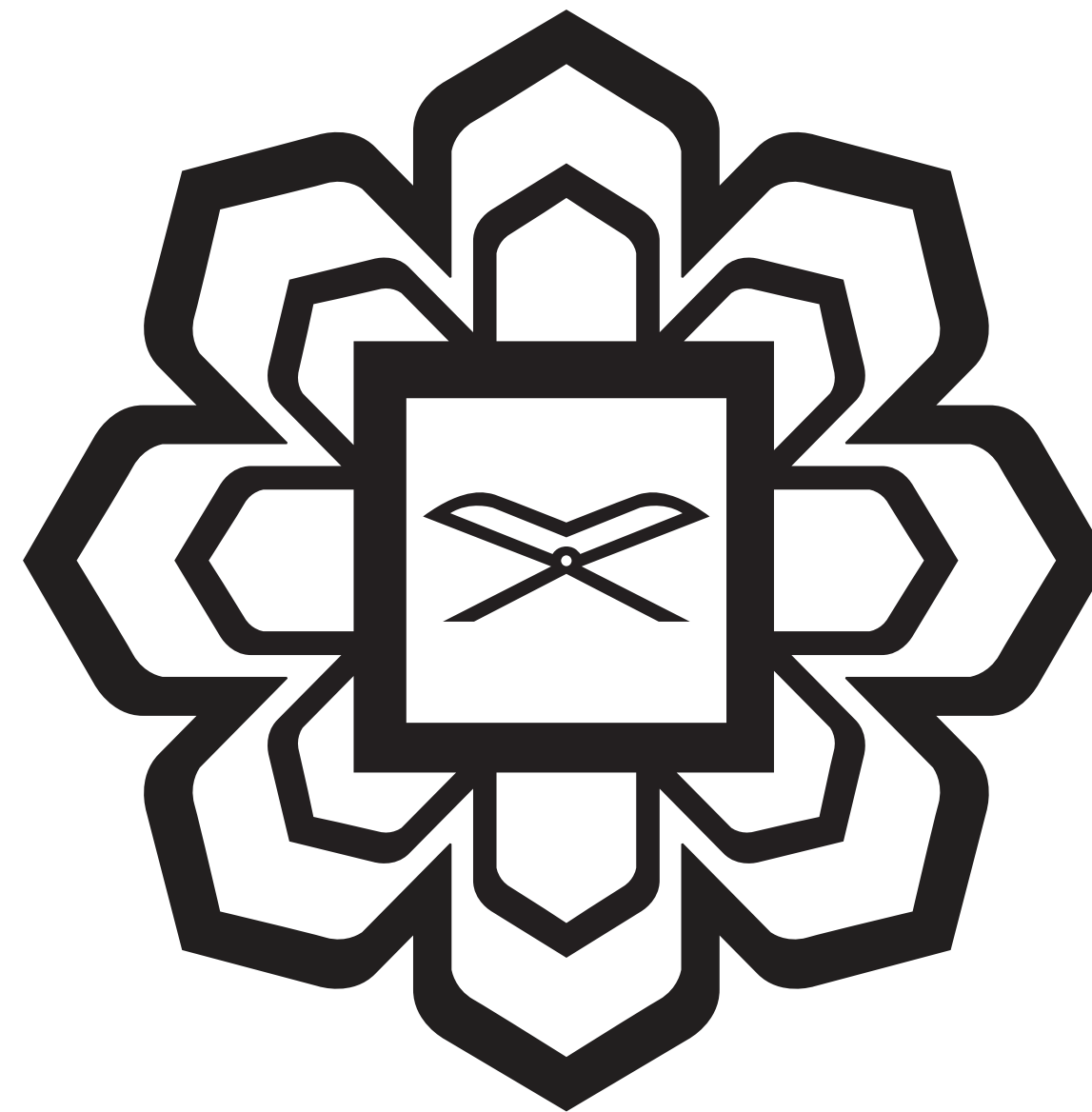
IIUM official logo consists of three parts, which are the Logo, Logotype and Motto. No alternation should be made as to maintain its standardisation.



Logo

The logo represents the aspirations, ideals and objectives of the IIUM. It is made up of four main parts:

1. The symbol of The Holy Al-Qur'an
2. The symbol of the Ka'bah
+
The eight domes pointing in eight directions
3. The eight outer domes

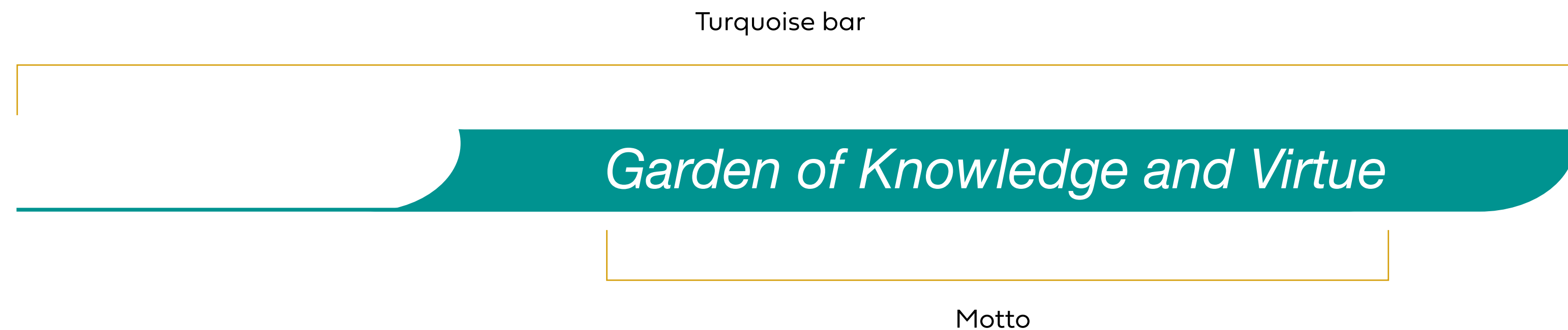


Logotype & Motto

The logotype of IIUM consists of three part: the Arabic, Roman and Jawi characters. It is arranged vertically where the upper part is Arabic, followed by Roman and Jawi characters. There should be no amendment of the position for the arrangement.

The IIUM motto, “Garden of Knowledge and Virtue”, is written in the font of Helvetica Neue (italic) and placed on the turquoise bar.

Both logotype and motto must be used together with the logo.



Logo and Logotype Variations

In terms of graphical values, the IIUM logo and logotype can be used alone according to the necessity of graphic and design:

1. IIUM logo
2. International Islamic University Malaysia
3. Abbreviation of International Islamic University Malaysia



1	
2	INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA
3	IIUM

Font for Logotype

Font name:
Rockwell Std (bold condensed)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

~`!@#\$%^&*()_+={[]}\|:’;”<, > . ? /



Leading The Way Tagline

The IIUM tagline uses Futura font and is written in capital letters. It can be used alone and should not be combined with other elements. It consists of three parts:

1. Leading the Way
2. Division line
3. Complementary tags:
 - Khalīfah
 - Amānah
 - Iqra'
 - Raḥmatan lil-ʿĀlamīn

1 **LEADING THE WAY**
2

3 **KHALĪFAH • AMĀNAH • IQRA' • RAḤMATAN LIL-ʿĀLAMĪN**



RCE Greater Gombak Logo

The RCE GREATER GOMBAK Logo was designed to represent RCE Greater Gombak that was officially acknowledged by Global RCE Service Centre and Ubuntu Committee of Peers for RCE on 1st April 2020.

Choose and use only one variation of the logo at a time and on the same space.



IIUM Visual Identity System



RCE
GREATER GOMBAK

#1 Main Logo + Typography



GREATER GOMBAK

#2 Alternative Logo + Typography

Acceptable Executions

Clear Space Requirements

IIUM Logo must always be shown with a surrounding clear space of at least the size of X.

No other type or graphic element may appear within the surrounding clear space.

This is to ensure that the logo is free from visual interference and clearly visible.



Acceptable Executions

IIUM Logo

It is extremely important for brand success that the IIUM Logo to be displayed correctly. The correct typefaces, relative positioning and size of all elements should be applied.

The following pages illustrate the acceptable and unacceptable executions of IIUM Logo.



