



BRANDING

BRAND TOOLKIT

- **IIUM Logo**
- **IIUM Logo Tranliteration/Translation**

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INTRODUCTION

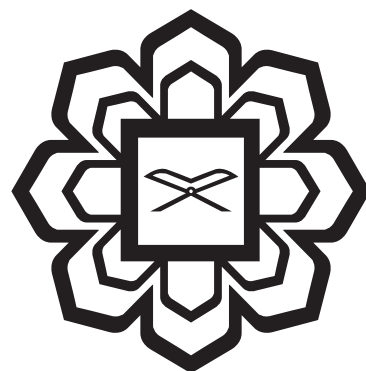
This Brand Toolkit is designed to serve as a comprehensive guide for ensuring clarity, consistency, and coherence in how the International Islamic University Malaysia is presented across all platforms. It outlines the key elements that represent the university's identity and offers practical instructions on how to use them appropriately.

Grounded in IIUM's philosophical foundation and institutional values, the toolkit supports the university's commitment to projecting an image that reflects both its mission and its character. It is a reference for anyone involved in developing, producing, or approving communications and materials related to the university.

This document provides guidelines on the use of standardised visual and messaging components to uphold the integrity of the university's brand. It is intended to be accessible and functional, ensuring that all representations of IIUM are professional, purposeful, and aligned with the spirit of the institution.

By following the guidelines outlined here, users can contribute to a more unified and meaningful expression of IIUM's identity—one that resonates with its values and vision.

OFFICIAL IIUM LOGO



Patterns and Design:

This pattern is likely inspired by Islamic geometric art, which is a common element in Islamic architecture and design.

These patterns often symbolise the infinite nature of creation and the intricate beauty of Islamic culture. The use of such a pattern aligns with IIUM's mission to promote and preserve Islamic arts and knowledge.

Note:

Abstract Pattern at the End of the Bus: The pattern at the end of the bus is not the IIUM logo but represents the university in an abstract form.

TRANSLITERATION

The transliteration and translation of the arabic script appearing in the mark is “AL-JĀMI‘AH AL-ISLĀMIAH AL-‘ĀLAMIYYAH MĀLĪZIYĀ” meaning “International Islamic University Malaysia



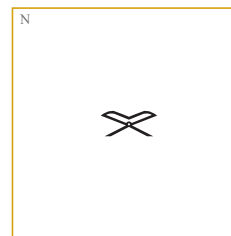
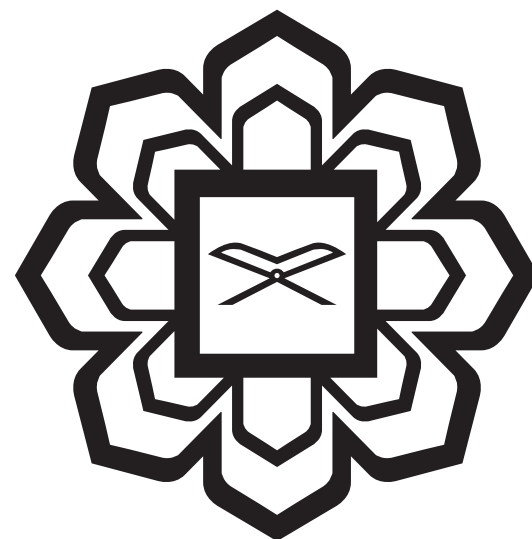
TRANSLATION

The jawi script appearing in the mark is phonetic equivalent of the words “Universiti Islam Antarabangsa Malaysia”.

IIUM LOGO ELEMENTS

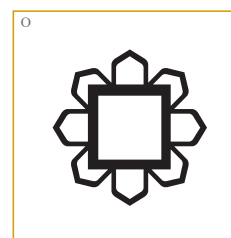
The logo represents the aspirations, ideals and objectives of the IIUM. It is made up of four main parts:

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



Symbol of the Holy Qur'an

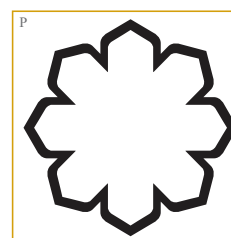
The symbol of the Holy Qur'an represents the highest source of knowledge, namely the Revelation (Wahyu) from Allah S.W.T which guides and inspires the pursuit of knowledge in the University. The central position of this symbol implies that the university acknowledge the supremacy of Allah's knowledge above human knowledge.



Symbol of the Holy Kaabah & Inner Domes

The symbol of the Holy Kaabah (House of Allah) represents the unity of Mankind and knowledge as propagated by Islam. It also underlines the principle of Tawheed (oneness) that is disseminated by the university and which is the foundation of Muslim belief and culture. The holy Kaabah also symbolises the principle of ibadah (worship) which is the bedrock of human existence and the foundation of the pursuit of knowledge in conformity with the guidance of Allah S.W.T.

The symbol of Inner Domes represents the different branches of human knowledge or academic disciplines which spring from the same source i.e Revolution and Tawheed. The Golden domes point in different directions yet they are united by the principles of ibadah, service to Allah S.W.T, through correct 'Aqidah (belief), Shari'ah (Law) and Akhlaq (Islamic ethics).



Symbol of Outer Domes

The symbol of outer domes represents man's social, cultural and civilisational development inspired by the knowledge and guidance of Allah S.W.T.



BRANDING

BRAND TOOLKIT

- Corporate Colours of IIUM
- Company Registration Number

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: #00919e
 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, 159, 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.

COMPANY REGISTRATION NUMBER

INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA

Registration Number : 198301005860 (101067-P)

Nature of Business : EDUCATION

Date of Incorporation : 10/05/1983

resource: https://mydata-ssm.my/report/INTERNATIONAL-ISLAMIC-UNIVERSITY-MALAYSIA_101067-P_198301005860



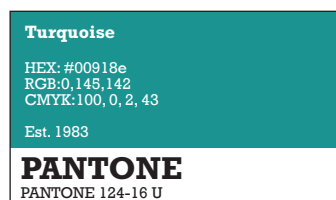
CORPORATE COLOURS OF IIUM

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.



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.





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

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

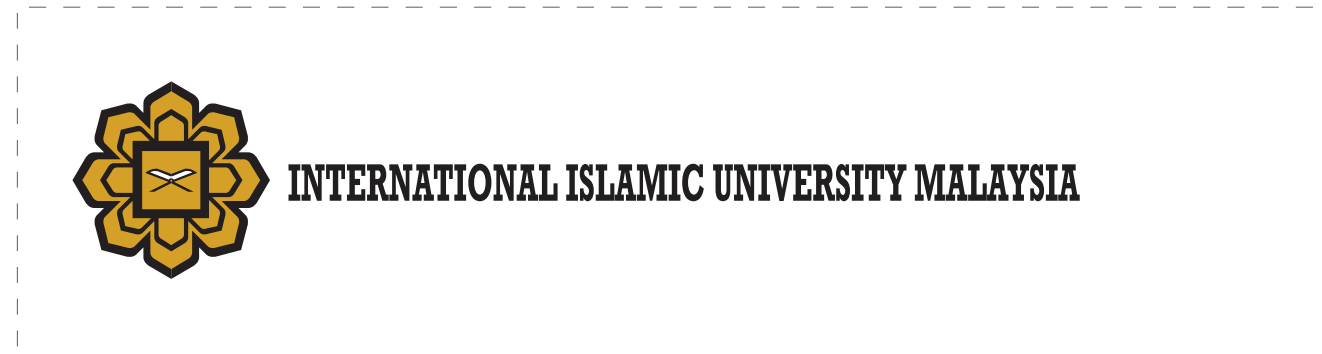
LOGO AND FONT FOR TYPE VARIATIONS

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

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
4. Company No.

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



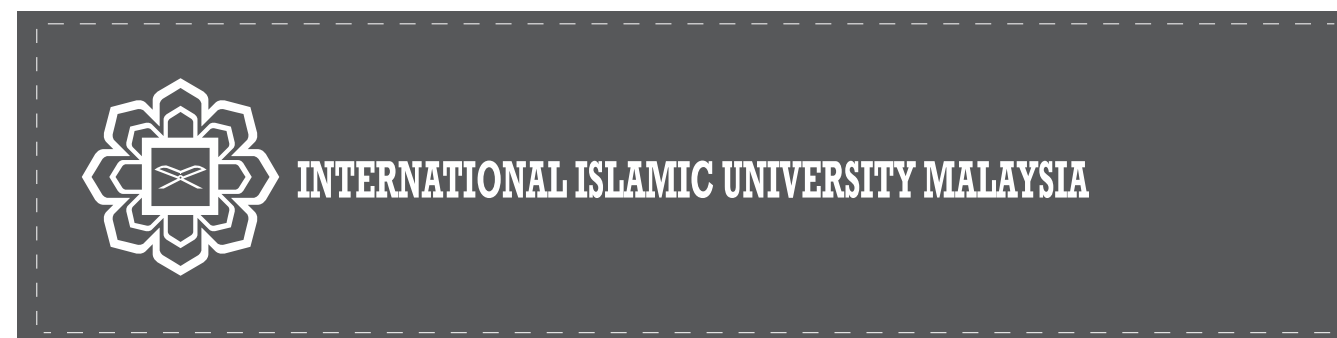
LOGO AND FONT WHITE FOR LOGOTYPE VARIATIONS

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

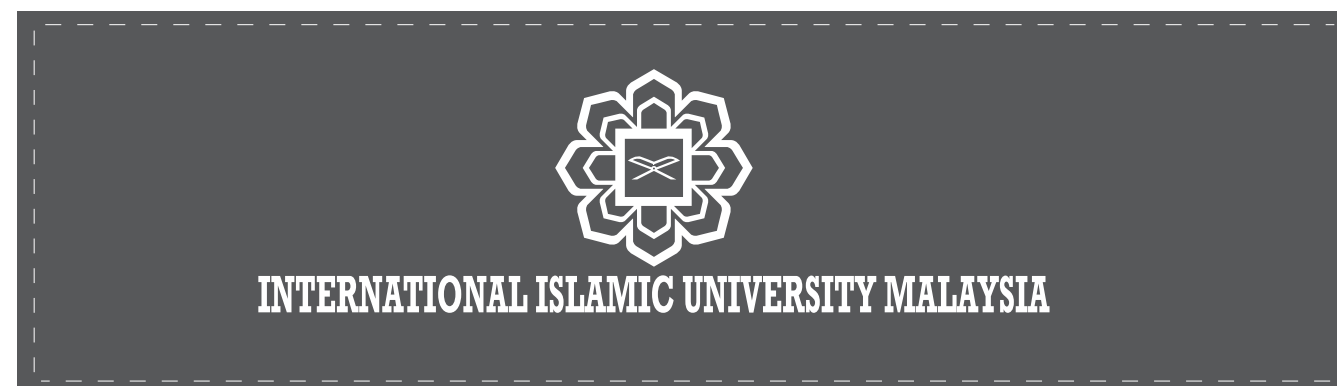
1. IIUM logo
2. International Islamic University Malaysia.
3. Abbreviation of International Islamic University Malaysia

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 WHITE 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:

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 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:

