



BRANDING

BRAND TOOLKIT

- **IIUM Logo Variations**
 - IIUM Logo and Font for logotype variations
- **Font**
- **IIUM Logo Elements**
 - IIUM Motto
 - IIUM Tagline
 - Putting all together

LOGO VARIATIONS

Official visuals that represent the University Logo with full color with black typeface and One-colour dark (Black & White.)



Full colour with black typeface



One-colour dark



One-colour White

FONT

Font name:

Rockwell Std (Regular)

Rockwell Condensed (bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

~`!@#\$%^&*()_ - + = { [] } \ | : ' ; " < , > . ? /

LOGO AND FONT FOR TYPE VARIATIONS

In terms of graphical values, the IIUM logo and logotype can be utilised independently based on the requirements of design and graphics:

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

The logo itself is a stylised representation of Islamic motifs, often seen in the university's official documents and signage, reinforcing the identity.

Option #1



Option #2



LOGO AND FONT FOR TYPE VARIATIONS

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Option #1



Option #2



LOGO AND FONT WHITE FOR LOGOTYPE VARIATIONS

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Option #1



Option #2



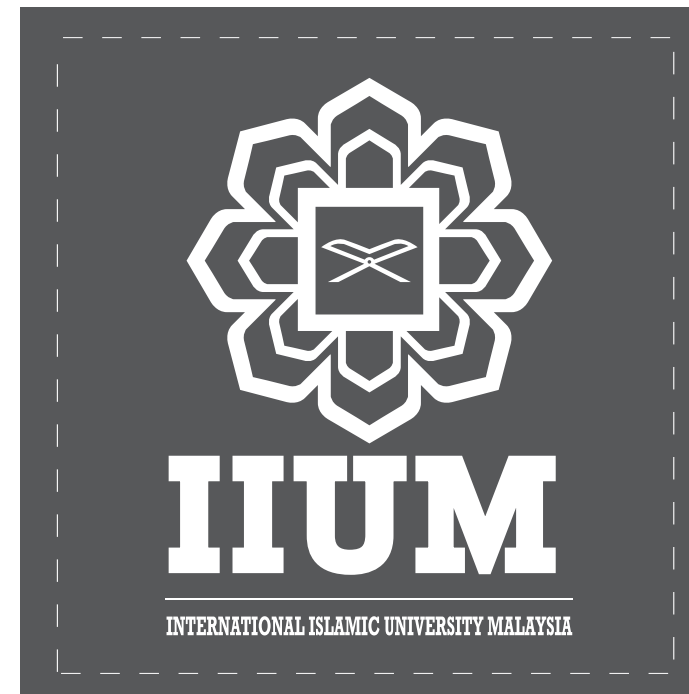
LOGO AND FONT WHITE FOR LOGOTYPE VARIATIONS

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Option #1



Option #2



LOGO AND FONT BLACK FOR LOGOTYPE VARIATIONS

In terms of graphical values, the IIUM logo and logotype can be utilised independently based on the requirements of design and graphics:

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The logo itself is a stylised representation of Islamic motifs, often seen in the university's official documents and signage, reinforcing the identity.

Option #1



Option #2



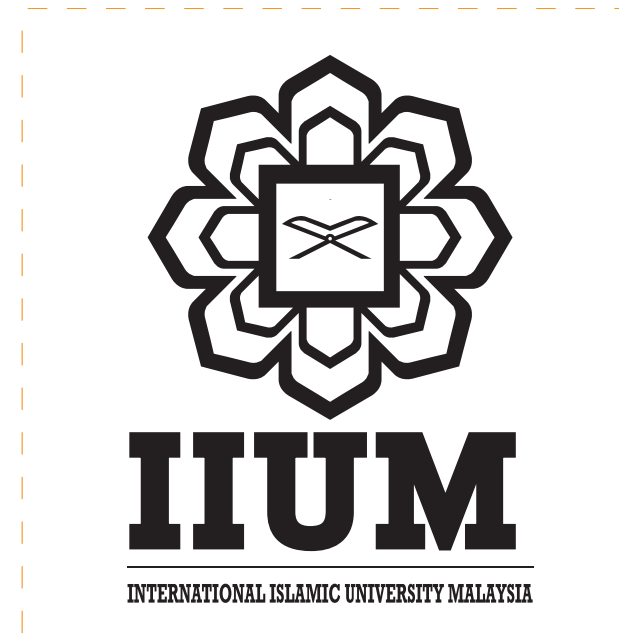
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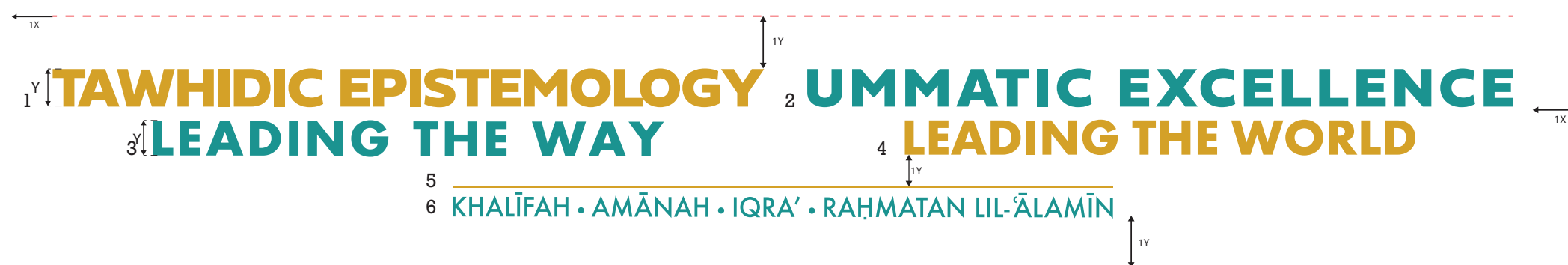
IIUM MOTTO