Full colour with black typeface



Full colour with white typeface



One-colour dark



One-colour light



One-colour dark logo on light-coloured photographic background



One-colour light logo on dark-coloured photographic background



Unacceptable Executions

IIUM Logo



Don't display the old versions of IIUM Logo



Don't modify IIUM Logo's design, colour or fonts



Don't stretch or change IIUM Logo's layout or proportions



Unacceptable Executions

IIUM Logo



Don't place IIUM Logo on a busy background or photo



Don't add stroke or shadow to IIUM Logo



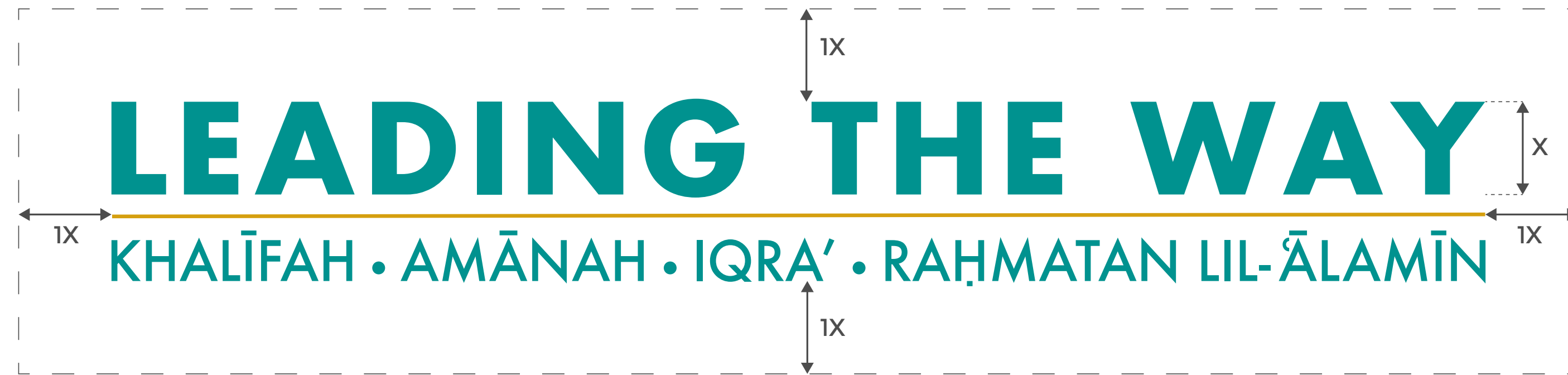
Acceptable Executions

Clear Space Requirements

LEADING THE WAY tagline must always be shown with a surrounding clear space of at least the size of X.

No other type or graphic element may appear within the surrounding clear space.

This is to ensure that the logo is free from visual interference and clearly visible.



Acceptable Executions

IIUM Tagline

It is extremely important for brand success that the IIUM Tagline to be displayed correctly. The correct typefaces, relative positioning and size of all elements should be applied.

The following pages illustrate the acceptable and unacceptable executions of IIUM Tagline.



LEADING THE WAY
KHALĪFAH • AMĀNAH • IQRA' • RAḤMATAN LIL-ĀLAMĪN

Full colour

LEADING THE WAY
KHALĪFAH • AMĀNAH • IQRA' • RAḤMATAN LIL-ĀLAMĪN

One-colour dark

LEADING THE WAY
KHALĪFAH • AMĀNAH • IQRA' • RAḤMATAN LIL-ĀLAMĪN

One-colour light

LEADING THE WAY
KHALĪFAH • AMĀNAH • IQRA' • RAḤMATAN LIL-ĀLAMĪN

One-colour dark logo on light-coloured photographic background

LEADING THE WAY
KHALĪFAH • AMĀNAH • IQRA' • RAḤMATAN LIL-ĀLAMĪN

One-colour light logo on dark-coloured photographic background

Unacceptable Executions

IIUM Tagline



Don't modify IIUM Tagline's design, colour or fonts



Don't stretch or change IIUM Tagline's layout or proportions



Unacceptable Executions

IIUM Tagline



Don't place IIUM Tagline on a busy background or photo



Don't add stroke or shadow to IIUM Tagline



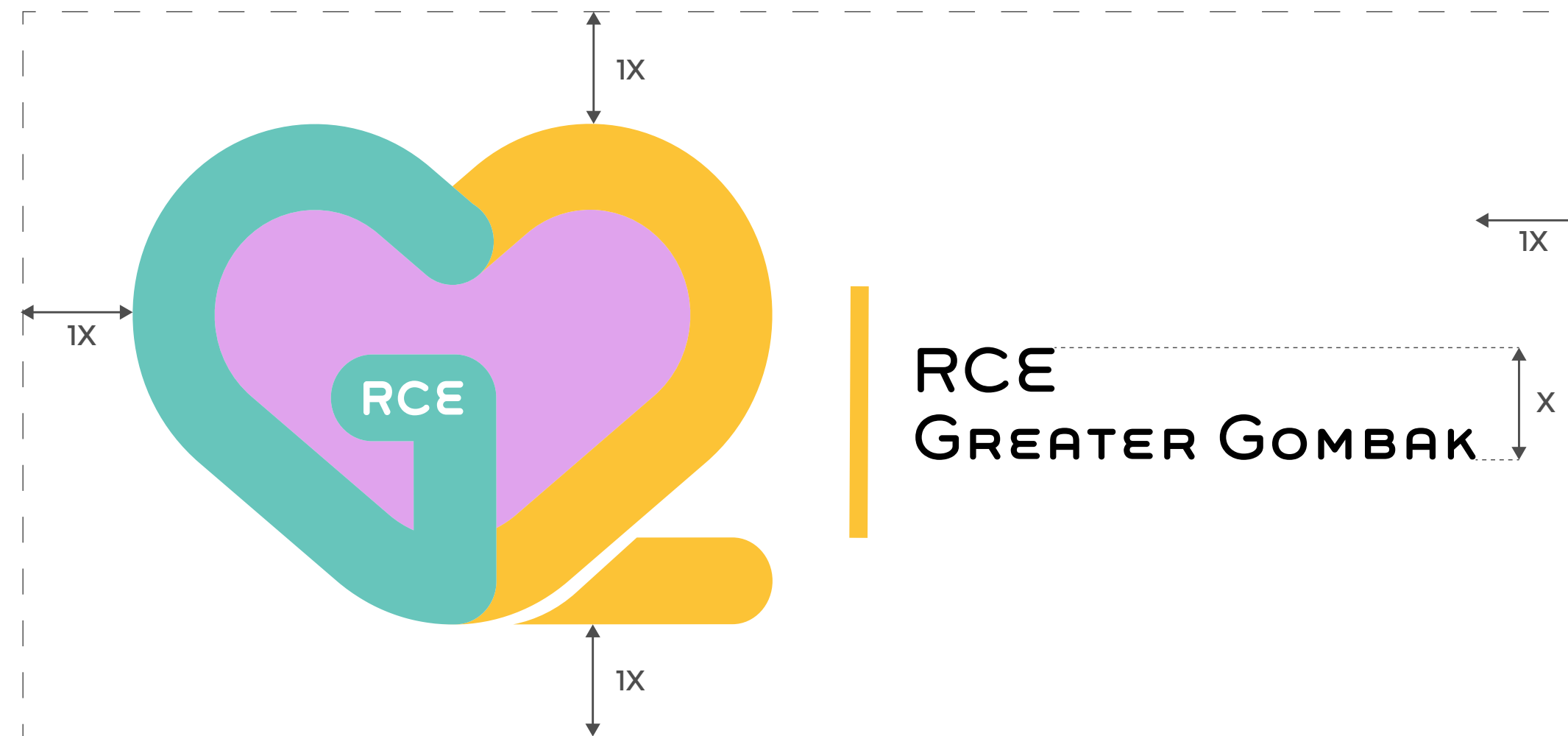
Acceptable Executions

Clear Space Requirements

RCE GREATER GOMBAK (G2) logo must always be shown with a surrounding clear space of at least the size of X.

No other type or graphic element may appear within the surrounding clear space.

This is to ensure that the logo is free from visual interference and clearly visible.



Acceptable Executions

RCE Greater Gombak Logo

It is extremely important for brand success that the G2 Logo to be displayed correctly. The correct typefaces, relative positioning and size of all elements should be applied.

The following pages illustrate the acceptable and unacceptable executions of the G2 Logo and is applicable for both variations of the logo.



or



Full colour



One-colour dark



One-colour light



One-colour dark logo on light-coloured photographic background



One-colour light logo on dark-coloured photographic background

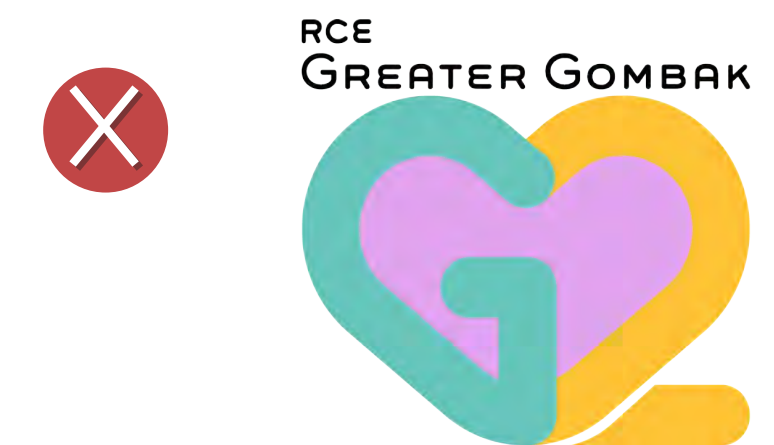


Unacceptable Executions

RCE Greater Gombak Logo



Don't modify G2 Logo's design, colour or fonts



Don't stretch or change G2 Logo's layout or proportions



Unacceptable Executions

RCE Greater Gombak Logo



Don't place G2 Logo on a busy background or photo



Don't add stroke or shadow to G2 Logo



Acceptable Executions

Placement & Size

When the IIUM Logo appears with another logo on the same space, the IIUM Logo must be reproduced at the same size (if not larger) than the other logo.

Any other logo should not be reproduced larger than the IIUM Logo within the same space.



Acceptable Executions

Placement & Size

In the case of LEADING THE WAY tagline, the tagline must always be reproduced at half the size of the IIUM Logo. This is to ensure that LEADING THE WAY tagline does not interfere or overshadow the IIUM Logo as the main identity of the university.