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



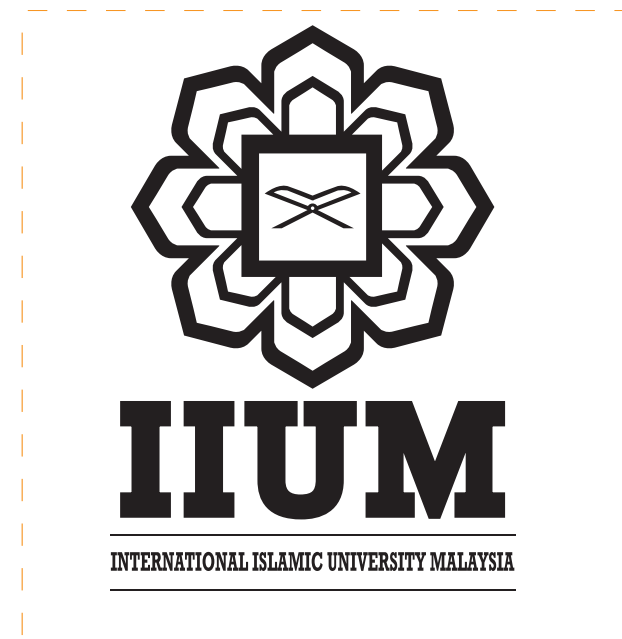
LOGO AND FONT BLACK FOR LOGOTYPE VARIATIONS

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

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



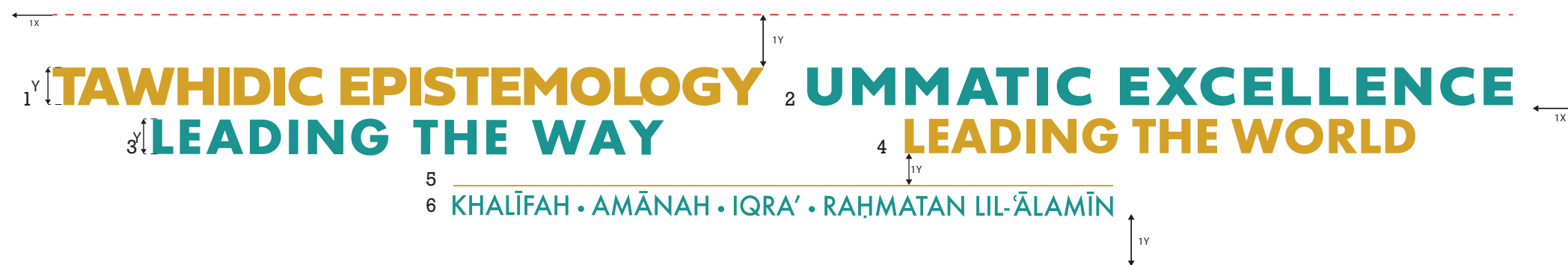
IIUM MOTTO

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:



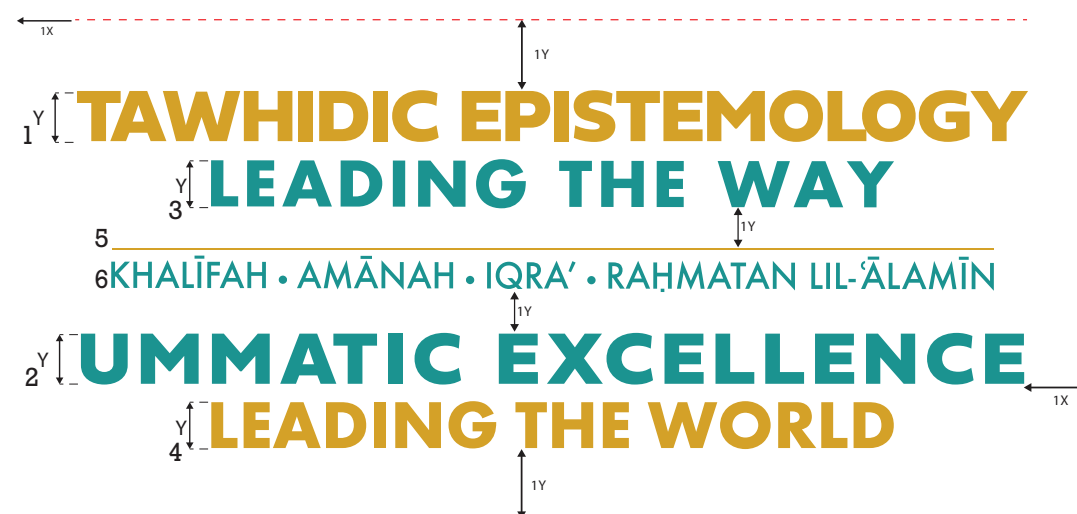
1. Tawhidic Epistemology
2. Leading the Way
3. Ummatic Excellence
4. Leading The World
5. Division line

6. Complementary tags
 - Khalifah
 - Amānah
 - Iqra'
 - Rahmatan 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

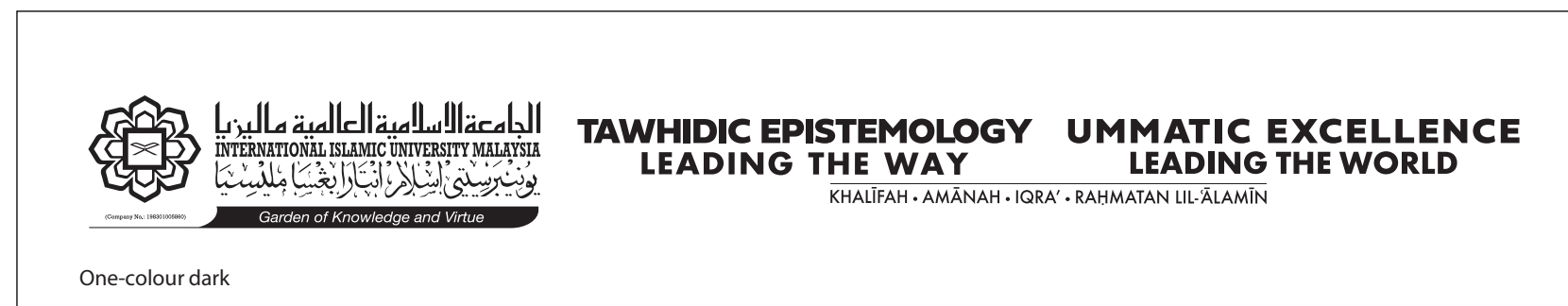
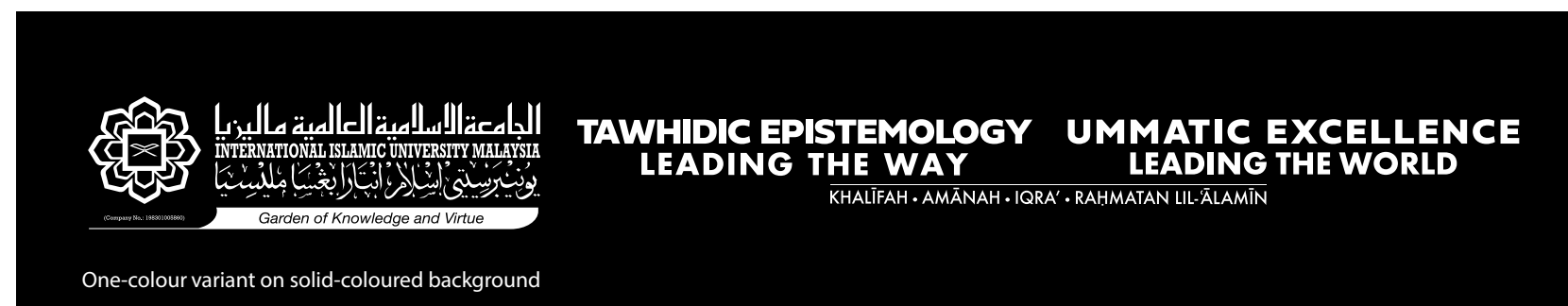
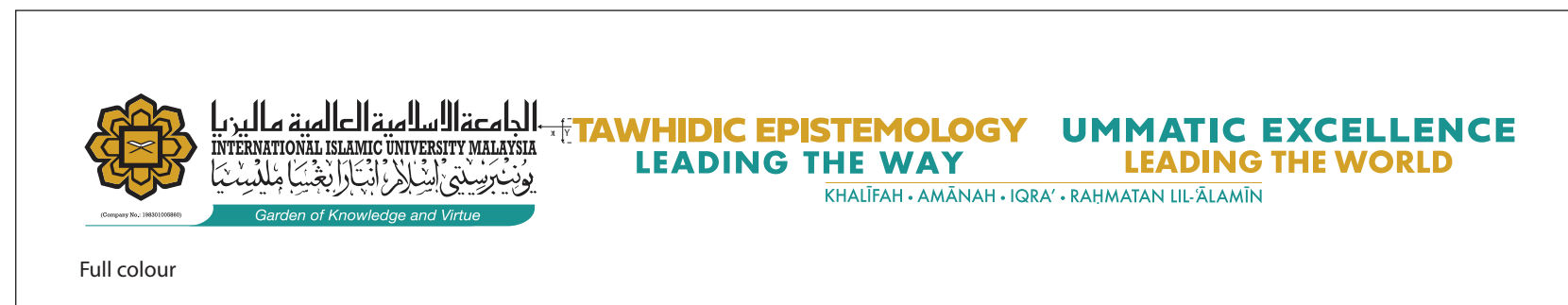
6. Complementary tags
 - Khalīfah
 - Amānah
 - Iqra'
 - Raḥmatan lil-Ālamīn

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:



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.




الجامعة الإسلامية العالمية ماليزيا
 INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA
 بُونْدُ بَرِيْئِي اِيْسَلَامًا اَبْتَارًا يَحْسَبًا مِلْدِيْسِيَا
 Garden of Knowledge and Virtue

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

Full colour with black typeface




الجامعة الإسلامية العالمية ماليزيا
 INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA
 بُونْدُ بَرِيْئِي اِيْسَلَامًا اَبْتَارًا يَحْسَبًا مِلْدِيْسِيَا
 Garden of Knowledge and Virtue

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

Full colour with black typeface




الجامعة الإسلامية العالمية ماليزيا
 INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA
 بُونْدُ بَرِيْئِي اِيْسَلَامًا اَبْتَارًا يَحْسَبًا مِلْدِيْسِيَا
 Garden of Knowledge and Virtue

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

One colour Dark




الجامعة الإسلامية العالمية ماليزيا
 INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA
 بُونْدُ بَرِيْئِي اِيْسَلَامًا اَبْتَارًا يَحْسَبًا مِلْدِيْسِيَا
 Garden of Knowledge and Virtue

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

One colour light

Unacceptable Executions

Clear Space Requirements

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



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



Don't add stroke or shadow to IIUM Logo

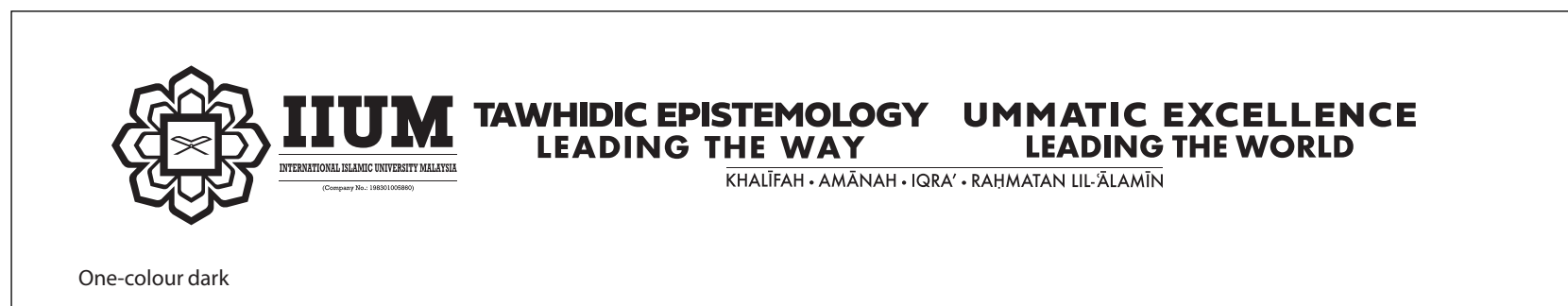
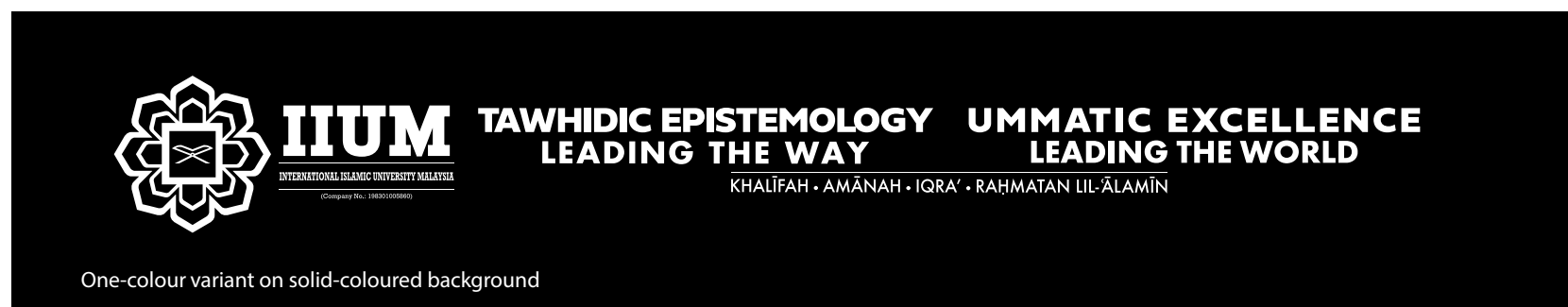
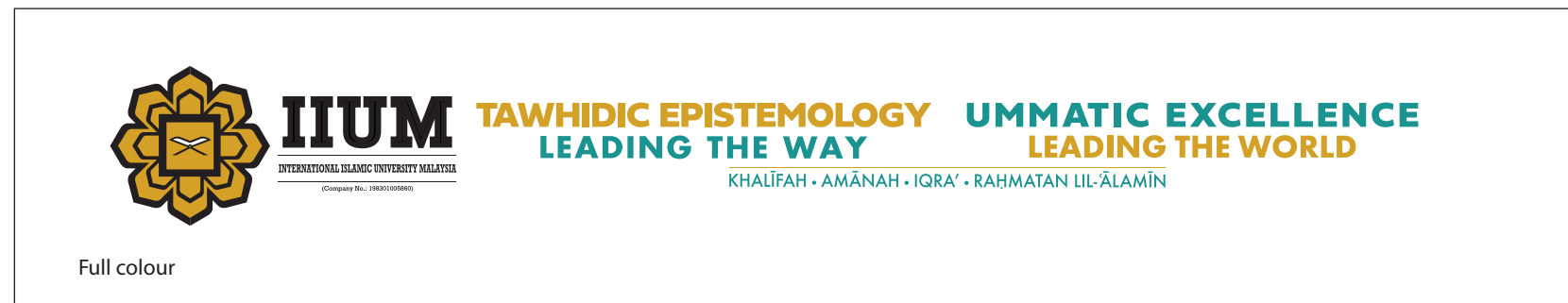


