INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA

Garden of Knowledge and Virtue

BRANDING

BRAND TOOLKIT

• Corporate Colours of IIUM

CORPORATE COLOURS OF IIUM

The colours that we choose for the corporate image of IIUM signifies certain elements which reflect our identity and value. These are the four primary corporate colours of IIUM.

Turquoise
HEX: #00918e
RGB:0,145,142
CMYK:100, 0, 2, 43
Est. 1983
PANTONE
PANTONE 124-16 U

1. Turquoise
Rationale: Turquoise is often associated with clarity, calmness, and spiritual grounding. In the context of IIUM, turquoise could symbolise the pursuit of knowledge,tranquility of the mind, and the connection between intellect and spirituality. As a color, it also has Islamic cultural relevance, often found in Islamic art and architecture,symbolising the vastness of the sky and the infinite nature of Allah's creation.

Gold
HEX: #d59f0f
RGB:213, G:159, B:15
CMYK:0,25, 93, 16
Est. 1983
PANTONE
PANTONE 10-16 C

2. Gold
Rationale: Gold traditionally represents excellence, prestige, and high value. For IIUM, gold may symbolise the university's commitment to achieving academic excellence and producing graduates of high moral and intellectual caliber. It also reflects the institution's aspiration to be a leading Islamic university globally, with an education system that combines the best of both religious and worldly knowledge.

White
HEX: #ffffff
RGB:255, 255, 255
CMYK:0, 0, 0, 0
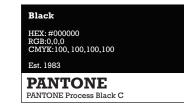Est. 1983
PANTONE
PANTONE 179-1 C

3. White
Rationale: White stands for purity, peace, and integrity. In the context of IIUM, white could represent the purity of intention in seeking knowledge and the university's mission to foster peaceful coexistence, mutual respect, and ethical behavior among its students and staff. It may also symbolise the universality of knowledge and the inclusive nature of the institution, welcoming students from diverse backgrounds.

Black
HEX: #000000
RGB:0,0,0
CMYK:100, 100,100,100
Est. 1983
PANTONE
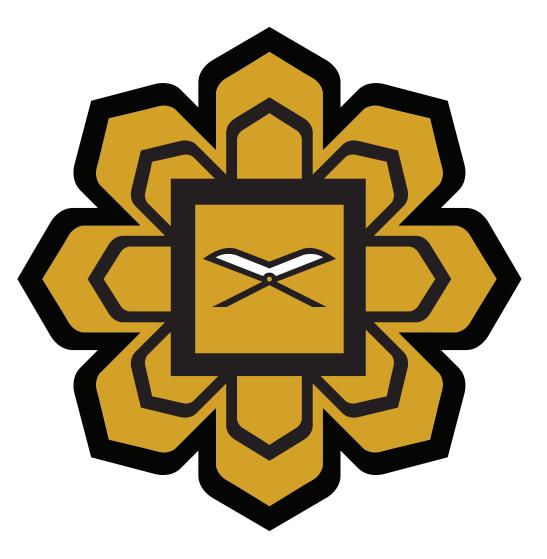PANTONE Process Black C

4. Black
Rationale: Black is a color that denotes strength, authority, and formality. For IIUM, black might symbolise the seriousness with which the university approaches its mission and values. It also provides a strong contrast to the other Colours, emphasising the importance of discipline, order, and respect within the academic environment.

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SHAPE IIUM MOTTO

The colour of shape that we choose for the corporate image of IIUM signifies certain elements which reflects our identity and value.

Turquoise

HEX: #00918e
RGB:0,145,142
CMYK:100, 0, 2, 43

Est. 1983

PANTONE
PANTONE 124-16 U