LEADING THE WAY
KHALĪFAH • AMĀNAH • IQRA' • RAḤMATAN LIL-ĀLAMĪN



LEADING THE WAY
KHALĪFAH • AMĀNAH • IQRA' • RAḤMATAN LIL-ĀLAMĪN



Putting All Together

Placement of all official logos and tagline

All the official logos and tagline of the university need to be displayed on any official visuals representing the university in the following order.



Full colour



One-colour variant on solid-coloured background



Putting All Together

Placement of all official logos and tagline

All the official logos and tagline of the university need to be displayed on any official visuals representing the university in the following order.



AN INTERNATIONAL AWARD-WINNING INSTITUTION FOR SUSTAINABILITY

IIUM full colour logo



Putting All Together

Placement of all official logos and tagline

All the official logos and tagline of the university need to be displayed on any official visuals representing the university in the following order.



United Nations
Educational, Scientific and
Cultural Organization



• UNESCO Chair on Future Studies
• - Anticipation for Sustainability and
• Well-being
•



AN INTERNATIONAL AWARD-WINNING INSTITUTION FOR SUSTAINABILITY



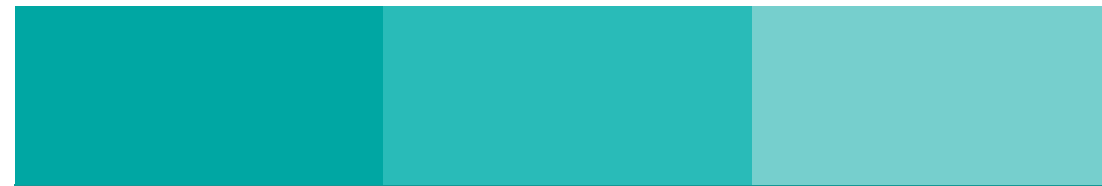
IIUM full colour with UNESCO uniTwin logo



Identity Colours

Primary Colours

These are the three primary corporate colours of IIUM with complementary hues.



Primary Colour - Turquoise

PANTONE 2370 C

HEX: 00928F

C: 100	R: 0
M: 0	G: 146
Y: 2	B: 143
K: 42	




Primary Colour - Gold

PANTONE 2370 C

HEX: D59F0F

C: 0	R: 213
M: 25	G: 159
Y: 92	B: 15
K: 16	



Primary Colour - Black

PANTONE Black 6 C

HEX: 000000

C: 0	R: 0
M: 0	G: 0
Y: 0	B: 0
K: 100	



Kulliyyah Colours

Each kulliyyah in IIUM is identified by their respective colour, as showcased on students' hood on their graduation robe.

These unique identity colours are allowed to be used as complimentary colour for kulliyyah branding and promotional items.

The official colours of IIUM (gold & turquoise) must remain as primary colours.



IIUM Visual Identity System

Ahmad Ibrahim Kulliyyah
of Laws (AIKOL)

PANTONE Black C

HEX: 2D2926

C: 63 R: 45

M: 62 G: 41

Y: 59 B: 38

K: 94

Est. 1983

Kulliyyah of Economics
and Management Sciences
(KENMS)

PANTONE 12-0660 TSX

HEX: F2E651

C: 7 R: 242

M: 2 G: 230

Y: 81 B: 81

K: 0

Est. 1983

International Institute of
Islamic Thought and
Civilisation (ISTAC)

PANTONE 1788 C

HEX: EE2737

C: 0 R: 238

M: 93 G: 39

Y: 82 B: 55

K: 0

Est. 1987

Kulliyyah of Education
(KOED)

PANTONE 2370 C

HEX: 2F2A95

C: 99 R: 47

M: 94 G: 42

Y: 0 B: 149

K: 2

Est. 1987

Kulliyyah of Islamic
Revealed Knowledge and
Human Sciences (KIRKHS)

PANTONE 427 XGC

HEX: D1D4D3

C: 0 R: 209

M: 0 G: 212

Y: 0 B: 211

K: 14

Est. 1990

Kulliyyah of Engineering
(KOE)

PANTONE 20-0076 TPM

HEX: 840016

C: 28 R: 132

M: 100 G: 0

Y: 97 B: 22

K: 35

Est. 1994

Kulliyyah Colours

Each kulliyyah in IIUM is identified by their respective colour, as showcased on students' hood on their graduation robe.

These unique identity colours are allowed to be used as complimentary colour for kulliyyah branding and promotional items.

The official colours of IIUM (gold & turquoise) must remain as primary colours.



IIUM Visual Identity System

Kulliyyah of Science
(KOS)

PANTONE 1495 C

HEX: FF8F1C

C: 0 R: 255

M: 49 G: 143

Y: 96 B: 28

K: 0

Est. 1995

Kulliyyah of Architecture
and Environmental Design
(KAED)

PANTONE 526 C

HEX: 702F8A

C: 73 R: 112

M: 100 G: 47

Y: 0 B: 138

K: 0

Est. 1996

Kulliyyah of Medicine
(KOM)

PANTONE 2038 CP

HEX: df78a8

C: 8 R: 223

M: 65 G: 120

Y: 5 B: 168

K: 0

Est. 1997

Kulliyyah of Pharmacy
(KOP)

PANTONE P 1-4 C

HEX: FBF1B9

C: 0 R: 251

M: 0 G: 241

Y: 32 B: 185

K: 0

Est. 2000

Kulliyyah of Information
and Communication
Technology (KICT)

PANTONE 367 C

HEX: A4D65E

C: 37 R: 164

M: 0 G: 214

Y: 77 B: 94

K: 0

Est. 2001

Kulliyyah of Allied Health
Sciences (KAHS)

PANTONE RHODAMINE

RED C

HEX: E10098

C: 75 R: 70

M: 100 G: 32

Y: 0 B: 82

K: 49

Est. 2003

Kulliyyah Colours

Each kulliyyah in IIUM is identified by their respective colour, as showcased on students' hood on their graduation robe.

These unique identity colours are allowed to be used as complimentary colour for kulliyyah branding and promotional items.

The official colours of IIUM (gold & turquoise) must remain as primary colours.



IIUM Visual Identity System

Kulliyyah of Nursing
(KON)

PANTONE 4030 U

HEX: FAC8A7

C: 0 R: 250
M: 20 G: 200
Y: 28 B: 167
K: 0

Est. 2004

IIUM Institute of Islamic
Banking and Finance
(IiBF)

PANTONE 7752 CP

HEX: CFB137

C: 7 R: 207
M: 16 G: 177
Y: 91 B: 63
K: 10

Est. 2005

Kulliyyah of Dentistry
(KOD)

PANTONE 95-8 C

HEX: 462052

C: 75 R: 70
M: 100 G: 32
Y: 0 B: 82
K: 49

Est. 2007

International Institute for
Halal Research and
Training (INHART)

PANTONE P 1-1 U

HEX: FCFAF1

C: 0 R: 252
M: 0 G: 250
Y: 2 B: 241
K: 0

Est. 2011

Kulliyyah Language and
Management (KLM)

PANTONE 93A5CF

HEX: 93A5CF

C: 46 R: 147
M: 26 G: 165
Y: 0 B: 207
K: 0

Est. 2012



Identity Collateral

IIUM Visual Identity System

Stationery

Call Card (with photo)

Elements:

1. IIUM Logo
2. IIUM Logotype
3. Leading the Way Tagline
4. Official Photo of Card Owner

Official Colours:

Pantone 7716 XGC

Pantone 7555 C

Name:

Front - Montserrat Bold 10 pt

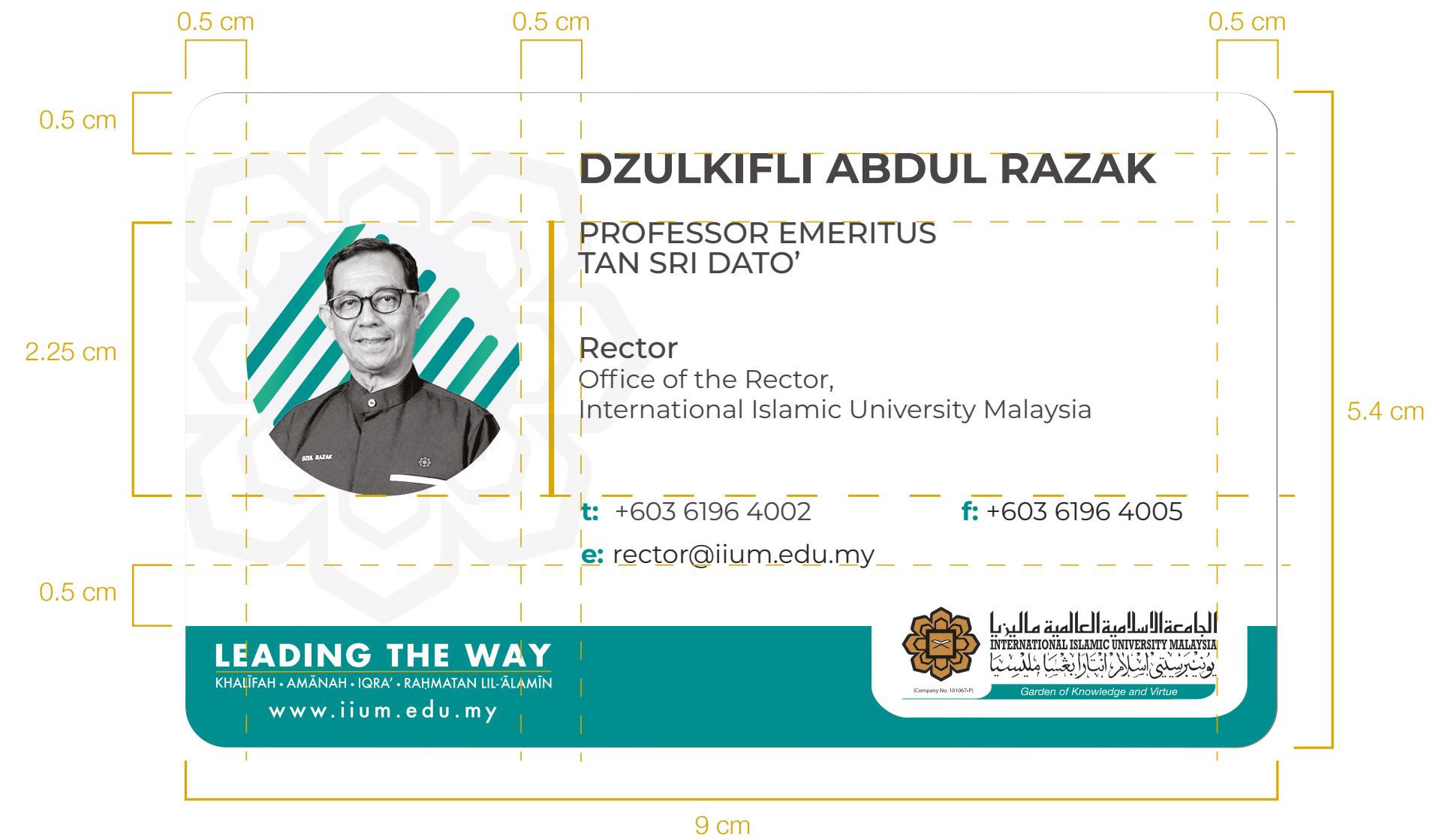
Back - Montserrat Bold 18 pt

Title and Position:

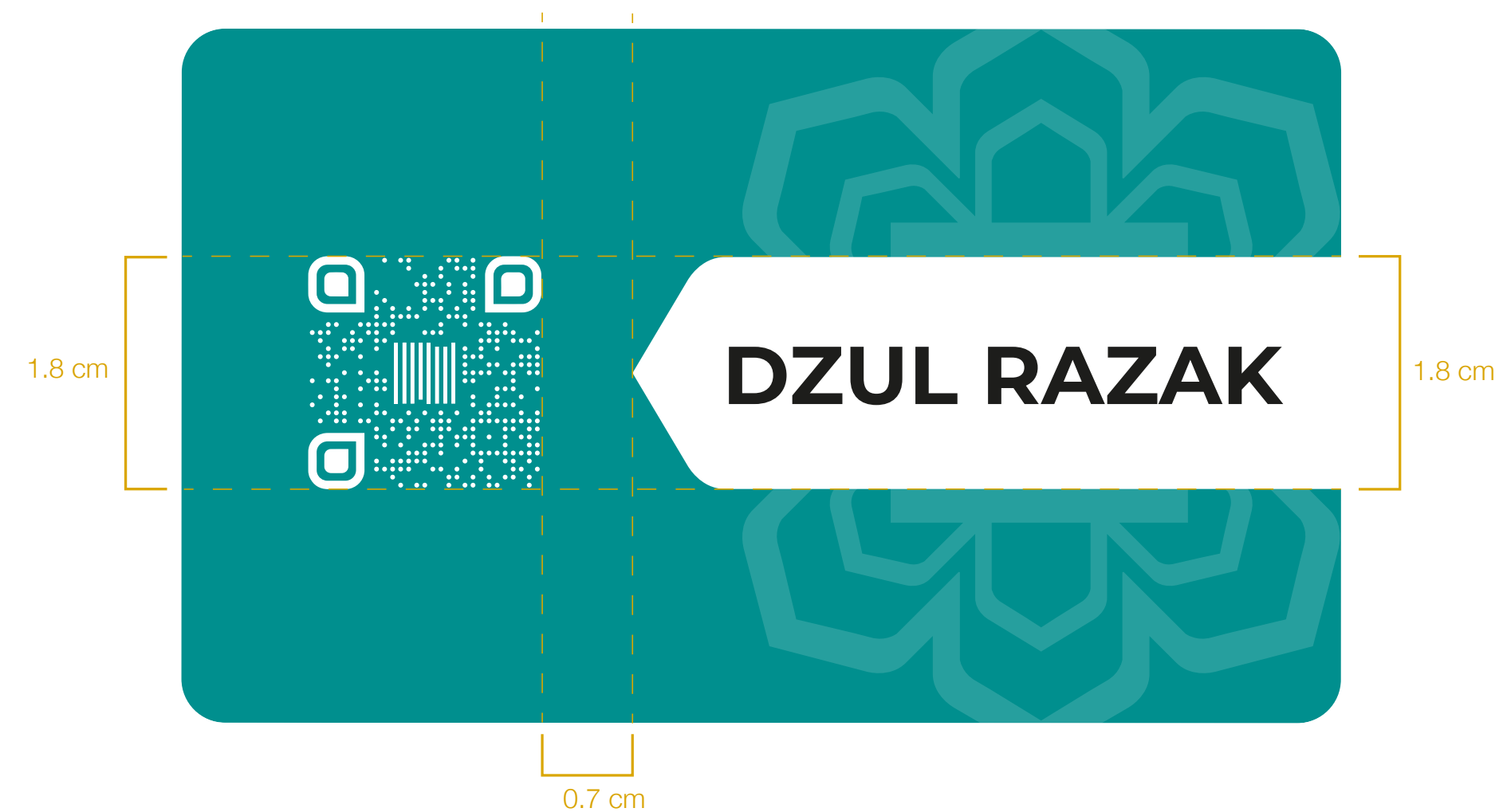
Montserrat Medium 7 pt

Address block text:

Montserrat Regular 6 pt



Front



Back

IIUM Visual Identity System

Stationery

Call Card (without photo)

Elements:

1. IIUM Logo
2. IIUM Logotype
3. Leading the Way Tagline

Official Colours:

Pantone 7716 XGC

Pantone 7555 C

Name:

Front - Montserrat Bold 10 pt

Back - Montserrat Bold 18 pt

Title and Position:

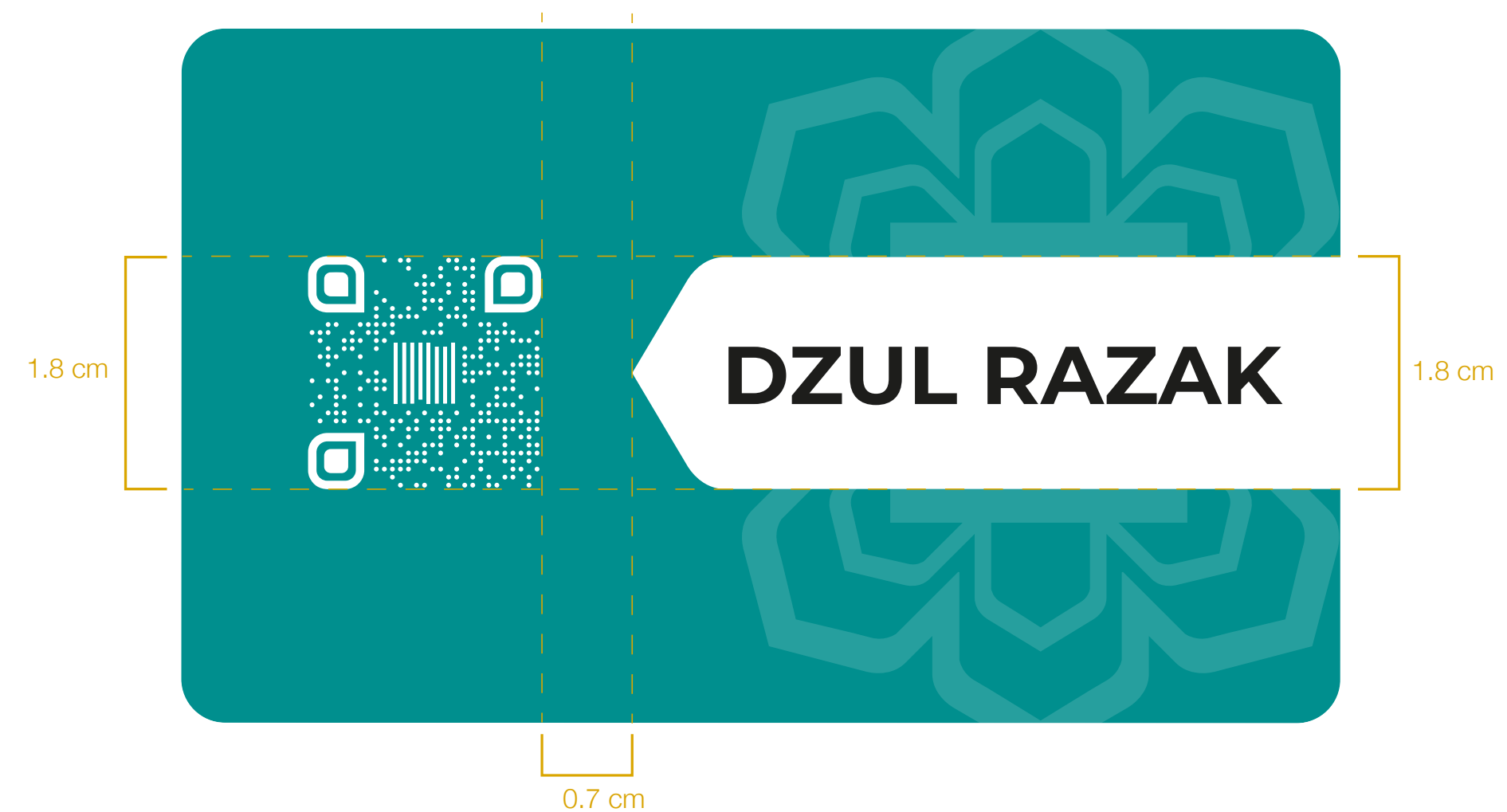
Montserrat Medium 7 pt

Address block text:

Montserrat Regular 6 pt



Front



Back

Stationery

Email Signature

Name:
Montserrat Bold 14 pt

Title, Position & Office Address:
Montserrat Medium 8 pt

Contact Details:
Montserrat Medium 7 pt



DZULKIFLI ABDUL RAZAK
PROFESSOR EMERITUS
TAN SRI DATO

Rector,
International Islamic University Malaysia

t: +603 6196 4002 f: +603 6196 4005
e: rector@iium.edu.my



LEADING THE WAY
KHALĪFAH - AMĀNAH - IQRA' - RAHMATAN LIL-ĀLAMĪN

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Stationery

Letterhead

Elements:

1. IIUM Logo
2. IIUM Logotype
3. Leading the Way tagline
4. Awards & Relevant Taglines (as per sample)
5. Editable Details (footer area only)

Office Name:

Gill Sans Semibold 5 pt

Office Address, Contacts & Web

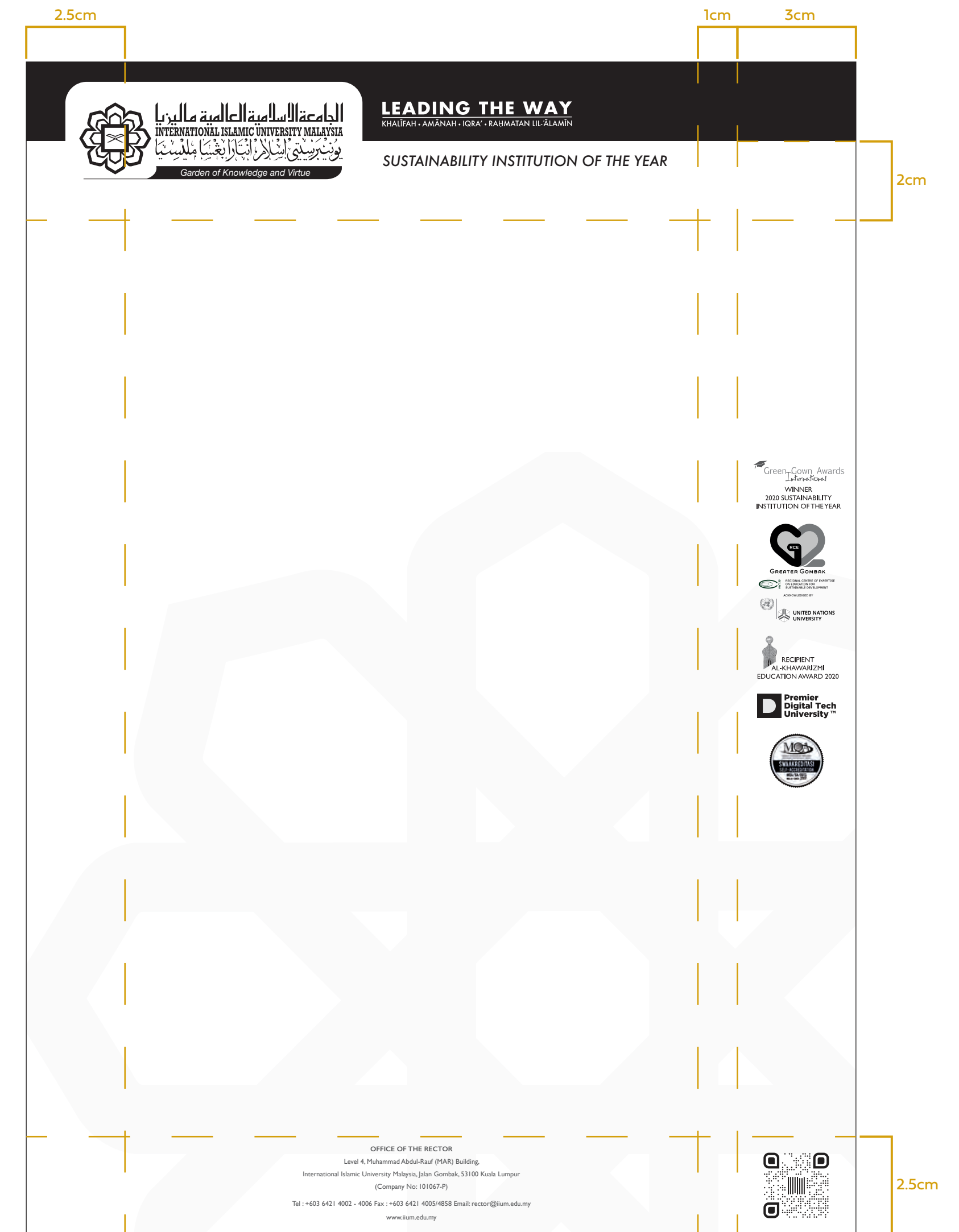
Address:

Gill Sans Regular 5 pt

IIUM Visual Identity System



Colour



Black and White

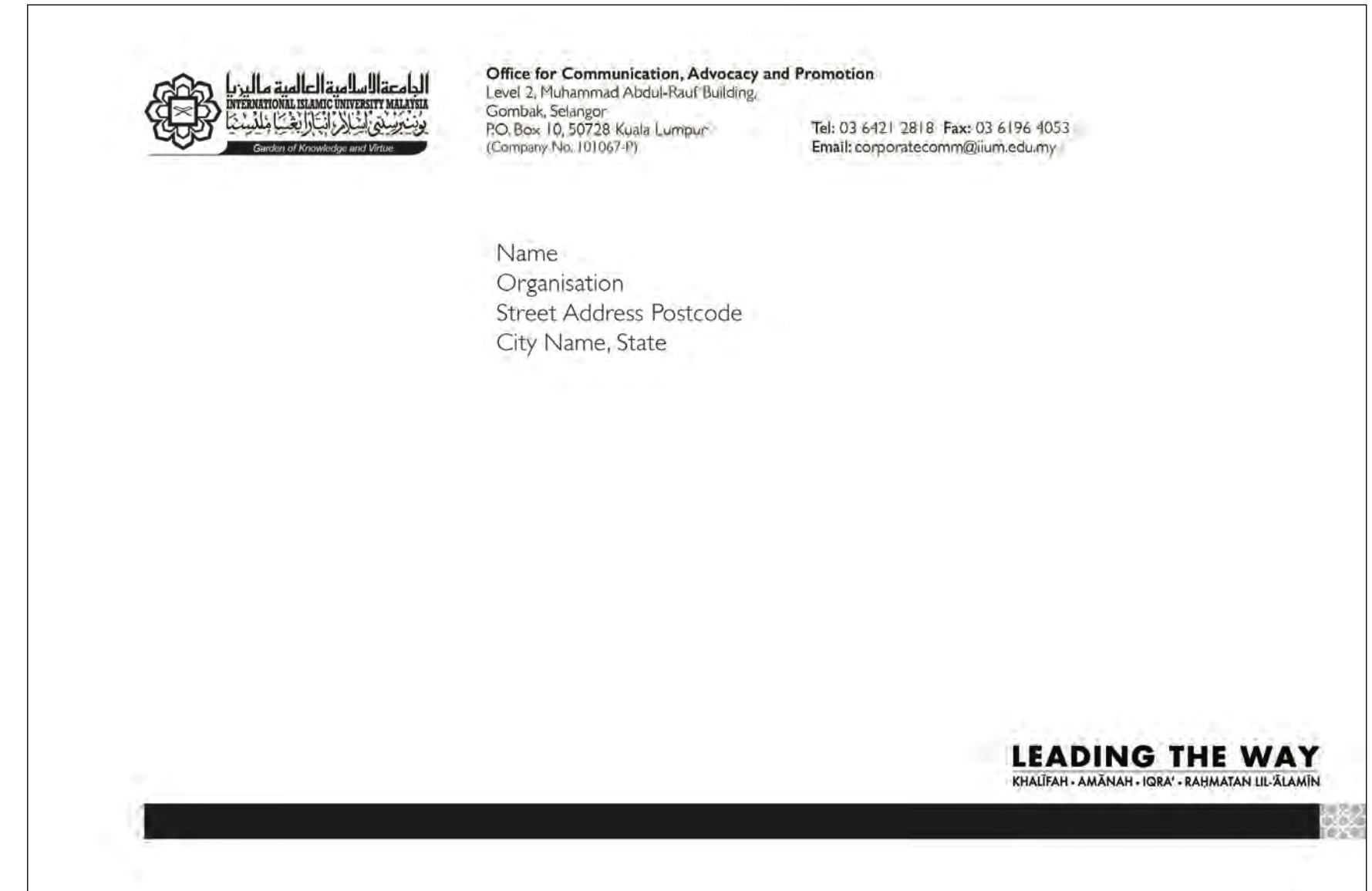
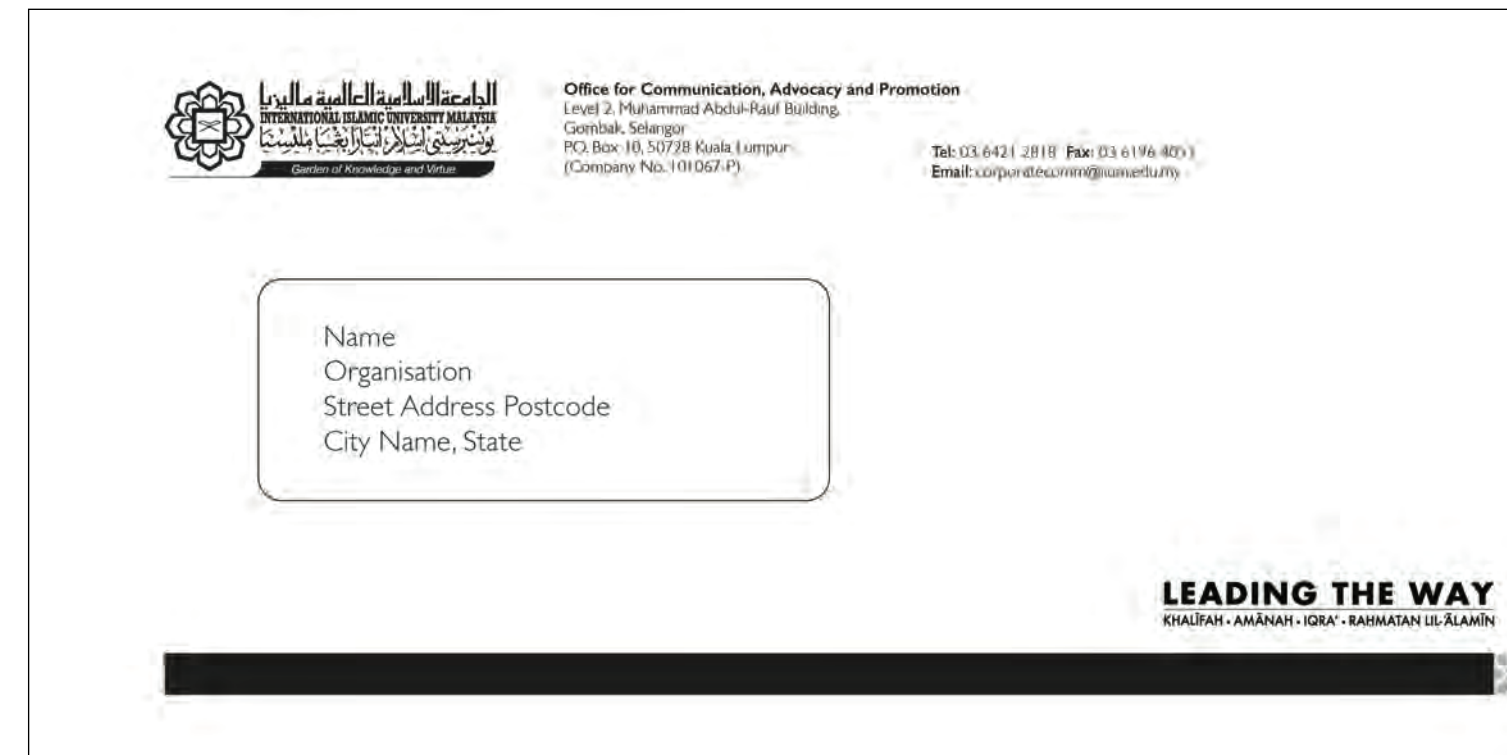
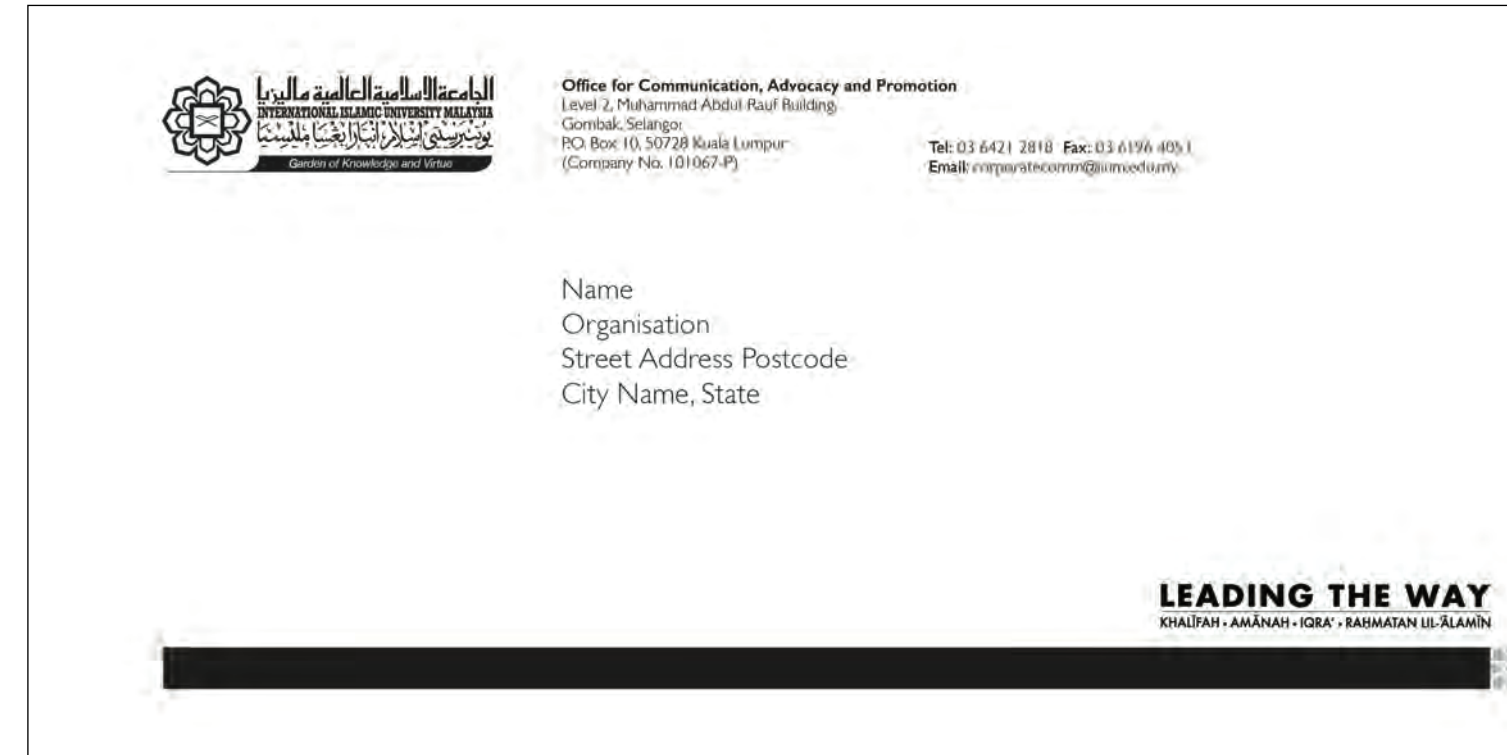


Stationery

Envelopes

Size variations:

- 22 cm x 11 cm
- 22 cm x 11 cm [window]
- 22.8 cm x 15.2 cm

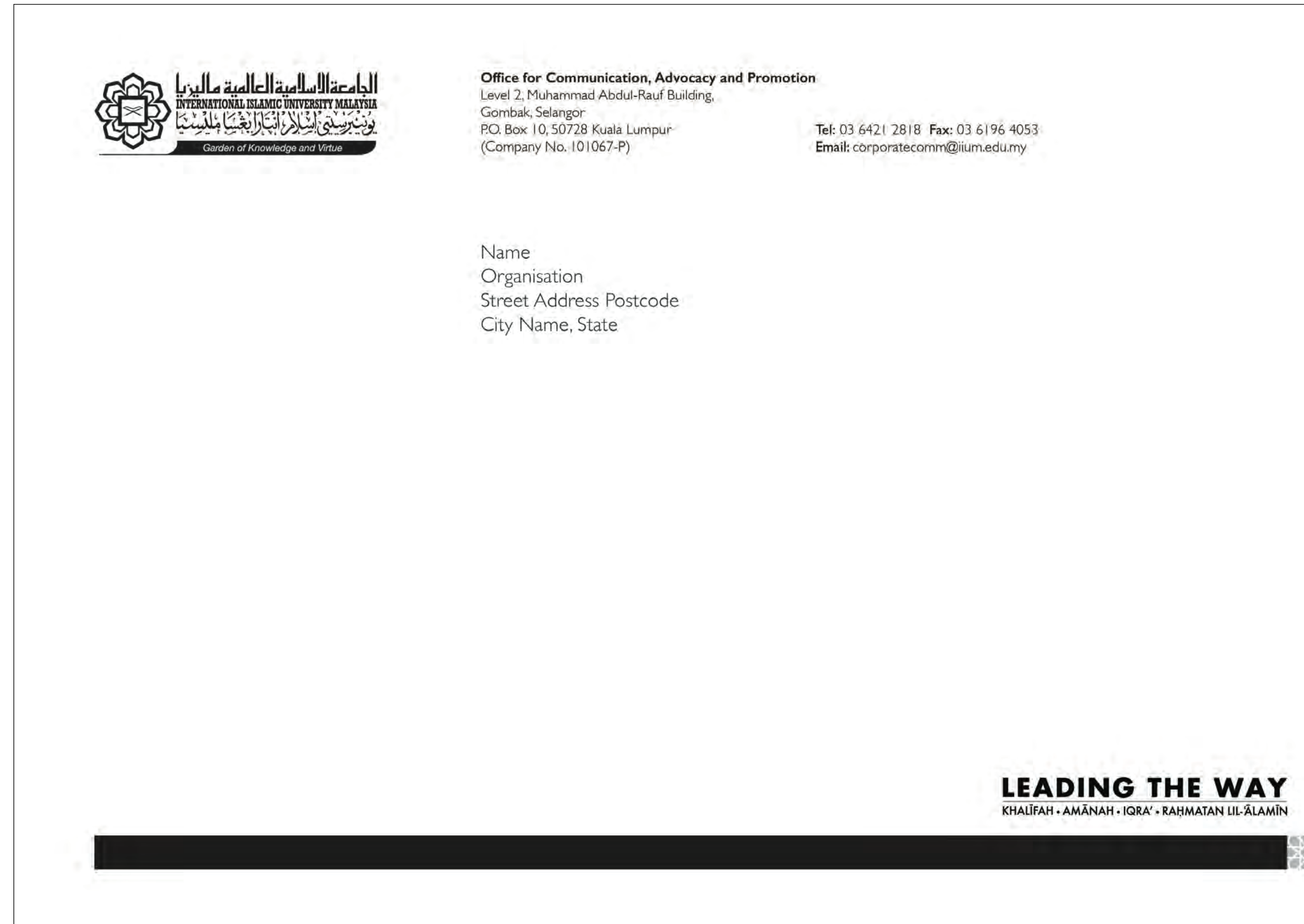


Stationery

Envelopes

Size variation:

- 32.2 cm x 22.8 cm

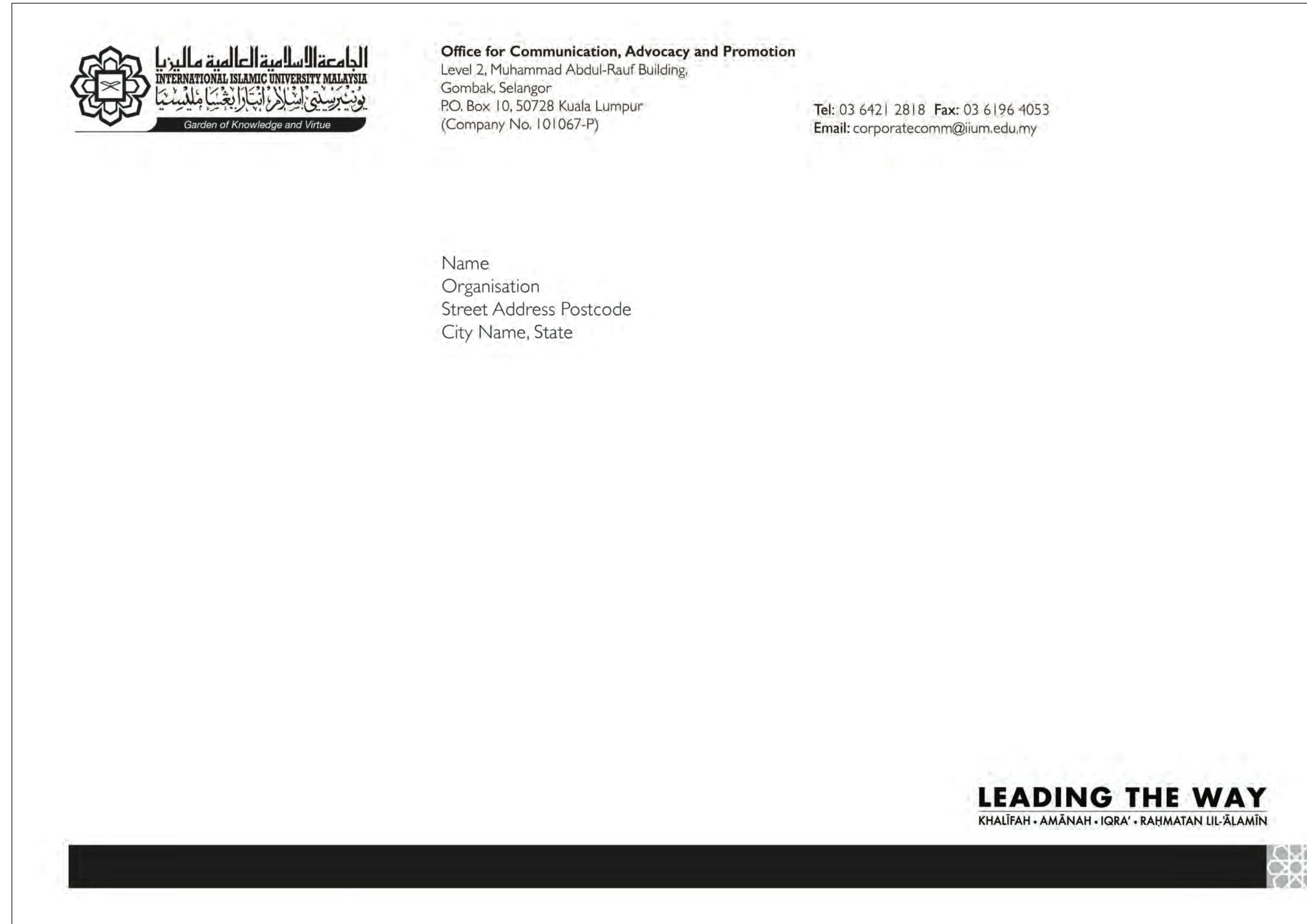


Stationery

Envelopes

Size variation:

- C3 / 45.8 cm x 32.4 cm

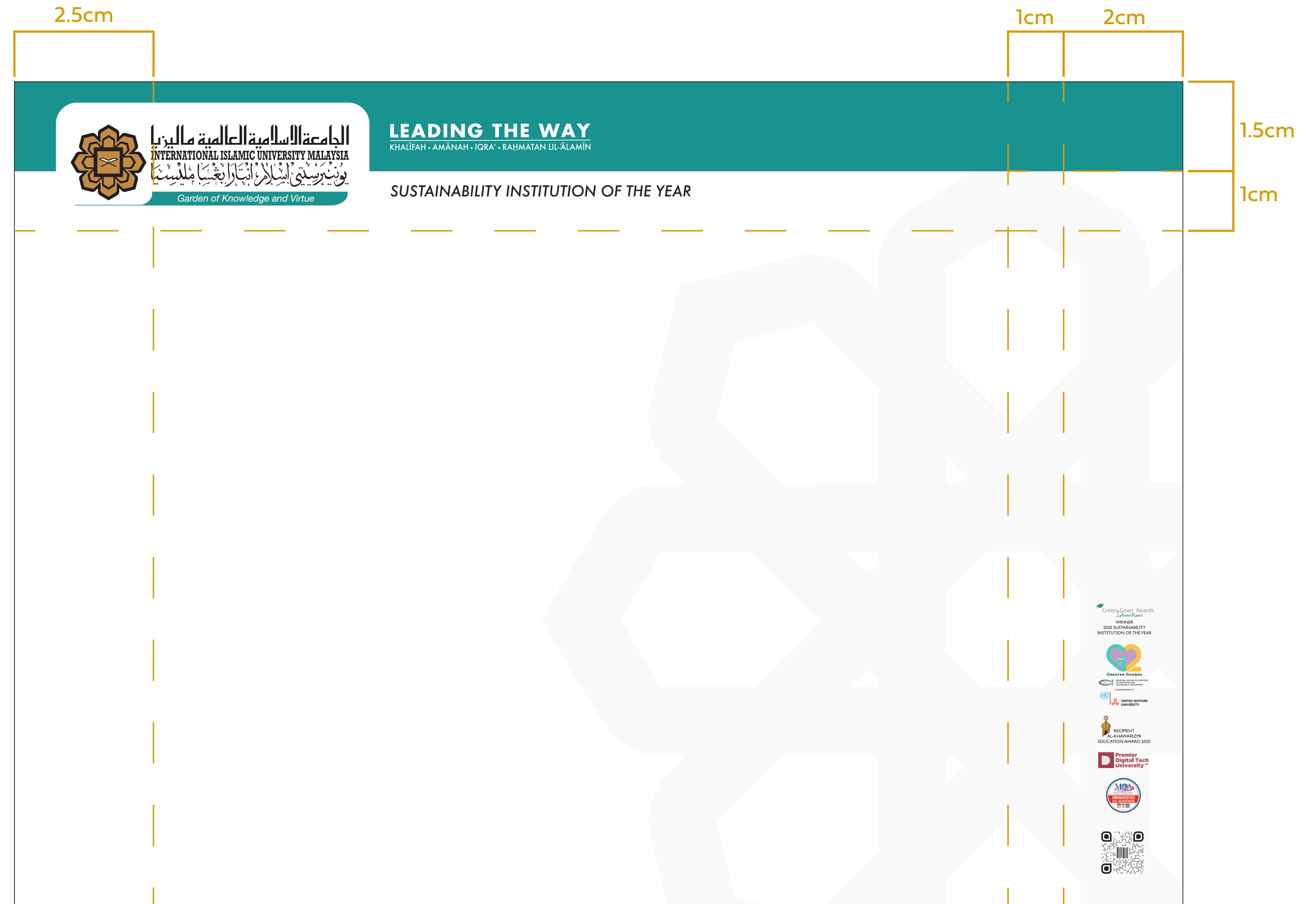


Stationery

Invitation Card

Size:

A5 (21 cm x 14.8 cm)



IIUM Visual Identity System

Stationery

Standard Memo

Size:

A5 (21 cm x 14.8 cm)

Title area:

Gill Sans Semibold & Italic 8 pt

Footer area

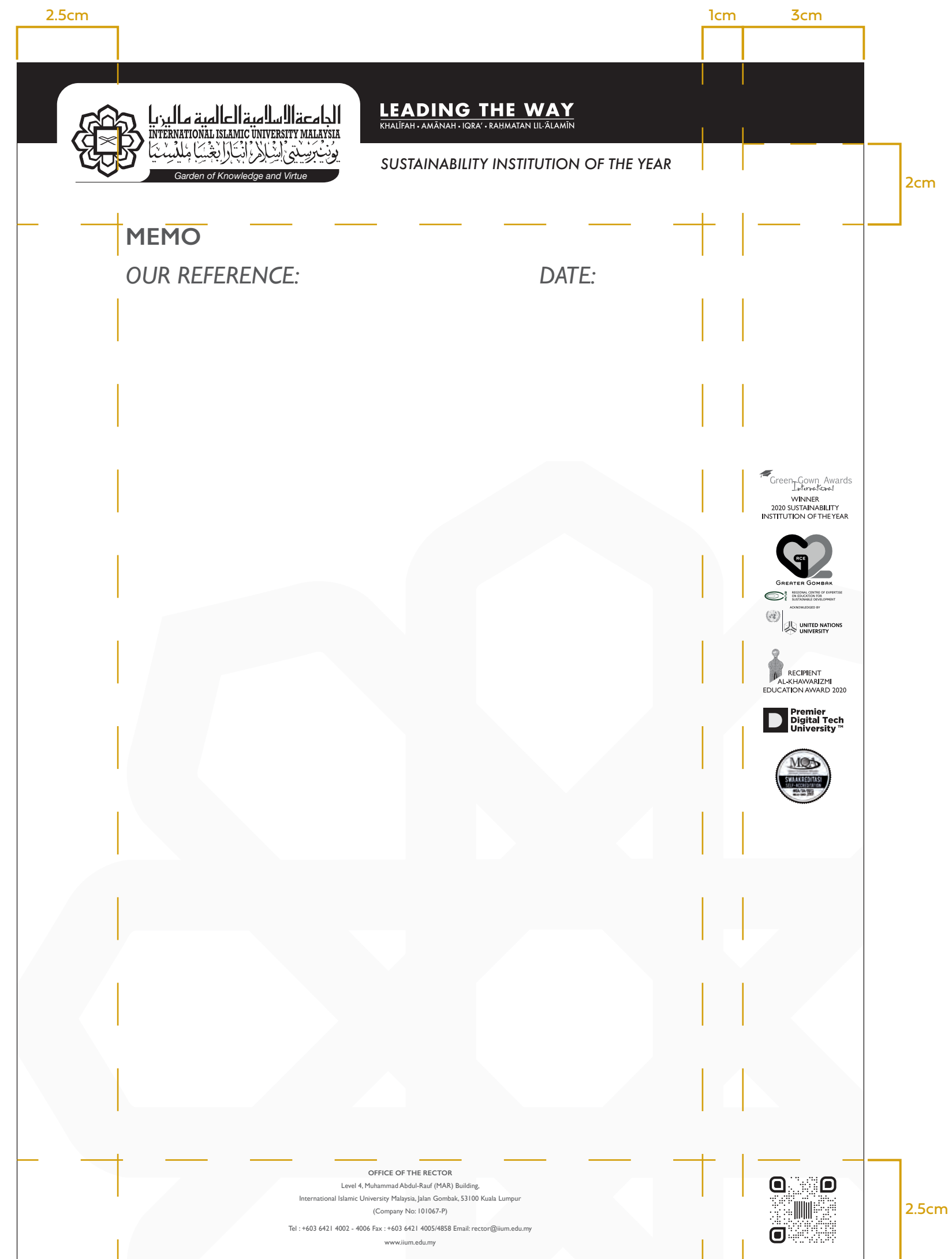
Office Name:

Gill Sans Semibold 5 pt

Office Address, Contacts & Web

Address:

Gill Sans Regular 5 pt



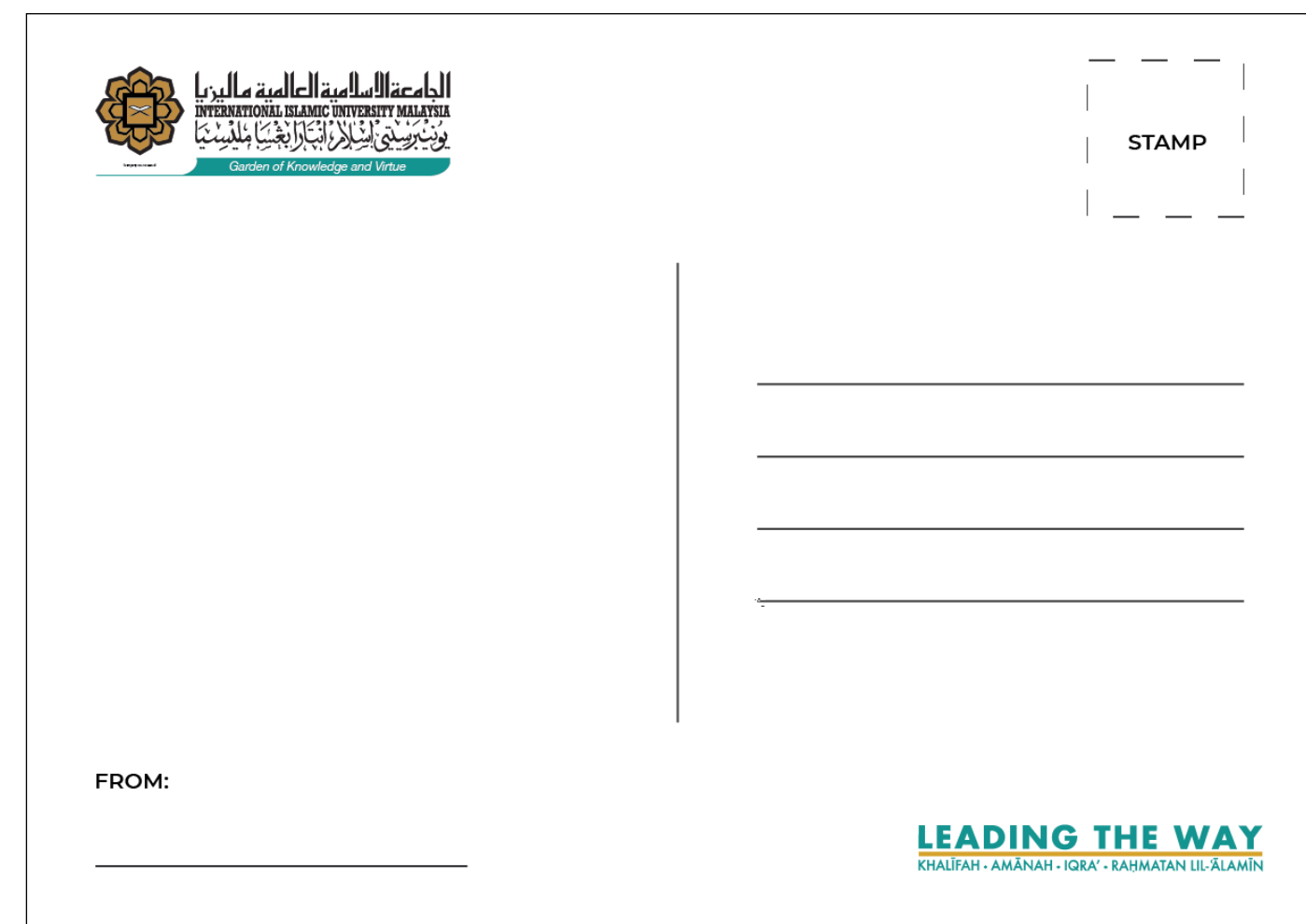
Stationery

Postcard

Front



Back



IIUM Visual Identity System

Stationery

Thank You Card



Front



Back



Application

Bunting/Banner



1. IIUM Logo and Logotype
2. IIUM Tagline "Leading The Way"
3. IIUM Motto "Garden of Knowledge & Virtue"
3. IIUM Social Media Icons: Official IIUM



Application

Lanyard



Application

IIUM Bus



MATERIAL CODES

Name	TURQOISE	DARK TURQOISE	GOLD	BLACK	DARK GREY
Code	0001	0001	0001	0001	0001
Iden	0001	0001	0001	0001	0001



IIUM Visual Identity System @ 2019



LEADING THE WAY
KHALĪFAH • AMĀNAH • IQRA' • RAḤMATAN LIL-ĀLAMĪN

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