Don't stretch or change IIUM Logo's layout or proportions

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:



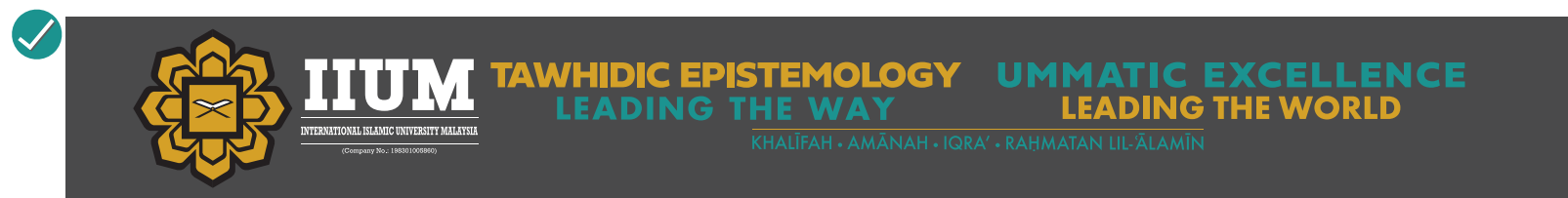
Acceptable Executions

Placement & Size.

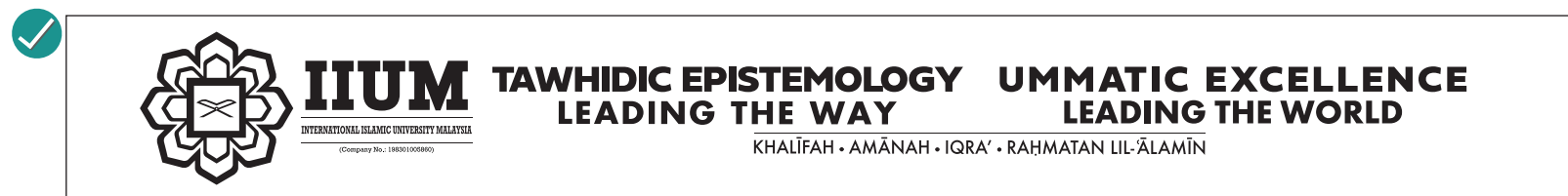
The tagline must always be reproduced at half the size of the IIUM Logo. This is to ensure that the tagline does not interfere or overshadow the IIUM Logo as the main identity of the university.



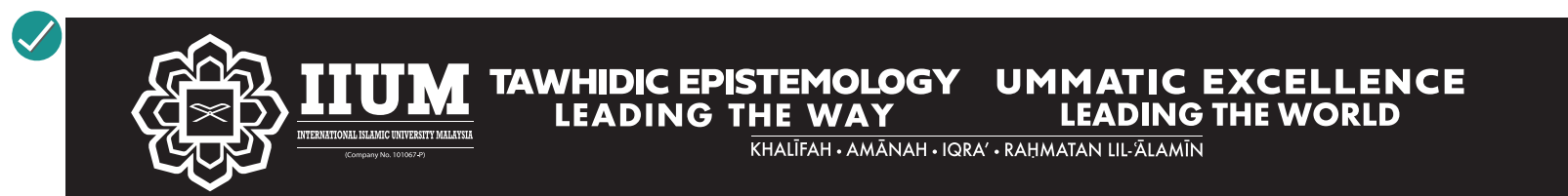
Full colour with black typeface



Full colour with black typeface



One colour Dark



One colour light

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' • RAHMATAN LIL-ĀLAMĪN



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

Don't add stroke or shadow to IIUM Logo



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

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

Putting All Together (Variation)

Placement of all official logos and tagline

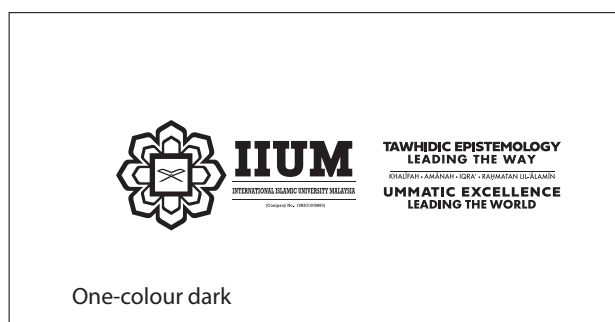
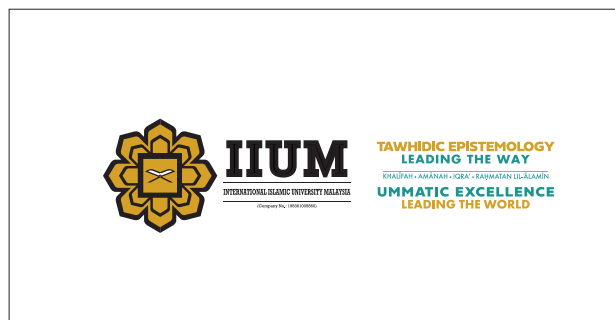
Any official visuals that represent the University must have all of its official logos and taglines presented in the following order:



Putting All Together (Variation)

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:



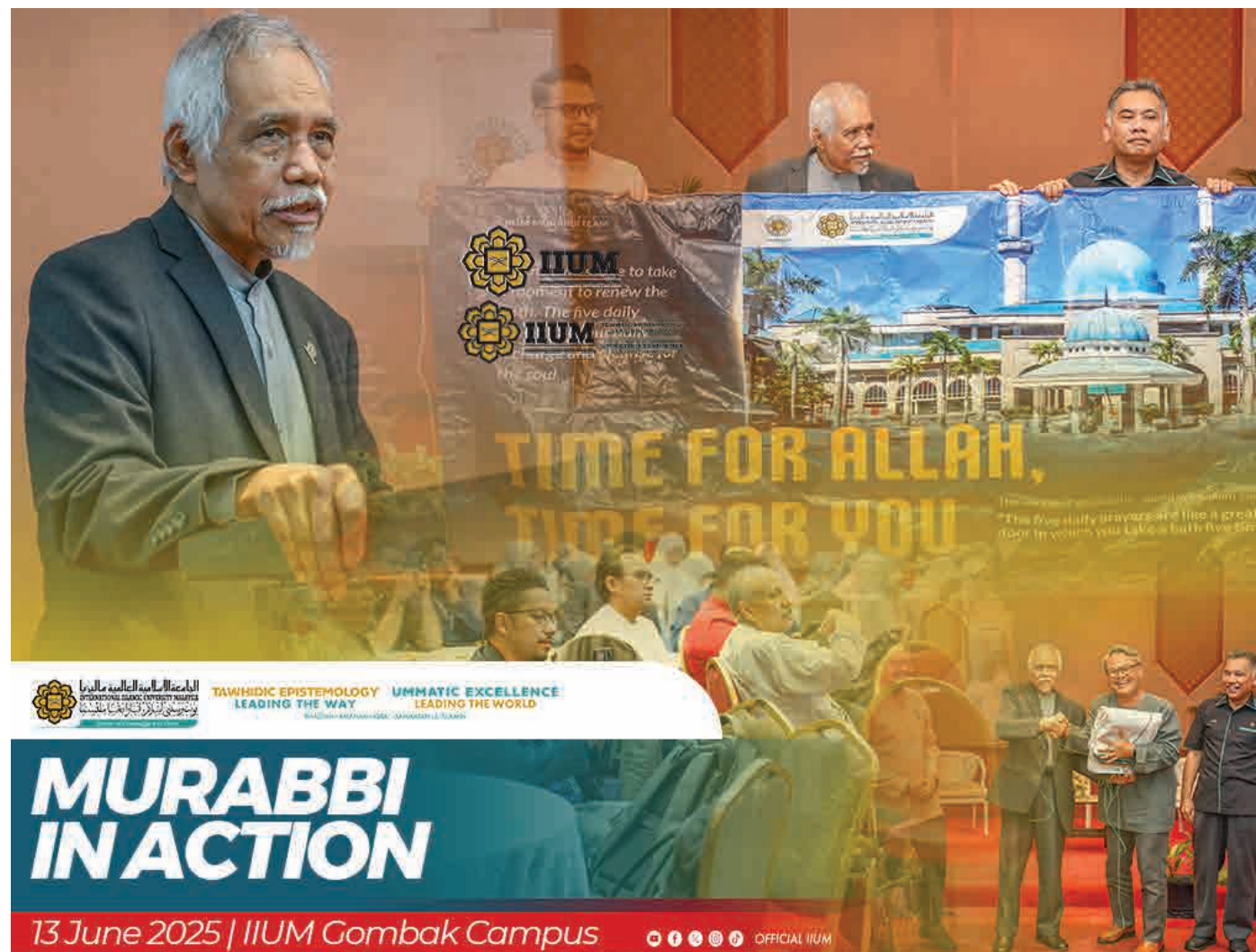
Sample



Sample



Sample



Sample





الجامعة الإسلامية العالمية ماليزيا
INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA
يُونَيْتِي اِسْلَامِي اِنْتَارَا اِبْحْسَابًا مِلْدِيَسِيَا

(Company No.: 198301005860)

Garden of Knowledge and Virtue

BRANDING

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- Logo Directory

LOGO DIRECTORY


Placement of all official logos and tagline










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



VARIATIONS LOGO DIRECTORY

Placement official visuals that represent the University must have all of its official logos presented in the following order.



Unacceptable Executions





BRANDING

BRAND TOOLKIT

- **IIUM Official Logo with Ministry Logo**

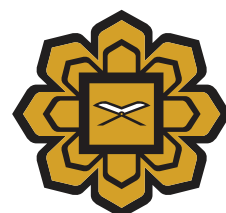
Official Logo Representation with Ministry Logo

The use of the IIUM logo MUST be placed on the RIGHT if paired with any ministry logo.

Representations of the two logos must be placed side by side in the in the production of any type of graphic work with the logo of the ministry must be Precedence. An example shows the position of the IIUM logo when collaborating with the Government department.



MINISTRY OF HIGHER EDUCATION



(Company No.: 198301005860)

الجامعة الإسلامية العالمية ماليزيا
INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA
يُونَيْتِي بُرَيْتِي إِسْلَامًا، أَنْتَارَا بَحْسَابًا مِلْدِيئِيَا

Garden of Knowledge and Virtue



MINISTRY OF HIGHER EDUCATION



IIUM

INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA

(Company No.: 198301005860)

Official Logo Representation with others Logo

The IIUM logo has been specially designed to complement the logos of clubs, societies, associated research centres, and units during collaborations with government departments.