The Garden of Knowledge and Virtue uses HelveticaNeue font and is written in title case letters.

Garden of Knowledge and Virtue

IIUM 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:



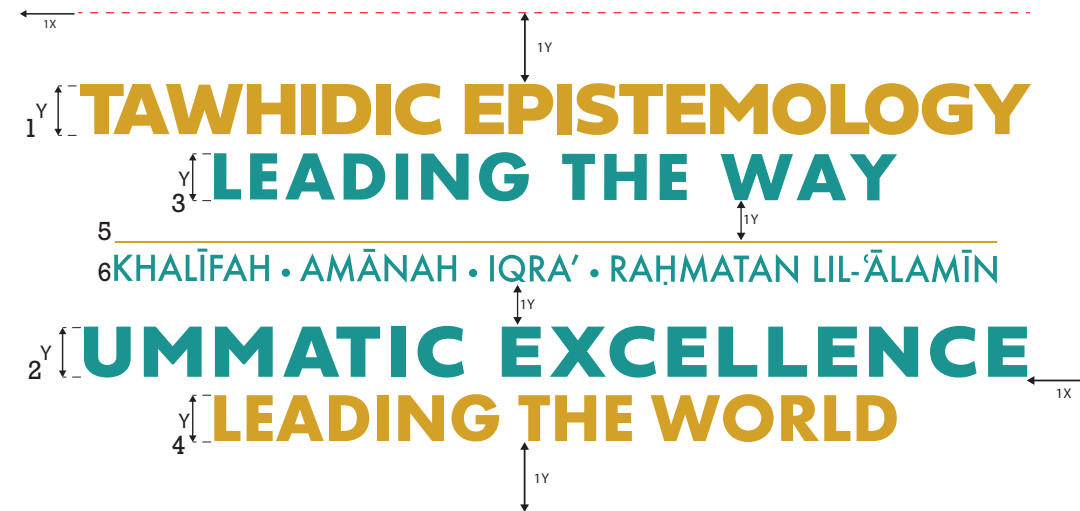
1. Tawhidic Epistemology
2. Leading the Way
3. Ummatic Excellence
4. Leading The World
5. Division line

6. Complementary tags
 - Khalīfah
 - Amānah
 - Iqra'
 - Raḥmatan lil-Ālamīn

Font Fieldwork Geo Bold

VARIATION IIUM 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. Tawhidic Epistemology
2. Leading the Way
3. Ummatic Excellence
4. Leading The World
5. Division line

6. Complementary tags
 - Khalīfah
 - Amānah
 - Iqra'
 - Rahmatan lil-Ālamīn

Font Fieldwork Geo Bold

Putting All Together

Placement of all official logos and tagline

Any official visuals that represent the University must have all of its official logos and taglines presented in the following order:



TAWHIDIC EPISTEMOLOGY
LEADING THE WAY

UMMATIC EXCELLENCE
LEADING THE WORLD

KHALĪFAH • AMĀNAH • IQRA' • RAḤMATAN LIL-ĀLAMĪN

Full colour



TAWHIDIC EPISTEMOLOGY
LEADING THE WAY

UMMATIC EXCELLENCE
LEADING THE WORLD

KHALĪFAH • AMĀNAH • IQRA' • RAḤMATAN LIL-ĀLAMĪN

One-colour variant on solid-coloured background



TAWHIDIC EPISTEMOLOGY
LEADING THE WAY

UMMATIC EXCELLENCE
LEADING THE WORLD

KHALĪFAH • AMĀNAH • IQRA' • RAḤMATAN LIL-ĀLAMĪN

One-colour dark

Acceptable Executions

Placement & Size.