MINISTRY OF HIGHER EDUCATION



(Company No.: 198301008860)

الجامعة الإسلامية العالمية ماليزيا
INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA
يُونِيسْتِي اِسْلَامِي اِنْتَارَا اِنجَسِيَا مَلِيسِيَا

Garden of Knowledge and Virtue

Collaboration with



IndahWater



**TENAGA
NASIONAL BERHAD**

Official Logo Representation with others Logo

The IIUM logo has been specially designed to complement the logos of clubs, societies, associated research centres, and units during collaborations with government departments.



MINISTRY OF HIGHER EDUCATION



Collaboration with





الجامعة الإسلامية العالمية ماليزيا
INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA
يُونِيْـبَرْسِيْتِيْ اِسْلَامِيْ اِبْتَدَا اِبْحْسَابًا مِّلْدِيْسِيَا

(Company No.: 198301005860)

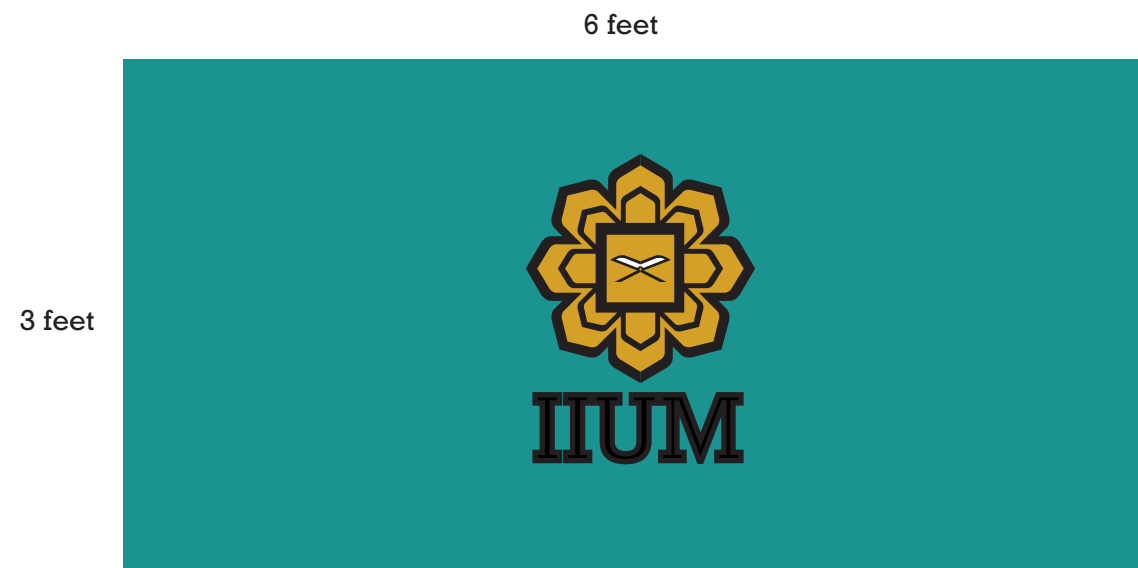
Garden of Knowledge and Virtue

BRANDING

BRAND TOOLKIT

- Flag

STANDARD FLAG



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

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

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

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

TABLE FLAG



Turquoise

HEX: #00918e
 RGB: 0, 145, 142
 CMYK: 100, 0, 2, 43
 Est. 1983

PANTONE
PANTONE 124-16 U

Gold

HEX: #d59f0f
 RGB: 213, 159, 15
 CMYK: 0, 25, 93, 16
 Est. 1983

PANTONE
PANTONE 10-16 C

Black

HEX: #000000
 RGB: 0, 0, 0
 CMYK: 100, 100, 100, 100
 Est. 1983

PANTONE
PANTONE Process Black C

White

HEX: #ffffff
 RGB: 255, 255, 255
 CMYK: 0, 0, 0, 0
 Est. 1983

PANTONE
PANTONE 179-1 C



BRANDING

BRAND TOOLKIT

- Corporate Letterhead

CORPORATE LETTERHEAD

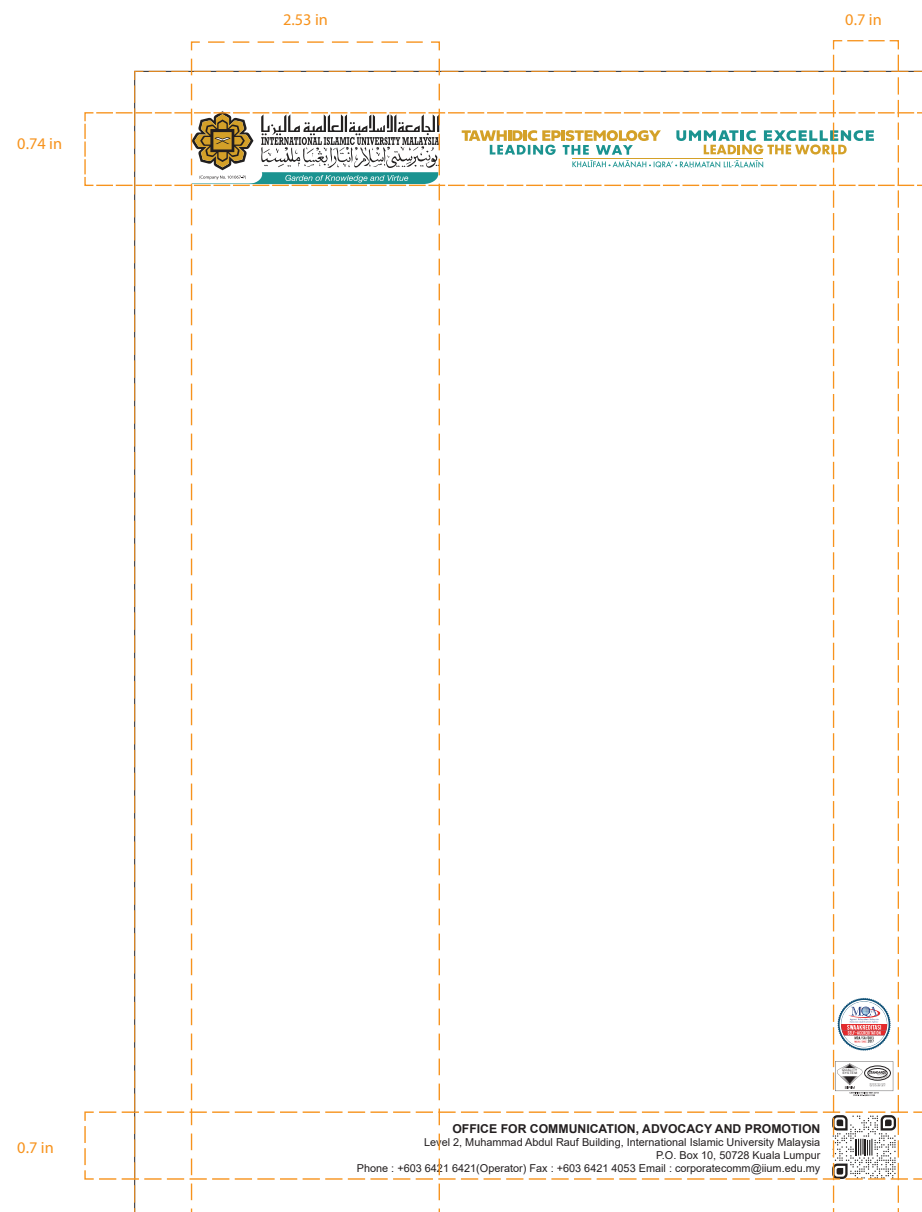
Standard Letterhead (Coloured)

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)

Layout Size:

A4 (21 cm x 29.7 cm)



CORPORATE LETTERHEAD

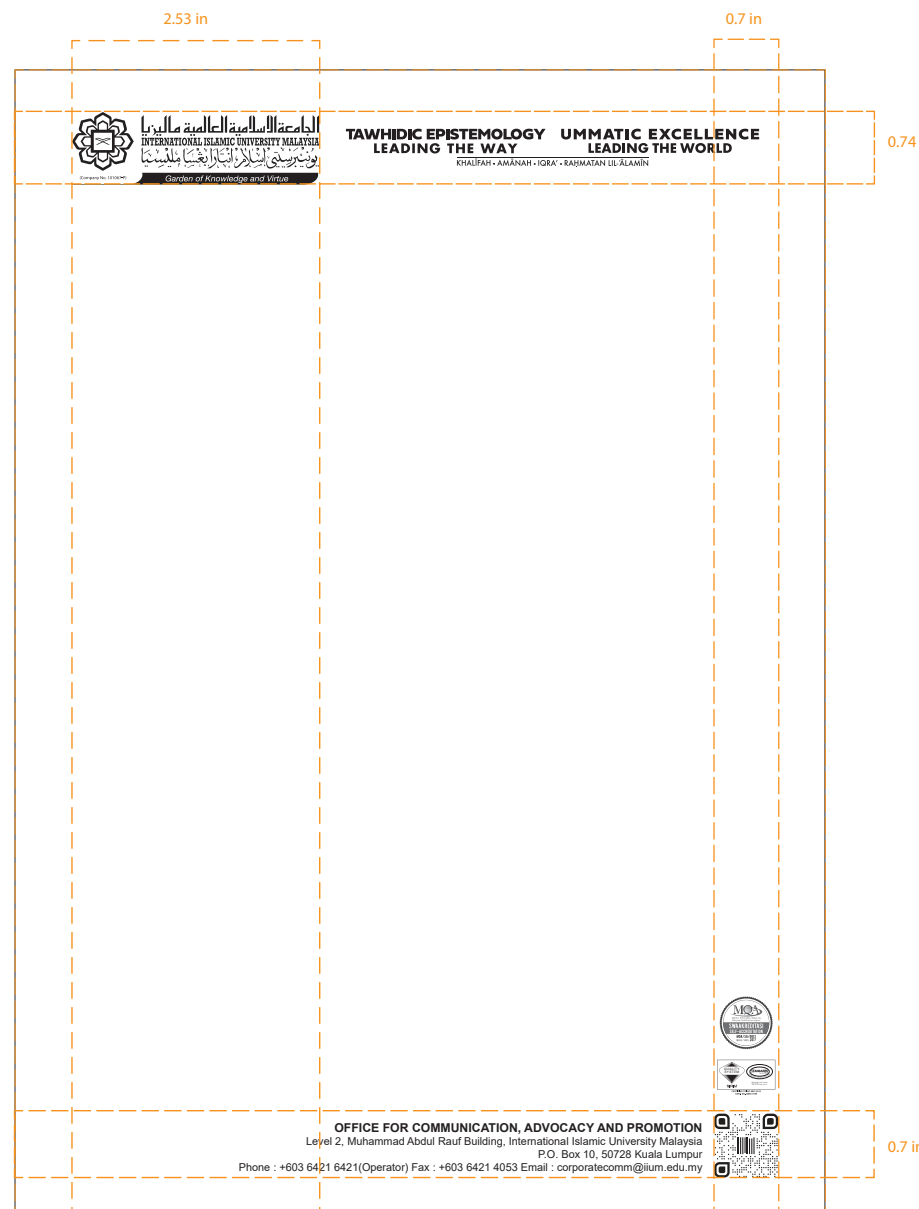
Standard Letterhead (Black & White)

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)

Layout Size:

A4 (21 cm x 29.7 cm)



Standard Letterhead (Coloured)
& Standard Letterhead (Black & White)

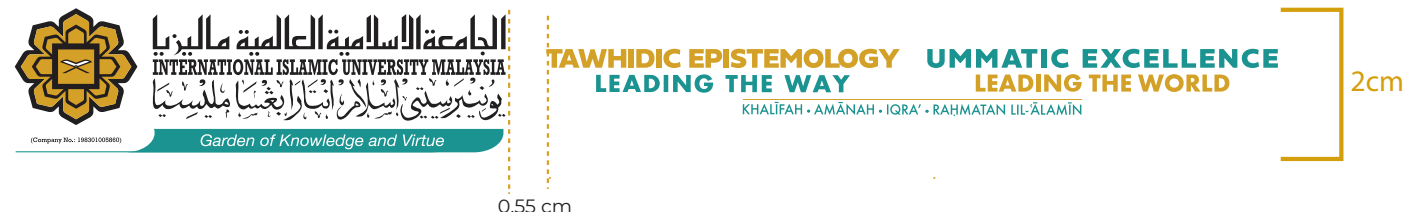
Header

Office Name
Calibri (body) bold 11 pt

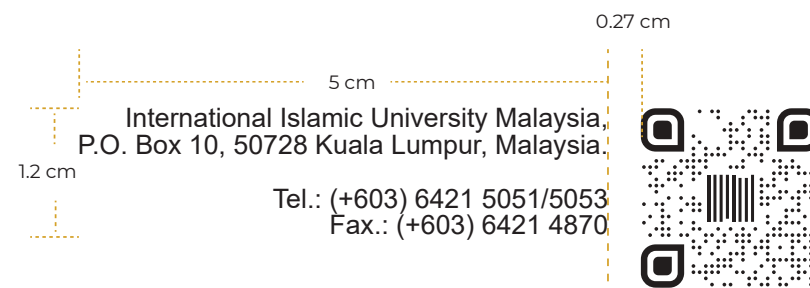
Office Address, Contact & We
Address
Calibri (body) 8 pt

Layout Size:
A4 (21 cm x 29.7 cm)

Footer



(Company No.: 198901005860) **الجامعة الإسلامية العالمية ماليزيا**
INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA
 بونى برستى سبلى انبار ايجسا مليسيا
 Garden of Knowledge and Virtue
TAWHIDIC EPISTEMOLOGY LEADING THE WAY **UMMATIC EXCELLENCE LEADING THE WORLD**
 KHALIFAH • AMĀNAH • IQRA' • RAHMATAN LIL-ĀLAMĪN



1.2 cm
 5 cm
 International Islamic University Malaysia,
 P.O. Box 10, 50728 Kuala Lumpur, Malaysia.
 Tel.: (+603) 6421 5051/5053
 Fax.: (+603) 6421 4870
 0.27 cm



BRANDING

BRAND TOOLKIT

- Corporate Certificate

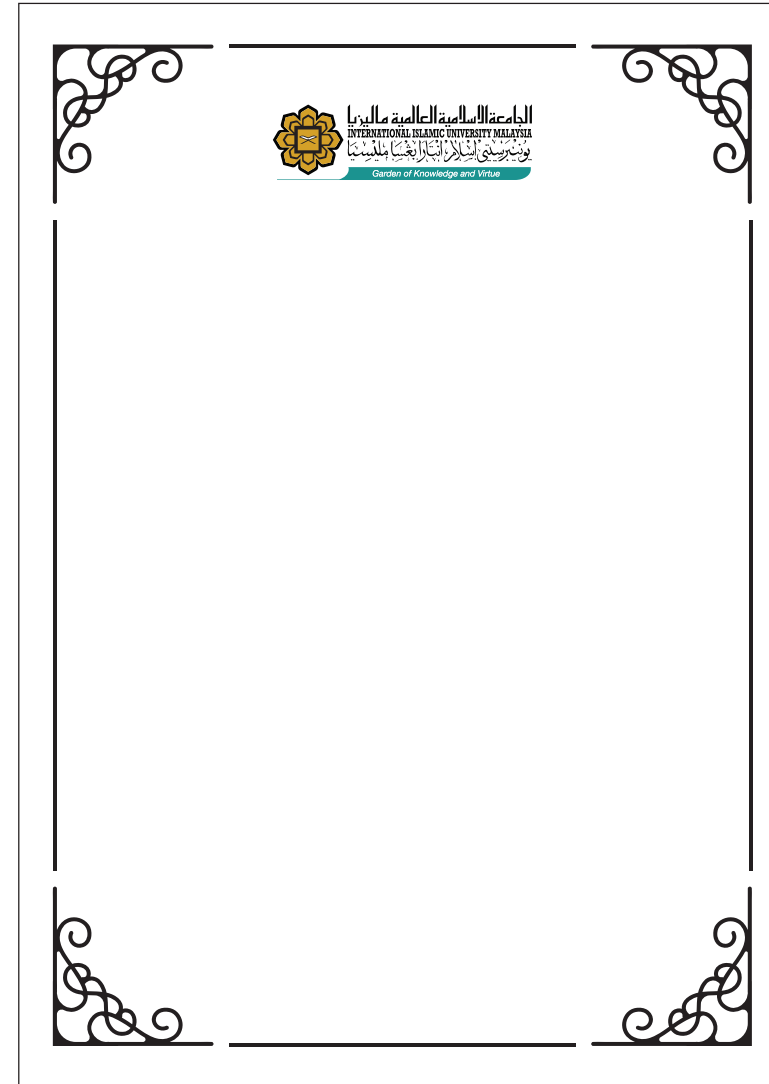
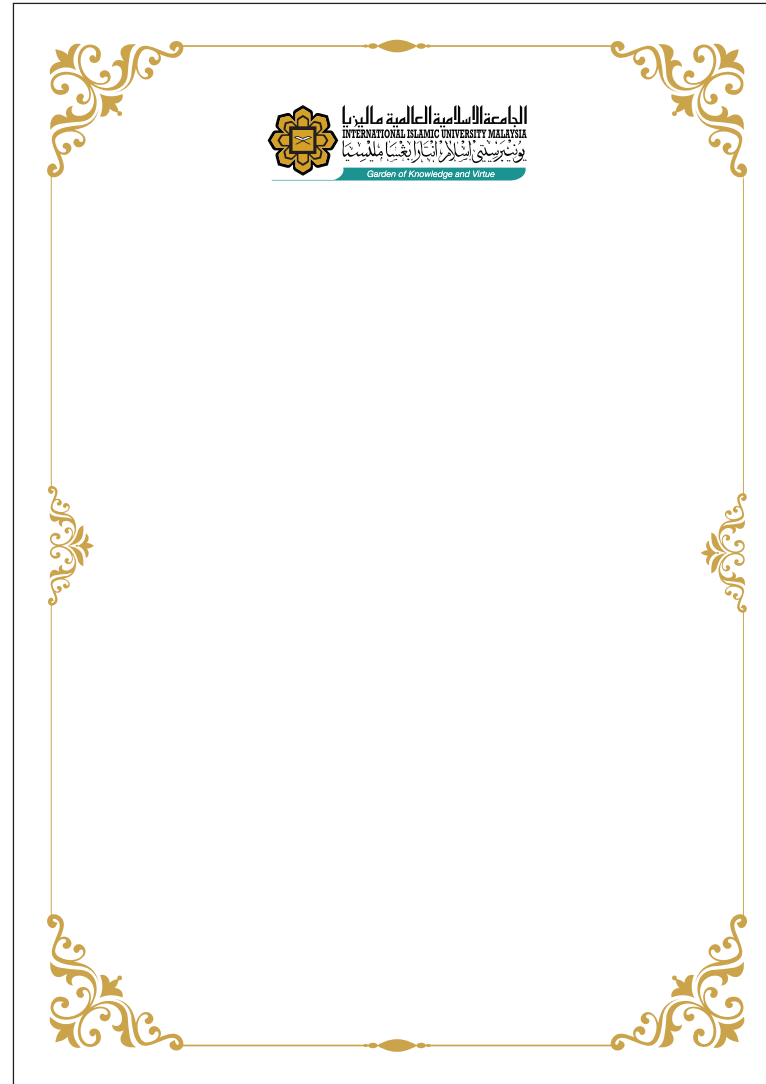
IIUM CERTIFICATE

Size: 8.27in x 11.69in



IIUM CERTIFICATE

Size: 8.27in x 11.69in





BRANDING

BRAND TOOLKIT

- Identity Collateral

IDENTITY COLLATERAL

Call Card (with photo) Elements:

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

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

Call Card (without photo) Elements:

1. IIUM Logo
2. IIUM Logotype
3. Tagline

Name:

Front - Montserrat Bold 10 pt

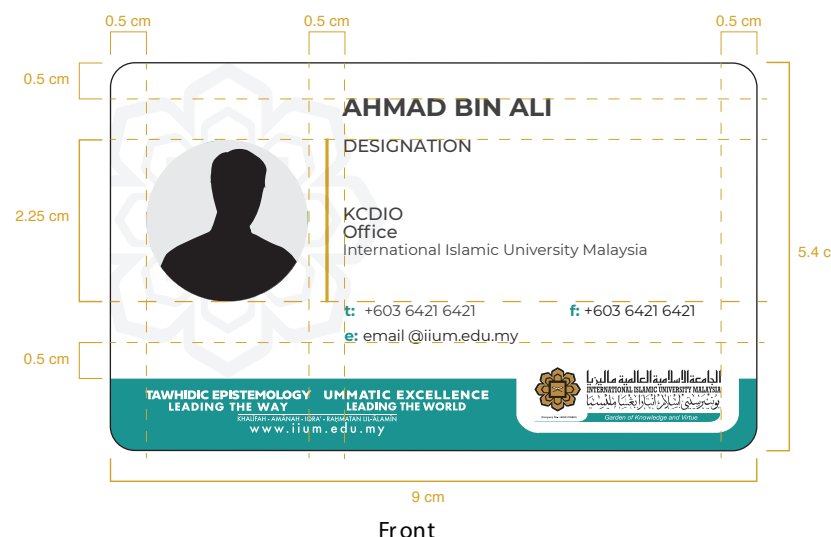
Back - Montserrat Bold 18 pt

Title and Position:

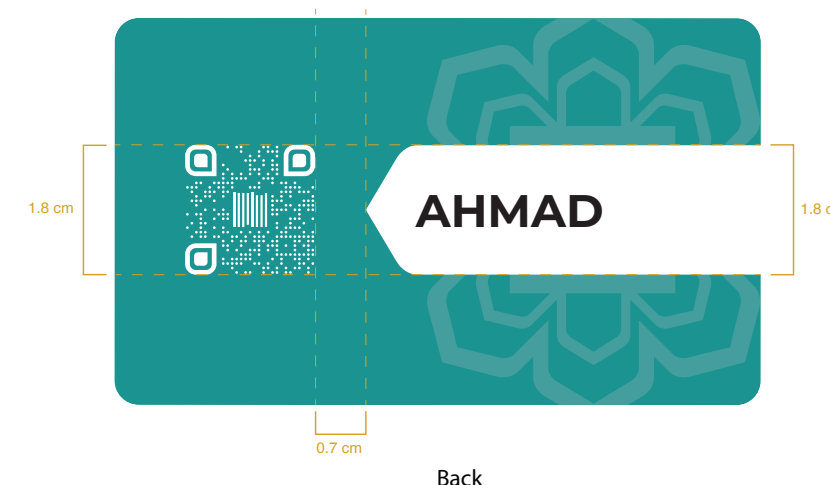
Montserrat Medium 7 pt

Address block text:

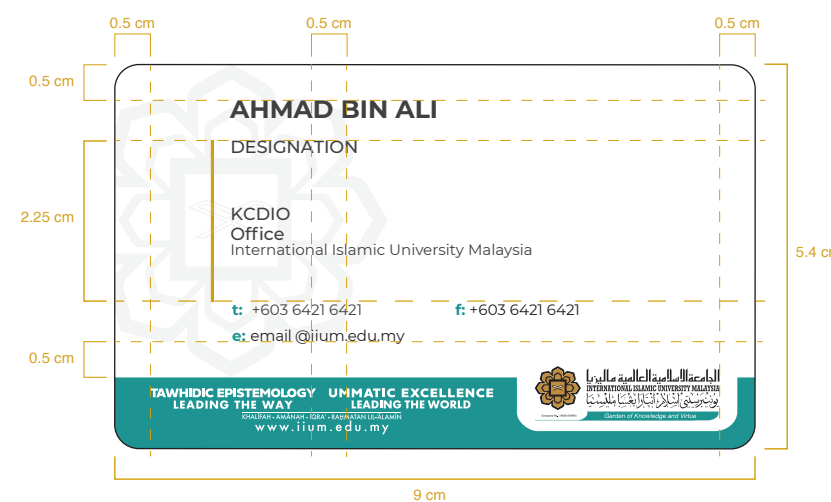
Montserrat Regular 6 pt



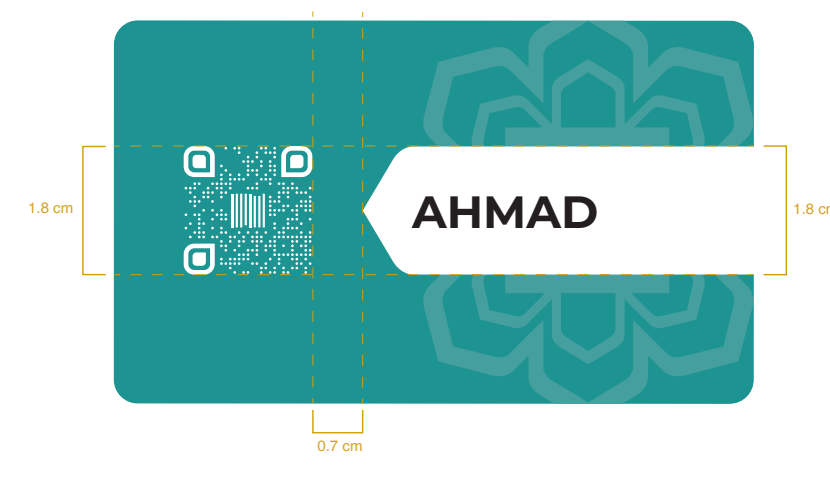
Front



Back



Front



Back

IDENTITY COLLATERAL

Call Card (with photo) Elements:

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

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

Call Card (without photo) Elements:

1. IIUM Logo
2. IIUM Logotype
3. Tagline

Name:

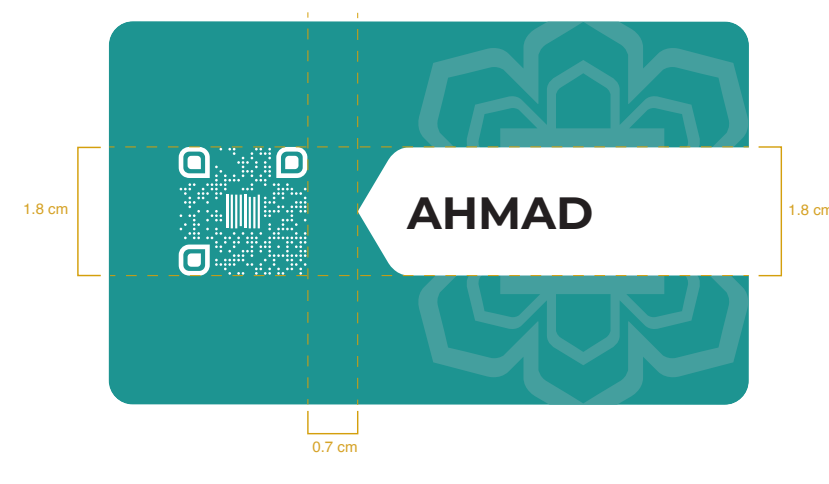
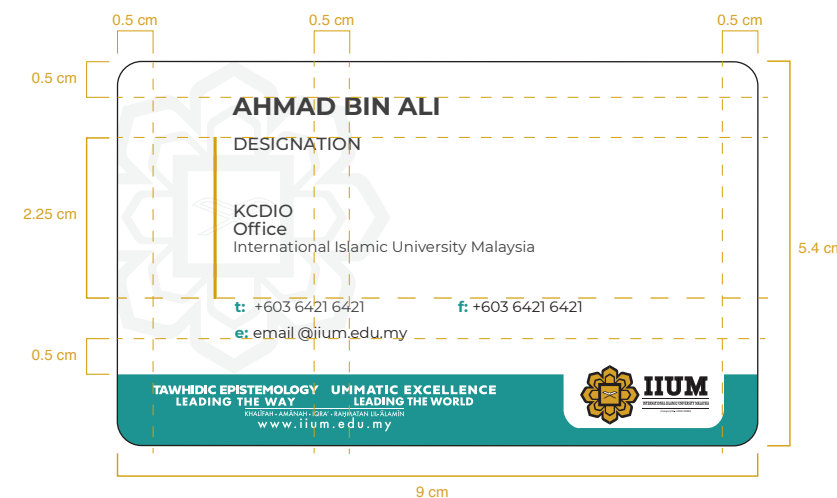
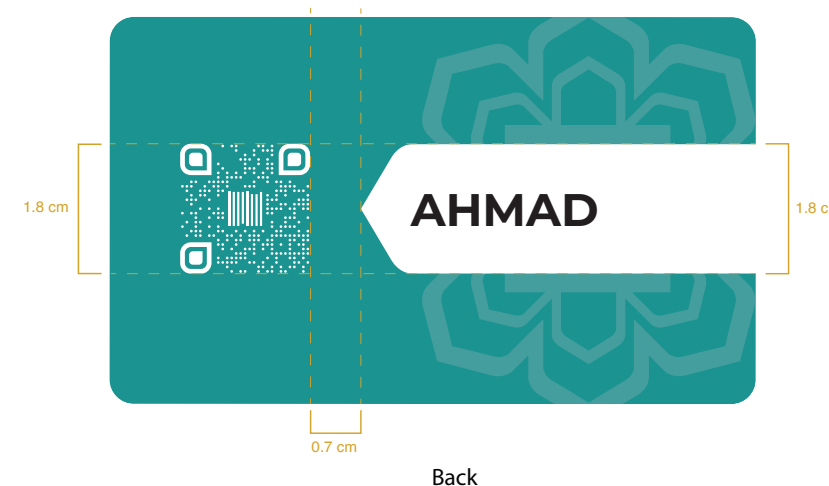
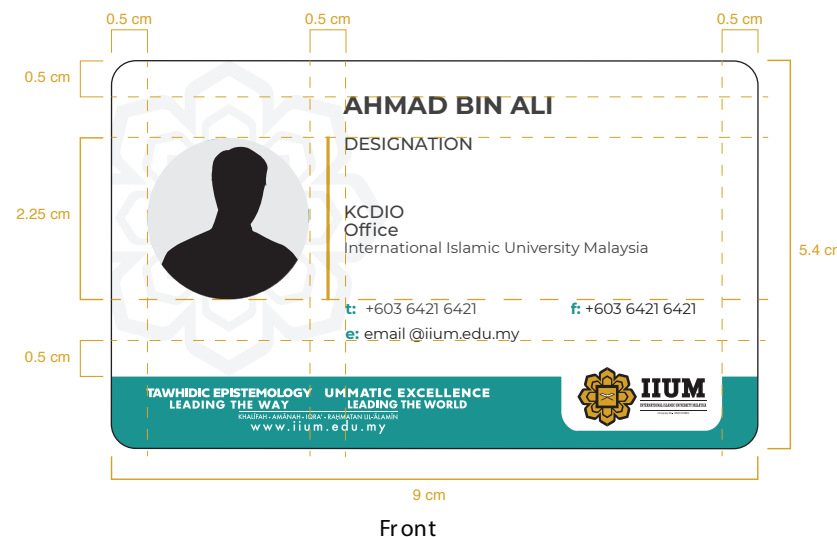
Front - Montserrat Bold 10 pt
 Back - Montserrat Bold 18 pt

Title and Position:

Montserrat Medium 7 pt

Address block text:

Montserrat Regular 6 pt





الجامعة الإسلامية العالمية ماليزيا
INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA
يُونَيْتِ بَرِيَّتِي اِسْلَامًا اِنْتَاو اِيْخْسَابًا مَلِيْسِيَا

(Company No.: 198301008860)

Garden of Knowledge and Virtue

BRANDING

BRAND TOOLKIT

- IIUM Email Signature

IIUM EMAIL SIGNATURE GUIDELINES

Use of Email Signature that consistently displays the identity in e-mail communication is vital for an organization. Office for Communication, Advocacy and Promotion is responsible for ensuring the brand identity and the university is in its best. Therefore, all university staff are required to comply with the rules and guidelines to streamline the staff's identity through Email Signature.

Example 1 : with photo



NAME
POST

Creative Promotions and Digital Innovation Unit
Office for Communication, Advocacy and Promotion
(OCAP)
International Islamic University Malaysia (Company No. 101067-P)
Jalan Gombak, 53100 Kuala Lumpur
t: +603 6421 6421
e: XXX@iium.edu.my

Example 2 : without photo

NAME
POST

Creative Promotions and Digital Innovation Unit
Office for Communication, Advocacy and Promotion
(OCAP)
International Islamic University Malaysia (Company No. 101067-P)
Jalan Gombak, 53100 Kuala Lumpur
t: +603 6421 6421
e: XXX@iium.edu.my



BRANDING

BRAND TOOLKIT

- Bunting / Banner

PRINTED BUNTING/BANNER DESIGN

Standard Size

Bunting

- 24in (W) x 72in (H)

Banner

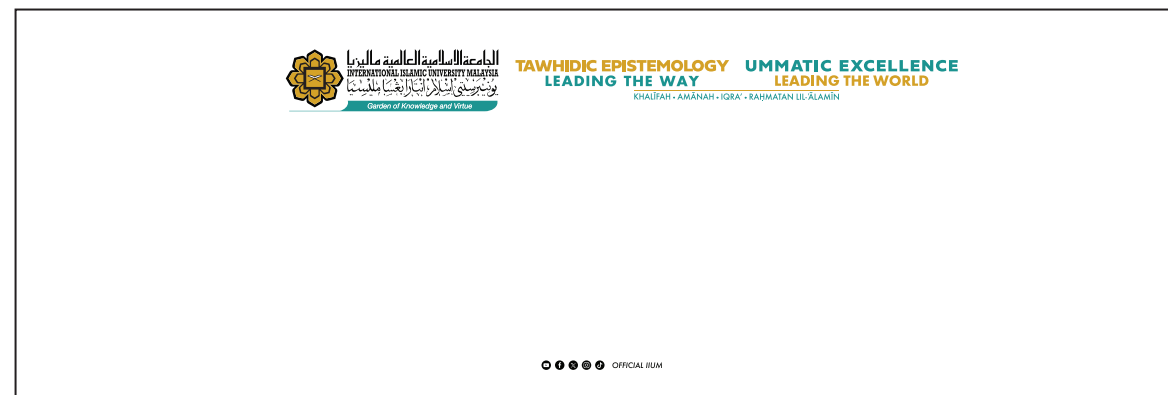
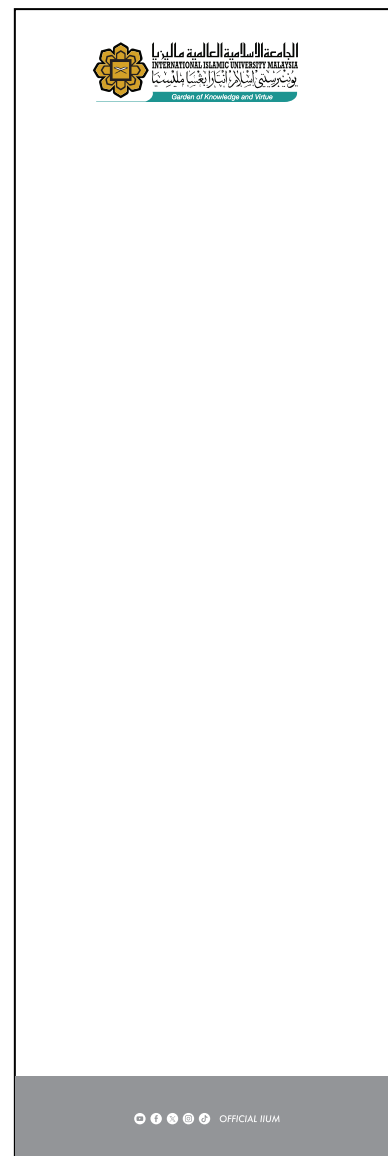
- 144in (W) x 48in (H)

Important Elements

1. IIUM Logo and Logotype
2. IIUM Motto “Garden of Knowledge & Virtue”
3. IIUM Social Media Icons: Official IIUM

OPTIONAL Elements

4. IIUM Tagline (depending on the usage situation in graphic design)



PRINTED BUNTING/BANNER DESIGN (Variations)

Standard Size

Bunting

- 24in (W) x 72in (H)