The tagline must always be reproduced at half the size of the IIUM Logo. This is to ensure that the tagline does not interfere or overshadow the IIUM Logo as the main identity of the university.



Full colour with black typeface

TAWHIDIC EPISTEMOLOGY **UMMATIC EXCELLENCE**
LEADING THE WAY **LEADING THE WORLD**

KHALĪFAH • AMĀNAH • IQRA' • RAHMATAN LIL-ĀLAMĪN



Full colour with black typeface

TAWHIDIC EPISTEMOLOGY **UMMATIC EXCELLENCE**
LEADING THE WAY **LEADING THE WORLD**

KHALĪFAH • AMĀNAH • IQRA' • RAHMATAN LIL-ĀLAMĪN



One colour Dark

TAWHIDIC EPISTEMOLOGY **UMMATIC EXCELLENCE**
LEADING THE WAY **LEADING THE WORLD**

KHALĪFAH • AMĀNAH • IQRA' • RAHMATAN LIL-ĀLAMĪN



One colour light

TAWHIDIC EPISTEMOLOGY **UMMATIC EXCELLENCE**
LEADING THE WAY **LEADING THE WORLD**

KHALĪFAH • AMĀNAH • IQRA' • RAHMATAN LIL-ĀLAMĪN

Unacceptable Executions

Clear Space Requirements

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



TAWHIDIC EPISTEMOLOGY **UMMATIC EXCELLENCE**
LEADING THE WAY LEADING THE WORLD
KHALĪFAH • AMĀNAH • IQRA' • RAḤMATAN LIL-ĀLAMĪN



TAWHIDIC EPISTEMOLOGY **UMMATIC EXCELLENCE**
LEADING THE WAY LEADING THE WORLD
KHALĪFAH • AMĀNAH • IQRA' • RAḤMATAN LIL-ĀLAMĪN

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



TAWHIDIC EPISTEMOLOGY **UMMATIC EXCELLENCE**
LEADING THE WAY LEADING THE WORLD
KHALĪFAH • AMĀNAH • IQRA' • RAḤMATAN LIL-ĀLAMĪN

Don't add stroke or shadow to IIUM Logo



TAWHIDIC EPISTEMOLOGY **UMMATIC EXCELLENCE**
LEADING THE WAY LEADING THE WORLD
KHALĪFAH • AMĀNAH • IQRA' • RAḤMATAN LIL-ĀLAMĪN

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

Putting All Together

Placement of all official logos and tagline

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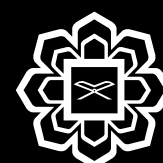
IIUM
INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA

TAWHIDIC EPISTEMOLOGY
LEADING THE WAY

UMMATIC EXCELLENCE
LEADING THE WORLD

KHALĪFAH • AMĀNAH • IQRA' • RAḤMATAN LIL-ĀLAMĪN

Full colour



IIUM
INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA

TAWHIDIC EPISTEMOLOGY
LEADING THE WAY

UMMATIC EXCELLENCE
LEADING THE WORLD

KHALĪFAH • AMĀNAH • IQRA' • RAḤMATAN LIL-ĀLAMĪN

One-colour variant on solid-coloured background



IIUM
INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA

TAWHIDIC EPISTEMOLOGY
LEADING THE WAY

UMMATIC EXCELLENCE
LEADING THE WORLD

KHALĪFAH • AMĀNAH • IQRA' • RAḤMATAN LIL-ĀLAMĪN

One-colour dark

Acceptable Executions

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Unacceptable Executions

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TAWHIDIC EPISTEMOLOGY **UMMATIC EXCELLENCE**
LEADING THE WAY **LEADING THE WORLD**
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TAWHIDIC EPISTEMOLOGY **UMMATIC EXCELLENCE**
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Putting All Together (Variation)

Placement of all official logos and tagline

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Full colour

TAWHIDIC EPISTEMOLOGY
LEADING THE WAY
KHALĪFAH • AMĀNAH • IQRA' • RAHMATAN LIL-ĀLAMĪN
UMMATIC EXCELLENCE
LEADING THE WORLD



One-colour variant on solid-coloured background

TAWHIDIC EPISTEMOLOGY
LEADING THE WAY
KHALĪFAH • AMĀNAH • IQRA' • RAHMATAN LIL-ĀLAMĪN
UMMATIC EXCELLENCE
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One-colour dark

TAWHIDIC EPISTEMOLOGY
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KHALĪFAH • AMĀNAH • IQRA' • RAHMATAN LIL-ĀLAMĪN
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Putting All Together (Variation)

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Any official visuals that represent the University must have all of its official logos and taglines presented in the following order:



One-colour variant on solid-coloured background



One-colour dark

Sample



Sample



Sample



Sample