Banner

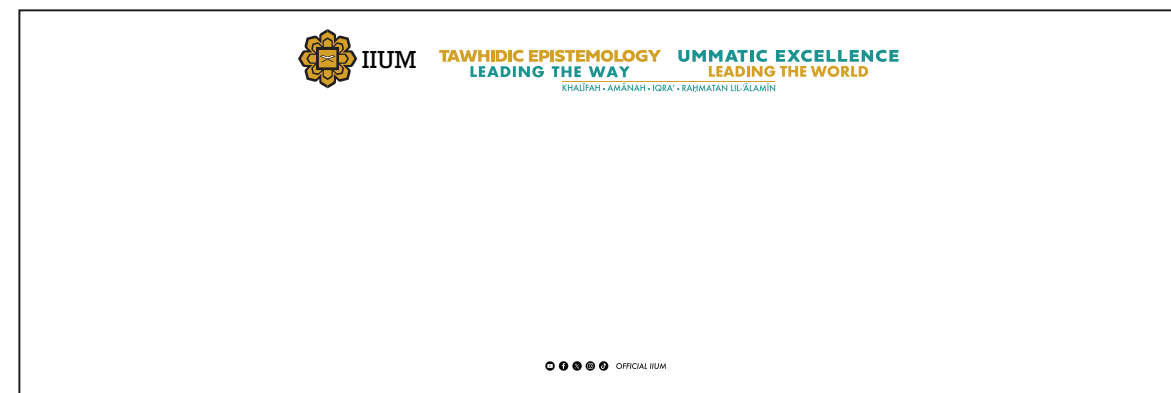
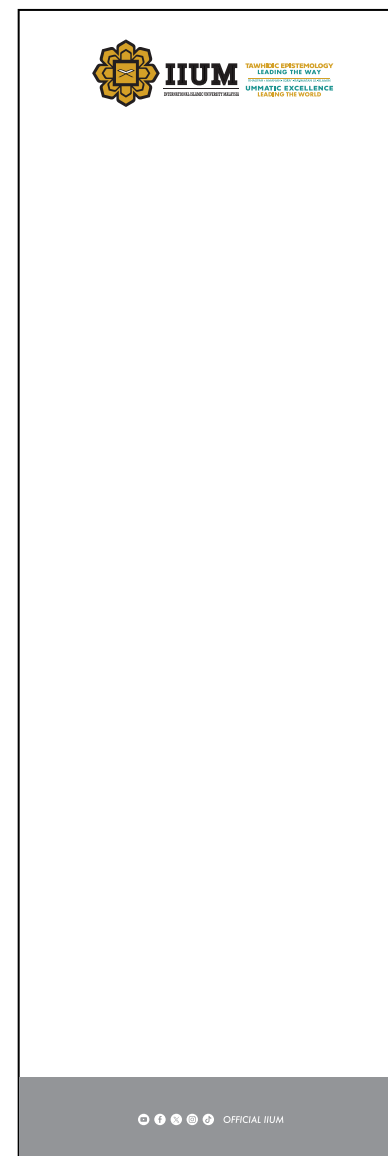
- 144in (W) x 48in (H)

Important Elements

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

OPTIONAL Elements

4. IIUM Tagline (depending on the usage situation in graphic design)





BRANDING

BRAND TOOLKIT

- Posters and Flyers

PROMOTIONAL DIGITAL POSTER/FLYERS DESIGN GUIDELINES

Standard Size

- A3 (11.69in x 16.54in)
- A4 (8.27in x 11.69in)

Information to include in a poster

1. 'Headline' & Programme Title
2. Visual Hierarchy (i.e Date/Time/Venue)
3. Choose Fonts that are easy to read.
4. Maximum of 3-5 colour combinations
5. Maximum of 3 fonts (visibility purposes)

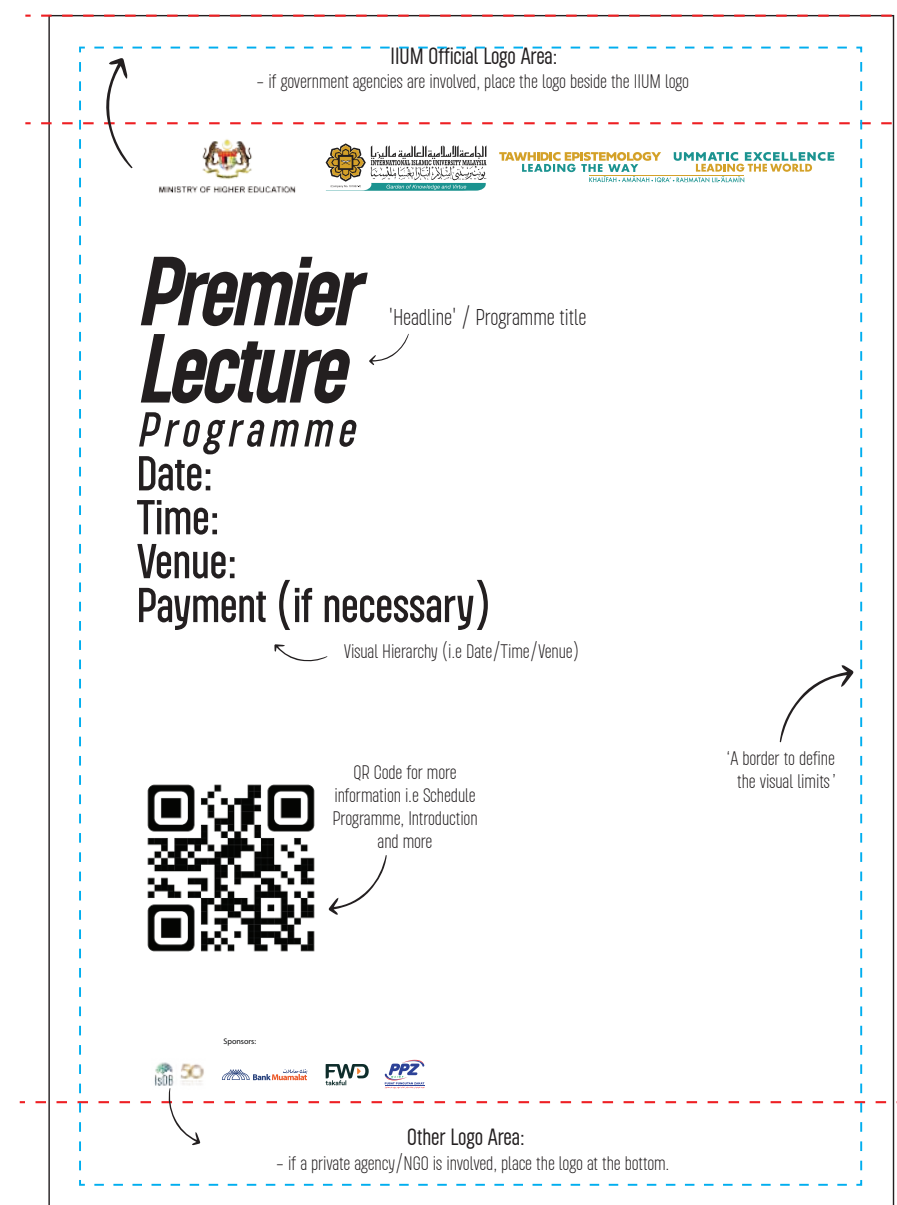
Important Elements

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

Note:

Only the IIUM logo should be placed at the top of the poster; if government agencies are involved their logo may be placed next to IIUM logo.

Logo of other entities such as KCDIO'S, private agencies, institutions and NGOs should be placed at the bottom of the poster.



PROMOTIONAL DIGITAL POSTER/FLYERS DESIGN GUIDELINES (Variations)

Standard Size

- A3 (11.69in x 16.54in)
- A4 (8.27in x 11.69in)

Information to include in a poster

1. 'Headline' & Programme Title
2. Visual Hierarchy (i.e Date/Time/Venue)
3. Choose Fonts that are easy to read.
4. Maximum of 3-5 colour combinations
5. Maximum of 3 fonts (visibility purposes)

Important Elements

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

Note:

Only the IIUM logo should be placed at the top of the poster; if government agencies are involved their logo may be placed next to IIUM logo.

Logo of other entities such as KCDIO'S, private agencies, institutions and NGOs should be placed at the bottom of the poster.



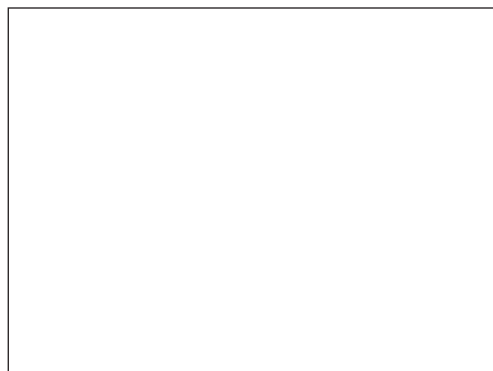


BRANDING

BRAND TOOLKIT

- Media Platform

MEDIA PLATFORM: E-BOARD



Dimensions (1024px x 768px)



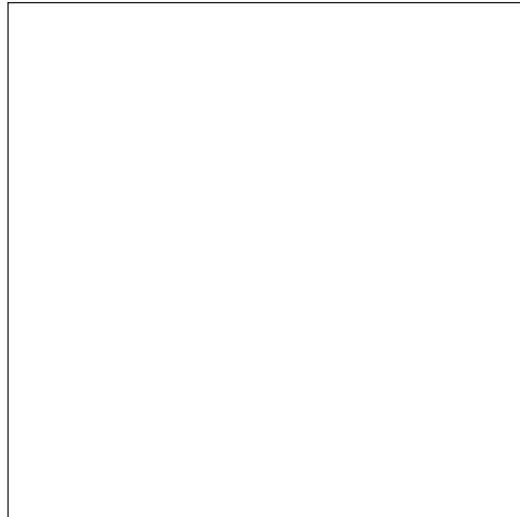
MEDIA PLATFORM; WEBSITE (MASTHEAD)



Dimensions (1330px x 738px)



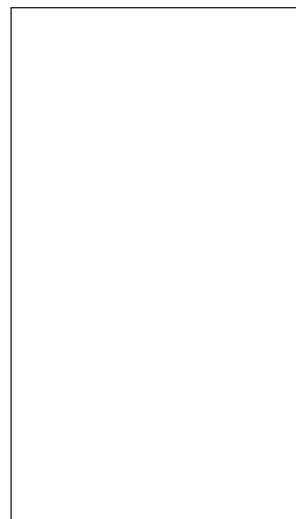
MEDIA PLATFORM: SOCIAL MEDIA



Dimensions (1080px x 1080px)



MEDIA PLATFORM: INSTAGRAM STORY



Dimensions (608px x 1080px)



SOCIAL MEDIA CHANNELS

IIUM presence on social media is important as part of IIUM online visibility. IIUM Social Media Channels were created and maintained by Strategic Communication and Media Unit, OCAP.

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

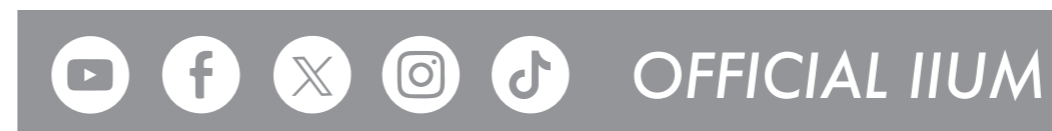


BANNER & POSTER FOOTER

Icon black typeface



Icon white typeface





BRANDING


BRAND TOOLKIT

- Mock Cheque

Mock Cheque

36in


16in

 <p>الجامعة الإسلامية العالمية ماليزيا INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA يوتربسني انبلا انبا انجسا ملبسنا Garden of Knowledge and Virtue</p>	<p>TARIKH DATE</p> <input type="text"/>
<p>BAYAR PAY</p> <hr/> <p>RINGGIT MALAYSIA</p> <hr/> <p>DARIPADA FROM</p> <hr/>	<input type="text"/>
<p>·525977·05 01191·5060368999·01</p>	

Mock Cheque

36in

16in

 **IIUM**
INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA
Company No. 1019647

TARIKH
DATE

BAYAR
PAY _____

RINGGIT
MALAYSIA _____

DARIPADA
FROM _____

525977 05 01141: 5060368494 01



الجامعة الإسلامية العالمية ماليزيا
INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA
يُونَيْتِيسِيْتِي اِسْلَامِي اِنْتَار اِبْحْسِيَا مَلِيسِيَا

(Company No.: 198301005860)

Garden of Knowledge and Virtue

BRANDING


BRAND TOOLKIT

- Corporate Envelopes

ENVELOPES

Size variations:

- 22 cm x 11 cm




الجامعة الإسلامية العالمية ماليزيا
INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA
بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ
Garden of Knowledge and Virtue

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

Name
Organization
Street Address Postcode
City Name State

[Redacted Address Line]

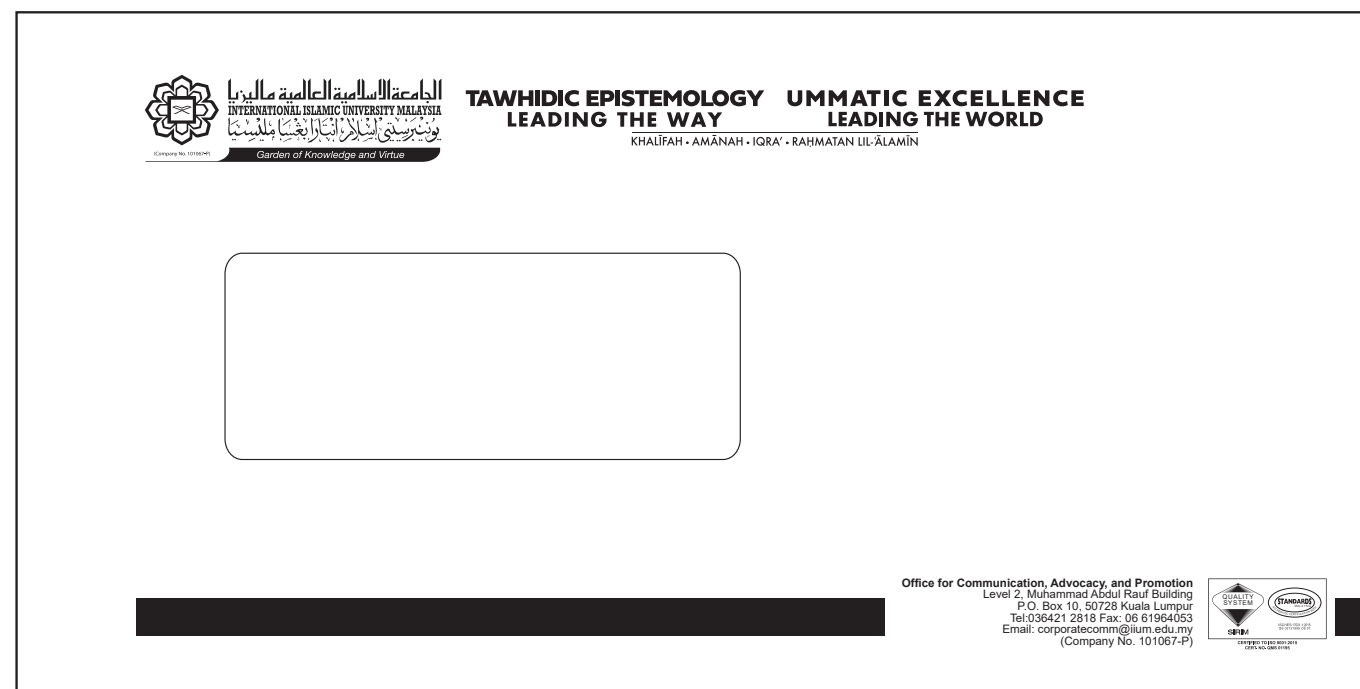
Office for Communication, Advocacy, and Promotion
Level 2, Muhammad Abdul Rauf Building
P.O. Box 10, 50728 Kuala Lumpur
Tel: 036421 2818 Fax: 06 61964053
Email: corporatecomm@iiu.edu.my
(Company No. 101067-P)



ENVELOPES

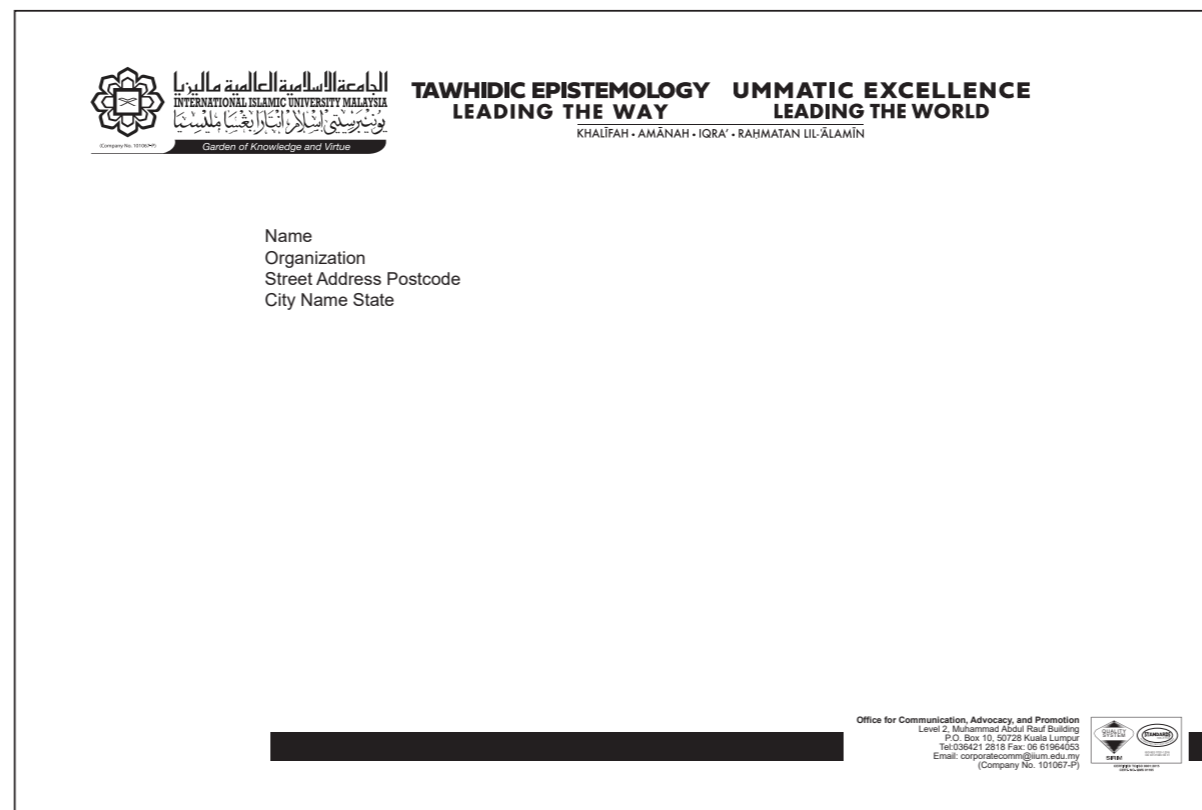
Size variations:

- 22 cm x 11 cm [window]



ENVELOPES

Size variations:
- 32.2 cm x 22.8 cm





(Company No.: 198301005860)

الجامعة الإسلامية العالمية ماليزيا
INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA
يُونِيسَيْتِيْ اِسْلَامْ اِنْتَارَا اِبْحَسِبَا مِلِّسِيَا

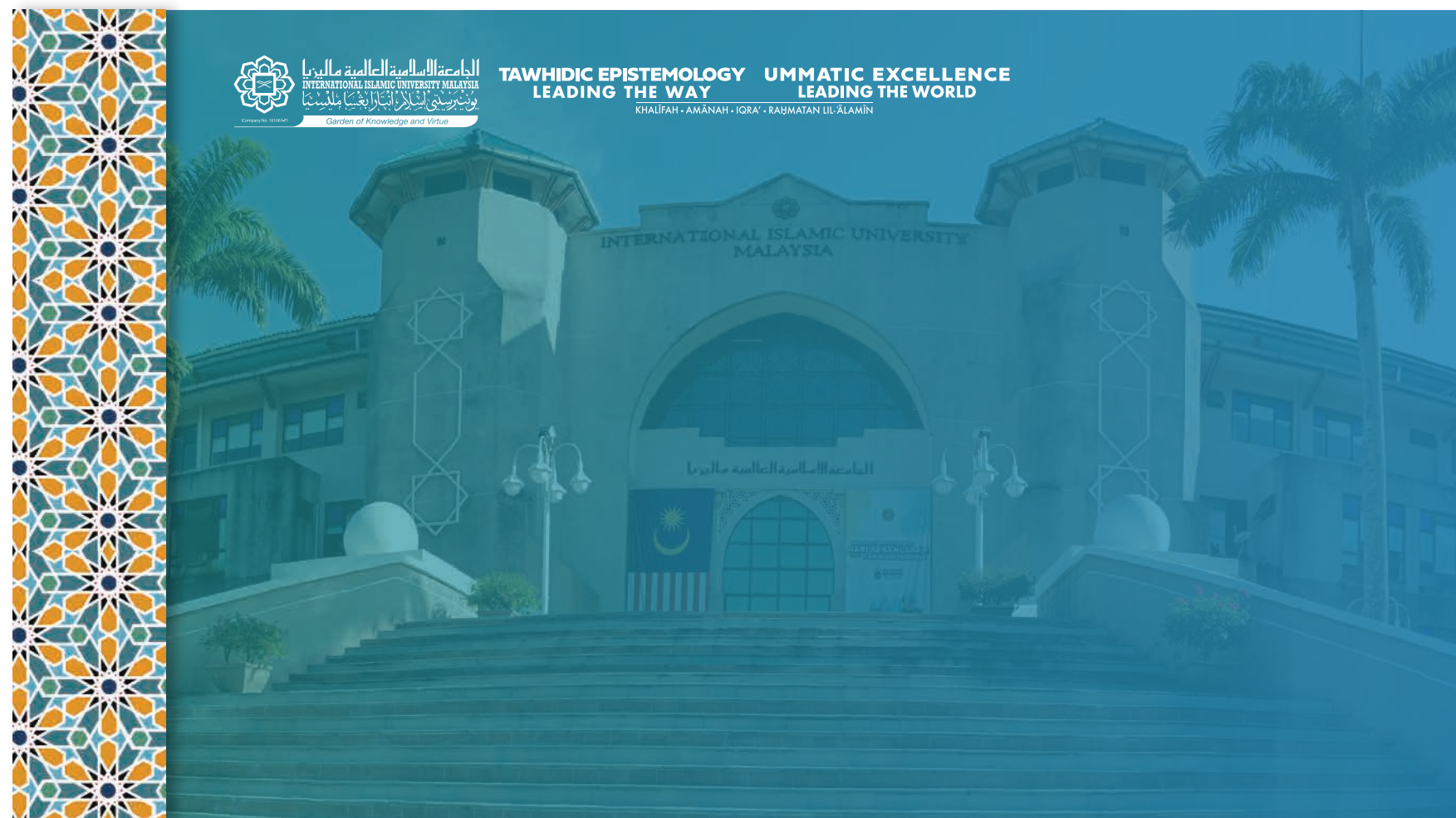
Garden of Knowledge and Virtue

BRANDING

BRAND TOOLKIT

- **Corporate Template Powerpoint**

CORPORATE POWERPOINT #1



CORPORATE POWERPOINT #2



CORPORATE POWERPOINT #3



CORPORATE POWERPOINT #4



CORPORATE POWERPOINT #5



TAWHIDIC EPISTEMOLOGY **UMMATIC EXCELLENCE**
LEADING THE WAY **LEADING THE WORLD**
KHALEFAT • AMANAH • IQRA' • KASIMATAN IL-ILAMIN

CORPORATE POWERPOINT #6



CORPORATE INLAY POWERPOINT



CORPORATE INLAY POWERPOINT



الجامعة العالمية ماليزيا
INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA
Institute of Knowledge and Culture

TAWHIDIC EPISTEMOLOGY UMMATIC EXCELLENCE
LEADING THE WAY LEADING THE WORLD
KUALA LUMPUR • JOHORE BAHRU • IPoh • KAMPONG BANGSA • KLANG

IIUM Visual Identity System @ 2024
Amendment @ 2025



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

www.iium.edu.my

For any inquiries, please contact:
Office for Communication, Advocacy and Promotion
International Islamic University Malaysia
P.O. Box 10, 50728 Kuala Lumpur
Phone : (+603) 6421 6421
Fax : (+603) 6196 4053
Email : ocapdesign@iium.edu.my

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